

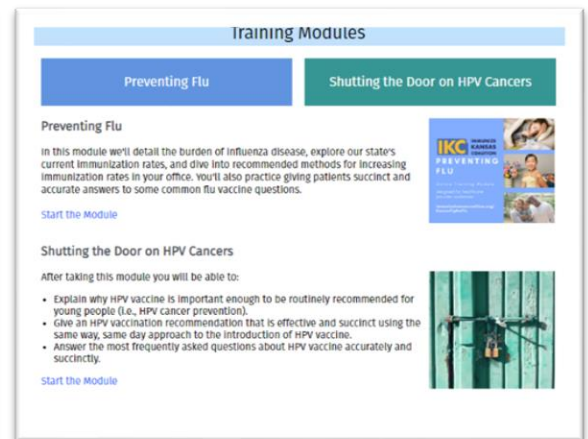
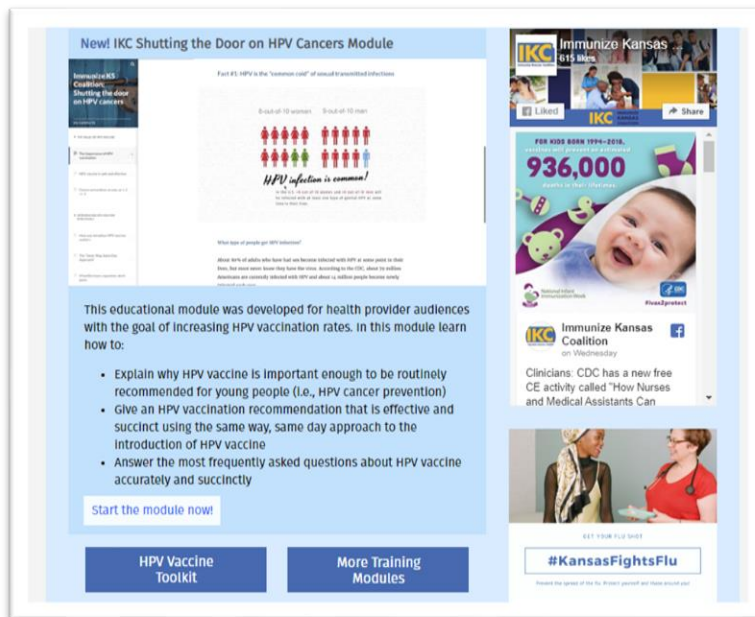
Education & Awareness Committee Information Conference & Social Media Updates

May 1, 2020

Training Modules: <https://www.immunizekansascoalition.org/training-modules.asp>

New “Shutting the Door on HPV Cancers” training module is live on the website!

- Featured on homepage
- New Training Modules page under Resources (includes “Preventing Flu” module)
- Training Modules highlighted button at top of website



Web Updates: Homepage has been updated for relevancy during the COVID-19 pandemic. A section with Information About COVID-19, including links to authoritative sources for information, maps of cases, and featured guidance, has been developed.

Conference Information:

HOSA State Leadership Expo, March 31, Pittsburg, KS - **Cancelled**
Kansas Governor’s Public Health Conference, April 1, Wichita - **Cancelled**
KAAP Progress in Pediatrics, April 24, Overland Park – **Cancelled**
Kansas Immunization Conference, June 9-11, Salina – **Cancelled**
Kansas School Nurse Conference, July 21-23 – Virtual

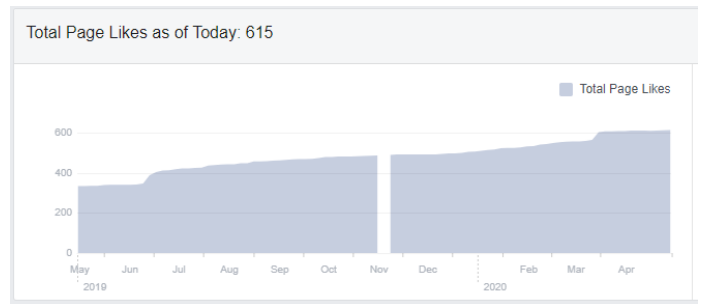
- “Our virtual conference will contain an exhibitor and sponsor portal, with many attractive ways to reach the school nurse audience. Please stay tuned as we evaluate our sponsor/exhibitor packages.”



Facebook: www.facebook.com/ImmunizeKansasCoalition/

Facebook	May 2019	Apr 2020	May 2020
Followers	338	626	633
Page Likes	336	611	615

We've seen an 87% increase in followers since this time last year!

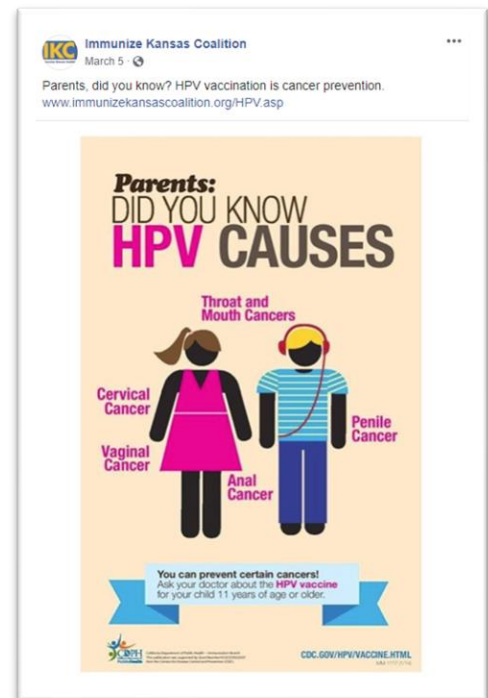


March and April – Top 2 Performing Posts:

3/5/2020

“Parents, did you know? HPV vaccination is cancer prevention. www.immunizekansascoalition.org/HPV.asp”

Reach	2,001
Shares	19
👍 Reactions	42



3/13/2020

“Stay informed about COVID-19 from these three reputable sources. Help stop the spread of misinformation by knowing and sharing the facts.

Kansas 🇺🇸 --> kdheks.gov/coronavirus

United States US --> cdc.gov

Worldwide 🌐 --> who.int

For city and county-specific information, check your local health department's website.”

Reach	6,942
Shares	69
👍 Reactions	154



Twitter: <https://twitter.com/ImmKSCoalition>

Twitter	Mar 2020	Apr 2020
Tweets	4	17
Tweet Impressions	1,669	10.9k
Profile visits	19	98
New followers	+5	+10
Total followers	151	161



April – Top Performing Tweets

Top Tweet earned 3,340 impressions

@KDHE Kansas Immunization Program released Interim Guidance for Maintaining Childhood Immunizations During COVID-19 Pandemic. bit.ly/2JUOUcW

This guidance and other resources related to immunizations and COVID-19 are posted on the IKC homepage: immunizekansascoalition.org
pic.twitter.com/6oxRYzlfPk

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Top media Tweet earned 3,135 impressions

@KDHE Kansas Immunization Program announced today that the 2020 Kansas Immunization Conference has been cancelled due to the needed focus and response to COVID-19.
pic.twitter.com/aXJwk89MJ4

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