



2023 ANNUAL REPORT

A SUMMARY OF THE ORGANIZATION'S ACCOMPLISHMENTS



REPORT HIGHLIGHTS

Supported a \$3.6 million state budget supplement for mobile immunization services, as well as three pro-public health bills that passed the legislature

Educated nearly 2,000 health care professionals through our monthly educational webinars

Completed the third year of the CO-mmunity Corps, our AmeriCorps VISTA program, assisting 165 organizations to increase capacity for immunization services

Hosted the Colorado Regional Immunization Summit for the first time since 2017

Partnered with local public health, community-based organizations, and trusted messengers to host immunization clinics and promote access

Created media campaigns to promote HPV, RSV, flu, and COVID-19 vaccines

Reached over 24,000 people with vaccine education at community events

A NOTE FROM OUR TEAM

In 2023, the Federal COVID-19 Emergency Order expired and we entered a new phase of the COVID-19 pandemic, prompting new and enduring challenges in vaccine access and delivery—not just for COVID-19 but for all recommended vaccines. In Colorado, we also saw immunization rates in school and child-care age children drop to the lowest they've been in over six years. To respond to these challenges, Immunize Colorado spent the year working across our core focus areas to continue to build awareness for and educate providers and the public on the importance of immunization; advance policy initiatives that support Colorado's immunization infrastructure; fight the growing impact of vaccine misinformation online and face-to-face; and launch and sustain programs that increase access to and demand for vaccines, especially in underresourced communities.

This report is just a snapshot of Immunize Colorado's efforts in 2023. As we look to 2024, we remain committed to supporting partners across public health and healthcare to address the decrease in routine immunization rates; promote continued COVID-19 vaccination; find strategic solutions to reach underserved communities; foster confidence in and access to all vaccines for all Coloradans; and ultimately advance our mission to protect Colorado families, schools and communities from vaccine-preventable diseases. This work is certainly challenging and unending, but our commitment to it is steadfast.

OUR IMPACT



Coalition Building

- Completed the third year as an [AmeriCorps VISTA](#) sponsoring organization:
 - Placed six (6) full-time national service members at five (5) public health organizations; members served **3,200 Coloradans** through immunization education and access activities
 - Placed two (2) new members to serve in the 2023-24 cohort, with more to be placed in early 2024
- Partnered with and supported local and national public health partners on the Alliance for HPV Free Colorado, Community Engagement Alliance (CEAL) Against COVID-19, and Academy Health & NASHP Community of Practice; presented at local and statewide conferences and meetings
- Continued grant-funded work with Trusted Messengers to plan educational events and mobile vaccine clinics for Latino, BIPOC, LGBTQ+, older adult, unhoused, uninsured, disability, refugee, and faith communities; Trusted Messengers organized **150 clinics** that gave **6,800 vaccines**, and held **34 community events** reaching over **2,000 individuals** with vaccine education
- Launched a Trusted Messenger Community of Practice to convene 8 individual and organizational partners
- Hired **six (6) Youth Ambassadors** to lead projects which aim to increase vaccine awareness for youth across Colorado; Ambassadors organized an educational webinar, launched an Instagram account, created and distributed a youth attitudes survey, and created fact sheets on vaccines
- Relaunched the Colorado Refugee and Immigrant Immunization Taskforce (RIIT), convening stakeholders to develop strategies and interventions to bolster vaccine access in refugee and migrant communities



Public Policy

- Convened the Immunize Colorado Policy Committee, which successfully supported **four (4) policy initiatives**:
 - CDPHE's Budget Request *BA-03: Preventing Outbreaks through Outreach and Equity*, which added **\$3.6 million** to Colorado's immunization programs and efforts
 - *SB23-260: Individual Access to Publicly Funded Vaccines*
 - *SB23-002: Medicaid Reimbursement for Community Health Services*
 - *SB23-151: Sunset Health Equity Commission*
- Opposed and helped defeat *HB23-1029: Prohibit COVID-19 Vaccine to Minor Without Consent*, which would have prevented entities from requiring minors to be vaccinated for COVID-19 and may have had a cooling effect on vaccine requirements (which are important especially during public health emergencies)
- Created policy fact sheets, key messages, and action alerts, and drafted and organized testimony for Board of Health and legislative committee hearings



Free and Low-Cost Vaccines

- Supported the [Shots for Tots and Teens](#) program, which provided **1,397 vaccinations to 506 patients** at 19 community-based vaccine clinics
- Partnered with partners across the state to help distribute over **8,100 vaccines to 4,309 patients**, most of whom were un- or under-insured or identified with a marginalized group

OUR IMPACT



Community Outreach & Awareness

- Published **13 new posts** to the [Team Vaccine Blog](#) which earned **2,588 views**
- Shared posts to IC-owned social media accounts, which garnered **over 88,000 organic impressions**
- In partnership with the Alliance for HPV Free Colorado, ran a paid media campaign from February to April that garnered nearly **8 million impressions** and drove over **23,000 new users** to the HPVFreeCO.org webpage on Immunize Colorado's website
- Connected with **over 24,000 community members** at local community events, including Vaccine Sundays (hosted by Trusted Messenger Julissa Soto), the Denver Zoo's Teddy Bear Clinic, Sierra's Race Against Meningitis, the Walk With Autism, Ghana Day, and the Pueblo Community Baby Shower, among others
- Coordinated interviews and wrote talking points for over 15 earned media stories (radio, TV, online)
- Created new communications resources:
 - Fact Sheet: [The Importance of Vaccines in People with Multiple Sclerosis \(MS\)](#)
 - Fact Sheet: [Ten Tips for Effective Science Communication](#)
 - Fact Sheet: [Vaccine Requirements for School Entry in Colorado](#)
 - Fact Sheet: [RSV - What You Need to Know](#)
 - Fact Sheet: [The Flu - What You Need to Know](#)
 - Flyers: [COVID-19, Flu, and RSV](#) (for infants and pregnant people, children and adults, and older adults)



Provider Education

- Hosted **nine (9) educational webinars** on topics including strategies for effective science communication, the science behind the immune response, creating an inclusive and sensory-friendly vaccine response, and updates on vaccines like flu and meningococcal; these webinars reached nearly **1,800 health care providers**.
- Released the [2023 immunization schedule palm cards](#), delivering **over 45,000 cards** to healthcare providers and other immunization professionals across Colorado
- Hosted the [2023 Colorado Regional Immunization Summit](#), a day-long conference in Glenwood Springs, Colorado which drew nearly 150 attendees to learn about the latest updates and challenges in vaccine delivery, demand, and access across Colorado



Data Translation & Action

- Utilized the 2022-23 Colorado school immunization data to update and disseminate to our partners the following data resources:
 - [Legislative District Immunization Data Dashboard & Fact Sheets](#) for each Colorado House and Senate district
 - [School District Immunization Data Dashboard & Fact Sheets](#) for each Colorado school district
 - [Child Care Immunization Data Dashboard & Fact Sheets](#) for each Colorado county



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