



Building a  
**CULTURE OF  
IMMUNIZATION**  
Through  
**PARTNERSHIPS**

**VACCINATE YOUR FAMILY**  
ANNUAL REPORT 2023

A young girl with dark hair, wearing a bright pink sleeveless dress, is smiling and holding hands with an adult whose arm is visible on the left. The background is a soft-focus outdoor scene with trees and sunlight, creating a warm, celebratory atmosphere. The text is overlaid on the left side of the image.

Celebrating

30 YEARS


of Saving Lives  
Through the

VACCINES FOR  
CHILDREN

Program

Several stylized, white-outlined virus icons are scattered in the bottom left corner of the image. Each icon consists of a central circle with several smaller circles around it and short lines radiating outwards, resembling a virus particle.





The **VACCINES FOR CHILDREN (VFC)** program was signed into law as a part of the Omnibus Budget Reconciliation Act of 1993, and now celebrates 30 years of saving lives by removing cost as a barrier to timely immunization. **VACCINATE YOUR FAMILY** is proud of the prominent role our co-founders played in encouraging the Clinton Administration to focus on childhood vaccines, which ultimately spurred the creation of the VFC program. It is now a model healthcare access program, providing vaccines at no charge to eligible children, thanks to thousands of pediatricians who participate in VFC.

*“After the measles epidemic of the late ‘80s and early ‘90s, Senator Dale Bumpers rallied his colleagues. He took to the Senate floor to lament 27,000 cases of measles, cases he called ‘totally shameful and avoidable.’ He challenged his colleagues to rise to their responsibility to protect our children. Our children have*

*been lucky to have his heart and his voice at their service.”*

—PRESIDENT BILL CLINTON

Within two years of the establishment of ECBT in 1991, our co-founders traveled to more than a dozen states and ultimately to all 50 states to foster vaccination efforts and build immunization coalitions. They were the true catalysts behind the VFC program and our organization has worked to alert families to this program, direct them to services and remove additional barriers to life-saving vaccines for three decades. The passage of the VFC program 30 years ago is evidence of the profound impact grassroots efforts can have on healthcare policy.

Since the Act was signed into law in 1993, the vaccines provided through the VFC will prevent more than one million deaths, 472 million illnesses and 29.8 million hospitalizations among children.

Learn more about the Vaccines For Children Program at:

[vaccinateyourfamily.org/  
vaccinesforchildren](https://vaccinateyourfamily.org/vaccinesforchildren)

# LETTER

## From The CEO



**A**S VACCINATE YOUR FAMILY—and the public health community more broadly—navigates the fallout of the COVID-19 pandemic, one thing has become abundantly clear: our Co-Founders Former First Lady Rosalynn Carter and Former First Lady of Arkansas Betty Bumpers had it right.

VYF is returning to our roots by reengaging a ground-up approach to coalition building, with new community partners at the core of our efforts. We are on course to reignite a culture of immunization in the United States.

In 2023, we lost our co-founder, colleague, and mentor Rosalynn Carter. Reflecting on her legacy of a life of service has galvanized our commitment to saving lives from vaccine preventable diseases. In response to the measles outbreaks of the early 1990s, Betty and Rosalynn traveled from state to state, engaging in a grassroots approach to vaccinating the nation's children. They started in their backyards of Arkansas and Georgia in the 1970s and eventually traveled to all 50 states, galvanizing community members and helping to form immunization coalitions.

Our co-founders were also instrumental in spurring the establishment of the Vaccines For Children Program (VFC), which celebrates 30 years



of saving lives through vaccine access this year.

Today, we celebrate more than 1 million lives saved through routine childhood vaccinations in the United States over the past 30 years—but we also find ourselves at a tipping point. Routine immunization rates in America's children are wavering. Access to affordable vaccines for all ages—and healthcare more broadly—is far from universal. Gaps in vaccination rates are growing as disparities in access continue to impact African American/Black and Hispanic/Latino communities disproportionately.

Vaccinate Your Family is going back to our roots to meet this moment, focusing on grassroots, ground-up approaches to vaccine promotion. Our Vaccination Community Navigator Program supports Community Health Workers and Promotores (in English and Spanish) in becoming vaccine advocates for their clients. The Vaccination Collaborative serves

as a learning forum and collective action network for community partners involved in vaccine advocacy and promotion. We continue to train WIC providers to bring vaccines into the portfolio of resources they offer their clients. Our social media and digital campaigns leverage our network of local partners as trusted messengers to make vaccine messages meaningful. And we have a lot more work to do.

The first 30 years of the Vaccines For Children (VFC) Program are worth celebrating—and the next 30 years will challenge us to meet the moment, to adjust our approach, and to center health equity and vaccine access in our quest to reignite a culture of immunization in the United States. We're going back to our roots to make it happen. We look forward to continuing this work together.

*Amy Pisani*



Vaccinate Your Family CEO Amy Pisani (center) with Co-Founders Former First Lady of Arkansas Betty Bumpers (left) and Former First Lady Rosalynn Carter (right).

**THE NEXT 30 YEARS  
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EQUITY AND VACCINE  
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TO REIGNITE A CULTURE  
OF IMMUNIZATION IN  
THE UNITED STATES.**

— AMY PISANI, VYF CEO

# PROGRAM

## Spotlight



Vaccinate Your Family staff member Robyn Correll, MPH, CHWI, speaking at the Texas State Capitol with our partners Dia de la Mujer Latina, in celebration of Community Health Worker Day.

986 

people participated in  
VCN activities in 2023.



# Vaccination Community Navigator (VCN) Program

**PARTNERING WITH COMMUNITY HEALTH WORKERS/  
PROMOTORES TO BUILD VACCINE CONFIDENCE**

The Vaccination Community Navigator (VCN) Program is a comprehensive, bilingual [curriculum](#) for Promotores/Community Health Workers (P/CHWs), designed to build their capacity to engage their communities in vaccine conversations and navigate people of all ages to vaccination services. P/CHWs play an integral public health role in their communities and serve as trusted messengers and as such they are uniquely positioned to serve and support under-resourced communities with vaccine information that increases vaccine confidence, knowledge, and access. In 2022, this program was piloted in Texas with more than 200 Community

Health Workers and CHW Instructors and was met with tremendous success. In early 2023, Vaccinate Your Family launched the VCN program nationwide and expanded it to include an online community and virtual Community of Practice meetings. In 2024, the VCN program will continue to grow in size and scope and will begin including in-person training sites. The in-person training sites address the technological barriers often found in underserved and rural communities.

Vaccinate Your Family team member Marlen Ramirez presents to the Association of Immunization Managers (AIM) about the VCN Program.

**“I AM NOW VERY PREPARED TO EXPLAIN TO PEOPLE ABOUT THE IMPORTANCE OF BEING VACCINATED, HOW VACCINES ARE CREATED, HOW THEY WORK IN OUR BODY AND THE BENEFITS WE GET WHEN WE ARE VACCINATED.”**

— VCN PARTICIPANT



# Squaring Up Against Disease™ (SQUAD™) Program

**“STORYTELLING IS THE MOST POWERFUL WAY TO PUT IDEAS INTO THE WORLD TODAY.”**

—ROBERT MCKEE

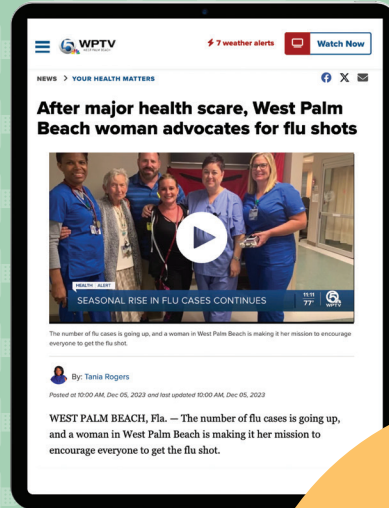
Vaccinate Your Family’s SQUAD™ is composed of advocates Squaring Up Against Disease. SQUAD™ members are passionate about protecting individuals and families against vaccine-preventable diseases (VPDs) because many of them have been personally impacted through loss or survivorship. The SQUAD™ program empowers advocates to share their stories and promote vaccine awareness and education. The four program pillars of SQUAD™ include Connect, Train, Engage, and Support, which

together work to reignite a culture of immunization at national, regional, and local levels. In 2023, SQUAD™ advocates were engaged in activities such as radio public service announcements, communication campaigns, op-eds, and speaking engagements. In 2024, the SQUAD™ program will continue to expand through the addition of new advocates, educational offerings, and support of community-level activities intended to raise awareness and educate others about the importance of timely immunizations across the lifespan.

Read personal stories from SQUAD™ advocates at: [vaccinateyourfamily.org/testimonials](https://vaccinateyourfamily.org/testimonials)







SQUAD™ advocates share their stories through media opportunities and PSAs to raise awareness for the importance of vaccination.

“  
I’ve enjoyed recording PSAs, conducting interviews, and participating in group discussions like with WIC. I feel like my story has made an impact. I appreciate all the work that Vaccinate Your Family does and all the help they have provided me.

NICOLE SPERRY,  
SQUAD™ MEMBER



SQUAD™ advocate Nicole Sperry (center right) together with her family, including her late daughter Teresa (center left) who lost her life to COVID in 2021.



# WIC Staff Education

## EMPOWERING WIC PROVIDERS TO BECOME VACCINE MESSENGERS

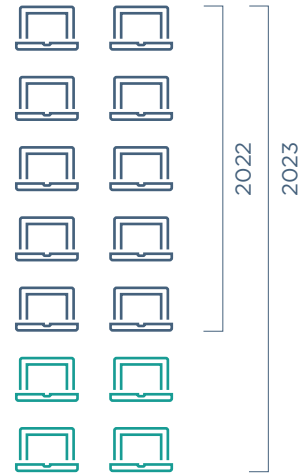
VYF spearheaded efforts ensuring the U.S. Department of Agriculture's WIC (Women, Infants, and Children) program staff reviews the vaccination records of children they serve. Half of the children born in the U.S. each year utilize WIC services. As a result of our ongoing education of WIC staff and participants for two decades, millions of women have learned about the value of vaccines, understood the availability of programs such as Vaccines

For Children and Children's Health Insurance Plans to help pay for vaccines, and been guided to healthcare providers as needed.

In 2023, Vaccinate Your Family hosted two webinars for WIC staff: one on the updated COVID vaccine guidance, and another on routine immunizations for kids. Vaccinate Your Family also provides WIC staff with the latest vaccine guidance in the form of printable resources and digital lessons.

# 19,167

vaccine lessons on WICHealth.org completed in 2023, a **40%** increase over 2022.







836



people attended the 2023  
webinar for WIC staff.



Partners at the USDA Food and Nutrition Service (USDA/FNS), National WIC Association (NWA), and the Centers for Disease Control and Prevention (CDC) joined Vaccinate Your Family to present the webinar for WIC staff. Pictured here: Dr. Sarah Meyer, CDC (top) and Darlena Birch, NWA (bottom).

# PARTNERSHIP

## Spotlight



The Vaccination Collaborative  
brings together

**560** 

call registrants from  
**313** affiliated organizations.





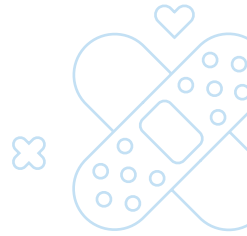
# The Vaccination Collaborative

**MOVING OUR COLLECTIVE WORK FORWARD-  
BEYOND THE COVID-19 PANDEMIC**

Vaccinate Your Family understands the power of collaboration. When the COVID-19 pandemic began in 2020, VYF joined forces with hundreds of other like-minded organizations to rise to the challenge of protecting and educating our communities. That's how it began. What started as a COVID-specific collaboration has evolved into the Vaccination Collaborative—an effort to share lessons learned as well as the latest data that may help inform science-based programs.

The monthly meetings allow for robust discussion and present a myriad of viewpoints from a variety of organizations to ignite meaningful collaboration. The Vaccination Collaborative brings together over 500 individuals representing 313 partner organizations, all working together to further vaccine communications, policy, and programs to ensure everyone has equal access to, and information about vaccines.

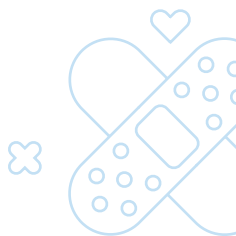
At VYF, we know our impact multiplies when we work together!



# Good Health WINs

## A MODEL FOR COMMUNITY-BASED IMMUNIZATION WORK

**Good Health WINs** (Women's Immunization Networks) is a partnership with the National Council of Negro Women (**NCNW**) to support advocates within the African American community to communicate the importance of immunizations and work to create an infrastructure for good health. This is achieved by reducing health disparities, increasing vaccination opportunities and education, and identifying the drivers of vaccine hesitancy. The **National Pan-Hellenic Council** recently joined the Good Health WINs community, expanding the program's reach to approximately four million African Americans. Our partnership with Good Health WINs continues to be a model for partnering with community-based organizations to boost vaccine confidence and immunization rates.





Vaccinate Your Family partners with Good Health WINS on social media communication campaigns.



Vaccinate Your Family staff members Erica DeWald, Amy Pisani, Serese Marotta, and Love-Vensna Fontilien attend the Good Health WINS Summit.



# COVID Vaccines for Kids Campaign

**PARTNERING WITH COMMUNITY-BASED ORGANIZATIONS  
TO PROTECT CHILDREN MOST AT-RISK FROM COVID-19**

In 2023, Vaccinate Your Family created a unique campaign, together with a network of community-based partners, to encourage vaccination of children under 5 against COVID-19. COVID vaccination rates in children under 5 remain low, with more than 90% of Black and Hispanic children (and 88% of White children) remaining unvaccinated. Vaccinate Your Family partnered with community-based organizations to create culturally relevant, tailored communications messages and strategies to promote the vaccination of young kids against COVID.

By partnering with:

- NCNW Milwaukee
- Mocha Moms Inc.
- LatinX Voces
- Julissa Soto Latino Health Equity Consulting

Vaccinate Your Family served as the subject matter expert and campaign coordinator, while partners served as trusted messengers to reach their communities: African American and Black parents of young children, or Hispanic and Latino parents of young children, depending on the partner.



**10%**  
of Black and  
Hispanic children

**12%**  
of White children





Campaign materials garnered an estimated

# 16 MILLION IMPRESSIONS



through targeted promotion and placement in media outlets and platforms frequently accessed by the campaign's priority populations.

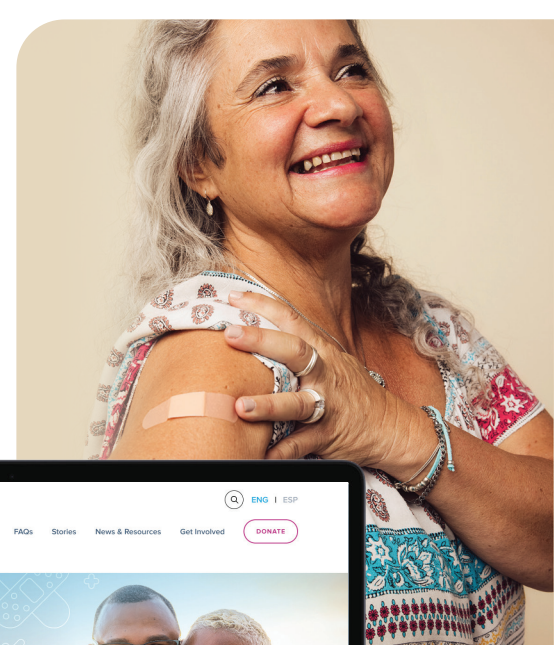
## PARTNERSHIP CAMPAIGNS WITH COMMUNITY-BASED ORGANIZATIONS

VYF created custom PSAs together with our partners which were shared on local news, Instagram reels, digital ads and more.

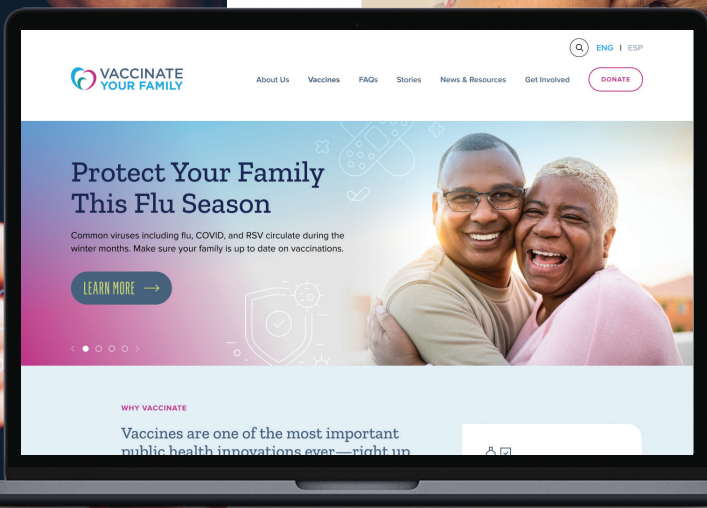


# PLATFORM

## Spotlight



VYF | 2023 ANNUAL REPORT



Find simple, science-based information about vaccines at [VaccinateYourFamily.org](https://VaccinateYourFamily.org)



# VaccinateYourFamily.org

A WHO-CERTIFIED WEBSITE WITH EASY TO UNDERSTAND, SCIENTIFICALLY-SOUND INFORMATION ABOUT VACCINES



The Vaccine Safety Net is a global network of websites, established by the World Health

Organization (WHO), that provides reliable information on vaccine safety. VaccinateYourFamily.org is proud to be a VSN certified website. Updated in near real-time with the most up-to-date vaccine information, VYF's website provides:

- Answers to the most asked questions about all types of vaccines
- Information about vaccine-preventable diseases and the immunizations that protect against them

- Evidence-based reassurances about vaccine safety, including research and explanations of vaccine safety systems
- Timely updates about the latest news in the immunization space
- A password-protected portal with toolkits and resources for use by partner organizations and advocates
- A library of publicly available downloadable vaccine education resources

Vaccinate Your Family strives to offer our digital web resources in multimedia formats, in English and Spanish, and in plain language.

“

We believe that the best way to counter the current large volume of vaccine misinformation is to dilute it with large amounts of truthful, accessible scientific evidence.

DR. PETER MARKS AND  
DR. ROBERT CALIFF, US FOOD  
AND DRUG ADMINISTRATION

VaccinateYourFamily.org ranked in the top 10 search results for

603



keywords.

282,728

site visits.



# Social Media & Digital Campaigns

WE HAVE A RESPONSIBILITY TO SPREAD SCIENCE-BASED INFORMATION ABOUT VACCINES ON SOCIAL MEDIA

Misinformation and disinformation spread like wildfire on social media—it's a challenge to make good, science-based information compelling, but it's one Vaccinate Your Family is tackling head on. Every day, Vaccinate Your Family staff create and share new social content and monitor channels on:

- Instagram
- Facebook
- X (formerly Twitter)
- LinkedIn
- YouTube



## OUR STRATEGY

Vaccinate Your Family's primary goal on social media is not to attempt to convince the vaccine hesitant or those who are anti-vaccine. We're focused on the folks in the middle—who are asking questions in good faith—and we're focusing on activating supporters of vaccines and partners. Evidence suggests that family and friends, healthcare providers, and vaccinated individuals may be more trusted sources of information among vaccine hesitant individuals. Our goal as an organization is to use social media to make it easy to be pro-vaccine: arming trusted messengers with sharable materials and information on the latest and most important topics.



Vaccinate Your Family posts and monitors multiple social media platforms daily.



The **#FirstDayVax** back-to-school campaign had a maximum potential organic reach of



# 1.9 MILLION

social media accounts.

## OUR CAMPAIGNS

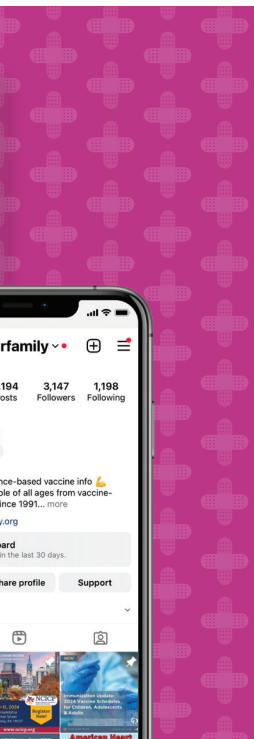
VYF creates four bespoke digital campaigns each year with social media graphics, key messages, videos, and other materials. Campaign materials are shared on VYF's social media platforms, but more importantly are shared through our partner network's platforms via toolkits and collaboration.

National Infant Immunization Week

Back-To-School Routine  
Immunization Campaign

Respiratory Disease Season—  
Flu, COVID, and RSV

National Influenza Vaccination Week






# Policy

**“HONESTY IS THE BEST POLICY.”**  
—BENJAMIN FRANKLIN

Deciding to vaccinate yourself or your family is a big decision and should not be made lightly or without forethought. VYF believes everyone should be able to make an informed decision based on current, science-based, and rigorously tested research. Just as importantly, VYF also believes that once that decision has been made, everyone should have equal and affordable access to lifesaving vaccines. That is why vaccine policy is a major aspect of the work VYF does. Educating policymakers at the federal and state level helps ensure that communities can obtain quality healthcare. Conveying accurate vaccine information to the public

ensures that communities have a trusted resource to help combat the mis and disinformation that has seen an alarming rise in social media and other media platforms. To ensure that vaccine partners across the country have access to up-to-date, science-based vaccine information, legal arguments, and policy, VYF maintains a Partner Portal on our website. The VYF Partner Portal has over 392 individuals representing immunization coalitions, state and national medical professional societies, and other vaccine advocates. Our partners can utilize the resources provided by VYF to support pro-vaccine policies that include equity and affordability.

**392**   
members with access to  
VYF's digital advocacy portal.

**CONVEYING ACCURATE VACCINE INFORMATION TO THE PUBLIC ENSURES THAT COMMUNITIES HAVE A TRUSTED RESOURCE TO HELP COMBAT THE MIS- AND DISINFORMATION.**

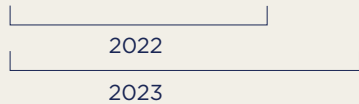




CALL TO ACTION

# 907 EMAILS

sent to legislators in support of policies that further vaccine access (29% increase over 2022).



# 2023 State of the ImmUnion Report

PROMOTING FEDERAL POLICY  
RECOMMENDATIONS TO IMPROVE  
VACCINE UPTAKE AND ACCESS

Each year, Vaccinate Your Family releases our State of the ImmUnion report to coincide with the U.S. President's State of the Union address. This seminal report compiles the federal policies widely recommended to increase vaccination rates across the lifespan as well as additional activities Members of Congress can undertake to share the value of vaccines with their constituents.




## 20 MILLION LIVES SAVED

In the first year they were available, COVID-19 vaccines saved 20 million lives worldwide and billions in societal costs.

A study of flu vaccination rates found that only

# 14%



of uninsured adults received a flu shot, compared to **37%** of those with insurance.

## MAJOR VICTORY!



Under the Inflation Reduction Act, both Medicare and Medicaid will cover ALL recommended vaccines at no cost to patients.



# 2023 VYF Donors

## THANK YOU FOR YOUR SUPPORT

Our mission to protect people of all age from vaccine-preventable diseases is sustained by your generosity. We are intensely grateful.

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Brooke Bumpers

Amelia Burke-Garcia

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# Meet Our 2023 Team Members



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CHIEF COMMUNICATION  
OFFICER



Christina Supinski  
CHIEF OPERATING  
OFFICER



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Serese Marotta  
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Dana Howe, MS  
COMMUNICATION  
LEAD



Jaimie Vickery, MPP  
GOVERNMENT  
AFFAIRS LEAD



Grisel Cisneros, MPH  
EDUCATION  
COORDINATOR



Carly Darrah  
GOVERNANCE AND  
DEVELOPMENT COORDINATOR



Marlen Ramirez  
PROGRAM COORDINATOR



Love-Vensna Fontilien  
HEALTH PROMOTION  
COORDINATOR

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**VACCINATE  
YOUR FAMILY**

712 H Street NE  
Suite 1507  
Washington, DC 20002

202.783.7034  
[info@vaccinateyourfamily.org](mailto:info@vaccinateyourfamily.org)  
[www.vaccinateyourfamily.org](http://www.vaccinateyourfamily.org)

