



2020 ANNUAL REPORT

A SUMMARY OF THE ORGANIZATION'S ACCOMPLISHMENTS



HIGHLIGHTS

Changed our name to reflect our commitment to ensuring vaccination for Coloradans across the lifespan

Served as a leader in the Colorado Vaccinates coalition to help pass SB20-163

Became an AmeriCorps VISTA sponsoring organization

Launched the Colorado Vaccine Equity Taskforce to advance vaccine equity in communities of color

Partnered with state and local public health to promote COVID-19 vaccine distribution and acceptance

Developed outreach tools to help maintain immunization coverage during the COVID-19 pandemic

A NOTE FROM OUR EXECUTIVE DIRECTOR

While this year has certainly been extraordinarily challenging in many ways, it has also shown us the incredible power and importance of public health, science and vaccines. It's hard to believe that less than a year ago we were hearing about the first cases of COVID-19, and now, after only ten months, we are seeing the first authorized COVID-19 vaccines—the product of immense and unprecedented scientific collaboration worldwide—distributed to those most in need.

Looking back on this year, I am proud of all Immunize Colorado has accomplished in the midst of a global pandemic. This report highlights our organization's most significant accomplishments over the past year, though it is merely a snapshot of the impact we've had.

As we look to the year ahead, we are more committed than ever to supporting partners across public health to address the COVID-19 pandemic and its impacts; finding strategic solutions to reach vulnerable communities; fostering confidence in and access to COVID-19 vaccines; and ultimately advancing our mission to protect Colorado families, schools and communities from vaccine-preventable diseases.

— Stephanie Wasserman, MSPH

OUR IMPACT



Coalition Building

- Grew membership by **234 new members** totaling 1,239 members across our coalition
- Hosted four (4) coalition meetings, reaching 459 participants
- Launched the **Colorado Vaccine Equity Taskforce**, a group of more than 30 members from and representing communities of color
- Launched an AmeriCorps VISTA program and recruited eight (8) full-time national service members to support local immunization activities across Colorado
- Presented to local, state & national partners (i.e. the Aurora Health Alliance, Pharmacy Navigators, attendees of the Public Health in the Rockies conference, etc.) on current vaccine issues and projects
- Partnered with local and national public health partners on the Alliance for HPV Free Colorado, Refugee & Immigrant Immunization Taskforce, and Academy Health & NASHP (Community of Practice)



Public Policy

- Served as a leader on the Colorado Vaccinates coalition to advance state policy
- Held an immunization Day at the Capitol with Colorado Parents for Vaccinated Communities
- Supported the **passage of Senate Bill 20-163** in the state legislative session
- Supported implementation of SB20-163 through Board of Health Rulemaking and stakeholder engagement
- Generated **9,453 emails to Colorado policymakers** through action alerts
- Formed a Policy Workgroup of the Colorado Vaccine Equity Taskforce to advance equity-driven vaccine policy



Data Translation & Action

- Contextualized local-level immunization data to create actionable resources including:
 - The 2018-19 Legislative District Fact Sheets for each Colorado House and Senate district
 - An analysis of Colorado child care center immunization policies
 - The 2019-20 School District Immunization Fact Sheets for each Colorado school district
 - The 2018-2019 Measles School Exclusion Data Dashboard
- Developed strategic plan for upcoming data projects, pending release, including
 - School Recognition Data Dashboards and Certificates of Achievement
 - Comprehensive overview of National Immunization Survey data

OUR IMPACT



Community Outreach & Awareness

- Published **12 blog posts** which were **viewed 11,084 times**
- Developed new outreach tools including:
 - [Hepatitis A Vaccination Campaign](#)
 - [COVID-19 Information and Resource Webpage](#)
 - [Fact Sheet on Racial and Ethnic Disparities in Vaccination in the U.S. and Colorado](#)
 - [Fact Sheet on Pharmacists' Participation in the Vaccines for Children Program](#)
 - [Colorado Pediatric Provider Toolkit: Caring for Children During the COVID-19 Pandemic](#)
- Supported the release of two volumes of the [2020 Vaccine-Preventable Diseases Report](#)
- Coordinated and supported placement of **120+ earned media stories** for Immunize Colorado, the Colorado Vaccinates Coalition and the Colorado Vaccine Equity Taskforce
- Honored Colorado's top immunization and public health champions at the [virtual S.O.U.P!](#) (Shots Offer Unrivaled Protection) event
- Grew social media following by **360 new Facebook followers**; earned **59,000 Twitter impressions**



Provider Education

- Hosted four (4) [provider education events](#), reaching **492 health care providers**
- Released [2020 immunization schedule palm cards](#), delivering **3,688 cards** to **103 providers** across the state
- Developed and released an on-demand training, [Guidance for Hosting Socially Distanced Vaccination Clinics](#), which has been **viewed 137 times**



Free and Low-Cost Vaccines

- Helped provide **700 vaccinations to 357 patients** through continued partnerships with the [Shots for Tots and Teens](#) program; due to COVID-19, these clinics were halted from March - August
- Coordinated provision of hepatitis A vaccines and [additional resources](#) during the February Point in Time surveys of Colorado's homeless population
- Partnered with STRIDE Community Health Center and the New Legacy Charter School to host a [pilot health clinic](#), serving **13 students and their children** and providing **34 vaccinations**



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IMMUNIZECOLORADO.ORG | ICOFFICE@CHILDRENSCOLORADO.ORG | 720.777.5340