

# 2025 ANNUAL REPORT

A SUMMARY OF THE ORGANIZATION'S WORK AND ACCOMPLISHMENTS



## REPORT HIGHLIGHTS

In 2025, Immunize Colorado:

**Educated nearly 2,000 health care professionals through our monthly webinars and Regional Immunization Summit**

**Partnered to launch Colorado Chooses Vaccines, a coalition working to implement strategies that promote vaccine access amid federal changes**

**Completed the fifth year of our AmeriCorps VISTA program, with members improving health knowledge and access for nearly 2,000 Coloradans**

**Secured funding to support a Motivational Interviewing training and provided it to over 100 participants**

**Reached over 100,000 people online and 3,000 people in person with reliable information about vaccines and the diseases they prevent**

**Launched a series of Community Baby Showers, hosting two events featuring resources from 50 exhibitors and drawing 230 families**

## A NOTE FROM OUR TEAM

In 2025, the U.S. experienced an alarming shift away from using scientifically supported evidence to make vaccine policy. In one year, the HHS, led by Secretary Robert F. Kennedy, removed COVID-19 vaccine recommendations for healthy children and pregnant people (against the scientific consensus); fired career scientist members of the Advisory Committee on Immunization Practices (ACIP) and chose unqualified handpicked replacements (ignoring the years-long vetting process that historically chose new members); changed CDC language to state that vaccines might cause autism (despite decades of scientific evidence to the contrary); and changed the federal vaccine schedule, removing six life-saving vaccines from universal recommendation. These decisions sparked confusion, alarm, and distrust for families and experts alike. Moreover, Colorado experienced stagnation in its 2025 immunization rates for Colorado kids, which do not meet targets for community protection. In response to these challenges, Immunize Colorado and our partners joined forces to launch Colorado Chooses Vaccines, a coalition working to implement outreach and policy strategies that ensure Coloradans have scientific facts about and continued access to vaccines. We also launched new and continued our existing programs, which are detailed in this report. Despite an uphill battle ahead, we remain steadfastly committed to safeguarding Coloradans from reckless federal decisions and protecting them from vaccine-preventable diseases.

# OUR IMPACT



## Coalition Building

- Completed the fifth year as an [AmeriCorps VISTA](#) sponsoring organization during a challenging period when AmeriCorps programs were defunded at an alarming rate:
  - Supported seven (7) full-time national service members placed at six (6) public health organizations
  - Members recruited 55 volunteers, supported 120 organizations, increased health knowledge for **1,198 Coloradans** and increased medical care access for **532 Coloradans**, and completed 215 professional development hours
  - Continued to collect testimonials in support of this vital program from 8 former members and supporters
- Helped launch the **Colorado Chooses Vaccines coalition**, an alliance of Colorado medical experts, health providers, community leaders, and policy advocates working to implement strategies that promote vaccine access amid federal changes
- Continued grant-funded work with Trusted Messengers to plan educational events and mobile vaccine clinics for Latino, BIPOC, AANHPI, immigrant, refugee, uninsured, disability, low-income, and faith communities; Trusted Messengers – in partnership with the Colorado Department of Public Health and Environment (CDPHE), ColoVAX, Walgreens, and local public health departments – organized **14 clinics** that gave **287 vaccines**



## Public Policy

- Convened the Immunize Colorado Policy Committee, which successfully supported **four (4) bills**:
  - *HB25-1027: Update Disease Control Statutes*
    - HB-1027 safeguards vaccine access by directing the board of health to consider vaccine recommendations from expert organizations outside of the CDC, effectively shielding the state from federal vaccine decisions; this bill was a first of its kind, and other states are replicating it in 2026
  - *SB25-194: Sunset Dental Practice Act*
  - *SB25-196: Insurance Coverage Preventative Health-Care Services*
  - *SB25-290: Stabilization Payments for Safety Net Providers*
- Opposed and helped defeat budget amendment CDPHE R-08 which would have cut local public health funding by nearly **\$1 million**
- Created key messages and action alerts and organized testimony for legislative committee hearings



## Free and Low-Cost Vaccines

- Supported the [Shots for Tots and Teens](#) program, which provided **1,355 vaccines to 440 patients** at 25 community-based vaccine clinics
- Worked with partners across the state to help coordinate vaccine clinics and distribute over **600 vaccines to 363 patients**, most of whom were un- or under-insured or identified with a marginalized group
- Developed a new successful clinical partnership with Walgreens, which was able to bill private insurance and offer free flu shots at several community events through their flu voucher program



# Community Outreach & Awareness

- Published **five (5) new posts** to the [Team Vaccine Blog](#) which earned **10,248 views**
- Shared posts to IC-owned social media accounts, which garnered **over 87,000 organic impressions**
- Maintained **three (3) websites**, including for the English and Spanish [Immunize For Good](#) campaign, that had **93,300 visitors** in total
- Launched Google Ads through the nonprofit Google Ad Grants program, successfully directing **over 40,000 people** to the Immunize For Good website
- Launched a series of [Community Baby Showers](#), hosting two events featuring resources from **50 exhibitors and drawing 230 families**; 29% of attendees were uninsured, and 92% reported being likely to pursue future health and social services as a result of the event
- Connected with **850 community members** at **12 community events and conferences**, including Denver Family Fest, Colorado Families for Vaccines Advocacy Day, Public Health in the Rockies, The Fax Health Clinic and Fresh Food Distribution, the Self-Care Health Fair, the Colorado Regional Immunization Summit, and the Community Baby Showers
- Developed and updated [fact sheets](#) on topics including the diseases vaccines prevent, the vaccines needed during pregnancy, the vaccines and autism myth, and the importance of vaccines for the whole family; these resources garnered **10,245 total web views**
- Created social media campaigns including #PlanToProtect (encouraging respiratory virus vaccination) and #MisinformationMonday (highlighting and correcting key pieces of online misinformation about vaccines)



# Provider Education

- Hosted **eight (8) educational webinars** on topics including rural vaccination, flu vaccination, communication strategies for improving trust and vaccine access, vaccination perspectives from the Somali community, the changing federal vaccine landscape, and more; these webinars reached nearly **1,800 health care providers**
- Released the [2025 immunization schedule palm cards](#), delivering **nearly 20,000 cards** to healthcare providers and other immunization professionals across Colorado and beyond
- Hosted the [Regional Immunization Summit](#), a two-day conference featuring presentations from experts on topics including combatting misinformation, maternal vaccination, vaccine equity, immunization policy, the vaccine schedule, and more; the Summit drew **124 attendees from over 40 counties across Colorado**, 95% of whom reported they would recommend the event to colleagues
- Facilitated an in-person Motivational Interviewing (MI) training, providing it to over **100 healthcare providers** and others involved in immunization delivery who reported a 36% increase in knowledge about MI and a 68% improvement in confidence using MI to counsel patients about vaccines; secured funding to continue the training in 2026 and hired a part-time Health Educator to provide the training and revise it as needed



# Data Translation & Action

- Released a [report](#), titled *Immunization in Colorado: State of the State 2025*, which details immunization-related data in Colorado, including school vaccination rates, recent disease outbreaks, and the direct and indirect cost to treat vaccine-preventable diseases; the report garnered over **900 web views**
- Utilized 2024-25 school vaccination data to prepare talking points for interviews and share information on the importance of vaccines with reporters



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