



2023

Annual REPORT

REPORTING DATES

JULY 1, 2022 - JUNE 30, 2023

✉ staff@immunizekansascoalition.org

🌐 immunizekansascoalition.org

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Letter from the Executive Director

As we reflect on the past year, I am filled with immense gratitude for your unwavering commitment and collaboration in our shared mission of working together to "protect all Kansans from vaccine-preventable diseases."

Throughout the past year, IKC has achieved remarkable milestones together. With your support, we have been able to distribute life-saving vaccines to underserved communities, implement robust vaccination campaigns, and foster innovation in vaccine access. In the next year, we will continue pressing forward to focus on building strong partnerships that amplify our collective impact.

The challenges posed by the pandemic and the attack on the effectiveness of vaccines have only strengthened our resolve to ensure equitable access to vaccines within our state of Kansas. In the face of unprecedented challenges, your commitment to spreading accurate information about vaccines and countering misinformation has been nothing short of inspiring. We have witnessed firsthand the transformative power of partnerships as we continue to work hand in hand with the Kansas Department of Health and Environment and other governmental departments, grassroots advocacy organizations, pharmaceutical companies, and other stakeholders to overcome obstacles and bridge the gaps in healthcare delivery.

As we move forward, we must remain steadfast in our mission. Vaccine advocacy continues to be an essential pillar in protecting public health and our work is far from over. We must tackle new challenges that arise, adapt to changing circumstances, and continue to dispel myths and misconceptions that threaten our communities. Immunization is a fundamental right for every individual, regardless of their socio-economic background.

In the upcoming year, we will focus on expanding our reach, enhancing our operational efficiency, and amplifying our advocacy efforts by continuing engagement with policymakers and the development of stakeholders' collaborations. Together, we will strive to create a world where every person, regardless of their location, has access to life-saving vaccines and a chance for a healthier and brighter future.

I encourage you to stay connected and engaged with our advocacy initiatives. Your voice is powerful and it can make a difference in influencing policies and shaping public opinion on vaccines.

Let us continue to stand together as champions of immunization, promoting evidence-based information and supporting initiatives that save lives. Let us continue this journey together with renewed determination and a shared commitment to making a lasting impact on our Sunflower State.

Sincerely,



GEOVANNIE GONE, LMIC, MPH
Executive Director

Reaching Kansas with Immunization Information Online

Relevant and trusted resources for vaccination education and information

The IKC website and social media outlets are trusted resources for vaccination information for Kansas health providers, health educators, and families alike. IKC Staff research, update and curate content to maintain these relevant and reliable online resources. The IKC website saw more than 11,000 unique visitors and our Facebook page topped 1,000 followers.

SHOT IN THE ARM Sneak Peek Preview Event

In November, IKC hosted an opportunity to watch a 60-minute Sneak Peek Preview and participate in a Live Q&A Panel Presentation for the documentary, SHOT IN THE ARM.

The Sneak Peek Preview was open November 14-16th, followed by the Live Q&A Panel Presentation on November 17th at noon and an Encore Sneak Peek Preview open from November 18-20th.

Promotions for the event made over **87,200 impressions** and **270+ people** across Kansas registered to participate.



Vaccine Fears Overturned by Facts Webinar Series



Three Vaccine Fears Overturned by Facts webinars were hosted in March and April. Each webinar was designed for and spoke to a unique audience: health providers and educators; parents and families; and university students and faculty. Promotional efforts reached over 140k and more than 150 individuals engaged in the live webinars from across Kansas and the US.

The first two webinars featured returning guests, Heather Simpson and Lydia Greene, creators of *Back to the Vax* and co-authors of the IKC booklet, *Vaccine Fears Overturned by Facts*. Heather and Lydia shared their personal stories, notable “tropes” they once encountered as formerly anti-vaccine mothers, and how to effectively communicate with both patients and providers about concerns surrounding vaccines.

The third webinar highlighted the work of university partners through K-State Research and Extension to reach students and communities with vaccine education through on-campus campaigns, student influencers, and veterinary one-health efforts.

VACCINE FEARS OVERTURNED BY FACTS



7 new **YouTube** videos added to the IKC channel

130,762 impressions on **Twitter**

6,985 digital reach of the **Honest Conversations** campaign

Followers

1,000 Facebook

421 Twitter

353 Instagram

153 LinkedIn

Website

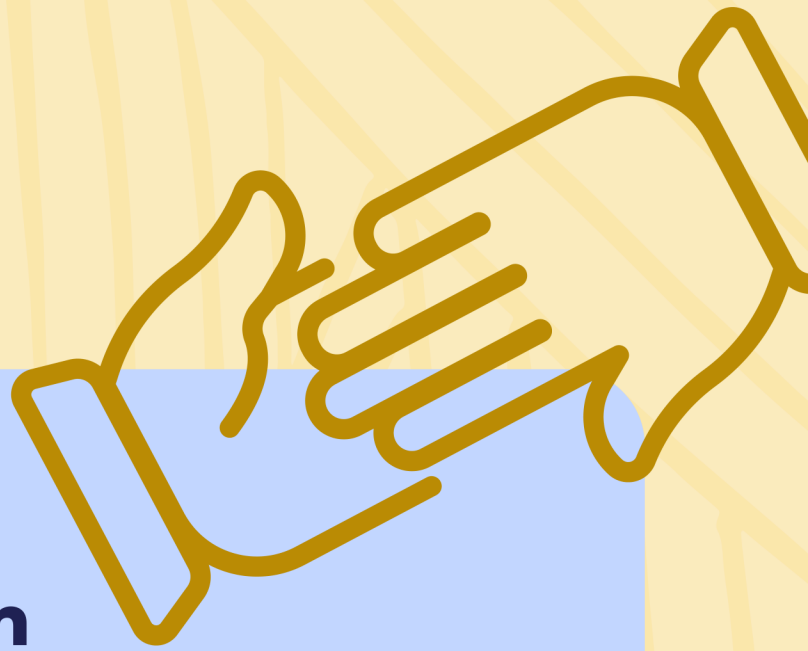
Visits: **37,000+**

Unique Visitors: **11,000+**

Most Viewed Page:

Vaccine Fears Overturned by Facts with 5,300+ views





Reaching Kansas Communities with In-person Interaction

Infusing vaccine education and access into local life to improve vaccination equity

To strengthen relationships with community members at a local level, IKC welcomed five Community Health Specialists this fiscal year; Leonor Ramos, Lucy Watie, Marixendra Alvarez, Patricia Torres, and Yadira Soltero. These individuals are working to engage in grass root immunization education in Finney, Grant, Johnson, Sedgwick, Seward, and Wyandotte counties.

IKC's Community Health Specialists have held many local events to reach different populations and demographics, hosting booths at county events, informing at senior centers, working to educate those at local meat packing plants, and other unique educational outreach efforts. Our Community Health Specialists are immunization champions improving vaccine-equity, building relationships, and bridging the gap.



5 Community Health Specialists (CHSs) hired and trained

500 Contacts and introductions **519** Networking

292 Promotion **229** Education

70 Community Meetings **82** Community Events

103 Presentations **122** Health Coalitions

231 Partnerships Created **82** Promotoras Classes

30,248 People Reached!

Working to Identify, Understand, and Meet Diverse Needs Surrounding Vaccinations in Southwest Kansas

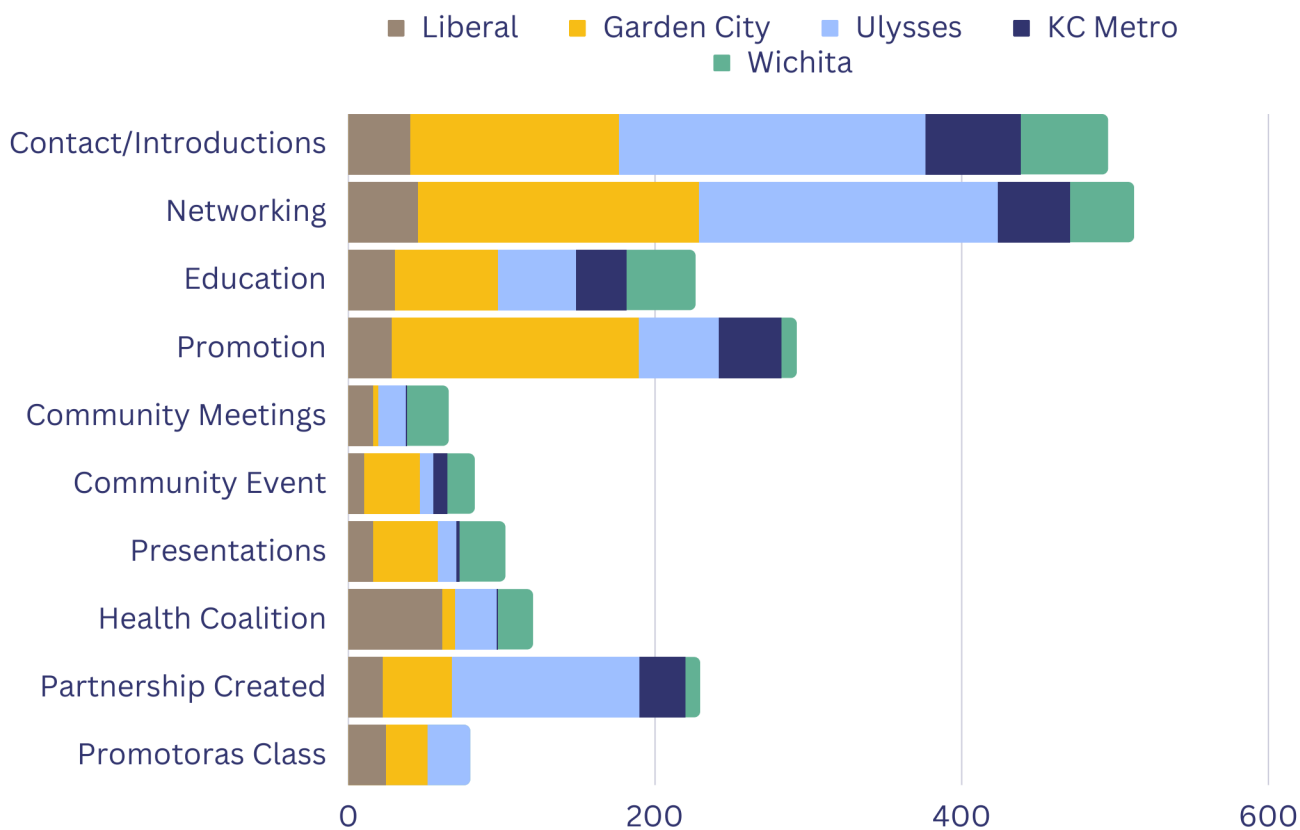
Southwest Kansas is a diverse region with people from many different cultures and where many languages are spoken. About 1 in 2 (48.8%) people in this region are Hispanic or Latino. An IKC member and school nurse who lives in SW Kansas shared that over 30 languages are represented in the Finney County school system - the largest county in SW Kansas. To better understand the barriers to vaccination within these counties, bilingual IKC Community Health Specialists have engaged in grassroots educational outreach.

In Grant County, for example, CHS Lucy Watie has partnered with the local library to educate parents and caregivers during their family enrichment time and incorporates vaccine information into her ELL (English Language Learner) class. She's also seeking to respond to vaccine hesitancy within faith communities by working with spiritual leaders. To bridge the gap in access for older adults, Lucy has given presentations on immunizations at senior centers, and is working to hold adult vaccination clinics in the future.

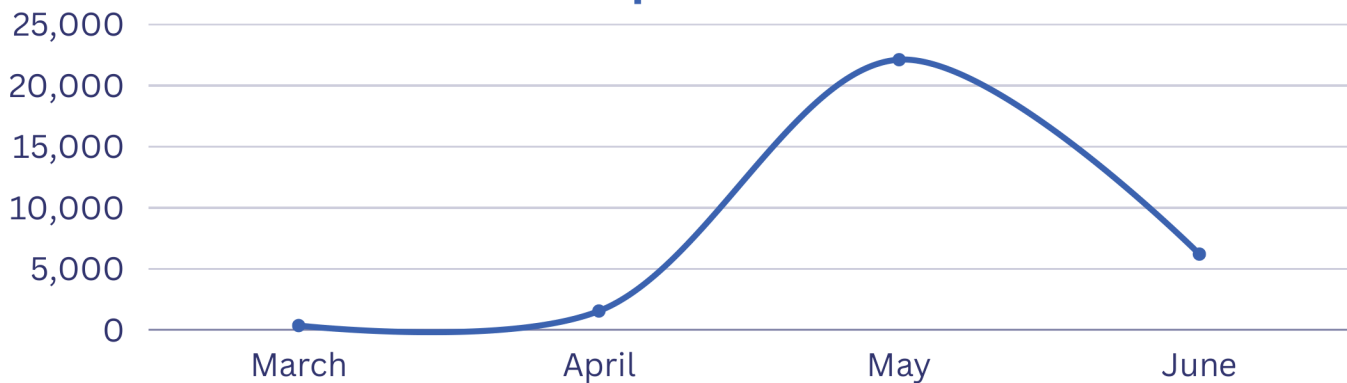


Visit IKC's Community Outreach page (immunizekansascoalition.org/community-outreach) and social media for updates on the work of CHSs across Kansas.

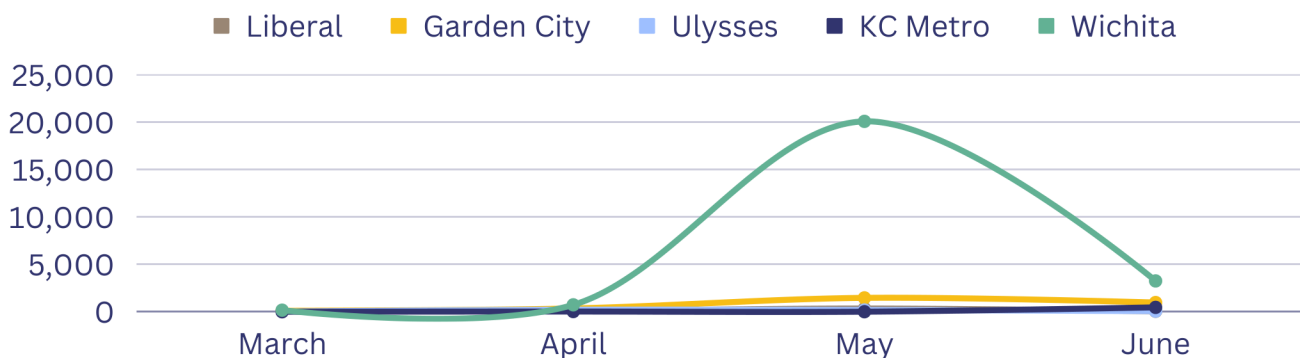
Number of Activities by Region



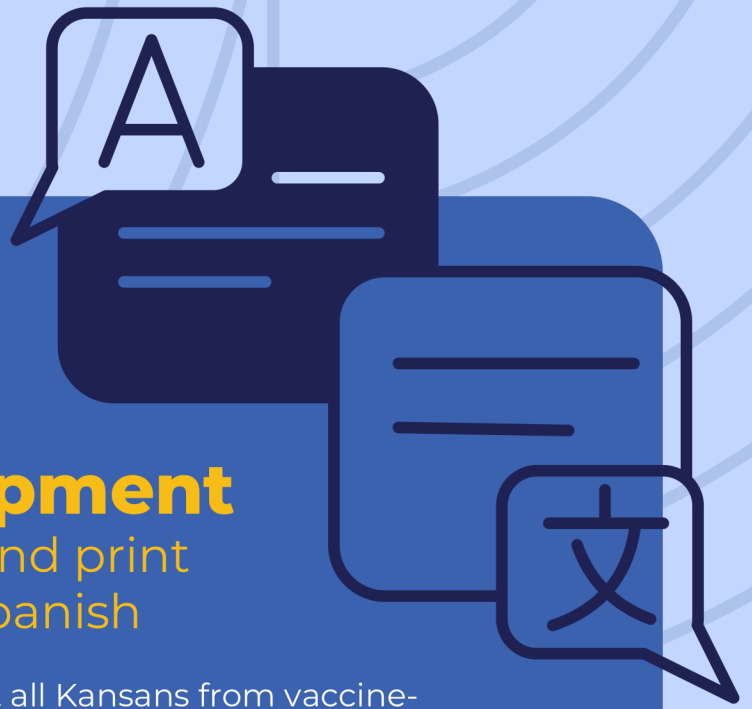
Total People Reached



People Reached by Region







Resource Development

Creating relatable digital and print materials in English and Spanish

To protect all Kansans from vaccine-preventable diseases it is essential to have educational resources in formats, languages, and cultural contexts to reach and resonate the diverse populations in our state. Translation of existing and new IKC resources into Spanish has become a top priority, while growing in our understanding of what other languages are needed as well. Digital resources - which are easily and inexpensively distributed - continue to be an important way to share information, but we have observed a clear and growing demand for print materials and in-person presentations.

During the 2022-2023 fiscal year, we were excited to release the new “Protecting Kansas with Immunizations” brochure, Kansas Fights Flu campaign toolkit for universities, Honest Conversations stories and social media toolkit, Vaccine Fears Overturned by Facts booklet and key facts handout, cards for children and adults with the list of recommended immunizations, and two new online educational modules - among many others. Looking ahead, we will continue to prioritize translation and the creation of accessible resources to ensure vaccine equity among all Kansans.



Honest Conversations

Through a grant with IDEO.org, IKC piloted the tools in the NRC-RIM Honest Conversations Toolkit to amplify immunization stories from Kansans, particularly those in refugee, immigrant, and migrant communities. Using the Honest Conversations Playbooks, IKC engaged with Latino and Hispanic communities in Southwest Kansas, Sedgwick County, and the KC Metro to identify specific vaccinations with low vaccination rates and barriers to receiving them. Once identified, the conversation began and stories were gathered from Kansans.

Featured stories and videos include Neira Calderon, a 16-year-old, and Michael Shull, D.O., talking about the HPV vaccine; Anne Zajic, a cervical cancer survivor, bringing awareness to HPV-related cancers; an anonymous 64-year-old male, sharing about the Mpox vaccine; Ismail A., a 10-year-old from Afghanistan; and Michelle Shull, RN, talking about school vaccinations.

See their stories at immunizekansascoalition.org/honest-conversations.



770

Vaccine Fears Overturned by Facts Booklets printed

4,450

Key Facts One-Pagers printed in English + Spanish

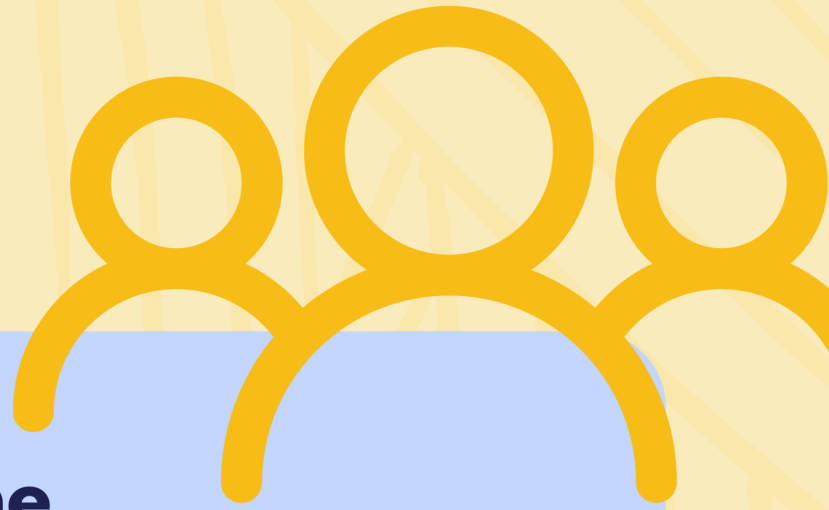
20+

Resources made available in Spanish

795

Page views for new online interactive education modules





Strengthening the Immunization Community

Learning from, working with, and providing expertise to partners

IKC continues to reach immunization community members through coalition meetings, attending conferences, hosting booths at community gatherings, sending email newsletters, building new partnerships, writing articles for Immunize.org's Network News, participating and speaking in state and national meetings, educational events, and more.

In September, IKC attended the National Conference for Immunization Coalitions and Partners (NCICP). The conference was well-represented by IKC members and partners, with 16 attending and four speaking across three breakout sessions. Heather Braum, IKC's Policy Chair also received the Excellence in Immunization Advocacy Award.

In June, IKC hosted a dinner during the Kansas Immunization Conference. 62 engaged members and partners attended the event!



Kansas attendees at NCICP, Sep. 2022



IKC Dinner in Salina, June 2023

58 IKC Updates emails

9 Articles submitted to Network News

7 Coalition Meetings in Topeka, Garden City, Wichita, Kansas City, Pittsburg, and virtually

8 Education & Awareness Team Meetings

80
Members

35+
New
Members

500+
Engaged individuals



Building on Partnerships with K-State Research & Extension

To bring vaccine confidence to university students, IKC partnered with K-State Research and Extension (KSRE) and the K-State Office of Engagement to reach university students across the K-State campus, leading to additional conversations with family and community members about the importance of vaccination.

Outreach efforts on campus included teaching students how to engage in vaccine conversations with a module taught in select classrooms, fliers posted at campus resident halls, features on the student radio station, weekly tabling events at popular campus locations, and equipping students to be social media influencers for vaccination.

These efforts also led us to a connection with Dr. Ron Orchard, MPH, DVM, CAWA, RVT, who shared an approach to reaching community members through veterinary care for their animals. The "One Health Approach" builds a trusted relationship between animal owners and veterinarians, creating an opportunity to connect them to health resources, including human vaccination.





Protecting Immunization Policies

Advocating for policies that keep all Kansans healthy

Vaccine-related policies discussed throughout the 2023 legislative session risked placing our state's children in child care and school settings, as well as immunocompromised adults and our seniors, at a higher risk of disease, disability, or even death. At one point, some of the proposed policies also impacted both businesses and colleges and universities.

Furthermore, there were proposals to remove local and state health officials' authority to respond to infectious disease outbreaks in evidence-based fashion. Many of the vaccine-preventable diseases that our state's vaccine requirements target are also highly infectious.

Through Advocacy Day, the Legislative Reception, email, written and in-person communications, IKC and concerned citizens across Kansas called on lawmakers to

reject policies that would undermine current vaccine requirements, current vaccine exemptions, or the ability to respond quickly and effectively to future infectious disease outbreaks in our state.

In addition, IKC provided resources to policy makers so they could confidently make decisions knowing vaccines are safe, effective, and protect Kansans from vaccine-preventable diseases.

As a Kansas public health pioneer once said, "The health of each of us depends on the health of all of us."



Advocacy Day and Educational Legislative Reception

We hosted our first Advocacy Day at the Capitol followed by our annual Educational Legislative Reception. The day kicked off with a recognition ceremony on the House Floor, including a statement about the importance of immunization. After the recognition, IKC Policy Chair, Heather Braum, and IKC Chair-Elect, Amanda Applegate, provided a mock role-play training on how to talk with Kansas legislators. Once prepped, IKC members and engaged partners were ready to venture over to the Capitol!



At the Capitol, IKC Staff hosted a booth providing educational resources and information. IKC members and partners met with legislators, discussing the importance of immunization, and left educational brochures for later to review. Individuals also listened to presentations from IKC and KAAP leadership, and immunization partners and advocates.

Following Advocacy Day, IKC hosted our annual Educational Legislative Reception. In attendance were 21 IKC members and partners and 13 legislators. At the end of the event, Representative John Eplee, MD, honored IKC by giving a recognition plaque to Geovannie Gone, Executive Director, for the continuous immunization work the coalition puts forth in protecting Kansans from vaccine-preventable diseases.

13

Legislators attended Legislative Reception

23

Educational emails to Kansas legislators

4

News releases published during the legislative session

31

Members and partners attended Advocacy Day Training

202

Signatures added on the IKC letter to Kansas lawmakers

287

School district superintendents sent the KAAP and IKC letter

Grant Funders, Donors, and Sponsors

Thank you for supporting the work of our mission to protect every Kansan from vaccine-preventable diseases.



Thank you to individual donors!

To financially support IKC's work, contact Executive Director, Geovannie Gone (ggone@immunizekansascoalition.org) or donate online using the QR code.



EXECUTIVE DIRECTOR



Geovannie Gone, LMAC, MPH

Our Team

"It's not about being the most intelligent person in the room, but rather about building a team of highly skilled and knowledgeable individuals and inspiring them to reach new heights." - Geovannie Gone

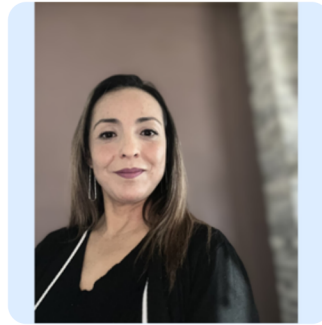
COMMUNITY HEALTH SPECIALISTS



Marixendra Alvarez



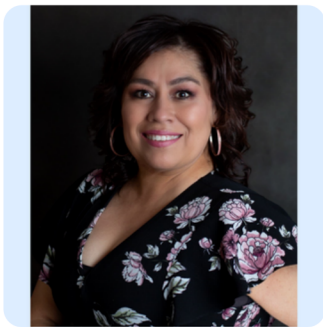
Leonor Ramos



Yadira Soltero



Patricia Torres



Lucy Watie

View additional information about the IKC Team!



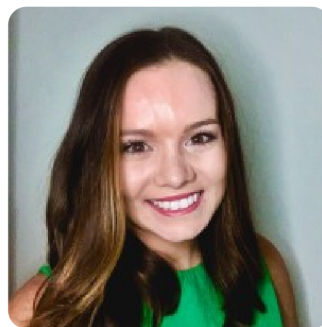
OPERATIONS AND COMMUNICATIONS SUPPORT
Contracted Staff Team with EnVisage Consulting, Inc.



Connie Satzler
Sr. Operations Manager



Emily Bailey
Communications Manager



Paige Lewis
Social Media + Communications

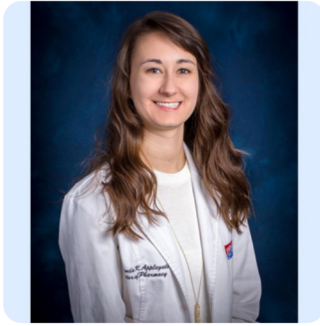


Greg Gwynn
Web Development + Support

2022-23 Board of Directors



Kelly Sommers, BSN, RN
Chair



Amanda Applegate,
PharmD, BCACP
Chair-Elect



Carlie Houchen, MPH
Immediate Past Chair



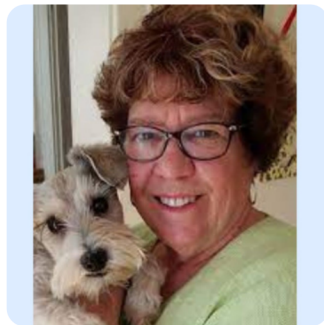
Heather Braum, MLS
**Policy Strategic
Team Chair**



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Susan Wood, RN, BSN
**Education and
Awareness Strategic
Team Chair**



Cindy Olson Burgess,
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Jaime Gabel, MPH
**Kansas Department of
Health and Environment
Representative**

About IKC

The mission of the Immunize Kansas Coalition is to protect all Kansans from vaccine-preventable diseases.

Who We Are

The Immunize Kansas Coalition is a group of engaged organizations and individuals including healthcare providers, public health professionals, researchers, educators, healthcare payers, associations and nonprofits, vaccine producers, school nurses, pharmacists, parents, grandparents, and more who bring their expertise to support our mission.

Connect With Us

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