



2018 Annual Report



The Next Generation of Every Child By Two

New Name, Same Lifesaving Mission

2018 was a transformative year for our organization as Every Child By Two (ECBT) officially became Vaccinate Your Family: The Next Generation of Every Child By Two (VYF). The rebranding of the organization was not simply a name change, but a declaration of our commitment to ensuring people of all ages are protected from vaccine-preventable diseases. This decision was not made lightly as Every Child By Two's mission had focused on early childhood vaccines for nearly thirty years. However, as scientific advances have made it possible to protect people of all generations through vaccination — also offering increased community protection to infants — Every Child By Two chose to evolve as well. Thus, in 2015 our board of directors voted to expand our mission and this year, in November, we changed our name to Vaccinate Your Family to better reflect our work.

To match our new branding, we redesigned our Vaccinate Your Family website and *Shot of Prevention* blog, and refreshed all of our social media pages, including Facebook, Twitter, Instagram, and YouTube. VYF utilizes our website and social media pages to identify and address vaccine concerns, and increase vaccine confidence among the public by providing science-based immunization information and answering questions about vaccinations. Our staff stay up-to-date on vaccine confidence research and public health communication strategies in order to implement these learnings online. Additionally, we share our knowledge with our partners through in-person presentations, conference calls and webinars. Over the past three years, VYF's content has made over 23 million impressions through Facebook, Twitter and Instagram. In 2018 alone, the VYF Facebook Page garnered nearly 3 million impressions.

The year, however, came to a bittersweet close. Thanksgiving weekend, our board of directors, staff and colleagues mourned the loss of our beloved Co-Founder Betty Flanagan Bumpers. Betty was a lifelong vaccine advocate. Watching children she grew up with — and children she taught — succumb to illnesses such as diphtheria, measles and polio was the inspiration for her vision of a world where children no longer suffered from preventable diseases. As First Lady of Arkansas, Betty worked alongside the Centers for Disease Control and Prevention (CDC) to make major strides in improving access to vaccines for the children of her state. She later joined forces with Former First Lady Rosalynn Carter, a woman who would become her lifelong partner in the fight against vaccine-preventable diseases. Betty was much more than the leader of ECBT, she was the heart and soul of the organization. Her grace and tenacity inspired the staff, board and thousands of fellow vaccine advocates to ensure the timely vaccination of children throughout the nation. She will be missed by many and her spirit will live on as Vaccinate Your Family continues our efforts to protect the lives of people of all ages from deadly infectious diseases.

Amy Pisani, Executive Director, Vaccinate Your Family

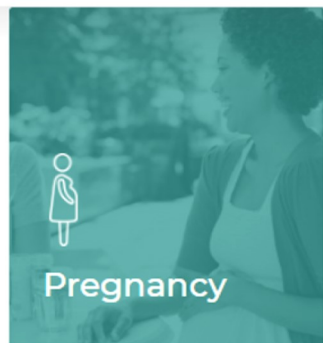


In Memorium

Betty Bumpers
(1925 - 2018)

“Linked together, we are more powerful than any of us could ever be alone. We can change the world!”

VYF's Website Shares Both Science and Personal Stories



Pregnancy



Preteens & Teens



Babies & Children



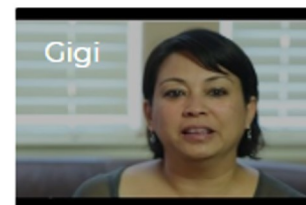
Adults



The redesigned [Vaccinateyourfamily.org](https://vaccinateyourfamily.org) is a combination of our former websites—ecbt.org, vaccinateyourbaby.org and the original vaccinateyourfamily.org—under one roof. The public, policymakers and vaccine advocates can find extensive information on recommended vaccinations for all ages and the diseases they prevent, along with stories from people whose lives these diseases have touched. The site also has links to resources for healthcare providers to help them better communicate with their patients about vaccines and increase their practices' immunization rates. We are proud to have our new site certified by the World Health Organization (WHO) as a Vaccine Safety Net partner.



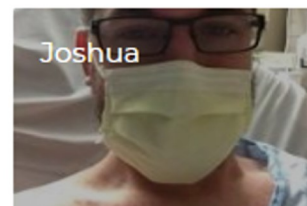
Ethan



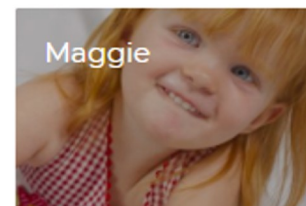
Gigi



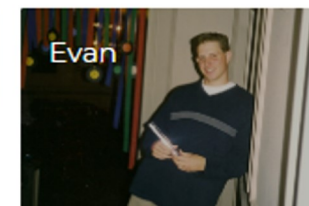
Jason



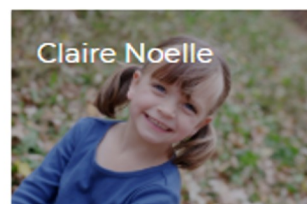
Joshua



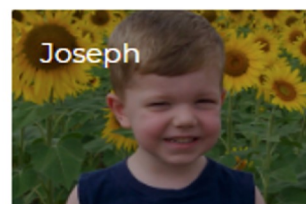
Maggie



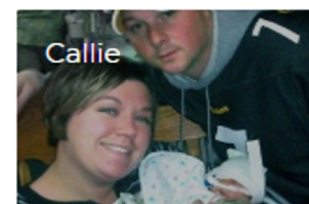
Evan



Claire Noelle



Joseph



Callie

VYF is Responding to Today's Questions about Vaccines

How
Vaccines Work

Vaccine
Schedules

Vaccine
Side Effects

Vaccine
Safety

Vaccine
Ingredients

Video
FAQs

Outbreaks
of Vaccine-Preventable
Diseases

Understanding
Vaccine Science

Vaccine
Records

Paying
for Vaccines

Is it dangerous for my child to get so many vaccines when he is so young?

No, it is not dangerous. The vaccines in the [CDC's recommended childhood immunization schedule](#) are carefully timed to provide protection to your child when he or she is most vulnerable to diseases, and when the vaccines will produce the strongest response from your child's immune system. While it's understandable that you may be concerned that your child is too young for the recommended vaccinations or you may feel that there are too many vaccines given to your child at once, it is important to understand that young children can easily be exposed to a disease and therefore they are never too young to be protected with a vaccine.

To assist parents (and others) in understanding the process of developing, licensing and monitoring vaccines, the CDC created a very helpful video called *The Journey of Your Child's Vaccine*.



VYF is constantly adding new questions about vaccines to our website, which are gleaned from our social media interactions, partner input, CDC research, and real-life conversations. We answer these concerns based on the science in an easy-to-understand, non-judgmental way. Whenever possible we link to more information and resources from our partners.

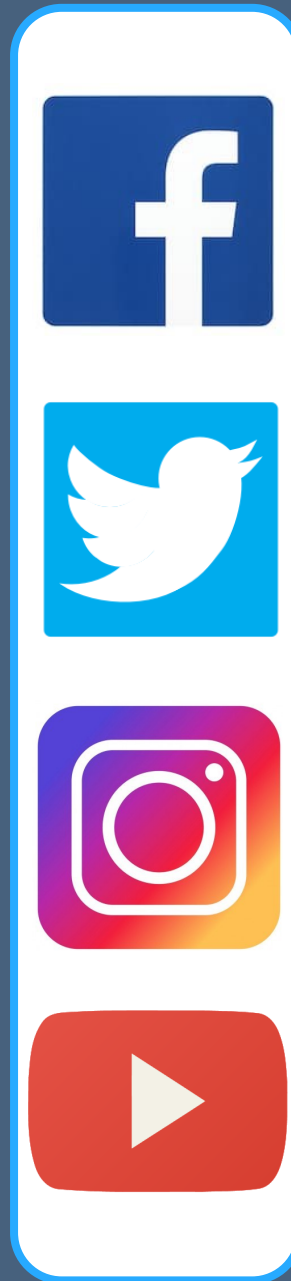
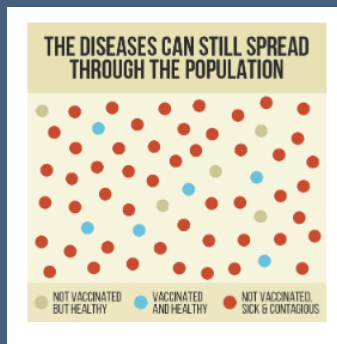
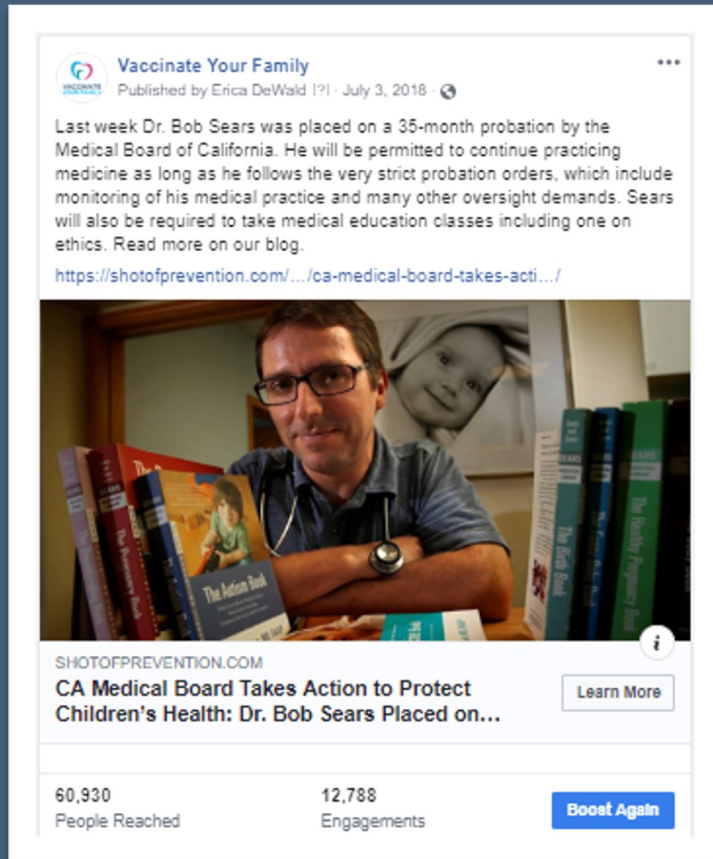
VYF has Strengthened Our Visual Storytelling on Social Media



Vaccinate Your Family understands the critical importance of strong, visual storytelling in today's social media culture. Our recent expansion into Instagram, along with our longstanding Facebook, Twitter and YouTube pages, allows us to reach audiences with appealing photos and graphics. Our redesigned *Shot of Prevention* blog also allows us to include compelling visuals in our communications.



Our Social Media Efforts Continue to Drive Engagement



Our 2018 Impact

At-a-Glance:

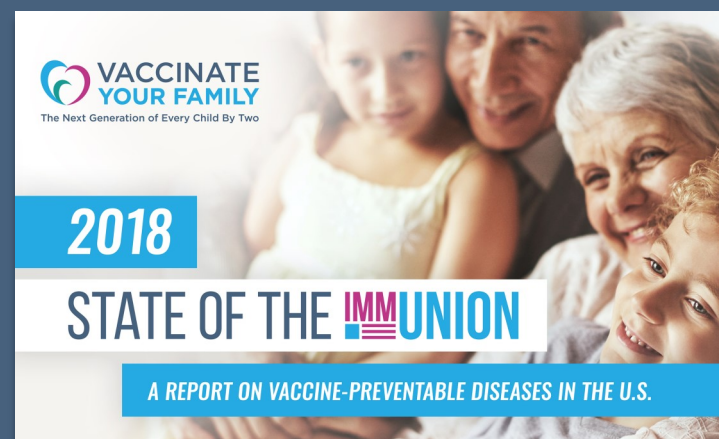
3,600,000 impressions

229,600 engagements



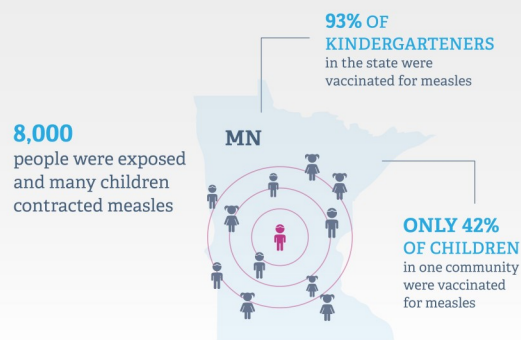
Educating Policymakers Remains Part of Our Core Mission

Our annual *State of the ImmUnion* report was released in February to all Congressional offices as well as select reporters. Several partners have shared it during their visits to their legislators and while on Capitol Hill. VYF Executive Director Amy Pisani distributed the 2018 report at a Congressional briefing hosted by the American Public Health Association, as well as during her talk to legislators at the Women in Government conference.



LARGE OUTBREAKS CAN BEGIN IN UNPROTECTED COMMUNITIES

2017 MEASLES OUTBREAK IN MINNESOTA



STATE OF THE IMMUNION

TODAY'S TEENS ARE VULNERABLE TO DANGERS OF MENINGOCOCCAL DISEASE



STATE OF THE IMMUNION

VACCINES GIVEN IN PREGNANCY PROTECT BABIES

Pertussis

When mothers get Tdap vaccine in pregnancy, they **reduce infants risk of pertussis by¹:**

91%

Flu

When mothers get flu vaccine in pregnancy, they **reduce infant risk of flu by:**

70%



STATE OF THE IMMUNION

We continue to actively participate in coalitions dedicated to reducing the burden of vaccine-preventable diseases through strong federal policies, and we host a robust set of partners on our monthly immunization policy calls.

AVAC
ADULT VACCINE
ACCESS COALITION

317
Coalition

Partnerships Form the Backbone of Our Work



In 2018, Vaccinate Your Family collaborated with Anthem and Pfizer on the creation of a website to help healthcare providers increase their adult vaccination rates, specifically for influenza and pneumococcal disease. The *Let's Vaccinate* program also provides a vehicle for connecting providers to their state immunization programs and local immunization coalitions. It encourages providers to reach out and collaborate on initiatives to drive community demand and increase vaccination rates.

For nearly 30 years Vaccinate Your Family has worked to increase vaccination rates in underserved populations. As a part of these efforts, for 18 years VYF has offered immunization resources to the staff and over seven million participants of the USDA's Special Supplemental Nutrition Program for Women, Infants and Children (WIC). The staff of WIC review the immunization records of all children they serve and refer them to vaccination providers when necessary. Through annual webinars, VYF, in collaboration with the USDA, CDC and National WIC Association (NWA), educates WIC staff about the latest immunization information and recommendations so they can better serve program participants.



**IMMUNIZATION RESOURCES
FOR
PARENTS AND PARENTS-TO-BE**



Vaccinate Your Family staff continued to travel across the country in 2018 speaking to state immunization coalitions and other partners. Additionally, VYF gave a number of well-received presentations at the biannual National Immunization Conference in Atlanta. We were also honored to receive the inaugural Becky Payne Award from our long-standing partner, Immunization Action Coalition (IAC), as well as the Association of Immunization Manager's (AIM) Partnership Award.



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