



2021 ANNUAL REPORT

A SUMMARY OF THE ORGANIZATION'S ACCOMPLISHMENTS



HIGHLIGHTS

Served as a leader in the Colorado Vaccine Equity Taskforce to advance vaccine equity issues across Colorado

Completed our first year and started our second as an AmeriCorps sponsoring organization

Supported implementation of Senate Bill 20-163: School Entry Immunization

Launched a new Immunize Colorado website

Partnered with local public health and community-based organizations to promote COVID-19 vaccine distribution and acceptance

Developed and deployed media campaigns to promote COVID-19, influenza, and routine immunization

A NOTE FROM OUR EXECUTIVE DIRECTOR

As the COVID-19 pandemic lingered throughout 2021, Immunize Colorado recognized and responded to the disproportionate burden of COVID-19 on communities of color. With Immunize Colorado's guidance, the Colorado Vaccine Equity Taskforce and partners of Together We Protect - Colorado's Vaccine Equity Fund worked to support efforts of grassroots organizations to get underserved communities vaccinated.

Immunize Colorado is particularly proud to have partnered with a wide range of federal, state, and local organizations to advance coalition development and community outreach to provide COVID-19 vaccines to all segments of our Colorado community. We are also proud of our continued provider education and outreach efforts, and excited to have completed our first year as an AmeriCorps VISTA sponsoring organization, whose members had an impact on over 42,000 Coloradans through education and capacity building efforts in eight counties.

This report is a snapshot of Immunize Colorado's work and impact in 2021. As we look to the year ahead, we are committed to supporting partners across public health to address the COVID-19 pandemic and its impacts; finding strategic solutions to reach underserved communities; fostering confidence in and access to all vaccines; and ultimately advancing our mission to protect Colorado families, schools and communities from vaccine-preventable diseases.

— Carla Bacon, DrPHc, MBA, MPH

OUR IMPACT



Coalition Building

- Grew membership by **1,536 new members** totaling 7,412 members across our coalition
- Supported the [Colorado Vaccine Equity Taskforce](#) (CVET), a group of **50+ members** from and representing communities of color, to advance vaccine equity issues across Colorado specific to COVID-19 vaccines
- Completed the first year as an [AmeriCorps VISTA](#) sponsoring organization:
 - Eight (8) full-time national service members **served 42,810 Coloradans** through immunization activities including educational interventions and direct service
 - Recruited seven (7) new members to serve in the 2021-22 cohort
- Facilitated the [Together We Protect Initiative](#), which funded **\$5.1 million in grants to 115 community-based organizations** to provide COVID-19 education and vaccines
- Partnered with local and national public health partners on the Alliance for HPV Free Colorado, Refugee & Immigrant Immunization Taskforce, Community Engagement Alliance (CEAL) Against COVID-19, and Academy Health & NASHP Community of Practice



Public Policy

- Supported the **implementation of Senate Bill 20-163** for the 2021-22 school year through support of Board of Health rule making and the creation of a [provider toolkit](#)
- Successfully opposed Colorado House Bill 21-1191, "Prohibit Discrimination COVID-19 Vaccine Status"
- With the Colorado Vaccine Equity Taskforce (CVET), crafted and distributed [position statements](#) on issues important to public health efforts to combat the COVID-19 pandemic, including recommendations for advancing equitable strategies around immunization in Colorado
- Merged the Policy Committee of the CVET with that of Immunize Colorado to allow increased collaboration in our efforts to advance equity-driven vaccine policy in 2022
- Released the [Child Care Immunization Policy Toolkit](#)



Data Translation & Action

- Contextualized local-level immunization data to create actionable resources including:
 - [2018-19 Legislative District Fact Sheets](#) for each Colorado House and Senate district
 - [2020-21 School District Immunization Data Dashboard & Fact Sheets](#) for each Colorado school district
 - [2020-21 Child Care Data Dashboard](#), which shows immunization and exemption data by county
 - [Fact Sheet: Improving Equity with Data - Vaccine Reporting and Data Visualizations](#)
 - [Comprehensive overview of National Immunization Survey data](#)
- Created resources to contextualize vaccination trends related to race and ethnicity:
 - [Fact Sheet: Improving Equity with Data - Vaccine Reporting and Data Visualizations](#)
 - [Fact Sheet: Vaccine Hesitancy and Implications for COVID-19 Vaccines](#)

OUR IMPACT



Community Outreach & Awareness

- Published **10 blog posts** to the [Team Vaccine Blog](#), which were **viewed 14,724 times**
- At community outreach events and professional gatherings, members of the Colorado Vaccine Equity Taskforce (CVET) reached over 2,700 Coloradans with expert information on COVID-19 vaccines
- Partnered with Denver Health, the CVET, and community health care navigators to create [COVID-19 vaccine appointment sign-up videos](#) in **10 languages**
- Recruited **400+ volunteers who logged over 400 service hours** at vaccine clinics and community events
- Supported the release of the [2021 Vaccine-Preventable Diseases Report](#)
- Coordinated and supported placement of **50+ earned media stories** for Immunize Colorado and the CVET
- Honored Colorado's public health champions at the virtual Big Shots Supporting Little Tots *Un-Luncheon* fundraising event; **raised over \$34,000** to support Immunize Colorado's programs
- Grew our social media following by over **100 new Facebook followers**; earned **46,000 Twitter impressions**
- Hosted two (2) paid Facebook advertising campaigns in partnership with the WHO's Vaccine Safety Net and Facebook for Health Partnerships team, earning over **7.45 million impressions** and 34,240 link clicks
- Partnered to create the [COVID-19 Vaccines Let Kids Be Kids](#) paid media campaign with the Metro Denver Partnership for Health
- As a Vaccine Ambassador for the state health department, created a month-long earned and social media campaign promoting routine/flu vaccination, reaching over **3,000 people**



Provider Education

- Hosted nine (9) [education series events](#) on topics including influenza vaccination, strategies for decreasing vaccine hesitancy, and Colorado's school and child care immunization requirements; these events reached over **2,400 health care providers**
- Released the [2021 immunization schedule palm cards](#), delivering **57,339 cards** to **178 providers** across Colorado
- Developed new and updated existing provider education tools, including:
 - [Fact Sheet: A National Review of Successes and Barriers to Pharmacists' Participation in VFC](#)
 - [Webpage: COVID-19 Vaccine Resources for Health Care Providers](#)



Free and Low-Cost Vaccines

- Helped provide **1,060 vaccinations to over 400 patients** through continued partnerships with the [Shots for Tots and Teens](#) program
- Partnered with the Colorado Vaccine Equity Taskforce (CVET) and CDPHE to coordinate COVID-19 vaccination equity clinics



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