

When Education is Not Enough

DIANE NIELSON, FAMILY AND CONSUMER SCIENCES AGENT IN ATCHISON COUNTY

CINDY OLSON-BURGESS, RN, CIC, IKC TREASURER

EMILY BAILEY, IKC STAFF

CONNIE SATZLER, IKC STAFF



K-STATE
Research and Extension

October 29, 2020

Overview

- Introductions
- About IKC
- Vaccination Rates
- Vaccine Confidence and Misinformation
- Immunization Resources
- Ideas for Extension
- Questions



Diane Nielson

- Atchison County Extension Agent, Family & Consumer Sciences/4-H
- Public health education programs created an opportunity to partner with IKC
- Why am I passionate about vaccines?
 - Vaccines are interwoven into my life story. Measles, mumps and chickenpox were common during my childhood. Measles complications resulted in loss of hearing for my brother.
 - Professionally, lifespan immunizations support community well-being.



Emily Bailey & Connie Satzler



Emily Bailey
IKC Liaison Member
and Staff



Connie Satzler
IKC Liaison Member
and Staff

Cindy Olson-Burgess, RN, CIC

- IKC Treasurer
- Recently retired as Immunization Program Coordinator at Children's Mercy Hospital in Kansas City
- Why am I passionate about vaccines?
 - Cared for patients with vaccine-preventable diseases before many vaccines were available



Cindy's Story



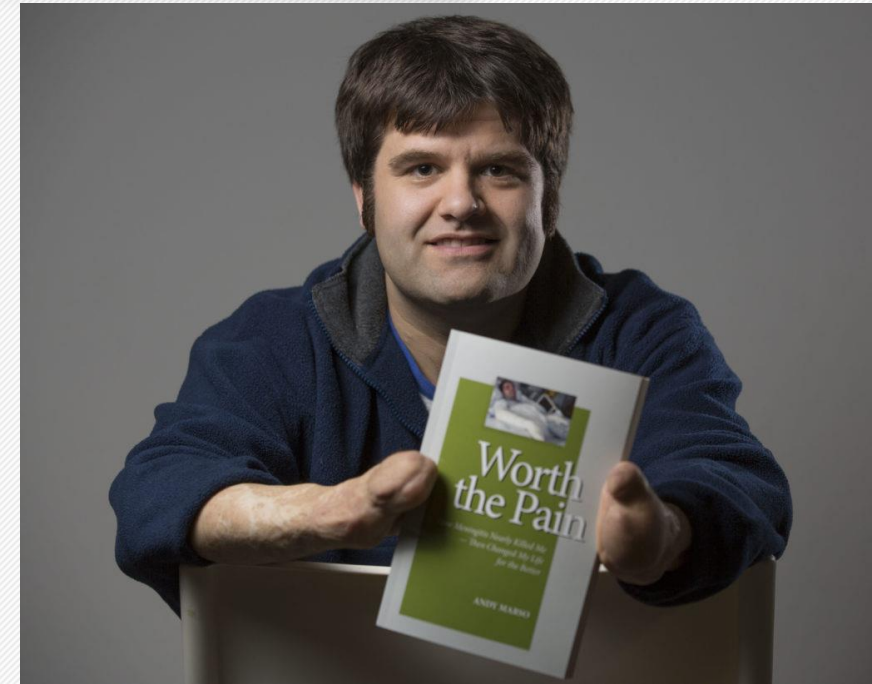
Left: Infant being treated for severe pertussis infection.

Below: A child with deformity of her right leg caused by poliovirus infection.



Top left: Child with mumps shows characteristic jaw swelling

Lower left: Eyes of a child with measles



Above: Andy Marso, survivor of bacterial meningitis lost parts of both his feet and hands to the painful disease

About IKC



Mission: Protect all Kansans from vaccine-preventable diseases

- Physicians
- Nurses
- Physician Assistants
- Pharmacists
- Managed Care
- Epidemiologists
- Educators
- School Nurses
- Universities
- Health Departments
- Cancer Organizations
- Researchers
- Hospitals
- Child Advocacy Groups
- Medical Societies



About 40 member organizations and 130 people on the distribution list

Current Priorities

- Increase **Adolescent** immunization rates
 - HPV (Human papillomavirus)
 - Meningococcal A, C, W, Y (MCV)
 - Maintain Tdap booster
- Increase **Influenza** immunization rates for all 6 months and older
- Bolster vaccine confidence
- Maintain immunization rates during **COVID-19**



Vaccination Rates

School-Age 2018-19

State	MMR	Chickenpox	DTaP	Healthy People 2020 Goal
North Dakota	93.6%	93.8%	93.6%	95%
South Dakota	96.2%	95.5%	95.8%	95%
Kansas	90.8%	89.2%	91%	95%

Philosophical Exemptions not allowed in SD or KS for MMR
KS counted all documented doses - not differentiating if considered valid

HPV Pop Quiz!

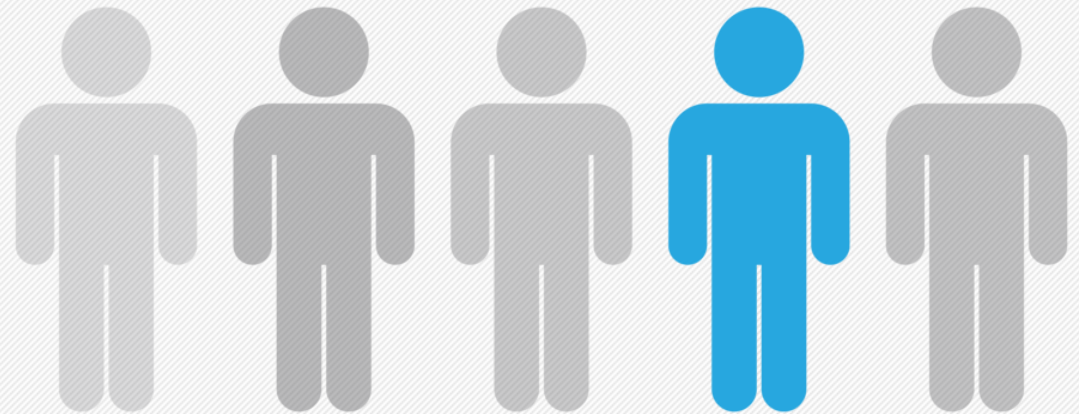
What percentage of people are exposed to HPV during their lifetime?

- More than 25%
- More than 50%
- More than 66%
- More than 80%

HPV Pop Quiz!

What percentage of people are exposed to HPV during their lifetime?

- More than 25%
- More than 50%
- More than 66%
- **More than 80%**



HPV Pop Quiz!

True or False? HPV can cause cancer.

- True
- False

HPV Pop Quiz!

True or False? HPV can cause cancer.

- **True** - HPV can cause at least 6 types of cancer and nearly all cervical cancers are caused by HPV.
- False



HPV Vaccination Rates (US, ND, SD, KS)

State	Up-To-Date Males and Females	Up-to-Date Males	Up-to-Date Females	Healthy People 2020 Goal
U.S.	54.2%	51.8%	56.8%	80%
North Dakota	76.9%	77.2%	76.6%	80%
South Dakota	61.2%	63.0%	59.2%	80%
Kansas	49.5%	52.3%	46.6%	80%

Friendly PSA:

**Have you
gotten your
flu shot?**

**Give us a
thumbs up,
if you have!**



Flu Vaccination Rates (US, ND, SD, KS)

State	6mo+	6mo-17yrs	18yrs+	Healthy People 2020 Goal
U.S.	51.8%	63.8%	48.4%	70%
North Dakota	56.5%	69.0%	52.9%	70%
South Dakota	58.7%	70.3%	55.1%	70%
Kansas	54.5%	66.1%	50.9%	70%

Influenza vaccination coverage estimates for persons 6 months and older by state, HHS region, and the United States, National Immunization Survey-Flu (NIS-Flu) and Behavioral Risk Factor Surveillance System (BRFSS), 2019-20 influenza season

<https://www.cdc.gov/flu/fluvaxview/reportshtml/reporti1920/reportii/index.html>

Declining Rates During COVID-19

- Significant decrease in orders for VFC-funded, ACIP-recommended non-influenza childhood vaccines

- The decline began the week after the national emergency declaration; similar declines in orders for other vaccines were also observed.



Fewer childhood vaccines have been given during the COVID-19 pandemic*

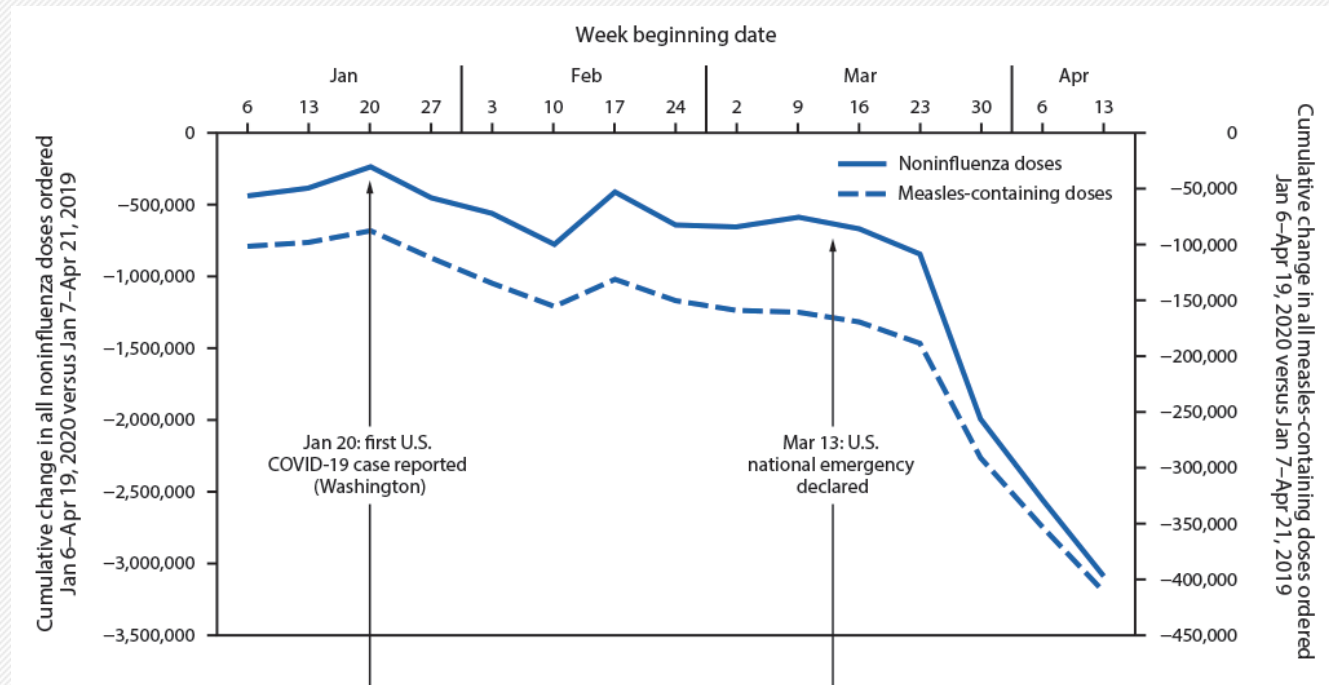
To avoid outbreaks of vaccine-preventable diseases and keep children protected, **vaccinations and well-child visits are essential**

*Compared with January-April, 2019

CDC.GOV

bit.ly/MMWR5820

MMWR



Why We Need to Keep Vaccinating

Community immunity (also known as herd immunity) protects people by lessening and eliminating disease outbreaks

Few vaccinated people
Quick disease spread

Many vaccinated people
Slow disease spread



Graphic Source: <https://www.aap.org/en-us/advocacy-and-policy/aap-health-initiatives/immunizations/Pages/Across-America.aspx>

Community Immunity

When a large part of the population of an area is immune to a specific disease. If enough people are resistant to the cause of a disease, such as a virus or bacteria, **it has nowhere to go.**

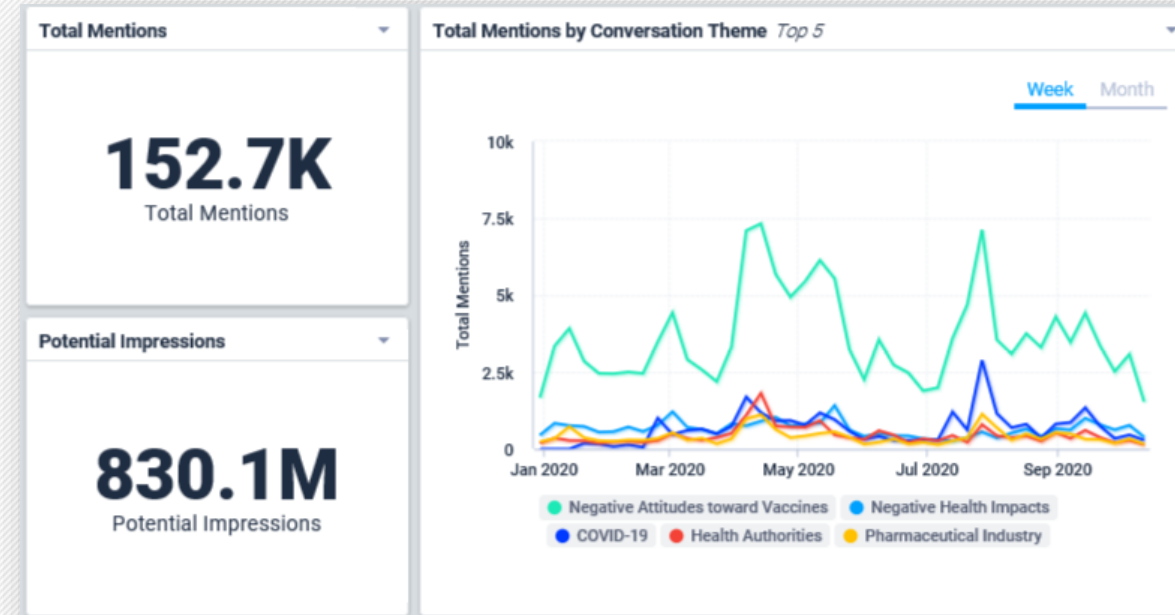
While not every single individual may be immune, the group as a whole has protection.

Vaccination Confidence & Misinformation



Vaccine Confidence & Misinformation

- First, the majority of Kansans (and Dakotans) trust vaccines!
- ...but there are *growing* voices of vaccine hesitancy and opposition
- Misinformation can spread faster than truth and it sticks around
 - e.g. Have you ever heard that vaccines cause autism? That's from a discredited study from 1998! Yet, it's still a myth going around today.



Data from Project VCTR, Kansas Dashboard
January 1, 2020 – October 15, 2020

Conversation around vaccine opposition, vaccine hesitancy, or negative attitudes toward vaccines



World Health
Organization

The World Health Organization
now lists vaccine hesitancy in the
Top 10 Global Health Threats

MIT News, Study: On Twitter, false news travels faster than true stories

<https://news.mit.edu/2018/study-twitter-false-news-travels-faster-true-stories-0308>

True or False?

Most of the vaccine-preventable diseases don't even exist anymore.

Pop Quiz!

True or False?

Most of the vaccine-preventable diseases don't even exist anymore.

False! Every vaccine-preventable disease is only one plane ride away.



Children's Mercy, Top 10 Vaccine Myths
<https://www.facebook.com/watch/?v=278254219537873>

Pop Quiz!

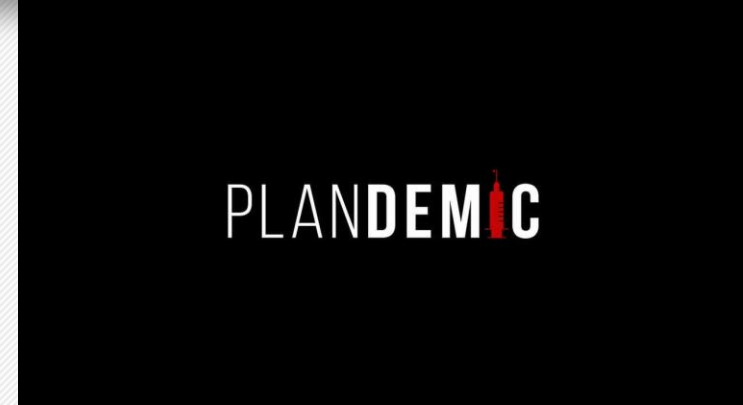
Examples of Vaccine Misinformation



If I injected an apple with Thimerosal, aluminum, Phenol, acetone, millions of Bioengineered viruses' bacteria and Aborted baby cell tissue Human DNA... would you eat it?

If not, why is it safe to INJECT it into babies?

Why would my un-vaccinated kids be a threat to your vaccinated kids, if you're so sure that vaccines work?



DID YOU KNOW



That children diagnosed with autism have been compensated for

vaccine injury

by the government at least 89 times?

Source: <https://digitalcommons.pace.edu/pel/vol28/iss2/5/>



FIRST YEAR OF LIFE

Your "normal" is making me sick.

1st day	2 months	4 months	6 months	12-15 months
HepB, Vitamin K	HepB, RV,DTaP, Hib, PCV13, IPV	RV, DTaP, Hib, PCV13, IPV	HepB, RV, DTaP, Hib, PCV13, IPV, Influenza	Hib, PCV13, IPV, Influenza, MMR, HepA, Varicella

Spot Misinformation

CHECK THE SOURCE

Look at what is being said. Is the website or person known for conflating facts and opinions? Is it mostly “us vs. them” rhetoric?

CHECK THE DATE

Is the article or social post positioned as recent news, but was actually published months or years ago? Is there updated information available elsewhere on the internet?

CHECK THE DATA AND MOTIVE

Where did the information originally come from? Is there an abundance of claims with no real evidence? Understand why it's being said. Are they just trying to get views/clicks? Are they just looking for anything that supports their own worldview?

STILL UNSURE?

Use a reputable fact-checking website.

Websites like [FactCheck.org](https://factcheck.org) or [Snopes.com](https://snopes.com) are great resources if you're still unsure.



Resources to Answer Common Questions



Resources to answer common questions about vaccines

If you or someone you know has questions about vaccines, the resources listed below provide scientific, evidence-based information and answers. We've categorized each resource under one of six headings: overall vaccine information, how vaccines work, vaccine safety, history and impact of vaccines, addressing vaccine concerns, and sharing about vaccines.

Can't find what you're looking for? Reach out to IKC directly via [email](#) or message us on [Facebook](#). We'll do our best to connect you with someone who can answer your question.

Overall Vaccine Information

- CDC Vaccines & Immunizations
- Children's Hospital of Philadelphia (CHOP) Vaccine Education Center

How Vaccines Work

- CDC Understanding How Vaccines Work
- History of Vaccines How Vaccines Work
- CDC How do vaccines help babies fight infections? (video)



The Immunize Kansas Coalition (IKC) is a group of Kansas providers, health department officials, researchers, and educators working together to improve vaccine rates and protect Kansans against vaccine-preventable diseases.

MOST Kansans believe vaccines are important, but a very small, vocal minority of adults want childhood vaccination to be *optional*. IKC believes this would be as dangerous as allowing people to treat traffic signals as *optional*.

Freedom is very important to all of us, but the safety of individuals in our community depends on a balance between rights and responsibilities.

Treating childhood vaccines as optional would be as dangerous as allowing people to treat traffic signals as optional.

These infections have serious consequences. The notion that these diseases are "mild" is medically inaccurate. Vaccine-preventable diseases cause permanent consequences such as paralysis, limb amputation, hearing loss, blindness, seizures, brain damage, and death.

Prevention is better than treatment. We have medicine to treat some vaccine-preventable disease (e.g., pertussis), but not most (e.g., mumps, diphtheria, polio). Some bacteria and viruses have developed resistance to medicines.



Vaccines save lives. We know that vaccines have eliminated or dramatically reduced the incidence of many infectious diseases. Experts around the world agree on this. In the U.S. giving children born in a single year all routine vaccines can prevent 42,000 early deaths and 20 million cases of disease.¹ Vaccines also save money. Every \$1 spent on childhood vaccines saves \$10.²

¹ <https://bit.ly/2YvAbNL>, ² <https://bit.ly/2BdDW1o>

These infections are still among us or are just a plane ride away.

- Vaccine-preventable diseases such as measles, mumps, and pertussis continue to infect U.S. children, resulting in hospitalizations and deaths every year.
- Tetanus spores are in the soil and will never be eradicated.
- Some of these diseases are abroad. If children are not vaccinated, they could easily be infected from contact – even indirect contact – with a traveler.



U.S. vaccine safety standards are high. Before being licensed in the U.S., scientists, doctors, and the federal government carefully review the data to make sure they're safe. The FDA licenses vaccines only after randomized controlled trials; then there is continuous monitoring after licensure. Standards are high because vaccines are given to healthy people.

If every parent exempted their child from vaccination, these diseases would return to Kansas in full force.

Let's keep improving, not go backwards. For each disease you see the difference between the number of people in the U.S. who became sick per year before the vaccine versus in 2019.

Disease	Cases/Year Before Vaccine	Cases/Year in 2019	Percent Difference
Diphtheria	21,053	2	> 99%
Measles	530,217	1,287	> 99%
Mumps	162,344	3,509	98%
Pertussis	200,752	15,662	92%
Polio	16,316	0	100%
Tetanus	580	19	97%

Can't find what you're looking for? Reach out to IKC and we'll do our best to connect you with someone who can answer your question.

Protecting Kansans with Immunization Module

rise.articulate.com/share/tflyfD4gs77O5-nm9qJIN19sdysm1VOD#/lessons/4McpVP1MVw5m6pK2_ojQMGYInoXi9qsG

IKC: Protecting Kansans with Immunization (10-22-2020)
0% COMPLETE

Lesson 1 of 1
Start Course

The vast majority of Kansans believe vaccines are important.

Only a very small, vocal minority of adults want childhood vaccination to be optional.

IKC believes that **treating childhood vaccination as optional would be as dangerous as allowing people to treat traffic signals as optional.**

Freedom is very important to all of us, but the safety of individuals in our community depends on a **balance between rights and responsibilities.**

Fun &
Interactive!

IKC Resources

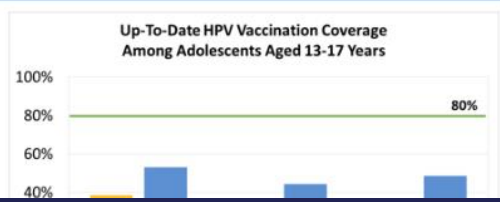


OUR PURPOSE:

Working together to protect all Kansans from vaccine preventable diseases. Our goal is to focus on improving access to and rates of adolescent immunizations, paying special attention to HPV and meningococcal vaccination rates.

Share your **Our Tomorrows** story related to immunizations or vaccine-preventable diseases!

Recent HPV Vaccine Rates



TeenVaxView
CDC Report

Immunization Schedule: 7 - 18 years *see Spanish version*

INFORMATION FOR PARENTS 2019 Recommended Immunizations for Children 7-18 Years Old

Talk to your child's doctor or nurse about the vaccines recommended for their age.

	Flu Influenza	Tdap Tetanus, diphtheria, pertussis	HPV Human papillomavirus	Meningococcal		Pneumococcal	Hepatitis B	Hepatitis A	Polio	MMR Measles, mumps, rubella	Chickenpox Varicella
				MenACWY	MenB						
7-8 Years	Green	Orange	Blue	Green	Blue	Green	Green	Green	Green	Green	Green
9-10 Years	Green	Orange	Blue	Green	Blue	Green	Green	Green	Green	Green	Green
11-12 Years	Green	Orange	Blue	Green	Blue	Green	Green	Green	Green	Green	Green
13-15 Years	Green	Orange	Blue	Green	Blue	Green	Green	Green	Green	Green	Green
16-18 Years	Green	Orange	Blue	Green	Blue	Green	Green	Green	Green	Green	Green

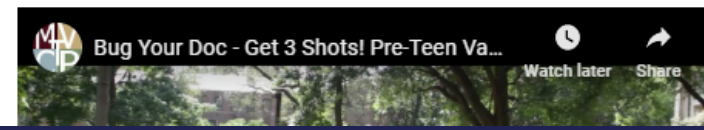
More information: Everyone 6 months and older should get a flu vaccine every year. All 11- through 12- year olds should get one shot of Tdap. All 11- through 12- year olds should get a 2-shot series of HPV vaccine. A 3-shot series is needed for those with weakened immune systems and those who start the series at 15 years or older. All 11- through 12- year olds should get one shot of meningococcal conjugate (MenACWY). A booster shot is recommended at age 16. Teens 16-18 years old may be vaccinated with a meningococcal conjugate (MenB) vaccine.

- Green: These shaded boxes indicate when the vaccine is recommended for all children unless your doctor tells you that your child cannot safely receive the vaccine.
- Orange: These shaded boxes indicate the vaccine should be given if a child is catching up on missed vaccines.
- Blue: These shaded boxes indicate the vaccine is recommended for children with certain health or lifestyle conditions that put them at an increased risk for serious diseases. See vaccine specific recommendations at www.cdc.gov/vaccines/imz/ncic/.
- Light Blue: This shaded box indicates children not at increased risk may get the vaccine if they wish after speaking to a provider.



View the full document as a PDF by clicking on the schedule.

HPV Vaccine



It's important that preteens (ages 11-12) are protected with these 3 vaccines: HPV, Tdap, and Meningitis.

Training Modules

- HPV and Flu
- Designed for healthcare audiences
- Use in clinics, hospitals, health departments, etc. to **get everyone on the same page** with recommending HPV and Flu vaccines!
- **FREE Continuing Medical and Nursing Education credits available**
- www.immunizekansascoalition.org/trainingmodules

The screenshot displays the Immunize Kansas Coalition website. At the top, the logo for the Immunize Kansas Coalition (IKC) is visible, along with navigation links for Home, Info For..., Vaccines, Diseases, Resources, Data, and About IKC. There are also social media icons for Facebook, Twitter, and LinkedIn, and a search bar with the text "#KansasFightsFlu".

The main content area is titled "Training Modules" and features two prominent buttons: "Shutting the Door on HPV Cancers" (in a green box) and "Preventing Flu" (in a blue box).

Shutting the Door on HPV Cancers
Estimated time to complete: 25-30 minutes

After taking this module you will be able to:

- Explain why HPV vaccine is important enough to be routinely recommended for young people (i.e., HPV cancer prevention).
- Give an HPV vaccination recommendation that is effective and succinct using the same way, same day approach to the introduction of HPV vaccine.
- Answer the most frequently asked questions about HPV vaccine accurately and succinctly.

Free CME and CNE is available for this training module! If you would like to take this module for credit, click the button "Start the HPV Module for CME/CNE". Read the [Continuing Education \(CE\) Fact Sheet](#) for more information.

Buttons: Start the HPV Module, Start the HPV Module for CME/CNE

Preventing Flu
Estimated time to complete: 15 minutes

In this module we'll detail the burden of influenza disease, explore Kansas' immunization rates, and dive into recommended methods for increasing immunization rates in your office. You'll also practice giving patients succinct and accurate answers to some common flu vaccine questions.

Free CME and CNE is available for this training module! If you would like to take this module for credit, click the button "Start the Flu Module for CME/CNE". Read the [Continuing Education \(CE\) Fact Sheet](#) for more information.

Small images on the right side of the page show a door with a lock and a collage of healthcare professionals.

School Resources

- School Immunization Requirements
- IKC Model School Exclusion Policy
- School Nurse HPV Vaccine Sample Language
- www.immunizekansascoalition.org/schools.asp



Model School Exclusion Policy

BOARD POLICY:

The lawful custodian of every enrolled or enrolling student shall be required to present proof of immunization in accordance with KSA 72-6261-72-6265 and KAR 28-1-20 to appropriate school officials.

ADMINISTRATIVE PROCEDURE:

1. In each school year, every pupil enrolling in any Kansas public school for the first time, prior to admission to and attendance at school, shall present to the appropriate school board certification from a physician, local health department, or transferring school district that the pupil has received at least one of each required immunization per age and grade as determined by Kansas Department of Health and Environment (KDHE), with the most recent appropriate immunizations in all required series received by [six weeks after the student's enrollment date]. Failure to timely complete all required series shall be deemed noncompliance.
2. As an alternative to the immunizations required a pupil shall present: An annual written statement signed by a licensed physician stating the physical condition of the child to be such that the tests or immunizations would seriously endanger the life or health of the child, or a written statement signed by one parent or guardian that the child is an adherent of a religious denomination whose religious teachings are opposed to such tests or immunizations.
3. The school will utilize the reporting form adopted by the KDHE Secretary or electronic approved method for documentation of all immunizations. The form, when used, shall be signed by a



Tips for School Nurses on Talking with Parents about HPV Vaccine

Situation or Concern

Try Saying...

Effective First Discussion

Use **"bundled"** language. **HPV is framed as important and no different than other adolescent vaccines.**

"Your child is due for vaccinations to protect against pertussis, polio, measles, mumps, rubella, meningitis, HPV cancers, chickenpox and hepatitis B. Schedule an appointment with your child's provider to get these taken care of."

Ineffective First Discussion
HPV is perceived as different, optional, unimportant.



Don't Say...

"Your child is required to receive [list of vaccinations] for entry to school. It is also recommended that she receives the meningococcal and HPV vaccines."

Toolkits

- HPV Vaccine Toolkit
- HPV Community Education Toolkit
- Meningococcal Toolkit
- Tdap Toolkit
- #KansasFightsFlu

The screenshot displays the Immunize Kansas Coalition website. The header includes the IKC logo, the text "IMMUNIZE KANSAS COALITION", and navigation links for "Training Modules", "HPV", "#KansasFightsFlu", "Tdap", "Meningococcal", and social media icons for Facebook, Twitter, and LinkedIn. The main navigation bar contains "Home", "Info For...", "Vaccines", "Diseases", "Resources", "Data", and "About IKC". The "Resources" menu is open, listing: "#KansasFightsFlu Toolkit", "Tdap Vaccine Toolkit", "Meningococcal Vaccine Toolkit", "HPV Vaccine Toolkit", "HPV Vaccine Videos", "HPV Education Events Toolkit", "Training Modules", "All Conference Materials", and "All Resources". Below the menu, there is a section titled "OUR PURPOSE:" with the text: "Working together to protect all Kansans from vaccine preventable diseases, increasing access to and rates of adolescent immunizations, paying special attention to underserved communities." Below this is a section titled "INFORMATION ABOUT COVID-19" with three map tiles: "KDHE" (Kansas Map of Cases by County), "CDC" (US Map of Cases by State), and "Global Map of Cases".

Additional Personal Stories About HPV

These can be supplemental items or additional videos to create discussion.

Full HPV Survivor Stories Video

Emily's Story

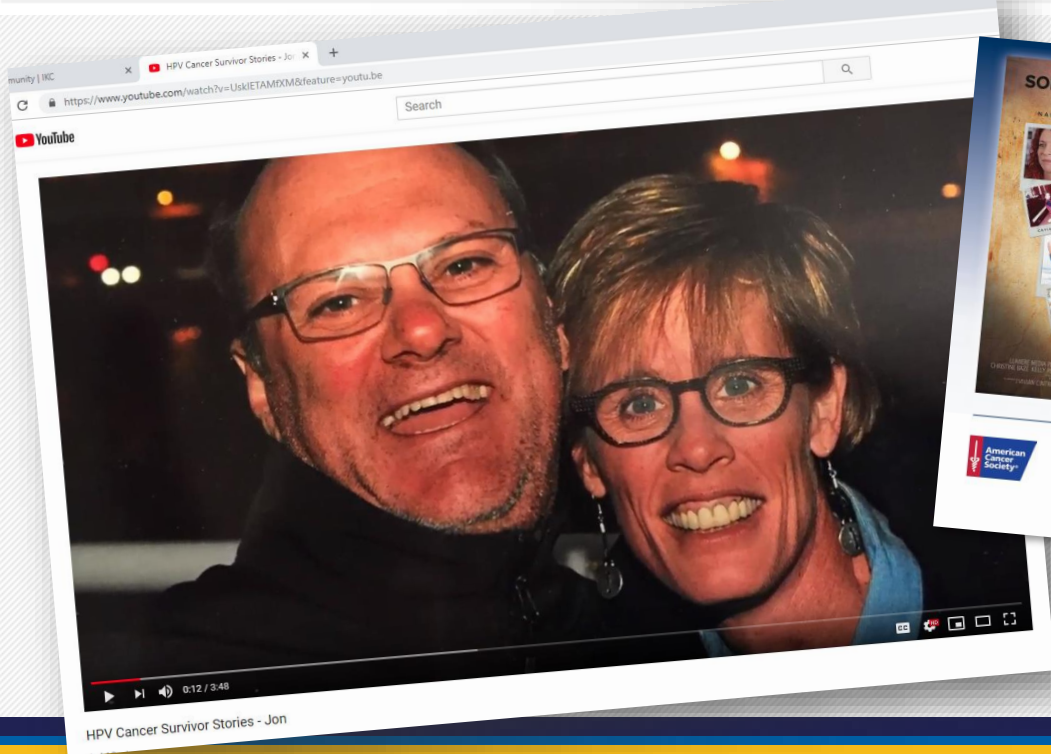
Shawna's Story

Jon's Story

Steve's Story



Lady Ganga:
A short film and global movement to eliminate cervical cancer



Community HPV Education Events Toolkit

We are glad you are considering hosting a community engagement event to increase awareness on HPV and potentially spur action to improve HPV vaccination rates. IKC is excited to provide you this website, which contains ideas and experiences from other communities. We also want to provide expertise and technical assistance to you and your team as you move forward.

Please see the [Request for Additional Information](#) for details.

"Someone You Love" Trailer

This documentary allows you to enter into the lives of five women and their fights against cervical cancer. The Human Papilloma Virus (HPV) is a virus that can cause cervical cancer, which is the second most common cancer in women. Cervical cancer kills more than 270,000 women every year and leaves survivors with other complications. (Resource: WHO)

For more information, please visit the website: <http://www.hpvepidemic.com>

[Request for Additional Information Plan](#) | [HPV Documentary Plan](#) | [Post-Event Summary Template](#)

HPV Community Event - Kansas City

Hope Krebill, MSW, BSN, RN
Executive Director, Midwest Cancer Alliance

PROTECTING OUR MOST VALUABLE RESOURCE - OUR CHILDREN

We invite you to join us for a free community event to learn about the effect of HPV infection on our children. The evening will include the documentary *Someone You Love: The HPV Epidemic*, narrated by Vanessa Williams, and a panel discussion.

**Wednesday, May 6
5-8 p.m.**

H&R Block City Stage
Union Station
30 West Pershing Road
Kansas City, MO 64108

Parking is available on the first level of Union Station West Yards Parking for \$5.

Panel discussion featuring:
Melinda Wharton, MD, MPH
Centers for Disease Control and Prevention
Terry Tsue, MD, FACS
The University of Kansas Cancer Center
Meagan Caron and Neal Jones
Cancer survivors

Community HPV Education Event Toolkit

Keep up-to-date on trending articles and news in immunizations

Get notified about IKC meetings and upcoming events

Learn about new resources and trainings



IKC Updates Emails

Sign up at tinyurl.com/ikc-emails



#KansasFightsFlu
New Resources for the 2020-21 Flu Season!



The [#KansasFightsFlu toolkit](#) has been updated with new resources from KDHE for the 2020-21 flu season! Check out the new Kansas Flu Stats and Flu Vaccine Stats one-pagers, social media graphics, and posters. Join us in sharing about the importance of getting the flu vaccine on social media by following IKC on [Facebook](#) or [Twitter](#) and sharing or retweeting our [#KansasFightsFlu](#) posts!

We also encourage you to use and share the [IKC Preventing Flu training module](#) for training staff in clinics - nurses, physicians, pharmacists, the front

In case you missed it...
HPV vaccination webinar recording available!



In case you missed the webinar *Flattening the Kansas Cancer Curve Through HPV Vaccinations during the COVID 19 Pandemic* with guest speaker [Felman, MD FAAP](#) in August, the recording is now available. View the recording at tinyurl.com/HPV-Vaccination-webinar (enter passcode: JasrC4uE).

IAC Repository of Resources for Maintaining Immunization Rates during the COVID-19 Pandemic

<https://www.immunizationcoalitions.org/resource-repository/>

IAC curated this repository for use by healthcare settings, health departments, immunization coalitions, and others in their efforts to **maintain immunization rates during the COVID-19 pandemic**. Included are links to international, national, and state-level guidance and advocacy materials, talking points, webinars, social media posts, and more.





[facebook.com/
ImmunizeKSCoalition](https://facebook.com/ImmunizeKSCoalition)



[linkedin.com/company/
Immunize-Kansas-
Coalition](https://linkedin.com/company/Immunize-Kansas-Coalition)



[@ImmKSCoalition](https://twitter.com/ImmKSCoalition)



[tinyurl.com/IKC-
YouTube](https://tinyurl.com/IKC-YouTube)

IKC Social Media

Resources in the Dakotas



sioux falls area
IMMUNIZATION COALITION
"A shield across a lifespan"

OUR MISSION

To provide awareness to the community and region about vaccine preventable diseases through quality education and outreach.

Sioux Falls Area Immunization Coalition

- Website: www.immunizesiouxfalls.com
- Email: izcoalition.sf@gmail.com
- Meeting frequency: Monthly on the first Wednesday of the month at 7 a.m.

North Dakota Immunization Program

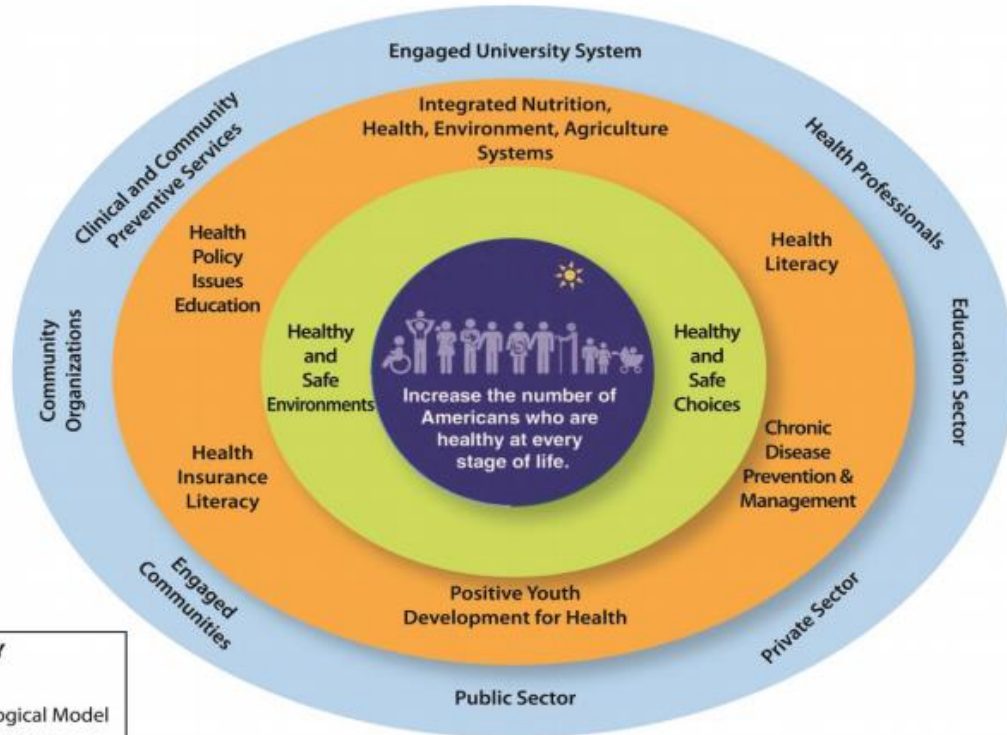
- Website: www.health.nd.gov/immunize
- Phone: (701)-328-3386

Ideas for Extension Agents

If everyone
just works hard
enough and
offers
education
programs, the
problem will
go away!



Cooperative Extension's National Framework for Health & Wellness



Based on the National Prevention Strategy Action Plan, U.S. Department of Health & Human Services

- Integrated Nutrition, Health, Environment and Agricultural Systems
- Health Literacy
- Chronic Disease Prevention & Management
- Positive Youth Development for Health
- Health Insurance Literacy
- Health Policy Issues Education

Health Extension: An Interactive Visual Representation

HOVER OVER EACH ELEMENT OF THE MODEL TO LEARN MORE:

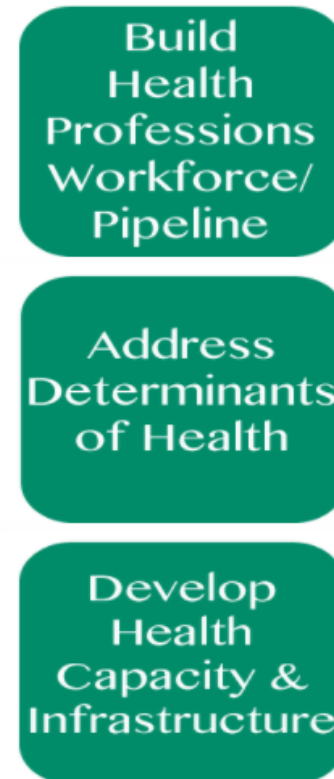
ENGAGED INSTITUTIONS



CORE FUNCTIONS




COMMUNITY OUTCOMES



Incorporate Education into Existing Programs and Frameworks

- Storybook walk
- Lesson series/social media
- 4-H/Ag/Community/FCS programs
- SHICK/Medicare educational classes
- Host a *Someone You Love* community event
- Add widget to web site



K-STATE Research and Extension  **Kansas 4-H Dog Show Immunization Record**

4-H Member's Name: _____ County/District: _____ Year _____

Mailing Address: _____ ZIP Code: _____ Phone: _____

Town: _____ Email: _____ Emergency Contact Phone: _____

Dog's Name: _____ Sex: M M (neutered) F F (spayed)

Predominant Breed: _____ Height at Shoulders: _____

Color/Markings: _____ Weight: _____

Special Health Needs of Dog: _____

What **vaccines** does your child need?



Show your love, get a personalized list of vaccines your child may need.
<https://www.cdc.gov/vaccines/parents/by-age/index.html>




Vaccine Finder  vaccines.gov

Get protected against vaccine-preventable diseases.

Enter ZIP Code

GO powered by HealthMap

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Policy, Systems, and Environmental Changes in the Community

- Policy
 - Provide community health policy education. I.e. Schools can adopt the IKC Model School Exemption Policy
 - Extension adopts policy to provide reliable immunization messaging within all program areas.
- Systems
 - Extension staff share simple immunization messaging during routine programming
 - As Community Health Champions, encourage employers to include immunizations in preventive health and wellness incentive programs
- Environmental
 - Employers/Extension host on-site flu vaccine clinics
 - Evidence-based immunization materials are made available in community spaces (e.g. literature stands at extension offices, libraries, recreation centers, etc.)

Other ideas coming to mind? Share in the chat!

Connect with Partners, Train Champions

- Partner with...
 - Schools and school nurses
 - Employers
 - Universities and colleges
 - Libraries
 - Senior centers
 - 4-H Clubs
 - Mom groups
 - Churches
 - Rural/Ag Networks
- Who can be a champion?
 - **Anyone! Empower them to speak with friends and family with resources that help them answer questions, share on social media, and start conversations.**
 - Extension Agents
 - Moms and Dads
 - Grandparents
 - 4-H Teens
 - Businesses and organizations
 - Local influencers

Who do you think would make a great partner and/or champion?

Someone to support and share research-based vaccine information, engage the community on this topic, and help people get immunized.





Questions?
Ideas?

www.ImmunizeKansasCoalition.org
immkscoalition@gmail.com

IKC Parents & Families

- What we have...
 - Flyers
 - SurveyMonkey Sign-up
 - www.surveymonkey.com/r/IKC_Parents
 - Closed Facebook Group moderated by IKC Staff and Members
 - *Let's champion vaccines together! IKC Parents + Families exists to connect and engage like-minded people who believe vaccines are safe, effective and important in protecting all of us from vaccine-preventable diseases.*
- What we need...
 - Parents & families to join!
 - Promising strategy: **Local Growth**



Join IKC Parents & Families

...and champion vaccines together!

IKC would like to connect you with like-minded parents who believe vaccines are safe, effective and important in protecting all of us from preventable diseases.

Go to surveymonkey.com/r/IKC_Parents

or scan the QR code to take a 1-minute interest survey letting us know you would like to be part of the group.



www.immunizekansascoalition.org/parents
immkscoalition@gmail.com