Immunization Coalition Capacity Building: A Case Study

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The Immunization Partnership

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Agenda

• What is a coalition & what can it do in a community?
• What is the Coalition Capacity Building Project?
• How has the Coalition Capacity Building Project made an impact on an immunization coalition?
The Immunization Partnership

• **Vision** » A community protected from vaccine-preventable diseases.

• **Mission** » To eradicate vaccine-preventable diseases by educating the community, advocating for evidence-based public policy and promoting immunization best practices.

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What is a Coalition?

• A group of organizations and individuals who **work together** to address a shared concern and accomplish a common goal.

• They do this by providing a forum to:
  – **Share** ideas and strategies
  – **Distribute** responsibilities and risk.
  – **Build** consensus around key issues.
  – **Engage** in coordinated action.
  – **Maximize** talents.
  – **Build** relationships.
Why Coalitions Form

• Respond to an opportunity
• Respond to a threat or event such as a disease outbreak
• Expand organizations’ limited time, expertise, resources, service, media coverage, contact with populations or influence.

Steps for Building an Effective Coalition

• Engage your leadership team
• Recruit diverse community organizations and convene the coalition
• Develop a Community Action Plan (CAP) with feasible and appropriate goals, objectives, and strategies
• Implement and sustain policy and environmental change strategies to reach goals
• Evaluate and improve the coalition and its strategies
IMMUNIZATION COALITIONS PLAY A KEY ROLE IN THE FIGHT AGAINST DISEASES!

Capacity Building

• Process of developing and strengthening the skills, instincts, abilities, processes and resources that organizations and communities need to survive, adapt, and thrive in the fast-changing world.
Coalition Capacity Building Project

- DSHS partnered with TIP to develop, assess, and provide immunization stakeholders and coalitions with updated tools, training, and resources to establish and sustain effective coalitions.
  - Capacity Building Assessment
  - Strengths Weaknesses, Opportunities and Threats (SWOT) Site Visit
  - 3 Webinars
  - 3 Workshops
  - Updated Toolkit

Immunization Coalitions in the DSHS Project

<table>
<thead>
<tr>
<th>Immunization Coalition</th>
<th>Location</th>
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</thead>
<tbody>
<tr>
<td>South Plains Immunization Network</td>
<td>Lubbock, TX</td>
</tr>
<tr>
<td>Immunization Coalition of Greater Houston</td>
<td>Houston, TX</td>
</tr>
<tr>
<td>Gregg County Vaccine Awareness Coalition</td>
<td>Longview, TX</td>
</tr>
<tr>
<td>South Texas Immunization Coalition</td>
<td>McAllen, TX</td>
</tr>
<tr>
<td>North East Texas Immunization Coalition</td>
<td>Tyler, TX</td>
</tr>
<tr>
<td>El Paso Immunization Coalition</td>
<td>El Paso, TX</td>
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</tbody>
</table>
Assessment

1. Coalition’s target population
2. How many members
3. Which community sectors are actively engaged
4. The structure of the coalition (Board, Chair, Sub-committee)
5. Established mission and vision statements
6. Established work plans
7. Activities is the coalition currently involved in
8. Types of data collection
## Assessment – Types of Partners

<table>
<thead>
<tr>
<th>Partner</th>
<th>Participates Regularly</th>
<th>Participates Occasionally</th>
<th>Invited but does not participate</th>
<th>Unknown</th>
</tr>
</thead>
<tbody>
<tr>
<td>Healthcare Providers</td>
<td>83%</td>
<td>17%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Non-profit Clinics</td>
<td>50%</td>
<td>17%</td>
<td>33%</td>
<td></td>
</tr>
<tr>
<td>For-Profit Clinics</td>
<td>50%</td>
<td>33%</td>
<td>17%</td>
<td></td>
</tr>
<tr>
<td>Local Health Department</td>
<td>50%</td>
<td>33%</td>
<td>17%</td>
<td></td>
</tr>
<tr>
<td>Hospitals</td>
<td>33%</td>
<td>50%</td>
<td>17%</td>
<td></td>
</tr>
<tr>
<td>Pharmacies</td>
<td>33%</td>
<td>17%</td>
<td>17%</td>
<td>33%</td>
</tr>
<tr>
<td>School Districts</td>
<td>66%</td>
<td>17%</td>
<td>17%</td>
<td></td>
</tr>
<tr>
<td>Colleges/Universities</td>
<td>66%</td>
<td>17%</td>
<td>17%</td>
<td></td>
</tr>
<tr>
<td>Foundations</td>
<td>33%</td>
<td>17%</td>
<td>50%</td>
<td></td>
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</tbody>
</table>

## Assessment – Types of Activities

<table>
<thead>
<tr>
<th>Answer Choice</th>
<th>Percentage of Coalitions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Provide education to parents/families</td>
<td>100%</td>
</tr>
<tr>
<td>Provide educations to providers</td>
<td>100%</td>
</tr>
<tr>
<td>Conduct or participate in community events</td>
<td>100%</td>
</tr>
<tr>
<td>Promote ImmTrac2</td>
<td>83%</td>
</tr>
<tr>
<td>Provide immunizations</td>
<td>83%</td>
</tr>
<tr>
<td>Participate in advocacy</td>
<td>66%</td>
</tr>
</tbody>
</table>
### SWOT Analysis

<table>
<thead>
<tr>
<th><strong>Internal Strengths</strong></th>
<th><strong>Internal Weaknesses</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Collective advantages of the coalition (resources, facilities, training, activities, staff, funding, capabilities, access to populations of interest)?</td>
<td>Collective disadvantages of the coalition. What is blocking progress?</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>External Opportunities</strong></th>
<th><strong>External Threats</strong></th>
</tr>
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<tbody>
<tr>
<td>External forces that the coalition can leverage to advance goals (e.g., doubling results by using one project to enhance another)?</td>
<td>External forces that might impede progress.</td>
</tr>
</tbody>
</table>

### SWOT Themes

- Membership Development
- Community Outreach/Engagement
- Partnership Development
- Advocacy
- Anti-vaccine movement growing
- Social Media Training
- Strategic Planning
Webinars

Promoting Immunization Requirements & Addressing Parents’ Concerns

Strategies for Increasing Childhood Vaccination Coverage Rates in Texas

Strategies for Increasing Adult Vaccination Coverage Rates in Texas

Workshops

Communications Strategies for Community Engagement

Health Event Planning for Community Engagement

Partnership Development

www.immunizeUSA.org
**Toolkit**

- The toolkit includes:
  - Strategies for improving immunization coverage rates.
  - Practical information on establishing, managing, and sustaining a coalition.
  - Background information provided by DSHS regarding vaccinations and public health.
  - Instructions on developing a communications plan.

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**Next Steps**

- Continue to provide support to the 6 immunization coalitions.
- Engage with new immunization coalitions to provide technical assistance.
- Provide resources to all who ask!
VISION: To promote and educate on Immunizations to help decrease Vaccine Preventable Diseases and increase vaccine coverages in Gregg County.

MISSION: Bringing Vaccine Awareness to our community for healthier growth.
Who makes up V.A.C?

- Gregg County Providers
- Gregg County Schools
- Health Plan providers
- Child Care Centers
- Gregg County Health Department
- Vaccine Reps
- ETCADA
- Drug Free Youth Coalition
- ETATT
- Universities
- Churches
- Hospitals
- Longview Mall

 Events

- Back to School Event
- Flu Clinic
- HPV educational event
- Shot clinics
- Community Outreach
  - Health Fairs
  - Educational booths
  - 5K Runs
V.A.C. Back 2 School Bash!

AUGUST 26 | THE ROC | 212 E. SOUTH ST | 10AM-2PM

MCV CLINIC

BELIEVE IN EXCELLENCE
LONGVIEW ISD FOR ALL

12/4/2017
HPV Education

Bringing Vaccine Awareness to our community for healthier growth.

V.A.C. Health Fair
MEMBERSHIP ANALYSIS
How has the DSHS Coalition Capacity Building Project impacted our coalition??
Communication Strategies for Community Engagement Workshop

- Utilized the information for our FB page
- Created an Instagram

Partner Development Workshop

- We have added 15+ members to the coalition.
- We have been able to maintain the majority of our original members that we started with a year ago.
ROAD BLOCKS/ IF I ONLY KNEW..

• How to get started without money
• Funding Restrictions
• Fundraising
• No tax ID number

MOVING FORWARD

• Continue monthly meetings
• Establish a partnership with Gregg County schools to help educate parents on the importance of the HPV vaccine.
• Continue to provide Immunization Clinics to help improve vaccine coverages in Gregg County.
• Fundraising!!
• Add more members to our Coalition and grow as much as possible
• Maintain a SUCCESSFUL Coalition!!
QUESTIONS

Thank you!

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