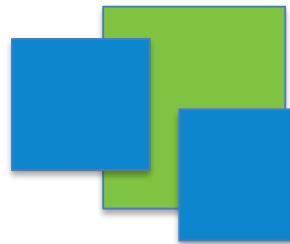


Immunization Coalition Capacity Building: A Case Study

Katy Gore, MPH
The Immunization
Partnership

Ashley Davis, LVN
Gregg County
Immunization
Coalition





Agenda

- What is a coalition & what can it do in a community?
- What is the Coalition Capacity Building Project?
- How has the Coalition Capacity Building Project made an impact on an immunization coalition?

The Immunization Partnership

- **Vision** » A community protected from vaccine-preventable diseases.
- **Mission** » To eradicate vaccine-preventable diseases by educating the community, advocating for evidence-based public policy and promoting immunization best practices.

What is a Coalition?

- A group of organizations and individuals who **work together** to address a shared concern and accomplish a **common goal**.
- They do this by providing a forum to:
 - Share ideas and strategies
 - Distribute responsibilities and risk.
 - Build consensus around key issues.
 - Engage in coordinated action.
 - Maximize talents.
 - Build relationships.



Why Coalitions Form

- Respond to an opportunity
- Respond to a threat or event such as a disease outbreak
- Expand organizations' limited time, expertise, resources, service, media coverage, contact with populations or influence.

Steps for Building an Effective Coalition

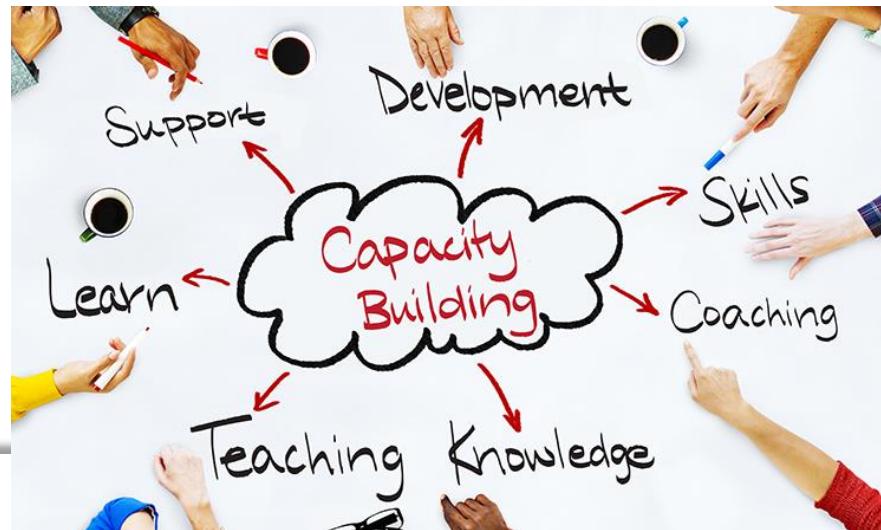
- Engage your leadership team
- Recruit diverse community organizations and convene the coalition
- Develop a Community Action Plan (CAP) with feasible and appropriate goals, objectives, and strategies
- Implement and sustain policy and environmental change strategies to reach goals
- Evaluate and improve the coalition and its strategies

IMMUNIZATION
COALITIONS PLAY A
KEY ROLE IN THE
FIGHT AGAINST
DISEASES!



Capacity Building

- Process of developing and strengthening the skills, instincts, abilities, processes and resources that organizations and communities need to survive, adapt, and thrive in the fast-changing world.



Coalition Capacity Building Project

- DSHS partnered with TIP to develop, assess, and provide immunization stakeholders and coalitions with updated tools, training, and resources to establish and sustain effective coalitions.
 - Capacity Building Assessment
 - Strengths Weaknesses, Opportunities and Threats (SWOT) Site Visit
 - 3 Webinars
 - 3 Workshops
 - Updated Toolkit



Immunization Coalitions in the DSHS Project

South Plains Immunization Network Lubbock, TX

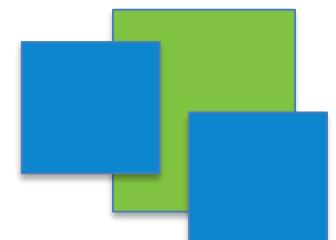
Immunization Coalition of Greater
Houston Houston, TX

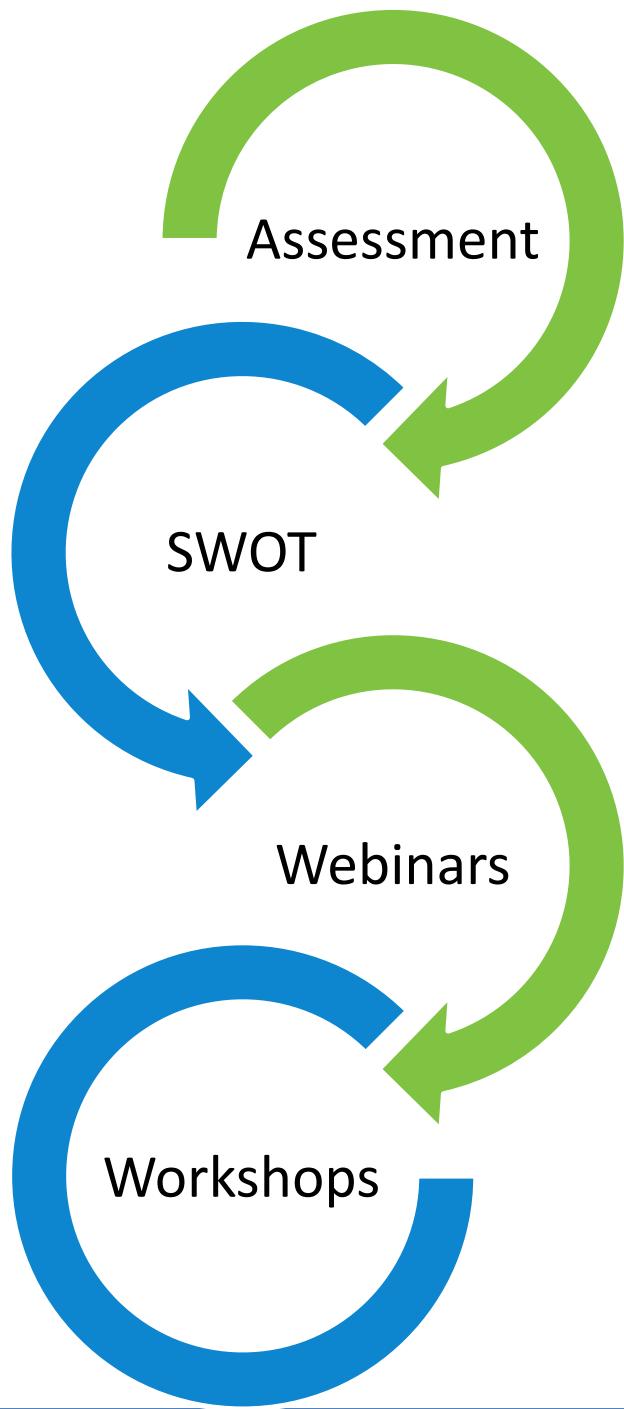
Gregg County Vaccine Awareness
Coalition Longview, TX

South Texas Immunization Coalition McAllen, TX

North East Texas Immunization
Coalition Tyler, TX

El Paso Immunization Coalition El Paso, TX





Coalition Capacity Building Project Process

Assessment



1. Coalition's target population
2. How many members
3. Which community sectors are actively engaged
4. The structure of the coalition (Board, Chair, Sub-committee)
5. Established mission and vision statements
6. Established work plans
7. Activities is the coalition currently involved in
8. Types of data collection

Assessment – Types of Partners

Partner	Participates Regularly	Participates Occasionally	Invited but does not participate	Unknown
Healthcare Providers	83%	17%		
Non-profit Clinics	50%	17%	33%	
For-Profit Clinics	50%	33%		17%
Local Health Department	50%	33%		17%
Hospitals	33%	50%		17%
Pharmacies	33%	17%	17%	33%
School Districts	66%	17%	17%	
Colleges/ Universities	66%	17%	17%	
Foundations		33%	17%	50%

Assessment – Types of Activities

Answer Choice	Percentage of Coalitions
Provide education to parents/families	100%
Provide educations to providers	100%
Conduct or participate in community events	100%
Promote ImmTrac2	83%
Provide immunizations	83%
Participate in advocacy	66%

SWOT Analysis

Internal Strengths

Collective advantages of the coalition (resources, facilities, training, activities, staff, funding, capabilities, access to populations of interest)?

Internal Weaknesses

Collective disadvantages of the coalition. What is blocking progress?

External Opportunities

External forces that the coalition can leverage to advance goals (e.g., doubling results by using one project to enhance another)?

External Threats

External forces that might impede progress.



SWOT Themes



Webinars

Promoting Immunization Requirements
& Addressing Parents' Concerns

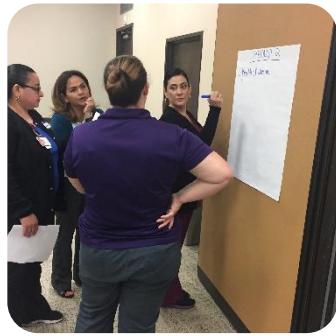


Strategies for Increasing Childhood
Vaccination Coverage Rates in Texas

Strategies for Increasing Adult
Vaccination Coverage Rates in Texas



Workshops



**Communications
Strategies for
Community
Engagement**

**Health Event
Planning for
Community
Engagement**

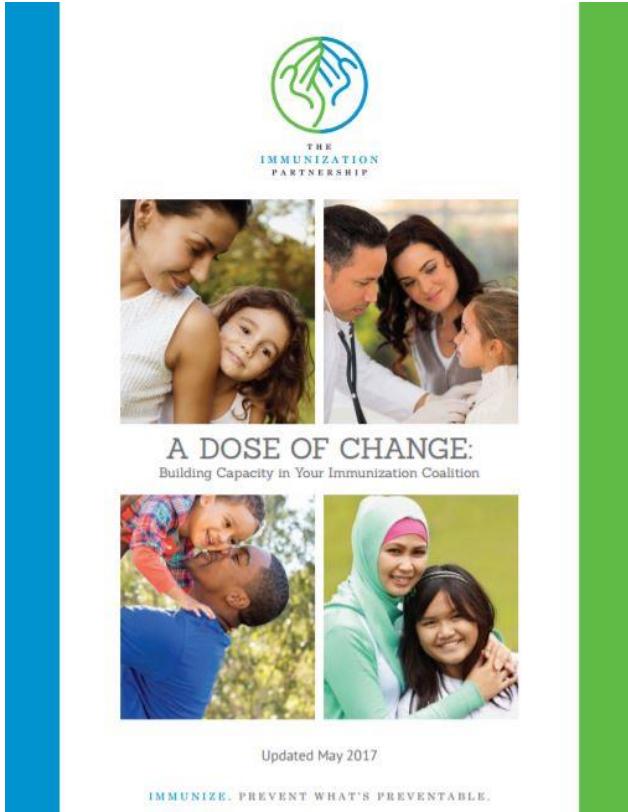
**Partnership
Development**



THE
IMMUNIZATION
PARTNERSHIP

www.immunizeUSA.org

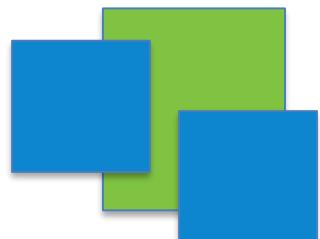
Toolkit



- The toolkit includes:
 - Strategies for improving immunization coverage rates.
 - Practical information on establishing, managing, and sustaining a coalition.
 - Background information provided by DSHS regarding vaccinations and public health.
 - Instructions on developing a communications plan.

Next Steps

- Continue to provide support to the 6 immunization coalitions.
- Engage with new immunization coalitions to provide technical assistance.
- Provide resources to all who ask!





Ashley Davis, LVN
Coalition Coordinator
Immunization Program Manager
Gregg County



VISION: To promote and educate on Immunizations to help decrease Vaccine Preventable Diseases and increase vaccine coverages in Gregg County.

MISSION: Bringing Vaccine Awareness to our community for healthier growth.

Who makes up V.A.C?



**Texas Children's
Health Plan**

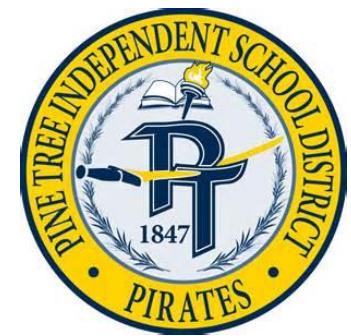
*The best decision a family can make.
La mejor decisión para su familia.*



- Gregg County Providers
- Gregg County Schools
- Health Plan providers
- Child Care Centers
- Gregg County Health Department
- Vaccine Reps
- ETCADA
- Drug Free Youth Coalition
- ETATT
- Universities
- Churches
- Hospitals
- Longview Mall



**LETOURNEAU
UNIVERSITY**





EVENTS

- Back to School Event
- Flu Clinic
- HPV educational event
- Shot clinics
- Community Outreach
 - Health Fairs
 - Educational booths
 - 5K Runs

V.A.C. Back 2 School Bash!



AUGUST
26

THE ROC

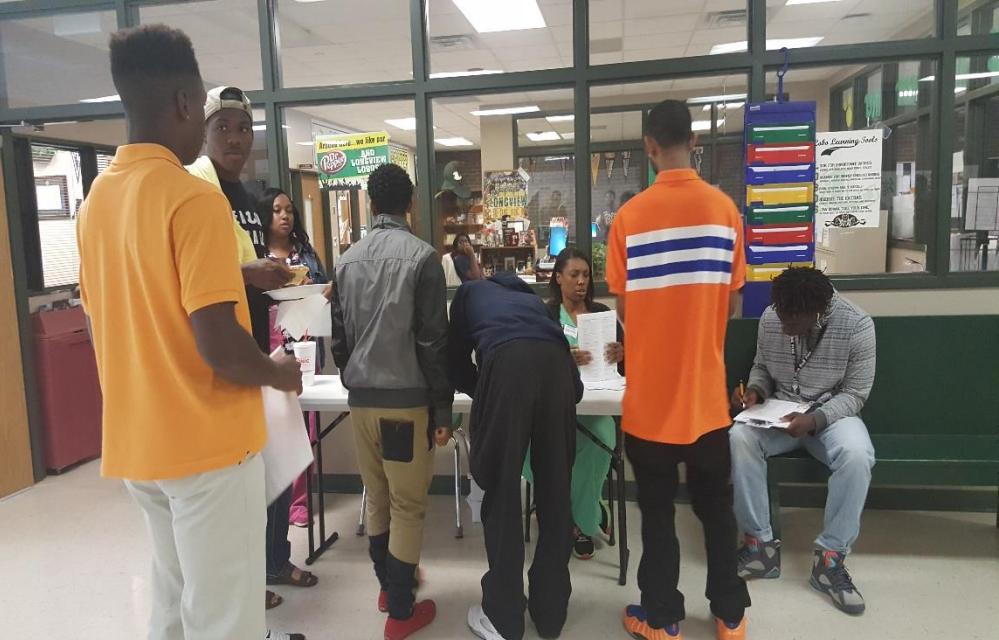
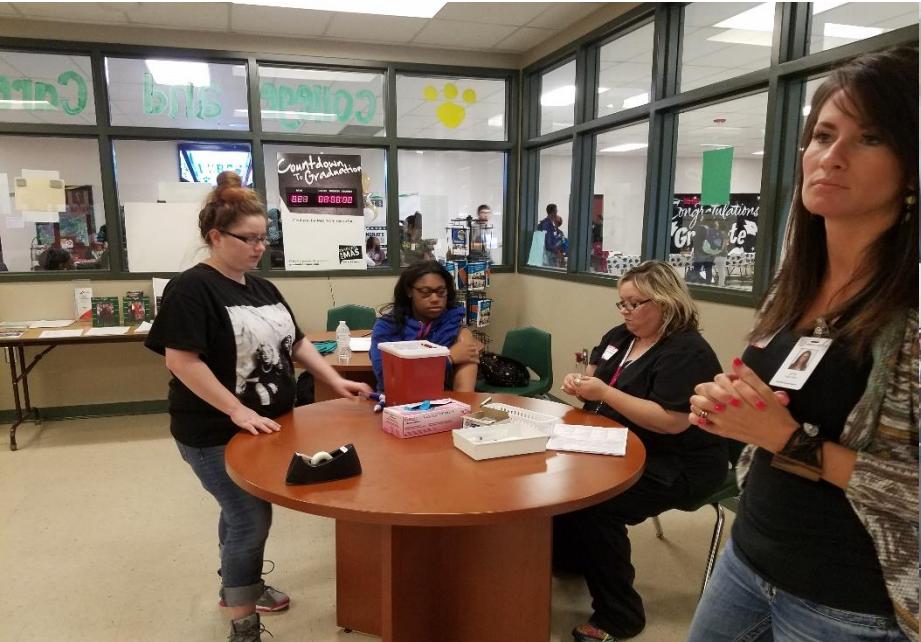
212 E.
SOUTH ST

10AM-2PM





MCV CLINIC



ETATT
EAST TEXAS ANTI-TRAFFICKING TEAM

FLASH GLOW 5K





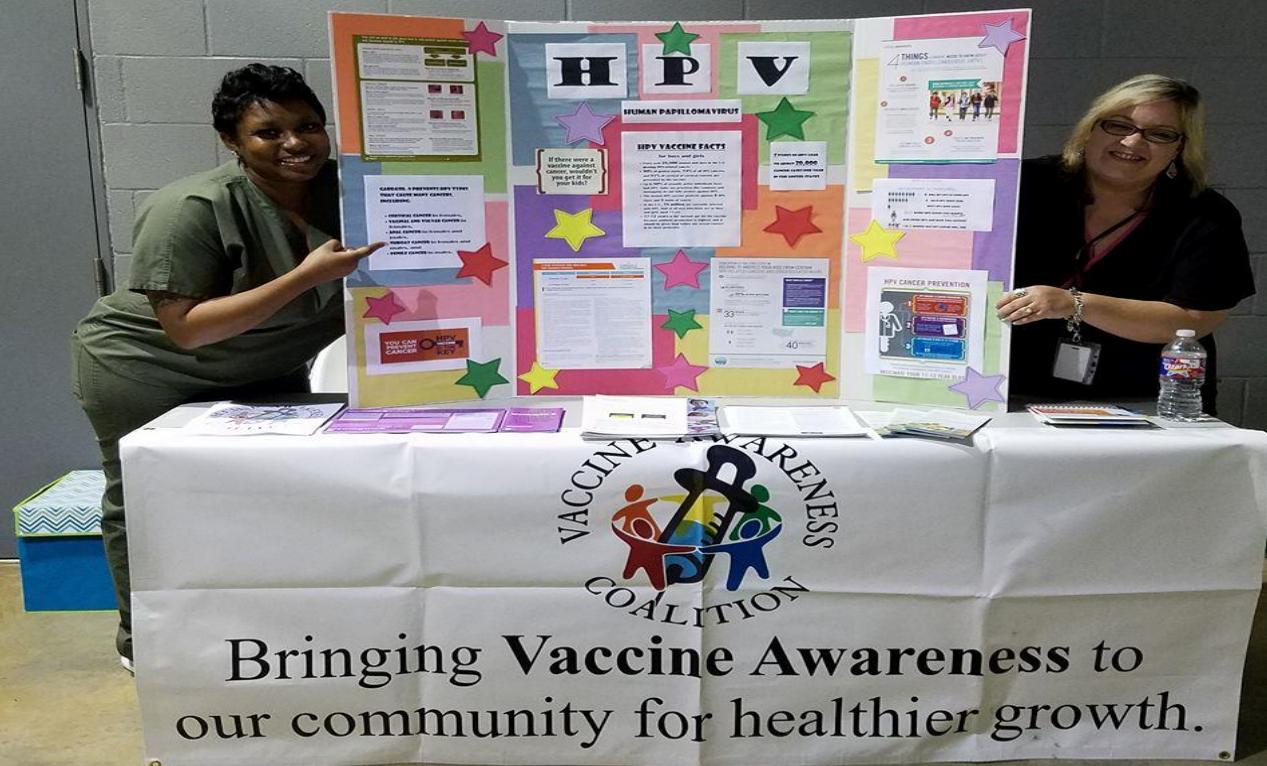
LETOURNEAU
UNIVERSITY

OUTREACH



Bringing Vaccine Awareness to
our community for healthier growth.

HPV EDUCATION



V.A.C. HEALTH FAIR



SANTA'S FLU SHOP!



Santa's on his way,
swing through and get
the flu shot today!!



- Pictures with Santa
- Christmas lights
- Door Prizes
- Flu shots for all ages
- Hot Chocolate
- Yummy snacks



FREE FLU SHOTS

(For those who qualify)

12/9/17 Greggton church • 1101 PINE TREE RD • 3PM-7PM



Santa's Flu Shop!



DECEMBER
9

GREGGTION
METHODIST
CHURCH

1101 PINE
TREE RD

3PM-7PM

UPCOMING
EVENT

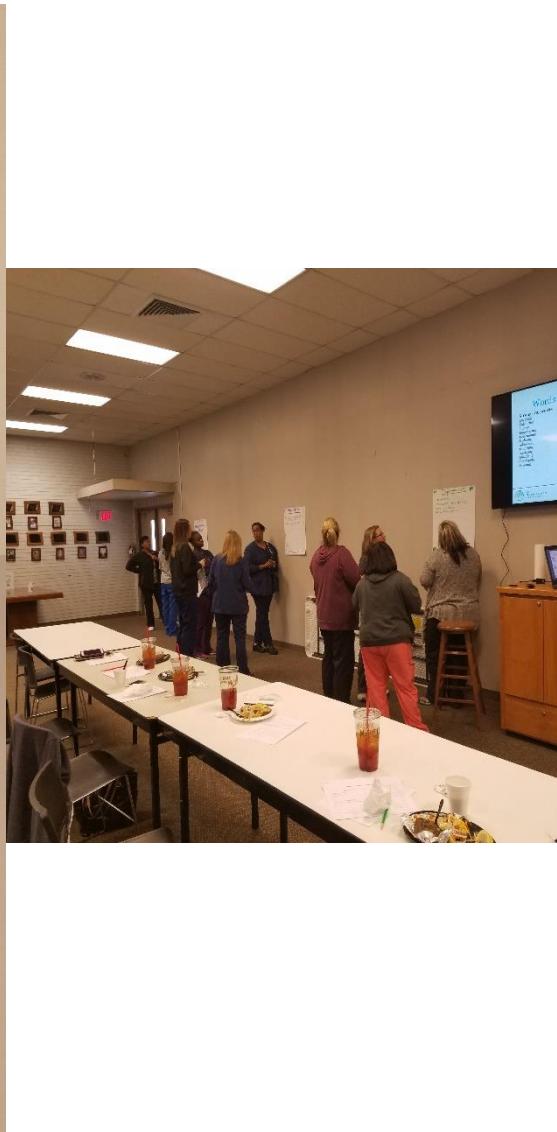
December 9, 2017

Membership development

SWOT ANALYSIS

Strengths

- monthly meetings
- broad outreach
- public interaction
- free training
- vaccine availability
- Vaccine Outreach Coordinator
(Amy Ashton)
Experience w/ TVFC program
- Diverse Group
- Supportive Vaccine Rep.



Weaknesses

- Community involvement
Churches + schools
- Not enough information for the community
- Involvement with members during community outreach!
- continuous funding
- fundraising
- daytime meetings held
- Involvement w/ Spanish community
- Educating Parents about optional vaccines
(the other)

Opportunities

- Fundraising
- Educational Materials (CDC)
- Building a website
- Social Media Exposure
- More collaboration in Coalition members
- Share Immunization Rates
- Increase Compliance
- educate parents/families
- better communication with school nurses
- Making sure Immunize update
- Free lunches from P&G

Threats

- Not attending Meetings
- Not advertising
- advertisement
- If funding to get cut
- Pending Legislation
- Increased Exposure from decreased immunizations
- ANTI-VACCINATORS

How has the DSHS Coalition Capacity Building Project impacted your coalition



THE
IMMUNIZATION
PARTNERSHIP

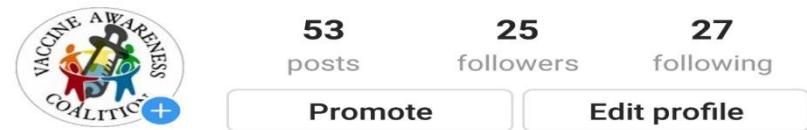
www.immunizeUSA.org

Communication Strategies for Community Engagement

Workshop

- Utilized the information for our FB page
- Created an Instagram

The screenshot shows a Facebook page with a purple header featuring a syringe icon and the text "Happy 1 YEAR VAC!". Below the header, it says "Vaccinating • Educating • Protecting". The page has a profile picture of a group of people holding a banner. The sidebar includes links for Home, Posts, Groups, Reviews, Videos, Photos, About, Community, Events, Promote, and Manage Promotions. A post from Karen Castleberry Floyd is visible, encouraging people to eat snacks and look at herpes zoster photos at the same time. The post has 160 likes and 163 follows.



Vaccine Awareness Coalition
Region
We Collaborate and discuss ways to increase vaccine coverage levels and promote Immunizations in our community 📝
Like our page on Facebook!
Longview, Texas 75601

A collage of various social media posts and graphics related to vaccination awareness. It includes a map of Gregg County, a "SHOP!" section for donations, a "I got my flu shot to help protect..." graphic, and several infographics about vaccination rates and health resources. One graphic asks "VACCINE-HESITANT?" and provides reasons for hesitancy.

Partner Development

Workshop

- We have added 15+ members to the coalition.
- We have been able to maintain the majority of our original members that we started with a year ago.



ROAD BLOCKS/ IF I ONLY KNEW..

- How to get started without money
- Funding Restrictions
- Fundraising
- No tax ID number



MOVING FORWARD

- *Continue monthly meetings*
- *Establish a partnership with Gregg County schools to help educate parents on the importance of the HPV vaccine.*
- *Continue to provide Immunization Clinics to help improve vaccine coverages in Gregg County.*
- *Fundraising!!*
- *Add more members to our Coalition and grow as much as possible*
- *Maintain a SUCCESSFUL Coalition!!*



QUESTIONS



Thank you!

Katy Gore

281-769-3087

kgore@immunizeusa.org

Ashley Davis

903-237-2605

Ashley.davis@co.gregg.tx.us