





A Letter from Executive Director Amy Pisani

2016 was a landmark year for Every Child By Two—Carter/Bumpers Champions for Immunization (ECBT). To mark our 25th anniversary, we accomplished one of our largest undertakings to date: Expanding our mission from one that promotes timely vaccinations for children to one that promotes the importance of vaccines for the entire family.

Our *Vaccinate Your Family* program has been a tremendous success in its first year. We've expanded our reach through several channels including:

- 13,900 daycare centers, spreading the word about vaccinations for parents, grandparents, guardians, and caregivers as well as children;
- Over 1,000 WIC program staff, reaching the 8 million pregnant women, infants, and children who participate in the program; and
- 11 million individuals engaged with our social media platforms, including Facebook, Twitter and our blog, *Shot of Prevention*. With over 200,000 followers on Facebook alone, we now have the largest social network of people interested in vaccine issues.



We also continued to embrace our policy roots, inspired by the work of our co-founders Former First Lady Rosalynn Carter and Former First Lady of Arkansas Betty Bumpers, who led efforts to pass state laws requiring evidence of vaccination for school entry. In 2016, ECBT expanded our support of immunization coalitions in several states and aided in the education of state legislators on important vaccine topics.

At the federal level, ECBT continued to serve on the steering committee of the 317 Coalition and joined the steering committee of the Adult Vaccine Access Coalition, both of which help to ensure stable funding for immunization infrastructure. ECBT also spearheaded the inclusion of a critical provision within the 21st Century Cures Act that will provide coverage for damages through the National Vaccine Injury Compensation Program for any live-born child who may have incurred harm from a vaccine given in utero. We also worked to include and refine additional vaccine provisions within the bill aimed at ensuring vaccine innovation.

ECBT also continues to be a source of scientifically accurate information to national and local media as well as countless families who come to us through social media with questions about the safety and effectiveness of vaccines.

None of this work would be possible without ECBT's devoted staff, Board of Directors, and Scientific Advisory Committee. Educating about and advocating for vaccines is our mission, our passion, and our pleasure. We look forward to another year of successes as we continue to ensure every family has access to credible information about vaccines.

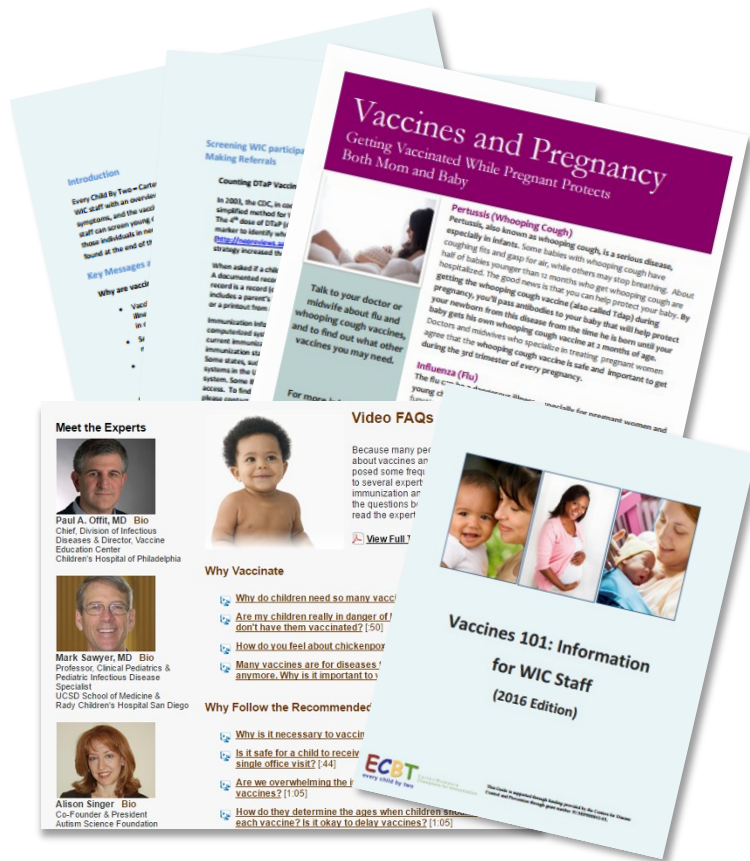
Sincerely,

A handwritten signature in black ink that reads "Amy Pisani".

Amy Pisani

Public Education Programming

A key tenet of ECBT's work is educating the public about the value of vaccines. We seek unique partnerships to spread the word among groups and individuals we might not otherwise reach.



Reaching WIC Participants

ECBT continued our over 15-year partnership with the USDA's Special Supplemental Nutrition Program for Women, Infants, and Children (WIC) program, which reaches 53% of all infants born in the U.S. WIC staff review children's immunization records and refer those in need of vaccinations to an appropriate provider. In FY 2015, over 8 million women, infants, and children participated in WIC.

In 2016, ECBT hosted another successful webinar featuring CDC's NCIRD Director. **Over 585 people** joined to learn more about vaccine schedules and recommendations, reading a child's immunization record, the importance of vaccination during pregnancy, and the safety of vaccines.

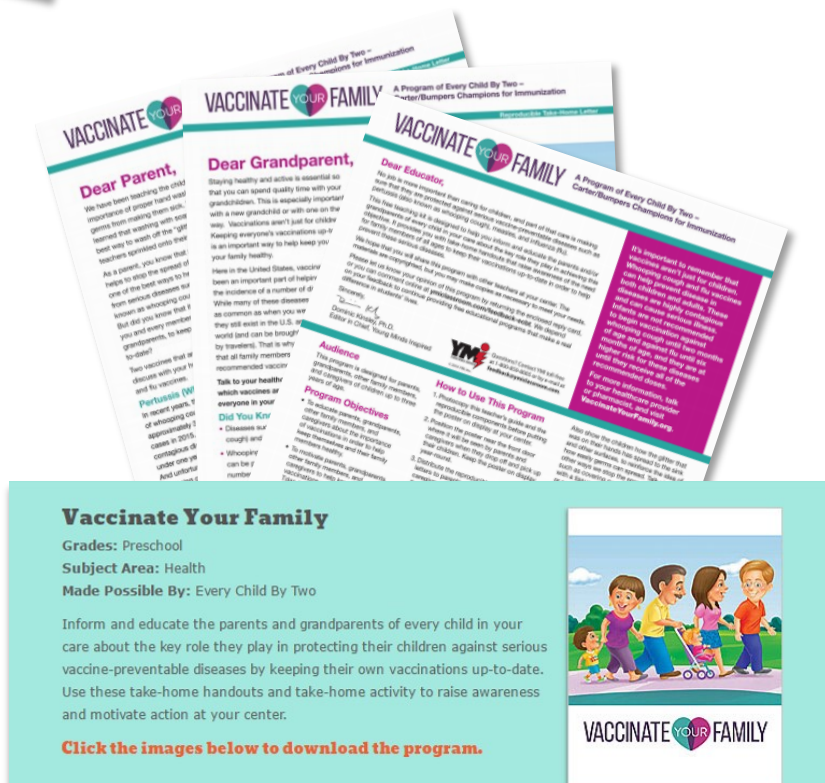
We also **updated several immunization resources in English and Spanish**, which we promoted at the National WIC Association's Annual Education and Training Conference & Exhibits to approximately **1,000 members of the WIC community**.

Vaccinate Your Family & Young Minds Inspired (YMI) Collaboration

ECBT partnered with YMI to educate daycare providers and the parents and grandparents of children in daycare about the importance of immunizing the whole family against vaccine-preventable diseases.

We reached **13,900 daycare centers**, including 97,300 educators and **over 1.7 million children and families** in selected states across the U.S. When the program was evaluated by daycare providers:

- 98% rated the program's appeal to parents as good to excellent
- 97% rated the program's educational effectiveness as good to excellent



Policy Initiatives

ECBT continues to honor the legacy of our founders by engaging in federal and state-level discussions. We regularly meet with Members of Congress and state legislators to share information about the value of vaccines.

Federal Activities



ECBT organized a meeting of the March of Dimes, Trust for America's Health, and the Deputy Director of the U.S. Department of Health and Human Services (HHS) to discuss the National Vaccine Advisory Committee's recommendation that the HHS Secretary utilize her authority to clarify that HHS and the Department of Justice should consider live-born children vaccinated in utero as eligible under the National Vaccine Injury Compensation Program (NVICP).

Our organization then **spearheaded the inclusion of a provision within the 21st Century Cures Act** to provide coverage for damages through the NVICP for any live-born child who may have incurred harm from a vaccine given in utero. We worked to include and refine additional vaccine provisions within the bill.

ECBT also met with over a dozen congressional offices to discuss vaccine priorities and to serve as a source for science-based vaccine information.

State Activities

ECBT continues to support state-level activities that promote the importance of timely vaccinations. We worked with several states and state immunization coalitions to support laws requiring vaccination for school entry and activated followers in a number of states in support of vaccine legislation.

Our engagement included serving on the planning committees for the National Conference for Immunization Coalitions and Partnerships and the Annual Conference of the DC Immunization Coalition for whom we serve as fiduciary agent.

We also worked with the Association of Immunization Managers to interview selected immunization programs to gain a better understanding of their current adult immunization activities, challenges, and opportunities.



Online and Digital Communication Channels

ECBT has developed the largest online presence of any vaccine advocacy organization. Our messages now reach 11 million people through social media each year.



200,944 Page Likes

Reach: 28,000 per day

Engagement Averages:

Reactions: 453 per day

Comments: 221 per day

Shares: 111 per day




@ShotofPrev

7,798 Followers

94,200 impressions/month

@EveryChildBy2

1,561 Followers

25,300 impressions/month



Blog

More than Half a Million Views

58 new posts published



Guest Posts



ShotByShot.org
stories of vaccine preventable diseases



National Foundation for Infectious Diseases



The Vaccine Education Center at
The Children's Hospital of Philadelphia



IMMUNIZE

Social Media Advocacy Campaign

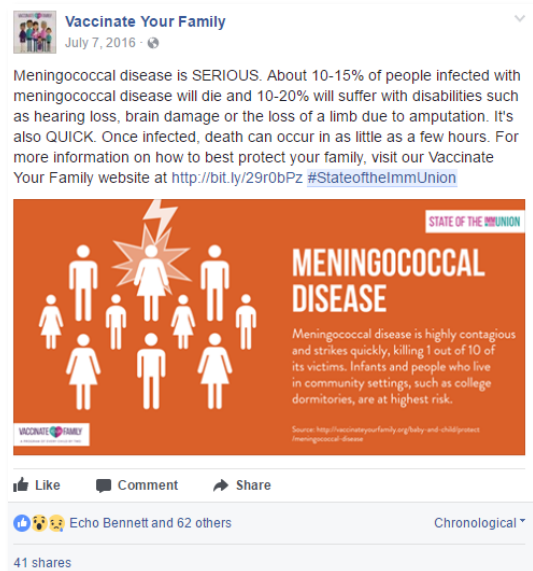
In 2016, ECBT introduced the *State of the ImmUnion* social media campaign to examine how strong our defenses truly are against vaccine-preventable diseases and what public health advocates and legislators can do to make our ImmUnion stronger and more resilient in the face of emerging health threats.

During this campaign, ECBT focused on facts that people might not know about vaccine-preventable diseases. For example, how easily certain diseases are transmitted, or how common some diseases are in the U.S. or abroad. We worked across platforms to share our messages with advocates, the public, and policymakers.

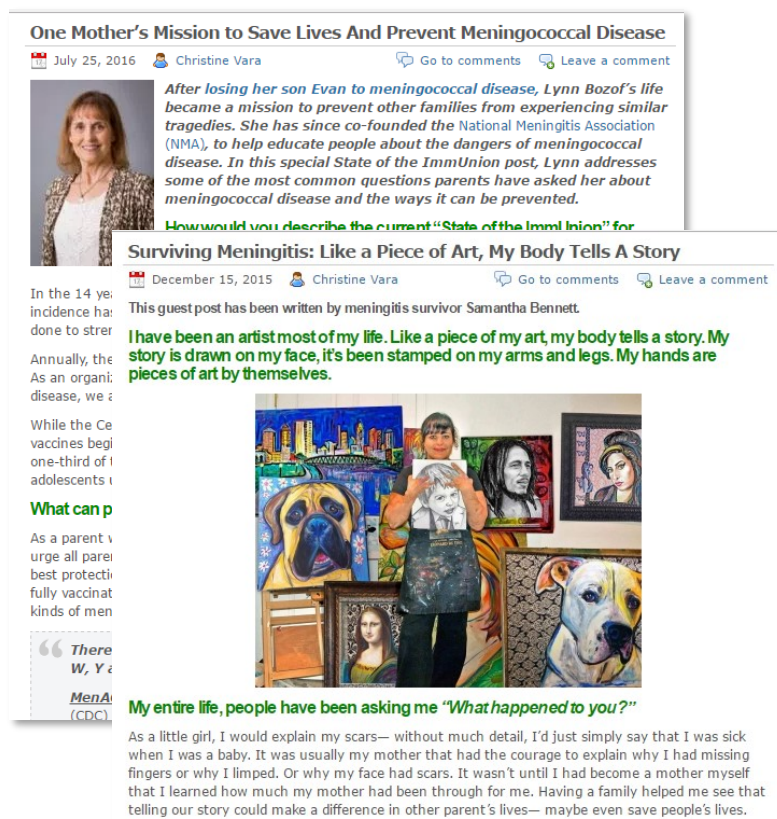
STATE OF THE IMMUNION



Facebook



Blog Posts Highlight Personal Stories



Tweets



Reaching Partners

ECBT staff are invited to present, participate in, and help coordinate many conferences and events throughout the year to continue to share science-based information about vaccines and to assist with legislative education efforts.



2016 National Conference on Health
Communication, Marketing & Media

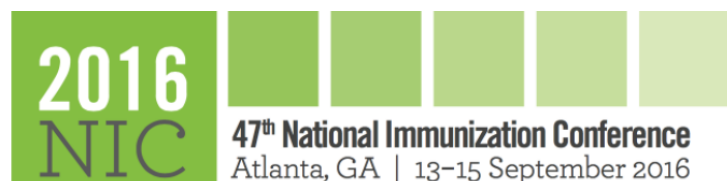


JOHNS HOPKINS
BLOOMBERG SCHOOL
of PUBLIC HEALTH



ACIP

National Vaccine
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FONDATION MERIEUX
*Une fondation familiale dédiée à la lutte contre les maladies
infectieuses*

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