



Three-Year Strategic Plan

July 1, 2019 through June 30, 2022

Vision

All Colorado's children and youth are fully immunized against vaccine-preventable illness.

Mission

Immunize Colorado works to protect Colorado families, schools and communities from vaccine-preventable disease.

What We Do

As Colorado's only statewide independent 501 c(3) nonprofit organization committed to children's immunization, the Immunize Colorado elevates the essential role vaccines play in preventing illness and promoting health for all of Colorado.

Core Values

- *We believe that every child and adolescent should be fully immunized to keep all Colorado healthy.*
- *We believe that increasing access to immunizations improves health equity among children and adolescents.*
- *We believe that collaborating with diverse partners and families strengthens our ability to advance childhood and adolescent immunizations in Colorado.*
- *We believe that identifying and promoting effective policy solutions that improve access, delivery and demand for childhood and adolescent immunizations in Colorado increases immunization rates and reduces preventable illness.*
- *Evidence shows that exemptions result in higher risk of vaccine preventable disease to both the children who take the exemption and to others in the community; therefore we support meaningful exemptions after consultation with a health care provider.*
- *We believe that educating providers on evidence-based immunization clinical practices promotes a high-quality health care work force and improves health outcomes.*
- *We believe that conducting parent outreach and awareness campaigns on the importance and safety of vaccines increases the demand for immunization.*

Public Policy

Immunize Colorado's public policy agenda engages coalition members and policy makers to identify and advance solutions to challenges in Colorado's vaccine financing, access, and delivery system.

Community Outreach and Awareness

Immunize Colorado's community outreach efforts, including the award-winning *ImmunizeforGood.com* and *VaccinalosporSuBien.com* campaigns, build awareness among English- and Spanish-speaking parents about the safety and importance of immunization. Immunize Colorado also shares vaccine information with health care providers, parents, the media, and organizations across the country via print resources, social media, the *Team Vaccine* blog, and more.

Health Care Provider Education

Immunize Colorado's health care provider education services strengthen Colorado's health care work force by increasing knowledge of clinical guidelines, data, emerging research, and other timely information and resources on immunizations.

Coalition Building

Immunize Colorado's coalition building and engagement strategies leverage the collective voice of diverse children's health partners to ensure that Immunize Colorado leads the state in systems-level support, infrastructure, and resources for children's immunization.

Immunization Services

Immunize Colorado believes that no child should miss out on the benefits of vaccination due to a parent's inability to pay. Immunize Colorado works with partners to host free and low-cost immunization clinics for children and families facing financial or other barriers to care.

Data Translation

Immunize Colorado spearheads strategic, collaborative partnerships to advance the understanding and utilization of local, state and national immunization data and to support improvements in local immunization data quality and access to improve population health.

2019-2022 Goals

This document reflects goals we seek to achieve in order to advance our mission. Every three years, we identify areas of focus that most effectively move us forward and assess our success in meeting our goals by measuring data and outcomes.

1: Advance policies that increase vaccine uptake, reduce vaccine-preventable diseases and support Colorado's immunization system

2: Engage the community on the benefits and importance of immunization

3: Deliver high-quality immunization education for healthcare professionals in Colorado

4: Continue to grow and to strengthen our statewide coalition to mobilize diverse partners and families in support of immunization across the lifespan

5: Spearhead strategic, collaborative partnerships to advance the understanding and utilization of Colorado immunization data and to support improvements in local immunization data quality and access

6: Support current and explore new partnerships to increase community access to vaccination and improve vaccination coverage

7: Strategically build the organization's brand, board governance, organizational and financial structure.