**DRAFT**

**Immunize Kansas Coalition**

**2021 Communication and Messaging Training**

**Nye & Associates Smarter Marketing™**

**PART I:**

**Group Message Honing**

**MISSION:**

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

**TAGLINE:**Working together to protect all Kansans from vaccine preventable diseases.

**ELEMENTS TO COMMUNICATE:**

**WHO:** The Immunize Kansas Coalition is a group of approximately 45 member organizations and 100 engaged 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 perspectives to support our mission.

**WHAT:** To protect Kansans from vaccine preventable diseases.

**WHERE:** In the State of Kansas with special attention tovulnerable, disparate, and underserved populations in an equitable manner.

**WHEN:** Now and in the future.

**WHY:** To protect Kansans from disease with immunizations and dispel misinformation about vaccines.

**HOW:** By developing partnerships and collaborations to provide messaging, resources, and advocacy to educate and increase vaccination rates.

**KEY MESSAGING:**

* Vaccines protect the people we love.
* Vaccines work.
* Vaccines are safe.
* Vaccines are proven through scientific studies and backed by scientific consensus.
* Vaccines support thriving businesses, economies, and communities.

**INITIATIVES:**

**General Vaccine Education**

* Vaccine confidence
* Maintaining vaccination rates through pandemics or crisis
* Immunizations throughout lifespans
* Webinars, trainings, forums, events, model policies, toolkits, data

**Adolescent Vaccines**

* Increasing adolescent immunization rates for HPV, Meningococcal & Tdap
* Shutting the door on HPV cancers
* Meningococcal
  + Men ACWY
  + Men B
* Tdap
* Offering training, resources, social media messages and campaigns, and ways to increase vaccination rates

**COVID-19**

* Strengthening vaccine confidence through education, awareness and partnerships with trusted community sources
* Removing barriers to informational access
* Providing resources and information

**Kansas Fights Flu**

* Preventing flu by increasing influenza immunization rates for both children and adults
* Offering training, resources, social media messages and campaigns, and ways to increase flu vaccination rates
* Sharing influenza surveillance and statistics

**DEMOGRAPHIC MESSAGING:**

**General Public**

* Preteens & Teens
  + Understand your health and vaccines
  + Preteens and teens, talk to your parents and your doctor about getting vaccinated to protect against six types of cancers that can be caused by HPV
* Parents, Grandparents & Guardians
  + At all stages of a child's life, there are important vaccines they may need to receive that are safe and effective
  + Reach parents, grandparents and guardians with messaging that going to a health care provider, even during COVID-19, is important and safe
  + IKC Parents & Families Group
* Adults
  + Immunizations are for everyone
  + Receiving vaccines doesn't stop after childhood. There are important immunizations that adults need to protect them from disease throughout their lifetimes

**Health Professionals**

Individuals and families look to providers for answers to their questions about trusting vaccines, vaccine schedules, and vaccine safety

* Best practices, toolkits, modules, resources, information, videos, and guides
  + Healthcare Provider & Team
  + Public Health Professionals
  + Pharmacists
  + Health Organizations & Associations
  + School Nurses

**Community-Based Organizations**

Equip and build capacity of these organizations to strengthen vaccine confidence and acceptance among populations by providing messages on vaccines

* Social media engagements, infographics, modules, videos, connections to immunization experts, and resources that are tailored to the diverse populations served by these and other community-based organizations
  + Cooperative Extension
  + Faith-Based Organizations
  + Youth Organizations
  + Schools
  + Businesses