



# 2022 ANNUAL REPORT

A SUMMARY OF THE ORGANIZATION'S ACCOMPLISHMENTS



## REPORT HIGHLIGHTS

**Completed the second year of the CO-mmunity Corps, our AmeriCorps VISTA program**

**Educated over 1,800 health care professionals through our educational webinars**

**Supported two pro-public health bills and successfully defeated four potentially harmful anti-public health bills at the state legislature**

**Continued to lead the Colorado Vaccine Equity Taskforce to advance vaccine equity issues across Colorado**

**Partnered with local public health and community-based organizations and trusted messengers to promote COVID-19 and routine vaccine access and delivery**

**Developed and deployed media campaigns to promote COVID-19 and HPV vaccination**

## A NOTE FROM OUR TEAM

As the COVID-19 pandemic lingered throughout 2022, Colorado, among the rest of the U.S., experienced a marked and concerning drop in routine vaccination rates. In response to this decrease, Immunize Colorado spent the year working across our focus areas to raise awareness for and educate providers and the public on the importance of vaccination, advance policies that support Colorado's immunization infrastructure and oppose those that do not, fight the growing volume and impact of vaccine misinformation on- and offline, and grow programs and initiatives that increase access to and demand for vaccines, especially in underserved communities. We are proud to have partnered with a wide range of federal, state, and local organizations, as well as savvy trusted community messengers, to develop and champion innovative strategies for vaccine delivery.

This report is a snapshot of Immunize Colorado's work and impact in 2022. As we look to the year ahead, we remain committed to supporting partners across public health and healthcare to address the ongoing COVID-19 pandemic and the decrease in routine vaccination rates; finding strategic solutions to reach underserved communities; fostering confidence in and access to all vaccines for all Coloradans; and ultimately advancing our mission to protect Colorado families, schools and communities from vaccine-preventable diseases. And so our work continues...

# OUR IMPACT



## Coalition Building

- Completed the second year as an [AmeriCorps VISTA](#) sponsoring organization:
  - Placed seven (7) full-time national service members at six (6) public health organizations; members served **16,936 Coloradans** through immunization education and access activities
  - Recruited five (5) new members to serve in the 2022-23 cohort
- Partnered with and supported local and national public health partners on the Alliance for HPV Free Colorado, Community Engagement Alliance (CEAL) Against COVID-19, Colorado Teens for Vaccines, and Academy Health & NASHP Community of Practice
- Secured funding from the U.S. Department of Health and Human Services to launch work with trusted messengers from the Latino, BIPOC, refugee, and faith communities to plan educational events and mobile vaccine clinics; hosted **199 clinics** and gave **6,500 vaccines**, and held community events reaching over **45,000 individuals**; **95% of these efforts were led by Latino health care consultant Julissa Soto!**
- Launched the Immunize Colorado Youth Advocates program, which will hire **3-5 youth advocates** in 2023 to lead projects which aim to increase vaccine education and awareness in youth across Colorado
- Continued to lead the Colorado Vaccine Equity Taskforce, a group of individuals from and representing communities of color, to advance vaccine equity issues across Colorado for underserved communities



## Public Policy

- With the Colorado Vaccine Equity Taskforce (CVET), successfully opposed and defeated **four (4) bills** at the Colorado State Legislature that would have had harmful implications to public health:
  - *HB22-1144: Naturally Acquired Immunity COVID-19*
  - *HB22-1100: Prohibit Discrimination COVID-19 Status*
  - *HB22-1201: Standards for Immunization Requirements, and*
  - *HB22-1200: Employee Exemption COVID-19 Requirement*
- With the CVET, successfully supported **two (2) bills** that protect public health:
  - *HB22-1041: Privacy Protections for Protected Persons and*
  - *HB22-1267: Culturally Relevant Training for Healthcare Providers*
- Created a fact sheet for youth, parents and providers on Senate Bill 22-016: [Colorado Minors Can Now Access Some Vaccines on Their Own - How A New Law Makes This Possible](#)



## Free and Low-Cost Vaccines

- Supported the [Shots for Tots and Teens](#) program, which provided **1,106 vaccinations to 479 patients** at 17 community-based vaccine clinics
- Partnered with community organizations and leaders across the state to help distribute COVID-19 and flu vaccines at **over 20 community events**

# OUR IMPACT



## Community Outreach & Awareness

- Published **nine (9) new posts** to the [Team Vaccine Blog](#); posts on the blog garnered **2,351 views**
- Shared posts to Immunize Colorado's, CVET's, and Shots for Tots and Teens' social media accounts, which garnered **over 100,000 organic impressions**; launched the #MisinformationMonday campaign which aims to separate fact from fiction and correct inaccurate vaccine claims circulating online
- Partnered with the Metro Denver Partnership for Health to create the [COVID-19 Vaccines Let Kids Be Kids](#) paid media campaign which ran from November 2021 - March 2022 and garnered **2.8 million impressions**
- Participated on the Alliance for HPV Free Colorado's communications committee, which ran a paid media campaign from February - June that garnered over **11 million impressions** and resulted in over **67,000 click-throughs** to the [HPVFreeCO.org](#) webpage on Immunize Colorado's website
- Connected with **over 700 community members** at local community events, including the Denver Zoo's Teddy Bear Clinic, Sierra's Race Against Meningitis, and the Central Park Farmers' Market
- Created new communications resources:
  - Fact Sheet: [COVID-19 Vaccine Booster or Additional Dose: Which Do I Need?](#)
  - Fact Sheet: [How to Spot Health-Related Misinformation Online](#)
  - Flyers: [Get Vaccinated Against Flu "Because..."](#)



## Provider Education

- Hosted **eight (8) educational webinars** on topics including rural vaccination strategies, the monkeypox outbreak in Colorado, strategies for decreasing vaccine hesitancy, and work being done to improve vaccination rates in BIPOC communities; these webinars reached over **1,800 health care providers**; made our webinars accessible on [CO TRAIN](#).
- Released the [2022 immunization schedule palm cards](#), delivering **84,712 cards** to **nearly 500 providers** across Colorado
- Started planning the 2023 Immunization Summit, a day-long conference which will be hosted in June 2023 in Glenwood Springs, Colorado



## Data Translation & Action

- Started the process of evaluating the 2021-22 school district immunization data to update the following data resources (*coming soon in 2023!*)
  - [Legislative District Fact Sheets](#) for each Colorado House and Senate district
  - [School District Immunization Data Dashboard & Fact Sheets](#) for each Colorado school district
  - [Child Care Data Dashboard & Fact Sheets](#), which show immunization and exemption data by county



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