30 YEARS OF IMMUNIZATION ADVOCACY

REIGNITING A CULTURE OF IMUNIZATION





Annual Report 2021



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INTRODUCTION

FROM THE CEO



Since Vaccinate Your Family was founded 30 years ago, the landscape of immunization has undergone dramatic changes—and then the COVID-19 pandemic happened. As an organization that has earned a reputation for the ability to pivot in response to disease outbreaks, Vaccinate Your Family was uniquely positioned to offer the highly coveted science-based data and educational information our country needed to understand the value and efficacy of the newly created COVID-19 vaccines. Our organization adeptly led the way during the pandemic in public vaccination communication, education, and policy. Countless lives have been saved because of the vaccines, and children are well on their way to similar levels of protection. New opportunities to serve our nation's families grew rapidly, and VYF launched numerous new programs and campaigns to educate the public about the life-saving power of vaccines. As our support and programs expanded, our organization sought out several new and equally passionate employees and board members.

That said, the fight is not over. It's been a few long and often overwhelming years as we witnessed a disease take the lives of millions of loved ones, and subsequently vaccines coming to the rescue. That is why it's extra important to reflect and re-share the tools and partnerships VYF is proud of creating and fostering. Since 1991, when our Founders First Lady Rosalynn Carter and First Lady of Arkansas Betty Bumpers supported the initial iteration of the Vaccines for Children program, equity has been at the forefront of VYF's work. Our resources reflect that, and I hope they will continue to bolster current and future efforts while we fight on to eliminate disparities in vaccine education, access, and policy. The following pages are filled with information on VYF's newly formed partnerships, incredible growth in online presence, novel programs with community-based organizations, meaningful steps forward in policy, and strident efforts to combat vaccine mis- and disinformation. Yes, hesitancy around COVID-19 vaccination persists in some communities, but history will commend the immense progress we have made to date.

Looking toward the future, Vaccinate Your Family remains committed to fighting vaccine-preventable diseases by:

Creating a vaccine safety net for every person in the United States. Empowering everyone in the United States to learn more about vaccines.

Reigniting a culture of immunization.

Please join VYF in achieving these goals in your own communities and spaces. Thanks for reading and supporting our mission—we're excited for the next decade.

12my Pisani

Chief Executive Officer

COMMUNICATION

ACCESS TO ACCURATE VACCINE INFORMATION **IS CRITICAL** FOR A HEALTHY COMMUNITY.

When we think of social determinants of health, we tend to think of tangible elements such as where someone lives, the school systems available to their children, and their physical access to health care. None of this can be improved, however, if people are unsure of what constitutes better health. When it comes to vaccines, there is an abundance of advice available to people, but little guidance on what is reliable, science-based information. ✓ COVID-19 RESPONSE

LEADING PANDEMIC EDUCATION

COVID-19 placed an unprecedented strain on public health infrastructure, exposing and widening gaps in equity. Vaccinate Your Family immediately mobilized to become a stalwart source of education and transparency in a time when the most up-to-date scientific information was changing at a breakneck pace.

FDA WEBINARS

VYF hosted seven webinars with leadership from the Food & Drug Administration (FDA) for both stakeholders and the public during the COVID-19 vaccine development and authorization process, ensuring maximum transparency and clarity. Total webinar series attendance exceeded



"IT'S UP TO YOU" CAMPAIGN

VYF spearheaded efforts to include new and necessary voices in the larger vaccination conversation, including being a founding member of the White House COVID Community Corps and contributing to the development of the <u>National</u> <u>Ad Council's "It's Up To You</u>" campaign. We forged vital partnerships that created opportunities for action at the community level (keep reading to learn more!).

REMINDING PARENTS "DON'T SKIP" WITH GABRIELLE UNION

Information equity means promoting the presence of resources on broader platforms whenever possible. In 2021, VYF worked in collaboration with Merck to partner with actor Gabrielle Union and her husband, basketball star Dwayne Wade, and their children to encourage routine vaccinations among families with children, emphasizing that immunization is one of the things that can't be "skipped." The 15-30 second Public Service Announcements were aired on local and national broadcast/cable and radio:

212 MARKETS

♦
33K
Airings

↓ 233 HOURS OF RUNTIME

The PSAs have garnered over

193M

IMPRESSIONS

encouraging people to stay current on routine vaccination schedules SHARING SCIENCE-BASED INFORMATION

FULFILLING THE NEED FOR VACCINE INFORMATION ONLINE

Vaccinate Your Family is focused on providing easy to understand information on vaccines through our website, Facebook, Twitter, Instagram, LinkedIn, and YouTube pages.

WEBSITE

The organization's website, <u>www.vaccinateyourfamily.org</u>, is certified by the World Health Organization (WHO) as part of its Vaccine Safety Net, a network of sites and online destinations that provide reliable information on vaccine safety. VYF saw explosive growth in its reach in 2021, including:

451%



2021

2.1M

USERS

SOCIAL MEDIA

Vaccinate Your Family maintains one of the largest social media presences of any pro-vaccine organization, and 2021 was no exception. Between Facebook, Twitter, and Instagram, the organization saw:



INCREASE IN IMPRESSIONS OVER PRIOR YEAR

209,000

ENGAGEMENTS ON POSTS AND TWEETS

GOOGLE AD GRANT

VYF also received an ad grant from Google for its outstanding efforts in combating vaccine misinformation online. The grant totaled \$3 million, the second-largest amount that Google awarded—trailing only the United Nations.



20.



ELIMINATING DISPARITIES

ENCOURAGING Spanish speakers To vacune a su Familia

As changes to COVID-19 guidance came fast and furious, Vaccinate Your Family's partners raised concerns that there were no high quality, culturally relevant translations of COVID-19 or routine immunization information.

As part of Vaccinate Your Family's commitment to eliminating disparities in vaccination education communication, the organization translated much of its website into Spanish, including all COVID FAQ and resource pages. VYF partnered with translation and Latinx community partners Dia de La Mujer Latina to ensure all translated material was clear and culturally appropriate.

VYF also completed translated versions of existing educational materials and promotional handouts, including information on COVID-19, flu, and vaccines during pregnancy. Spanish language graphics and FAQ videos have also begun featuring more prominently in Vaccinate Your Family's social media, quickly becoming an important resource encouraging Spanish speakers to *Vacune a Su Familia*.



SPANISH WEBSITE

Average time visitors spent on VYF's website:



The Spanish language pages of VYF's website attracted

33,870

 $\xrightarrow{\text{ing}}$ 48,163

PAGEVIEWS

USERS

"ASK ME ANYTHING"

+149K

COMBINED TOTAL VIEWS

VYF's <u>"Ask Me Anything</u>" series on social media delivered access to experts like Dr. Laura Riley and Dr. Ilan Shapiro directly to the public, offering an opportunity to engage in real-time conversations about a range of vaccine-related topics. Sessions were held in English and Spanish in partnership with <u>Dia de la Mujer</u> <u>Latina</u>, garnering a combined total of over 149,000 views.

ADVOCATING For Change with Storytelling

Sharing information only goes so far. In 2021, Vaccinate Your Family recommitted to sharing the difficult stories of people who have suffered the impact of vaccinepreventable diseases firsthand, to further illustrate the importance of vaccine education, equity, and access.

VYF features over 40 personal stories on its website and social media, representing individuals and families who have been impacted by diseases such as COVID-19, flu, and whooping cough. Along with science-based information, these personal stories are used as part of our communications campaigns to educate others about the seriousness of vaccine-preventable diseases and the importance of timely immunizations for healthy communities.

Beyond sharing their stories, VYF supports advocates who want to help raise awareness about vaccine-preventable diseases. Advocate activities have included the formation of an advocacy planning committee and support group for community building, publication of op-Eds, letters to legislators, providing public comments at VRBPAC and ACIP meetings, speaking engagements, attendance at industry advisory board meetings, and authored manuscripts. "When I decided to speak out about my story and the importance of vaccination, I had no idea how to start. Connecting to VYF provided me the tools to reach a broader audience and helped to get me in front of the right people. Having their team as a resource and partner has been invaluable."

- Maria Young, VYF Advocate



COMMUNITY

CREATING A COMMUNITY OF TRUST

INFORMATION BECOMES POWER IN THE HANDS OF A COMMUNITY

Making information widely available is an important step in reducing disparities, but in the hands of the right messenger, it has the power to eliminate them completely. Anti-vaccine leaders have successfully reached into communities to spread fear about vaccines for years. Now, through partnerships forged both before and during the COVID-19 pandemic, we have the power to spread confidence, ultimately leading to better health for all.

✓ BUILDING LASTING PARTNERSHIPS

HELPING CREATE ONE OF THE LARGEST EFFORTS TO REACH BLACK AMERICANS

Vaccinate Your Family, <u>The National Council</u> <u>of Negro Women (NCNW)</u>, and <u>Trust for</u> <u>America's Health (TFAH) partnered to create</u> the <u>Good Health WINs</u> (Women's Immunization Networks) program in 2021. Good Health WINs works within the Black community to boost vaccine confidence, address misinformation, and address disparities in a population disproportionately affected by the COVID-19 pandemic and other vaccine-preventable diseases, including flu.



In the first year alone, Good Health WINs partners hosted nearly

1,500 Educational Events

These events reached



PEOPLE

The National Pan-Hellenic Council joined Good Health WINs after its initial launch, expanding the network's reach to



PEOPLE

This makes the program one of the largest COVID-19 responses created by the Black community for the Black community.

LIVE EDUCATION

In 2021, VYF's annual *Immunization Update Webinar* for WIC Staff drew over

+700

ATTENDEES

This is the highest number of attendees ever recorded, and featured speakers from VYF, the USDA, the National WIC Association (NWA), and the CDC's National Center for Immunization and Respiratory Diseases (NCIRD).

EDUCATIONAL MATERIALS

In addition to live education, a wealth of materials is made available to WIC clinics and clients throughout the year, including:

1

VYF's vaccine lesson on wichealth.org, which was offered in 35 different states and Indigenous Territory Organizations (ITOs). It is frequently ranked among the top 15 most-accessed lessons on the website.

31,968

LESSONS WERE COMPLETED IN 2021 IN ENGLISH AND SPANISH

2

The Vaccines 101: Information for WIC Staff resource, which includes updated immunization schedules and recommendations from the CDC, and the Vaccines 101: Information for Parents and Parents-To-Be version of the same important information.

CONTINUING VITAL OUTREACH

MAINTAINING A STRONG PARTNERSHIP WITH WIC

The Good Health WINs initiative is only the most recent example of outreach to communities who are often marginalized. For over 20 years, Vaccinate Your Family has been partnering with the USDA's special supplemental nutrition program for Women, Infants, and Children (WIC) to educate program administrators and participants about the vital importance of routine immunizations. Nearly 7 million pregnant women and children are served by WIC annually.

KEEPING ROUTINE IMMUNIZATIONS **IN FOCUS WITH IMMUNITY CHICAGO**

Vaccinate Your Family has also ventured into individual communities to understand how personalized messaging can better increase vaccine confidence. As part of a larger engagement campaign called immUNITY Chicago, listening sessions with local groups led VYF to support five organizations in their efforts to educate their communities about vaccines and vaccine resources.

immUNITY CHICAGO

IN-PERSON ENGAGEMENT

Number of people who participated in events, giveaways, and clinics designed to promote vaccine confidence:

1.370

NEIGHBORHOOD RESIDENTS

VYF's work with non-traditional partners in the community, like food pantries and arts organizations, resulted in new audiences receiving scientifically sound and culturally appropriate education from trusted messengers.

DIGITAL ENGAGEMENT

The immUNITY Chicago's landing page, hosted on VYF's website, garnered more than

113K VIEWS

Percentage of participants who said the materials were relevant and useful for work in the communities they serve:

The social media campaign in November and December generated

24.4MIMPRESSIONS



REACHING UNDERSERVED COMMUNITIES

GIVING VACCINES "A FAIR Shot" in Rural Areas

COVID-19 vaccination campaigns also highlighted the need for more personalized efforts in rural communities. Vaccinate Your Family therefore worked with regional partners to ask those in rural communities to give vaccines "A Fair Shot."

Vaccinate Your Family mobilized nine immunization partners across the country for the novel program, designed to meet underserved rural populations in their own communities at county fairs and community festivals. Booths at these events offered vaccine information and resources, including opportunities to receive both COVID and flu vaccines.

VYF made it possible for partners in an at-risk population to educate



PEOPLE FACE-TO-FACE

OF THOSE PEOPLE RECEIVED A COVID-19 VACCINE, FLU VACCINE, OR BOTH.



The success of these pilot programs demonstrates that engaging communitybased organizations as partners in immunization is paramount. Vaccinate Your Family is enthusiastically scaling up the infrastructure of these efforts significantly for the future and will have excellent opportunities to support them.



WHAT WE BELIEVE

INFORMATION ULTIMATELY DOESN'T PROTECT PEOPLE, VACCINES DO.

At the end of the day, a vaccine can only protect people from dangerous diseases if it is administered. That is why Vaccinate Your Family has been dedicated to improving vaccine and health policy since the organization formed 30 years ago. Co-Founders former First Lady Rosalynn Carter and former First Lady of Arkansas Betty Bumpers knew federal and state policy could fundamentally change the way people were able to protect themselves, their families, and their communities.

CLIMBING THE HILL TO SUPPORT PRO-VACCINE POLICY

Vaccinate Your Family released its annual **2021 State** of the ImmUnion report in February 2021. As usual, it was circulated widely among legislators and their staff, who consider it the premier document when it comes to identifying the remaining policy gaps preventing the country from creating a more perfect public health union.

CEO Amy Pisani testified before the Oversight Subcommittee of the House Energy and Commerce Committee, lending her 25 years of expertise on the vaccination production and distribution process, accompanied by personal testimony from actor Nick Offerman. Actor Sophia Bush also testified in partnership with VYF in front of the House Select Subcommittee on the Coronavirus Crisis.

VYF also empowered its partners and other organizations to make their own change at the state level, hosting its first State Policy Platform webinar. The Advocacy Library, filled with policy-related instructional videos, also made its debut, available on VYF's Partner Portal to all members.



NAVIGATING PEOPLE TO VACCINES WITH AN ONLINE TOOL

We don't leave our policy work on the written page. Vaccinate Your Family also shares the latest information with partners and the public so they can understand the changing landscape of vaccine access. The federal government made the important decision to make COVID-19 vaccines available for free to all adults in the U.S., a policy which is already in place for childhood vaccines but not for all adult vaccines.

Unfortunately, coverage for vaccines remains a hodgepodge of both public and private policies that depend on a person's age and insurance coverage. Even if someone can access certain vaccines for free, others are not covered. It can be confusing for anyone simply trying to protect themselves from a dangerous disease. VYF added a quiz-style "Paying For Vaccines" online tool to the website to help bring the dream of vaccine access equity one step closer to fruition. Relevant resources like immunization locations, schedules, and information about insurance coverage and low- or no-pay options are provided for the user after answering some informational questions.

Since its launch in April 2021, the tool has been used



It is fully translated into Spanish for Spanish language users.

In partnership with the Asian and Pacific Islander Health Form, fact sheets with the same vital information the tool provides are available in



OTHER LANGUAGES

including Arabic, Korean, Tagalog, and Vietnamese

THANK YOU FOR YOUR SUPPORT

It is your faith and generosity that allows VYF to work so tirelessly towards the elimination of vaccine-preventable diseases and disparities in equity and access. Thank you.

Bank of America Beam Suntory Vilma Benitez Kristi Bogue Galloway Abby Bownas Brooke Bumpers Christoper Caldwell Brandon Callum Rosalynn Carter John Cascarano The Centers for Disease **Control and Prevention** Sarah Childers-Strawbridge Jean-Pierre Comte CBRE **The Denver Foundation** Sarah Depres **James Easter** Edelman

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