



Immunize Nevada Strategic Plan: January 2018 – December 2018

Prevention Is Our Mission: As Nevada’s only statewide nonprofit dedicated to immunizations, Immunize Nevada saves lives by preventing disease and promoting health. What began in 1995 as a group of citizens concerned about Nevada’s immunization rates being the lowest in the country, is now a statewide 501c3 nonprofit coalition of individual, business and organization partners working together towards a common goal of increasing and sustaining Nevada’s immunization rates.

Immunize Nevada, and its partners work collaboratively on appropriate and timely immunizations for all citizens by sharing health information, resources, and coordinating efforts. Our changing healthcare marketplace continues to create healthcare access challenges for Nevadans, and we advocate across the state to reduce barriers, especially in the area of vaccine delivery. Lastly, we aim to empower Nevadans with the tools and knowledge they need to keep their children and/or themselves fully vaccinated within the broader context of preventive health.

Our mission ensures that people across Nevada can access vaccines, healthcare and other resources they need to stay healthy. Our work helps people live longer, healthier lives by protecting them through vaccination.

WHO WE ARE

Our Vision

Healthy communities across Nevada protected from vaccine-preventable disease.

Our Mission

Immunize Nevada is widely recognized as Nevada’s trusted resource for immunizations and community health for all ages by fostering education and statewide collaboration.

Our Tagline

Promoting health and preventing disease.

What Immunize Nevada Does

Immunize Nevada saves lives by educating Nevadans about vaccines; training healthcare professionals; ensuring adequate public health resources; and expanding health collaborations. We accomplish this through:

Advocacy: Identify and advance solutions to challenges in Nevada’s vaccine financing, access and delivery system, while also promoting immunization best practices.

Education: Increase knowledge of clinical guidelines, data, emerging research and other crucial and timely information on immunizations for Nevada’s healthcare professionals.

Outreach: Inform the general public about the need for, how to access, and benefits of vaccines within the broader context of preventive health.

Partnership: Support statewide coalition partners efforts to increase awareness, access, and availability of vaccines throughout Nevada.

GOALS, OBJECTIVES AND OUTCOMES

Outcome #1:

Immunization providers in Nevada will apply best practices and adhere to current clinical guidelines in administering immunizations, and are equipped to vaccinate their patients.

Outcome #2:

All parents, families and adults will develop vaccine literacy by having accurate information on the safety, importance of, and how to access immunizations.

Outcome #3:

Immunize Nevada will collaborate with varied community and health partners to address immunization gaps identified in high need areas across the state.

Outcome #4:

Immunize Nevada will strategically build a strong and sustainable financial and operational infrastructure to advance our mission.

Outcome #5:

All Nevadans will be fully immunized in accordance with the recommendations of the Center for Disease Control and Prevention’s Advisory Committee on Immunization Practices.

Advocacy Goal: Support pro-vaccine local and state policies that increase vaccine uptake.

Objectives:

- ✓ Provide opportunities to take action
- ✓ Identify key issues for Nevada Legislature Interim Health Committee
- ✓ Provide immunization data in meaningful formats to partners and upon request

Action Steps:

- Create an Advocacy toolkit
- Update and disseminate Nevada Immunization Report Card
- Develop position statements on current issues
- Plan advocacy activities and identify materials needed
- Continue to identify government advocates, ambassadors and media advocates

- Track relevant legislation/regulations that affect immunization and access to healthcare

Education Goal: Deliver high-quality, accessible and affordable immunization education for healthcare professionals through the Nevada Immunization Learning Exchange (NILE)

Objectives:

- ✓ Achieve an above average rating from healthcare professionals regarding education efforts
- ✓ Continue to provide in-person and/or web-based clinical training to medical assistants and those new to immunizations through Immunization 101
- ✓ Utilize trained Team Leadership volunteers to provide community presentations through the Community Immunization Learning Series (CILS)

Action Steps:

- Education Committee to provide input and support for NILE and other healthcare professional trainings, while also contributing technical assistance
- Provide ongoing clinical training to Immunize Nevada staff and volunteers
- Create incentive system for healthcare professionals who complete NILE trainings
- Communicate with NSMA, BOE, AAP, etc. about NILE opportunities including newsletter article content, etc.
- Develop outreach plan for 2018 Nevada Health Conference
- Events Committee to select speakers, topics; secure key sponsorships; and marketing for maximum attendance
- Work with volunteer coordinator to ensure availability of trained volunteers for CILS

Outreach Goal: Conduct health communication campaigns, online actions, and outreach activities on the importance of immunization and its accompanying preventive health benefits for all ages.

Objectives:

- ✓ Develop a 2018 Strategic Communications Plan to increase dissemination of trustworthy and timely immunization health information.
- ✓ Fulfill specified marketing aspects of grant-funded programs.
- ✓ Create guidelines for outreach event participation, utilizing zip-code level data to determine outreach target areas with low immunization rates.
- ✓ Continue to assist, promote, and communicate accessible options for vaccines
- ✓ Continue to strengthen relationships with school districts including administration and nurses.
- ✓ Develop original curriculum and presentations for education to targeted community populations.
- ✓ Develop a branding guide, marketing, recruitment plan, and materials for the volunteer program.

Action Steps:

- Complete certification as Service Enterprise Organization with Points of Light.

- Organize four annual outreach events: Spring Community Baby Shower (north/south) and Back to School Give Kids a Boost (north/south)
- Manage and advertise our outreach calendar
- Monitor and respond to outbreaks such as Zika, measles, pertussis, etc.
- Create and communicate calls to action
- Continue to identify outreach events and other opportunities where volunteers are needed

Infant Immunization

- Continue monthly management of PINK Hospital Packets and Growth Charts, ensure content is regularly updated
- Manage and increase subscribers to Parent e-newsletter: Protect and Prevent
- Execute twice-yearly reminder/recall program for Washoe, Carson, Lyon, Douglas, Nye County under Renown Community Benefit agreement

Child Care

- Develop resources to assist with submitting center rates
- Create a toolkit, including resources to help families vaccinate on time
- Offer annual training in partnership with Nevada Registry

Schools

- Develop a recognition plan for School Nurses
- Create a toolkit, including a script for risks and responsibilities conversation
- Distribute VFC resources

Healthy Young Nevada

- Identify key partners
- Host in-person events to engage and empower youth to take charge of their health
- Implement Homeless Youth Community Action Plan

Influenza

- Identify community flu vaccinators and create reference sheet
- Promote where to go for flu shots
- Create focused outreach on pediatric flu vaccination
- Manage outbreak and related information with media
- Include health care coverage as key message

Develop a 2018 Strategic Communications Plan:

- Positioning Statement
- Objectives for each Target Audience: Healthcare Providers, Pregnant Women, Parents of Infants/Toddlers, Parents of Teens, Dads, Seniors, Employers, Young Adults, VFC Eligible Families, High-Risk Adults, and General Adult Population
- Grassroots Strategy: Identify community outreach opportunities and define community partners (schools, college/universities, non-profit organizations, churches, special events, employers, parenting classes, etc.)
- Media Strategy: Update statewide media list and define traditional and digital public relations objectives
- Digital Strategy: Social media, email, banner ads, mobile, blog, and websites
- Targeted Messaging and Campaigns

Partnership/Development Goal: Continue to grow our statewide coalition with diverse partners mobilized in support of immunization and strengthen our organizational and financial infrastructure.

Objectives:

- ✓ Fulfill exhibitor, sponsorship, and donation goals for 2018 events: Give Kids a Boost, Back to School, National Infant Immunization Week, Nevada Health Conference and Silver Syringe Fundraiser
- ✓ Increase monthly giving membership in Team Vaccine
- ✓ Generate long-term, renewable support through creation of a committed donor pool
- ✓ Generate a combination of unrestricted, budget relieving and high-impact funding
- ✓ Maintain development infrastructure to support long-term and sustainable growth in fundraising income

Action Steps:

- Continue to provide partners with key information at monthly community meetings and via "ImmuNews" Email Newsletter
- Develop new strategy for partners and providers to order materials
- Create incentives to attend community meetings (raffle, etc)
- Explore "friend raising" opportunities for supporters and advocates to connect and build relationships with Immunize Nevada
- Maximize partnership with Great White North Dragon Boat Races and Rotary Polio Run to both create awareness, volunteer opportunities, and revenue
- Leverage 20th anniversary of Silver Syringe to engage providers
- Promote long-term philanthropy through fund support at Community Foundation of Western Nevada
- Explore new opportunities for donors to support Immunize Nevada through employer match program, shopping give-backs, work place giving and more
- Create corporate giving toolkit
- Continue board recruitment – young professionals, Hispanic leaders, parent advocate, new industries
- Continue to identify funding partners and engage through sponsorships, proposals and grants to support Immunize Nevada