



ECBT
every child by two

2017 Annual Report



A person wearing a red sweater is seen from the side, sitting in front of a large window with multiple panes. The scene is softly lit, suggesting a calm, indoor environment.

A Letter from Executive Director Amy Pisani

In 2017, Every Child By Two – Carter/Bumpers Champions for Immunization (ECBT) continued our commitment to reaching the public with science-based information about vaccines by expanding our work with several key partners, including:

- **Immunization Coalitions:** Since ECBT's founders' early work to establish immunization coalitions in each state, we have remained firmly committed to the important role they play in educating the public and advocating for supportive vaccine policies. In recent years, coalitions have been challenged by increasing disinformation and insufficient funding. As a result, we have recommitted our support to our state partners by developing key resources and increasing communication across states.
- **Media:** Outbreaks and trends at the state level have the potential to make a larger impact on the nation. We believe it is critical that national reporters understand the importance of seemingly local stories, which offer the public real-life glimpses of the consequences of under-immunization. By working with our partners at the local level, we have been successful at shaping several major news stories by sharing information with journalists.
- **Policymakers:** Given the turnover of policymakers at both the state and federal levels, it's important to maintain a constant stream of reliable information on the value of vaccines to elected and appointed officials and their staff. We have continued to reach out to federal and state officials to share science-based materials on vaccines. This year, we developed the *State of the ImmUnion* report to ensure our policymakers are educated on the topic of vaccines, distributing the reports directly to legislators, via social media and through our partners.

None of our work would be possible without the tireless efforts of our many supporters and partners. From national organizations to local groups, our broad base of support ensures we can maximize our impact.

As always, I want to extend a heartfelt thanks to ECBT's staff, Board of Directors and Scientific Advisory Board for all of their hard work this past year. And to the families who share their stories in the hope of saving others - you keep us focused on our life-saving mission and for that we are eternally grateful. We hope you will enjoy reviewing a snapshot of our work during 2017 and are equally excited for what 2018 will bring.

Sincerely,

Amy Pisani
Executive Director

Strengthened Our Policy Roots

Every Child By Two's (ECBT) founders understood the power of educating policymakers on the importance of vaccines, both at the federal and state level. As a result, we have become a leading voice on pro-vaccination discussions in Washington, DC and in state capitols across the country.

Throughout 2017, ECBT accomplished a number of policy-related successes:

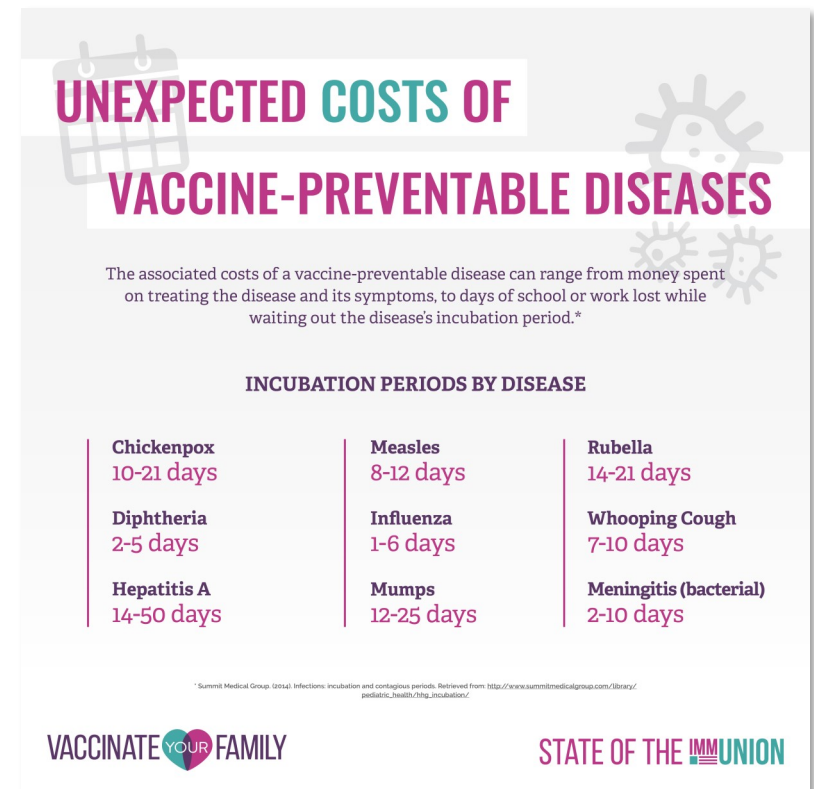
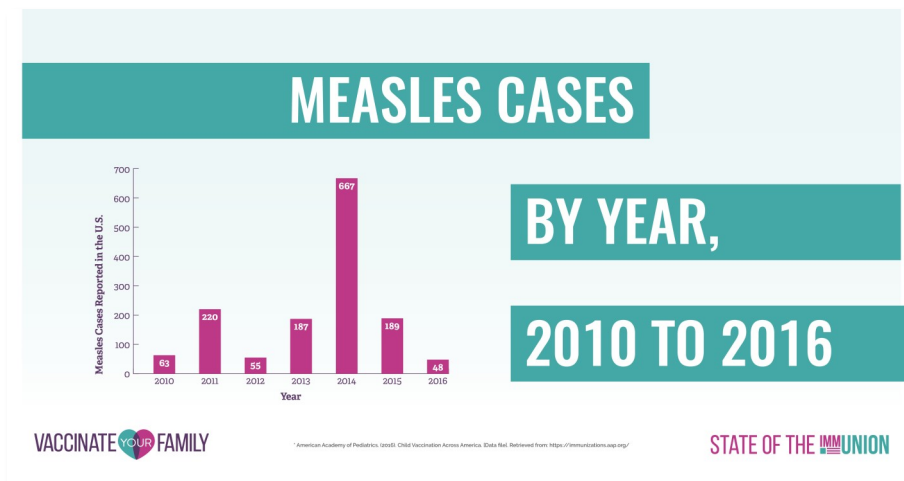
- Supported 15 states in their local efforts to educate policymakers about the impact of legislation on vaccines.
- Presented at two Congressional briefings to discuss the potential effects that federal funding cuts and healthcare reform could have on immunization programs, including the elimination or reduction of the Prevention & Public Health Fund (PPHF).
- Participated in over 80 meetings with Congressional offices as an individual organization, as part of the Adult Vaccine Access Coalition and the 317 Coalition Steering Committee, and as a partner of Trust for America's Health.
- Composed and organized a joint letter from 90 medical and public health organizations to the Senate Finance Committee requesting that HHS Secretary Nominee Chairman Price be asked questions on the issue of vaccines.
- Spearheaded a public sign-on letter, which included more than 4,500 signatures, to Members of Congress urging them to preserve critical Immunization Program funding and PPHF.
- Developed language and worked with key health staffers to organize a bicameral/ bipartisan "Dear Colleague" letter on the importance of vaccines delivered to all Members of Congress on February 17, 2017.
- Prepared a letter on behalf of ECBT Cofounder Rosalynn Carter, which she hand-delivered to First Lady Melania Trump, discussing ECBT's position on vaccine safety and details regarding the oversight mechanisms in place to ensure the ongoing safety of vaccines.



Raised Awareness of the *State of the ImmUnion*



ECBT released our first *State of the ImmUnion* report in February 2017 to coincide with President Trump's State of the Union address to Congress. The report highlights the successes of vaccines, the economic and societal savings incurred from vaccines, challenges facing the public health system, and key areas of focus to achieve optimal protection against vaccine-preventable diseases. The report examines the strength of our defenses against vaccine-preventable diseases and what we can do, **as public health advocates and legislators**, to make our "ImmUnion" stronger and more resilient in the face of emerging health threats.



Shared Research, Best Practices and Lessons Learned with the Public Health Community

ECBT shared the latest research, along with best practices and lessons learned on vaccine communications, with others in the public health community, including immunization coalitions, immunization program staff, healthcare providers and other vaccine advocates. **In 2017, we were able to reach nearly 3,000 advocates through presentations at conferences in eight states and through several webinars.** Presentation topics included:

- An overview of the latest research on communicating about vaccines to pregnant women, parents and adults.
- Communication techniques to promote science-based vaccination information.
- How to utilize social media as a tool to build vaccine confidence.
- Ways to educate both state and federal policymakers on the value of vaccines.

Our Board Members have also expanded ECBT's reach by discussing the organization's work at major national speaking engagements including the National Association of Pediatric Nurse Practitioners Annual Conference and several state-wide meetings

ECBT also participated in a variety of collaborative initiatives throughout the year. We were active members of the HPV Roundtable, March for Science, National Adult and Influenza Immunization Summit, and Association of Immunization Managers Annual Leadership Summit, and served on the planning committees for the National Conference on Immunization Coalitions and Partnerships and the Centers for Disease Control and Prevention's (CDC's) National Immunization Conference.

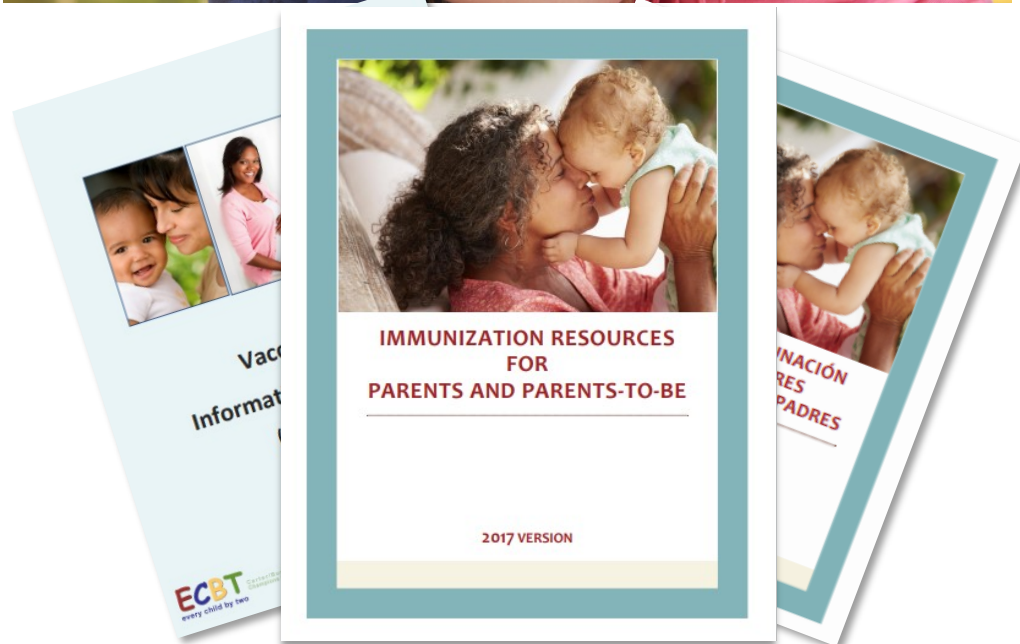


Reached Low-Income Families and Pregnant Women through WIC



One of ECBT's primary goals is to reach families with science-based information about vaccinations. In an effort to reduce socioeconomic health disparities and to increase the number of young children and pregnant women receiving recommended vaccinations, ECBT partners with the U.S. Department of Agriculture's (USDA's) Special Supplemental Nutrition Program for Women, Infants, and Children (WIC). These efforts are supported through a grant from the CDC.

For nearly two decades, ECBT and the USDA have worked together to ensure that all children participating in WIC are up-to-date on their immunizations. Every year, ECBT updates its resources created specifically for WIC staff and participants, and hosts the *Immunization Webinar for WIC Staff*. In cooperation with the USDA, the National WIC Association (NWA), and the Director of the CDC's National Center for Immunization and Respiratory Diseases, ECBT provides WIC staff with an overview of the latest vaccination recommendations, and key messages regarding vaccinations, their safety, and the importance of following the recommended schedules. In 2017, we were pleased to have over 700 WIC staff register for the event and receive our educational resources.



When polled after the event, 100% of participants said that they would recommend the webinar to others.

"Helpful webinar. I valued the information and recommendations when speaking to parents that may be hesitant of getting their children immunized. I felt that this webinar was well worth my time."

- Alison O.

Expanding Our Reach through our Websites and Social Media

facebook

>200,000 Page Likes

254 Posts

5,898,179 Impressions

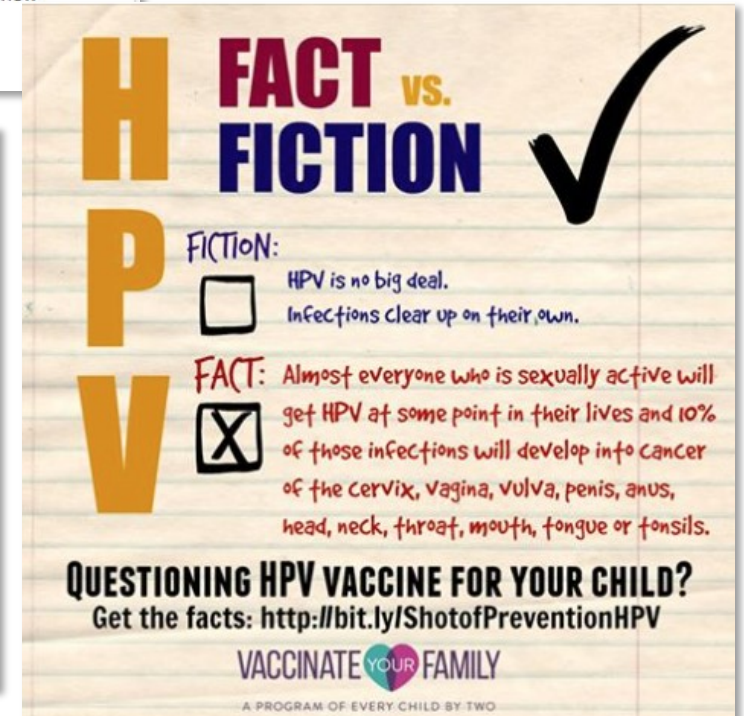
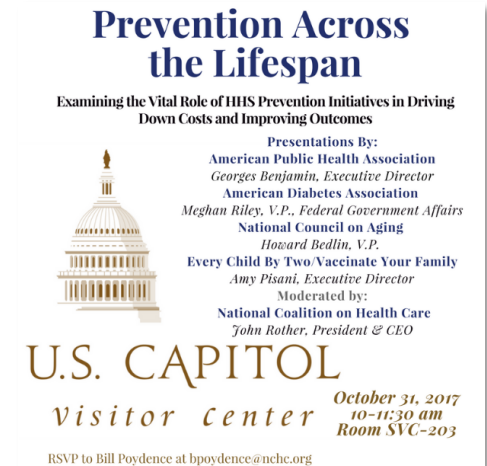
474 Engagements Per Post

69,496 Reactions

27,426 Comments

23,529 Shares

69.2K Video Views





@ShotofPrev

7,848 Followers

545 Tweets

433,800 Impressions

1,197 Retweets

@EveryChildBy2

1,802 Followers

463 Tweets

215,800 Impressions

719 Retweets



Shot of Prevention
@ShotofPrev

Following

If you're at [#MarchforScience](#), stand for [#vaccine](#) science! Let's hear you chant "We're here! We're loud! We're immunized & proud!"



1:18 PM - 22 Apr 2017



Shot of Prevention
@ShotofPrev

Following

After Wakefield met w/MN community vax rates dropped by half. Now 48 infected w/ [#measles](#). Not a coincidence! ow.ly/iDQY30bA2gS



11:05 AM - 10 May 2017



More than a Quarter of a Million Views

Guest Posts



Served as a Source to Media

Throughout 2017, ECBT continued to serve as a source of credible vaccine information to the media. Executive Director Amy Pisani was quoted in numerous national and online outlets. Below is a sampling of the print, TV and online stories that were developed with ECBT's assistance.

The Washington Post

May 7, 2017: "Anti-Vaccine Activists Spark a State's Worst Measles Outbreak in Decades"

NIGHTLY NEWS WITH LESTER HOLT

May 9, 2017: "Measles Outbreak in Minnesota Caused by Vaccine Skeptics"



May 10, 2017: "Measles Outbreak Fueled by Vaccine Fear Sends Kids to Hospital"



May 25, 2017: "Vermont Doctor Handles Vaccine Skeptics With a Listen-First Approach"

The Washington Post

May 26, 2017: "Imams Take on the Anti-vaccine Movement During Ramadan" (title subsequently changed).



Special segment on the threat that immuno-compromised children face when vaccination requirements for school are not upheld.

Identified New Channels to Help Increase Immunization Awareness



In 2017, ECBT continued to collaborate with Anthem and Pfizer on the *Let's Vaccinate* initiative. ECBT took the lead on this project by bringing together credible immunization resources and strategies for placement on a newly-created website.

The initiative aims to assist healthcare providers, healthcare systems and immunization partners in their efforts to increase the number of adults and pregnant women receiving recommended vaccinations. It is currently in the testing phase with select healthcare provider offices in Orange County, CA and the Orange County Immunization Coalition.



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