



Strategic Plan Summary

FY 2021 – 2022

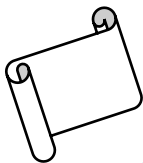
Vision A community protected from vaccine-preventable diseases.

Mission To eradicate vaccine-preventable diseases by educating the community, advocating for evidence-based public policy, and supporting immunization best practices.



Support communications to enhance informed vaccine decision-making

- ▶ **Build vaccine confidence** to increase public trust in recommended vaccines and the process and policies surrounding vaccines.
- ▶ **Simplify immunization science messaging** by translating complex science for a diverse audience to facilitate a better understanding of the science behind vaccines.
- ▶ **Dispel vaccine myths and misinformation** with clear and concise information.



Influence public policy to protect the public's health with vaccines

- ▶ **Shape public policy** to improve vaccination rates and access with the support of community and legislative partners for policy recommendations.
- ▶ **Increase school immunization compliance** by working with schools to increase vaccination rates and build policies to ensure effective compliance.
- ▶ **Identify factors influencing local immunization rates** through research and collaboration with partners.



Marshal immunization partners and supporters toward a common cause

- ▶ **Strengthen collaborations with influencer partnerships** to create positive immunization changes.
- ▶ **Increase supporters and partners** to improve vaccination rates within Texas communities.
- ▶ **Develop and sustain funder relationships** by cultivating existing donors and diversifying funding sources.
- ▶ **Explore membership channels** to garner supporters committed to immunization advances.



Strengthen pandemic vaccine preparedness and response

- ▶ **Educate public on pandemic vaccine safety, efficacy, access, and compliance** to increase awareness of immunization and public health initiatives.
- ▶ **Forge policies to strengthen the public health infrastructure with emphasis on pandemic vaccine resources and distribution** by working with community and governmental partners.