



2024–2028 Strategic Plan

Introduction

Vaccinate Your Family (VYF) works to protect people of all ages from vaccine-preventable diseases. The organization offers vaccine education, amplifies science-based messaging, and helps the public preempt mis- and disinformation in partnership with national and local organizations, traditional media, and social media platforms. This strategic plan articulates the organization’s vision and mission and sets the goals and objectives to drive VYF’s strategic direction supporting this effort. As VYF approaches 2028, this document serves as a roadmap to achieve the organization’s strategic priorities.

Mission

Vaccinate Your Family protects people of all ages from vaccine-preventable diseases by offering vaccine education, championing community partners, advocating for equitable vaccine access, and ultimately reigniting a culture of disease prevention through immunization.

Over the next 5 years, VYF will execute its mission in 4 key areas:

Education - increasing awareness of the latest vaccine research and preempting/dispelling mis- and disinformation.

Advocacy - establishing legislative priorities that improve access for the most vulnerable communities.

Partnerships - developing meaningful partnerships that support culturally competent campaigns.

Research Analysis - identifying the data and metrics that will drive behavior change and determine VYF's priority areas.

Vision

VYF envisions a nation free of vaccine-preventable diseases, where every person recognizes the value of vaccines and has equitable access to vaccination.

Core Values

1. ***Innovation***: VYF will carry on the legacy of its dauntless co-founders by continuing to seek bold solutions to current and future vaccination challenges.
2. ***Honor***: VYF remembers those who have suffered from vaccine-preventable diseases and pledges to honor them through all our work.
3. ***Equity and Inclusion***: VYF puts the needs of marginalized communities first and intentionally strives to ensure equitable access to life-saving vaccines.
4. ***Community and Partnerships***: VYF values the transformative impact of collaboration and works with partners to further cultural understanding and build inclusive and empowering partnerships to reignite a culture of immunization.
5. ***Scientific Integrity***: VYF will continue to push itself and all those involved in the vaccine landscape to adhere to the highest scientific standards and to remain transparent in all endeavors.

Key Priorities and Main Goals

Priority 1: Enhance VYF's capacity and mission delivery through strategic partnerships with community-based coalitions.

Growth at VYF will not take place without being aligned with organizations that share similar visions and commitments to the communities the organization prioritizes. This is achieved by ensuring VYF has a seat at the table with local,

community-based, and national public health coalitions that raise awareness about issues related to vaccines.

Goal 1.1: Conduct research to inform the selection of priority audiences who lack adequate vaccine access due to social determinants of health and structural inequities

Goal 1.2: Conduct a landscape analysis of the current advocacy space

Goal 1.3: Collaborate with other public health organizations that focus on at-risk communities

Priority 2: Increase vaccine confidence in communities with low vaccination rates.

VYF is uniquely positioned to be a leading voice in vaccine advocacy. The organization has existing relationships with both the public health community and the private sector. By nurturing those relationships, using theoretical frameworks, and understanding principles of market segmentation, VYF will develop strategies to increase vaccine confidence in key communities.

Goal 2.1: Establish a new “community” strategy

Goal 2.2: Enhance existing functions to suit the priority audience(s)

Goal 2.3: Launch and/or establish new initiatives

Goal 2.4: Use proactive strategies to reduce and mitigate the impacts of misinformation

Priority 3: Improve Immunization Policies to Ensure Equitable Access to Vaccines for All Age Groups.

VYF is an established leader in federal and state-level policy. VYF serves as the subject matter expert for several policy collaboratives and seeks to increase access to vaccines by developing sensible, evidenced-based and informed processes, and building our network of grassroots advocates.

Goal 3.1: Conduct a landscape analysis of existing public health policy partners’ priorities

Goal 3.2: Develop a comprehensive, multi-year government affairs strategy

Goal 3.3: Develop and disseminate resources and tools to articulate VYF's priorities and support partners

Priority 4: Diversify revenue streams by pursuing foundation and private philanthropic funding.

VYF will strategically address the evolving vaccination landscape by establishing new opportunities to secure funding that supports the advancement of the organization's mission, in addition to maintaining budgeting and financial analysis best practices.

Goal 4.1: Establish new budget requirements to implement the five-year strategic plan for adoption by the VYF Board of Directors

Goal 4.2: Provide continuous financial forecasting and analysis for evolving organizational needs

Goal 4.3: Conduct outreach and engagement to strengthen financial partnerships with the pharmaceutical industry and philanthropic organizations

Goal 4.4: Cultivate novel relationships in the spaces that relate to VYF's chosen audience

Priority 5: Evaluate the staff composition needed to implement VYF's strategic goals.

As the organization continues to evolve following the retirement of VYF's co-founders, cultivating a diverse and supported staff is necessary to ensure the ongoing stability and success of the organization. VYF plays an essential role within the public health landscape and is critical to the ongoing efforts to remove barriers to immunization. Creating a succession plan and prioritizing inclusion and retention will allow the organization to continue to fill that role with minimal disruptions.

Goal 5.1: Set next generation VYF leadership strategy by balancing organizational needs and mission

Goal 5.2. Provide resources and tools to train, develop, and retain a diverse VYF