



Building a
**CULTURE OF
IMMUNIZATION**
Through
PARTNERSHIPS

VACCINATE YOUR FAMILY
ANNUAL REPORT 2024



A Brief HISTORY

Vaccinate Your Family's Impact Over the Last Three Decades

When **Vaccinate Your Family (VYF)** was founded in 1991 it was originally known as **Every Child By Two**, to reflect its origins as an organization whose mission it was to ensure that children across the country received their primary series of vaccines by age two. The vaccine landscape has changed dramatically over the last 33 years, and the mission of VYF reflects our expanded goal of vaccine advocacy, education, and access across the lifespan.

Here is just a small sample of the impact VYF has had on vaccine access, awareness, and policy since its inception 33 years ago:

1991



Cofounders Rosalynn Carter and Betty Bumpers established **Every Child By Two (ECBT)** with the stated mission to increase awareness of the need for timely infant immunizations and develop a systematic method of locating and vaccinating all of America's children.

1993

ECBT works with the Clinton administration as the **Vaccines for Children (VFC)** program is established. This entitlement program provides federally purchased vaccines for eligible children from birth through 18 years of age. Vaccines for children born from 1994–2023 will prevent about 508 million illnesses and 32 million hospitalizations and **will save over 1.1 million lives.**

1995

ECBT becomes a program of the American Nurses Foundation to institutionalize efforts to educate nurses and medical personnel about vaccine recommendations.

1996

Amy Pisani transfers from within American Nurses Association to serve as Program Manager of ECBT. She is directed to establish ECBT as an independent 501c3 in 1998 and eventually becomes CEO of the organization.



ECBT becomes a pioneer within the vaccination landscape by establishing one of the first vaccine focused websites at www.ecbt.org which features research, schedules, a calendar of events, newsletters, and activities.

1998

ECBT works side by side with the CDC to meet with governors and health plan executives throughout the nation to establish immunization registries.

1999

Our cofounder Betty Bumpers, along with her husband Senator Bumpers, are honored by the establishment of the Dale and Betty Bumpers Vaccine Research Center (VRC) at the National Institutes of Health to facilitate research in vaccine development.

ECBT develops the first online, electronically transmitted immunization newsletter to replace the quarterly print edition.



2000

ECBT hosts Congressional briefing sessions on immunization registries and CDC infrastructure funding.

ECBT spearheads efforts to ensure the U.S. Department of Agriculture's WIC (Women, Infants, Children) program staff reviews the vaccination records of children they serve.

2001

ECBT conducts the second nationwide letter/education campaign on vaccine registries for governor's spouses.

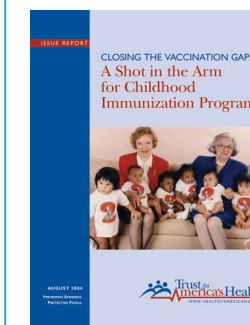
2002



ECBT establishes **Immunization Policy Conference Calls** to increase collaborations among partner groups on federal and state policies, a monthly practice that continues to this day.

2004

ECBT and Trust for America's Health (TFAH) host a standing room only Congressional briefing to present the recommendations from their report *"Closing the Vaccination Gap: A Shot in the Arm for Childhood Immunization."*



2005

ECBT promotes immunizations and immunization registries at the Pediatric Nurse Practitioners Annual Conference and the National School Board Association's 65th Annual Conference.

2006

ECBT helps establish the **317 Coalition** to actively engage partners nationwide to secure increased congressional vaccine funding. ECBT coordinates partners to oppose anti-vaccine legislation.

2008

ECBT launches **Vaccinate Your Baby (VYB)** campaign featuring actor and mom Amanda Peet, a campaign that sought to counter misinformation on the safety of vaccines.

2010

ECBT's Vaccinate Your Baby campaign reached more than

500 million
Americans.

2011

ECBT's Vaccinate Your Baby Facebook page exceeds 35,000 friends/fans. Facebook fans view posts 443,000 times monthly. ECBT's Shot of Prevention blog was accessed 9,000 times monthly.

2012

ECBT cofounder Rosalynn Carter helps launch the United Nations Foundation's Shot@Life campaign.

2017

ECBT publishes their first annual State of the ImmUnion Report ©. ECBT participants 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.



2018

To reflect the organization's expanded focus, ECBT is renamed **Vaccinate Your Family (VYF)**.

2019

VYF launches a vaccination campaign to encourage pregnant women to visit their website to learn about maternal and childhood vaccinations. VYF's social media platforms receive

3.2 million
total impressions

- and -

207,000
total engagements.



2020

The onset of the COVID-19 pandemic shows the country what those in public health have suspected for many years: chronic underfunding and neglect of our public health infrastructure leaves us vulnerable to infectious diseases and their damaging effects.

2021

VYF institutes **A Fair Shot** program aimed at bringing COVID-19 vaccine information and access to rural populations by providing resources and funding for partners to host vaccine information booths at local events.

VYF partnered with the National Council of Negro Women (NCNW) to establish the **Good Health WINS** campaign to support advocates within the African American community to help them understand the

importance of immunizations and empower them to work towards creating an infrastructure for good health.

VYF's social media sites garner
11.9 million
impressions.



VYF's website ranks highest nationwide in searches for several vaccine-related keywords and experiences a **451% increase** in overall traffic. The COVID FAQ webpage alone reached **1,000,000 views** since its debut in April 2021.

2022

VYF launches **Raise the Rates** campaign in a joint effort with Learning First to communicate with parents through the education community on the importance of vaccinating children on time, every time against all vaccine-preventable diseases.



VYF launches **Vaccinate Your Family University** offering training courses for community

health workers, advocates, and partners on a series of topics such as vaccine basics, debunking misinformation, and barriers to vaccination.

VYF distributed the monthly newsletter **Vaccinate Your Family Immunization Alerts** to inform stakeholders throughout the nation about a myriad of vaccine-related news and issues and to mobilize support of pro-vaccination efforts at the state and national levels.

2023



VYF's **Vaccination Community Navigator (VCN) Training** program is expanded nationwide. This training is a free online four-part training curriculum for Promotores de Salud/Community Health Workers designed to build their capacity to engage communities in vaccine conversations and navigate people of all ages to vaccination services.

Serese Marotta, Deputy CEO at VYF, is named President of the Coalition to Stop Flu, a multi-sector advocacy coalition dedicated to ending deaths from seasonal and pandemic influenza.

2024



VYF launches its **SQUAD™ (Squaring Up Against Disease)** program aimed at connecting, training, engaging, and supporting a diverse network of patient advocates who want to get involved in supporting vaccines and science at local, regional, and national levels.

In Progress

Vaccinate Your Family has been at the forefront of every major advancement in vaccination uptake for over three decades with an unwavering commitment to community-level involvement and empowerment! At VYF, we believe that the best way to encourage lifesaving vaccinations is by engaging one person at a time, through community engagement. That's why we continue to support trusted messengers. And the good news is, **we're just getting started!**

LETTER

From The CEO



I have been at the helm of Vaccinate Your Family for 28 years and was privileged to travel to nearly every state in our nation alongside our beloved cofounders, where coalition building was our key strategy to ensure that every child had access to life-saving vaccines.

It has been my honor to serve this organization whose mission means the world to me! During my tenure I have been witness to a tremendous amount of progress in our efforts to make vaccinations across the lifespan an accepted routine throughout the nation. It has not been an easy undertaking, and the challenges have often been daunting, but I am proud to say that we have had countless successes to celebrate over the years. What I've learned about vaccination promotion is that it is often a two-step forward, one-step-back proposition. We must always be on-guard to combat the ever-present threat of vaccine mis & disinformation that plagues our society.

AT VYF, WE HAVE FOUND OUR MOST PROMISING APPROACH TO VACCINE EDUCATION AND PROMOTION BEGINS AT THE COMMUNITY LEVEL.



(Left to Right): Serese Marotta, Marlen Ramirez, Marshall Hayes, Amy Pisani, and Damaris Lara

From our origins 30+ years ago up to the present day, we have invested our time and our energy into creating and supporting a nationwide infrastructure of community-based vaccination advocates. In addition, VYF has promoted and supported smart vaccine policies, both at the state and federal level. It is imperative that our legislators understand the importance of medically-

sound, science-based vaccine policy and its impact on the health of our communities.

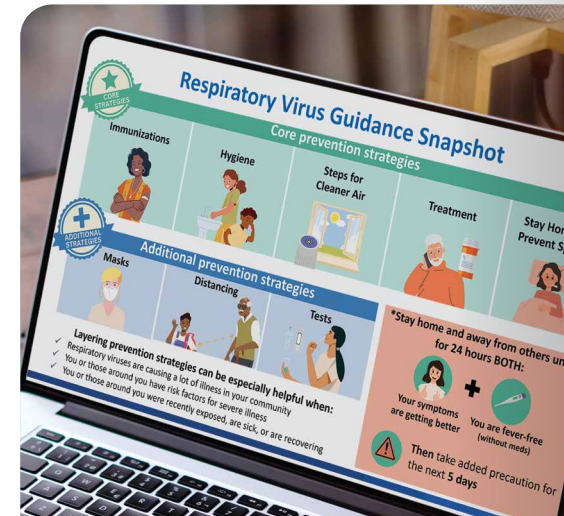
We know that protecting and advancing vaccine access and awareness is a monumental task, which is why we have teamed up with some of the best partners we could find. Organizations and individual advocates have stood shoulder to shoulder with VYF

in our common goal to eliminate vaccine-preventable diseases across the lifespan.

VYF has been advocating for immunizations for over 30 years and our team looks forward to the next 30!

Amy Pisani

PROGRAM Spotlight



>1,000

enrollments in Vaccination
Community Navigator courses.

562

unique students
attended VCN courses.



Vaccination Community Navigators are Key to a Robust Vaccination Infrastructure

THE NEXT GENERATION OF COMMUNITY-LEVEL VACCINE EDUCATION AND TRUST BUILDING

The Vaccination Community Navigator (VCN) program focuses on bolstering vaccine confidence and advancing vaccine access in communities by engaging Promotores/Community Health Workers (P/CHWs). P/CHWs are uniquely qualified public health and vaccine advocates because of the cultural competence they derive from being longstanding members of the communities they serve. The VCN program consists of a comprehensive, bilingual curriculum specifically designed to train and engage P/CHWs as trusted messengers within their respective communities, so that they may

help educate people about vaccines and navigate them to vaccination services. The VCN program arms P/CHWs with the information and tools they need to support under-resourced communities with vaccine information that increases vaccine confidence, knowledge, and access.

In 2022, the VCN program had its origins as a pilot project in Texas with more than 200 Community Health Workers and CHW Instructors as a part of the initial phase. The project was a resounding success and led to a nationwide launch of the program in early 2023. The



VYF hosted 4 Community of Practice
(COP) sessions with

405 participants.

successful nationwide program continued into 2024 with significant growth in both the size and scope of the program and the addition of in-person training sites and regular Community of Practice (COP) meetings. The in-person training sites address the technological barriers often found in underserved and rural areas, while the COP meetings allow participants to share ideas, resources, and engage in problem-solving discussions.

SQuaring Up Against Disease (SQUAD™) Program

“THOSE WHO TELL THE STORIES RULE THE WORLD.”
—HOPI AMERICAN INDIAN PROVERB

The need for lifesaving vaccines is evidence-based, supported by years of studies, research, and data that are well documented in medical and scientific journals and other publications. But sometimes the most powerful message isn't rooted in science - sometimes the most powerful message comes in the form of a personal story.

That's the power and the beauty of the SQUAD™ program. 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. SQUAD™ members act as trusted messengers and vaccine advocates by sharing their stories through the lens of someone who understands what is truly at stake when considering whether or not to get vaccinated.

The SQUAD™ program was created to give people a voice and a platform for sharing what are often heartbreaking stories of loss or harrowing stories of survivorship from vaccine-preventable diseases. As part of this program, patient advocates are trained, mobilized, and empowered to share their stories, educate their peers and community members, and help

reignite a culture of immunization at local, regional, and national levels. These advocates are engaged in activities such as radio public service announcements, communication campaigns, advocacy events, and speaking engagements.

VYF provides all the necessary training, resources, and support to enable the advocates to share key messages about the burden of VPDs and the importance of vaccination. In 2024, VYF supported and facilitated several community events that were hosted by SQUAD™ members within their respective communities.



Ian's Rainbow Flu Foundation 18th Annual Walk and Flu Vaccination Clinic, Oct. 2024



School flu vaccination clinic, Coos Bay, OR, Oct. 2024

VYF sponsored

FOUR

SQUAD community activations.

Community activations resulted in over

300

vaccinations.



Women, Infants, & Children (WIC) Program

VACCINATION INFORMATION WHERE IT'S NEEDED THE MOST

For over two decades, Vaccinate Your Family (VYF) has supported the WIC program by hosting an annual webinar for WIC staff and creating immunization resources for WIC staff and participants. This effort came about as part of our partnership with the National WIC Association and the U.S. Department of Agriculture, which oversees the WIC program.

Approximately half of the children born in the U.S. each year, and their mothers, utilize WIC services, which makes this partnership incredibly impactful. The webinars, created and offered by VYF, have educated thousands of WIC staff over the years and the patient resources for WIC participants (including parents and parents-to-be) provide valuable information about the value of vaccines and programs such as Vaccines for Children (VFC) and the Children's Health Insurance Program (CHIP).

In 2024, VYF hosted the annual WIC webinar featuring guest speakers, Dr. Evelyn Twentymen, Darlena Birch, Kristin Garcia, and Kathleen Holmes, who shared updated information about vaccine recommendations and associated schedules, disease outbreaks, the 2024-2025 respiratory season, and how WIC staff can be vaccine champions.

In addition to the annual webinar for WIC staff and associated resources, VYF also helps maintain online vaccine lessons for WIC participants in both English and Spanish.

Resources for WIC Staff and Clients



39

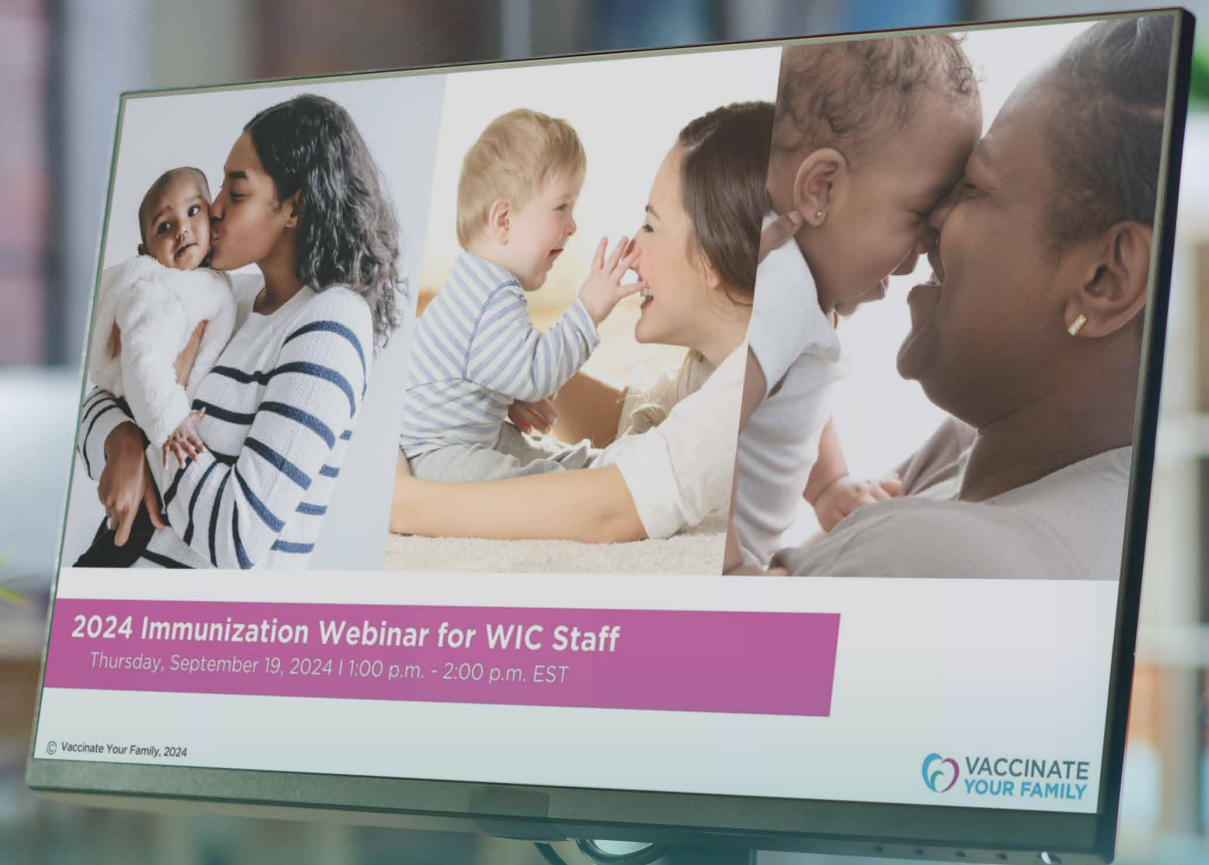


US states & territories offer VYF lessons to WIC Health clients.



20,274

VYF lessons were completed on the WIC Health website.



Kristin Garcia, MPH, Director of Food Safety and Nutrition at USDA



Darlena Birch, MBA, RDN, Senior Manager, Public Health Nutrition for the National WIC Association



Serese Marotta, Deputy CEO at Vaccinate Your Family

PARTNERSHIP

Spotlight



The Vaccination Collaborative brings together

700

average monthly webinar registrants that represent **384** unique vaccine-related organizations.



The Vaccination Collaborative

“UNITY IS STRENGTH... WHEN THERE IS TEAMWORK AND COLLABORATION, WONDERFUL THINGS CAN BE ACHIEVED”

—MATTIE STEPANEK

Vaccinate Your Family’s (VYF’s) mission is to *protect people of all ages from vaccine-preventable diseases*. That is the challenge we face every day, but happily it is not a challenge we face alone. During the onset of the COVID-19 pandemic, VYF joined forces with hundreds of other like-minded organizations to address the task of protecting and educating our communities.

While it started as a COVID-specific collaboration, it has grown to encompass vaccines across the lifespan. The outcome of those early meetings has evolved into **the Vaccination Collaborative** – an effort to convene partners

and stakeholders to share insights, lessons learned, shared challenges, updates, and best practices related to communications, policy, and community-based efforts within the immunization landscape.

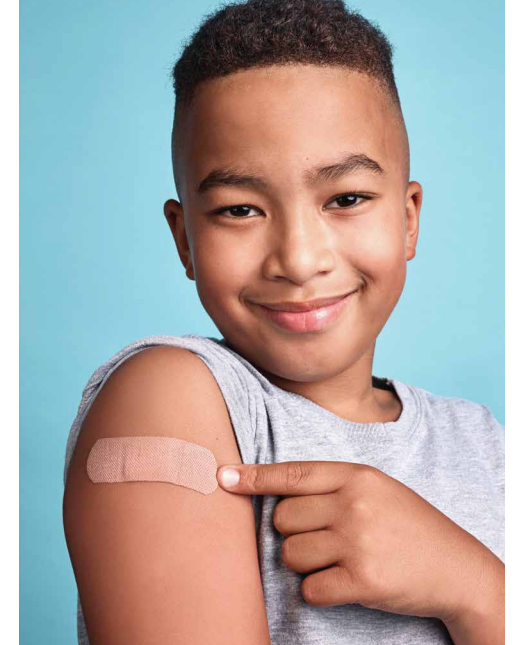
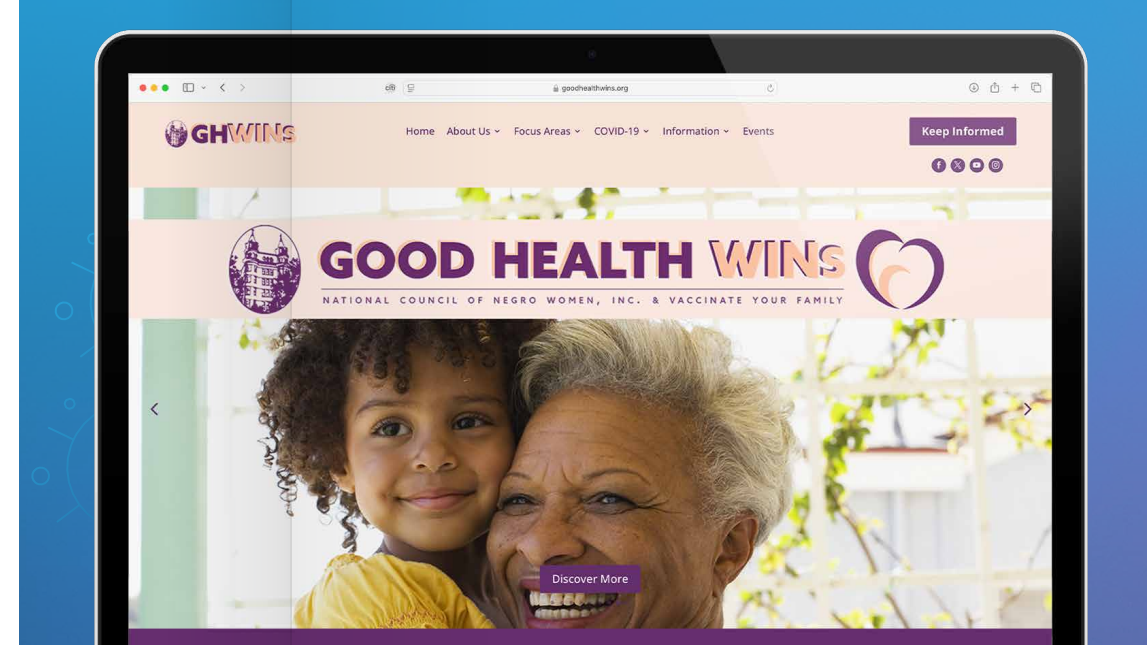
Once a month, VYF convenes a virtual meeting featuring various guest speakers that include leaders in the public health space. Featuring a myriad of viewpoints from a vast array of organizations, the Vaccination Collaborative has become a powerful forum for information sharing and problem solving. It has grown to include over 700 individuals representing over 300 partner organizations, all

working together to increase vaccine confidence, coverage, and access.

In September 2024, VYF re-launched the completely revamped Vaccination Collaborative Portal, which serves as a comprehensive central resource hub, providing a partner directory, vaccine policy resources, and an array of tools for advocacy and education to support our partners in effectively communicating the critical importance of vaccines.

They say many hands make light work – at VYF, we employ that philosophy to keep our communities safe!





Good Health WINs

THE GOLD STANDARD FOR COMMUNITY-BASED IMMUNIZATION OUTREACH

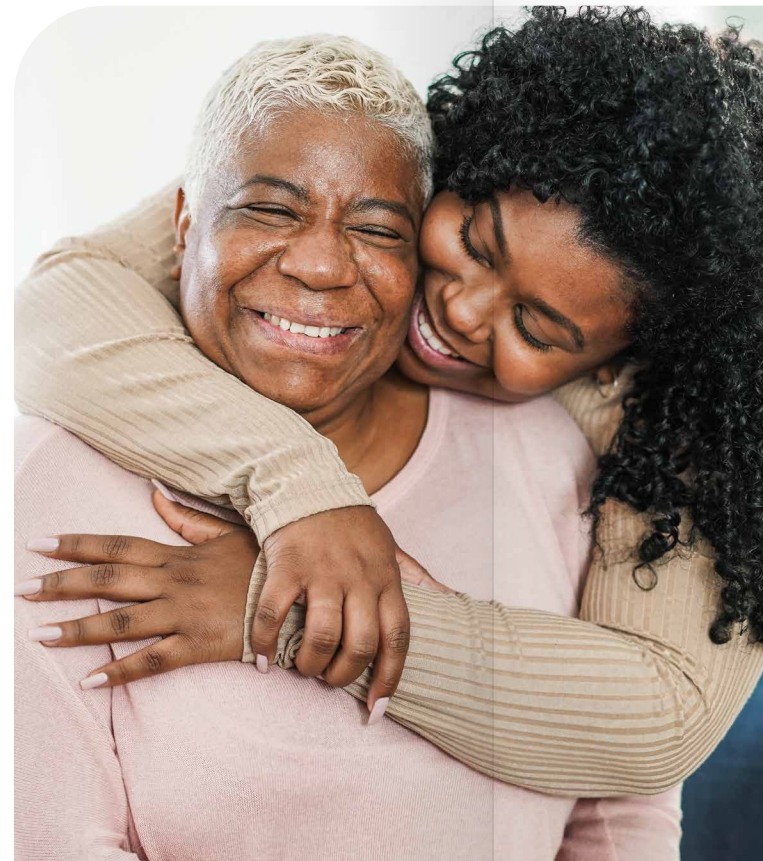
Good Health WINs (Women's Immunization Networks) is the very definition of a successful partnership! The National Council of Negro Women, Inc. (NCNW) is an 85-year-old organization devoted to empowering, informing, and uplifting women and children in communities of color.

In an effort to address the COVID-19 pandemic within those communities, NCNW committed to building an army of good health champions who understand the importance of immunization across the lifespan. From that commitment, the Good Health WINs initiative was born. Vaccinate Your Family was a founding partner and joined in the effort as vaccine and public health experts who could lend support with training and educational resources.

When the National Pan-Hellenic Council joined the Good Health

WINs community, the results were nothing short of amazing! The program has expanded and now has reached over four million African Americans.

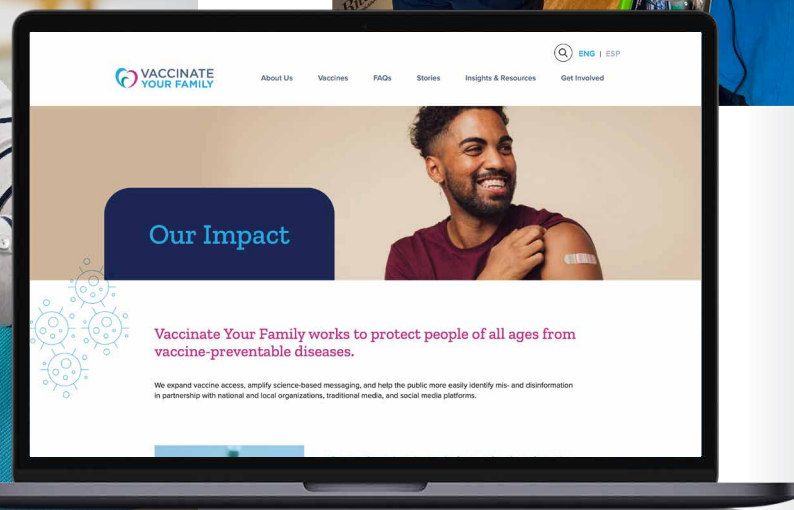
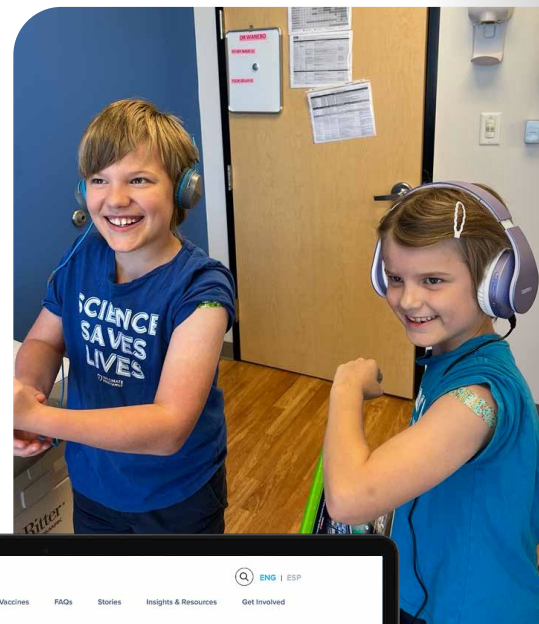
Our partnership with Good Health WINs continues to be a model for community-based partnerships that boost vaccine confidence and immunization rates in communities that have often been underserved.



VYF staff at the NCNW Good Health WINs CBO Summit in Washington, DC, Dec. 2024

PLATFORM

Spotlight



Find simple, science-based information about vaccines at VaccinateYourFamily.org

VaccinateYourFamily.org

A WEBSITE THAT PUTS UP-TO-DATE, SCIENCE-BASED VACCINE INFORMATION AND RESOURCES AT YOUR FINGERTIPS

VaccinateYourFamily.org offers a wealth of reliable vaccine information that is updated in near real-time. When information-seekers access the VYF online platform, they can rest assured they have tapped into a resource that has been accredited by the World Health Organization as a Vaccine Safety Net certified website.



VaccinateYourFamily.org ranked in the

TOP 10

search results for 755 keywords.

Our website provides:

- Answers to the most asked questions about all vaccines across the lifespan
- 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 on immunizations and immunization schedules
- A password-protected portal with toolkits and resources for use by partner organizations and advocates
- A library of publicly available downloadable vaccine education resources
- A gallery of personal stories which illustrate the real impact of vaccine-preventable diseases

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

Social Media & Digital Campaigns

WE HAVE A RESPONSIBILITY TO SPREAD SCIENCE-BASED

 INFORMATION ABOUT VACCINES ON SOCIAL MEDIA

At Vaccinate Your Family, our social media communications are not designed to convince the vaccine-hesitant that they must seek out and utilize vaccines, our mission is to provide a source for science-based, medically proven vaccine information so that people can make informed choices about vaccination for themselves and their families. We believe that most people, whether they are vaccine-believers, vaccine-hesitant, or anti-vax, are simply seeking a source they can trust. Vaccinate Your Family is that source.

Unfortunately, misinformation and disinformation can spread like a virus on social media. It is our challenge to provide safe, trustworthy vaccine information in a compelling manner to counter the rumors, conspiracy theories, and bad science that circulates across social media. We do that by using meticulous research and trusted sources to gather the facts about vaccines

and then turn those facts into easy-to-read and understand communications designed for social media consumption.

Every day, Vaccinate Your Family staff create and share new social media content across the following channels:

Instagram:
 @vaccinateyourfamily

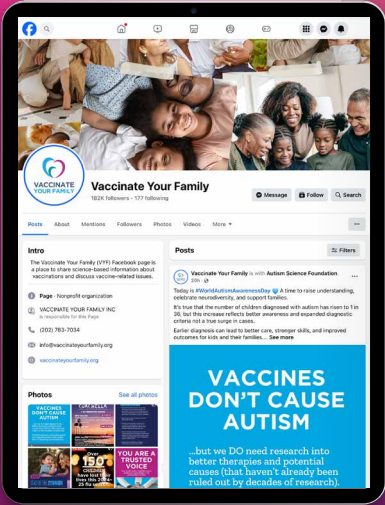
Facebook:
 Vaccinate Your Family

X (formerly Twitter):
 @vaxyourfam

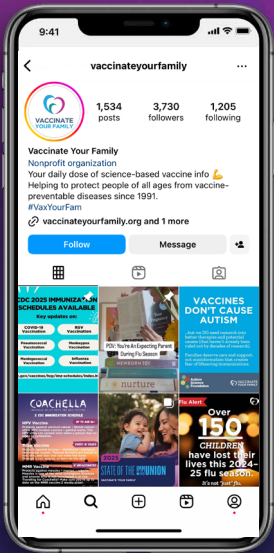
LinkedIn:
 Vaccinate Your Family

YouTube:
 @vaccinateyourfamily

Our goal as an organization is to use social media to make it easy to be pro-vaccine, to arm the public as well as vaccine advocates with sharable materials and information on the latest and most important topics.



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



OUR CAMPAIGNS:

National Infant Immunization Week

 APRIL 21 - APRIL 28

119

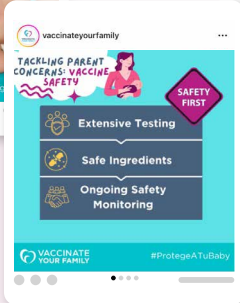
 participating accounts

119

 hashtag mentions

1.4 MILLION

 max potential reach



Back to School #FirstDayVax

 Campaign + National

 Immunization Awareness Month

 JULY 17 - SEPTEMBER 15

194

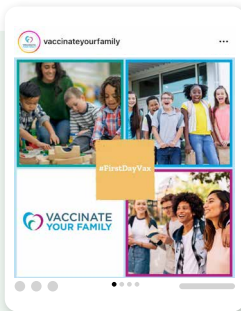
 participating accounts

830

 hashtag mentions

2.8 MILLION

 max potential reach



#ViralTruths Respiratory Campaign

 SEPTEMBER 15 - MARCH 15

120

 participating accounts

438

 hashtag mentions

1.6 MILLION

 max potential reach

Policy

VACCINE POLICY AFFECTS EVERY ONE OF US.

At Vaccinate Your Family, we believe there can be no higher calling than to provide for the good health of our communities. We also believe that vaccines are the biggest single advancement in public health in the last century. Our mission is “to protect people of all ages from vaccine-preventable diseases,” and one of the most impactful ways that we can accomplish our mission is to ensure smart public health policy that includes robust protections for vaccine access and affordability.

In 2024, Vaccinate Your Family continued to pursue that goal on several fronts.

First, educating policymakers at the state and federal level was a top priority. Ensuring our lawmakers have access to science-based and medically sound vaccine data is

paramount in a time when so much misinformation is being spread. VYF staff provide up-to-date vaccine information and resources to our legislators to help them better craft the policy that will drive our public health laws.

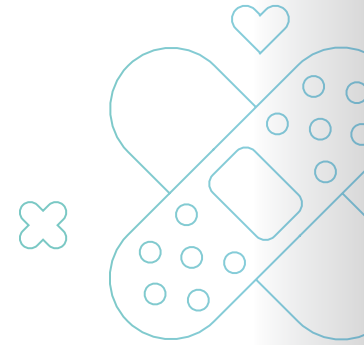
Second, we worked with our partner organizations across the country to ensure they have access to the latest data and resources available. This included current vaccine recommendations and continual updates regarding threats to the vaccine safety net including legal challenges and policy trends.

Third, we provided our partners with a repository for shared resources. VYF redesigned and upgraded our password-protected Vaccination Collaborative Portal that allows our many partners to deposit and

access a multitude of vaccination information, resources, graphics, and tools.

Fourth, VYF continues to host a monthly policy call which acts as a forum for over 400 partner members to share their questions, challenges, and successes. The policy call also offers an opportunity to feature guest speakers who represent the best and brightest minds in the immunization world.

Finally, in October of 2024 VYF hosted a strategic policy discussion in Washington, D.C., providing an opportunity for many of the top vaccine advocacy organizations to gather and share their 2025 strategic goals. This collaboration helped to formulate VYF’s top policy priorities as part of our overall strategic planning.



Vaccinate Your Family convened

10 VACCINE PARTNERS



to discuss the future of vaccine policy.



2024 State of the ImmUnion Report

FEDERAL POLICY RECOMMENDATIONS THAT PROMOTE VACCINE ACCESS AND UPTAKE

Every year since 2017, Vaccinate Your Family releases our State of the ImmUnion Report (SOTI) to coincide with the U.S. President’s State of the Union © address. The annual SOTI Report examines the strength of our country’s defenses against vaccine-preventable diseases and presents federal policy solutions to increase resilience against emerging public health threats. Our 2024 SOTI Report focused on:

- Increasing access to vaccines by supporting diverse vaccinators and vaccination locations
- Making all recommended vaccines accessible for all adults
- Ensuring rare injuries are covered and compensated in a timely manner
- Increasing funding to cover state and local public health needs
- Raising awareness of the value of vaccines



2024 VYF Donors

THANK YOU FOR YOUR SUPPORT

VYF Core Values:

Innovation, Honor, Equity & Inclusion, Community & Partnerships, Scientific Integrity

AmazonSmile	Facebook Donors	Moderna
Anonymous	Dynavax	Mouzoon Donor Advised Fund
AstraZeneca	Wanda Filer	National Council of Negro Women
Bumpers Family Fund	Glaxo Smith Kline	Novavax
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William & Heidi Bumpers	Emily Holubowich	Pfizer
David Campbell	Gabriella Kielbasinski	Amy Pisani
Centers for Disease Control & Prevention	Mary Koslap-Petraco	Sanofi Pasteur
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Pei Chen & Luca Baltrami	Deba Leach	Robert Schooling
Clement Lewin Family Trust	Deborah Lombardi-Aiello	Cory Sise
CLS Seqirus	Andrew Love	Paul Spearman
Jennie Cook	Angeli and J. William Maney	Katherine Taylor
Debbie Davis	Serese Marotta	Kirsten Thistle
Alyssa Devlin	Merck Sharpe & Dohme Corporation	Claire Wardle

Meet Our 2024 Team Members



Amy Pisani, MS
CHIEF EXECUTIVE OFFICER



Robyn Correll, MPH, CHWI
IMPACT AND
EVALUATION DIRECTOR



Marshall Hayes, MA
DEVELOPMENT DIRECTOR



Serese Marotta
ADVOCACY AND
EDUCATION DIRECTOR



Dana Howe, MS
COMMUNICATIONS DIRECTOR



Griselda Cisneros, MPH
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Marlen Ramirez, CHW, CHWI
PROGRAM COORDINATOR



Damaris Lara
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Love-Vensna Fontilien, MPH
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Zach Bradley
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Taryn Chapman, MS
SCIENCE AND
EDUCATION CONSULTANT



Antonio Pisani, MS
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POST GRAD INTERN



Lecia Imbery, MS
GOVERNMENT AFFAIRS DIRECTOR



Allison Howells
COMMUNICATIONS INTERN



Maia Archer
COMMUNICATIONS INTERN



Katrina Fernandez
ADVOCACY & EDUCATION INTERN

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