



VACCINATE YOUR FAMILY

COMMUNITY-FIRST APPROACHES
TO ACHIEVE VACCINE EQUITY

ANNUAL REPORT 2022

From: THE CARTER CENTER

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EVERY CHILD BY TWO

The Carter/Bumpers Campaign for Early Immunization

FOR IMMEDIATE RELEASE CONTACT: LINDA TALBOTT 202-544-0808

Co-Founders: Rosalynn Carter and Betty F. Bumpers
Project Director: Linda R. Talbott

Their campaign, Every Child By Two, seeks to get the word out to parents on the importance of early immunization and to advocate for long-term policy changes that will assure full vaccination for all children by age two.

Carter and Bumpers will work with the spouses of governors and members of congress as well as with grassroots organizations at the national and local level. Mobilizing this coalition, Every Child By Two will look to overcome barriers that make immunization difficult. Referring to these obstacles, which include accessibility of clinics, the lack of third-party reimbursement, and the high cost of vaccines, Betty Bumpers said, "Our children ought to be protected at a young age from childhood diseases, it should be a public health matter."

Every Child By Two is supporting the efforts of the Children's Action Network and has encouraged governor's wives to take part in their September campaign. During that month Rosalynn Carter and Betty

Bumpers will kick off a fall immunization awareness tour that will take them to Pittsburgh, Huntington (WV), Miami, New York, Los Angeles, Chicago, Kansas City, Dallas, and Houston. They will join governors' wives in these states to make immunizing children a top health priority. In the spring, they will travel to the Mississippi Delta region to work with the Mississippi Delta Council on a grassroots project to immunize children there. Betty Bumpers and Rosalynn Carter worked together in the 1970's, setting up immunization programs in Arkansas and Georgia, and then nationally during the Carter presidency. Betty Bumpers' immunization effort in Arkansas was so successful that it was adopted as a national model by the Centers for Disease Control. Betty and Senator Dale Bumpers were awarded an Excellence in Public Service Award by the American Academy of Pediatrics for their advocacy on behalf of children. Betty currently serves as a member of the congressionally mandated National Advisory Council.



Letter from the CEO

In the rapidly changing landscape of public health, 2022 continued to challenge the conventional path to achieve immunization equity. From our organization's beginning as Every Child By Two, our Co-Founders First Lady Rosalynn Carter and First Lady of Arkansas Betty Bumpers worked with grassroots organizations to remove obstacles to vaccinations. Here at Vaccinate Your Family, we continued to trail blaze new methods of reaching those goals.

I've spent the last year reflecting on the state of public health and the seriousness of the challenges we face. There have been major wins and miracle milestones that the combination of science and commitment to health equity has allowed us to achieve. The record-breaking discovery and distribution of COVID-19 vaccines was a reflection of science working together with public health to achieve the impossible.

The last two years have been filled with shared uncertainties but also exciting accomplishments, successes, and wins that would not have been possible without the amazing Vaccinate Your Family staff who show up every day with innovative ideas, pure dedication to health equity, and a drive to build and reimagine a culture of immunization.

The remarkable progress we've made is also a reflection of our dedicated partners, board of directors, medical and scientific advisory committee, and the advocates who make up the VYF SQUAD™—and, of course, immunization coalitions, vaccination advocates, and other

public health partners who continue to work tirelessly to protect people of all ages from vaccine-preventable diseases. Without the efforts of community partners and funders, we wouldn't have seen the progress we have to date. Across the board, our partners have been vital in ensuring we are directly reaching communities.

As I think about what the future holds, one thing is clear—our current challenges and successes have illuminated the need for Vaccinate Your Family to stay the course. Over the next few years, we will be integrating our community-based approach with a growing coalition of public health advocates, clinicians, and community leaders through The Vaccination Collaborative. This hub of experts and respected community members is a cornerstone in our approach to reigniting a culture of immunization.

Our dreams cannot be achieved without your help. Thank you for all you did for us in 2022 and will do with us in the years to come.

Sincerely,

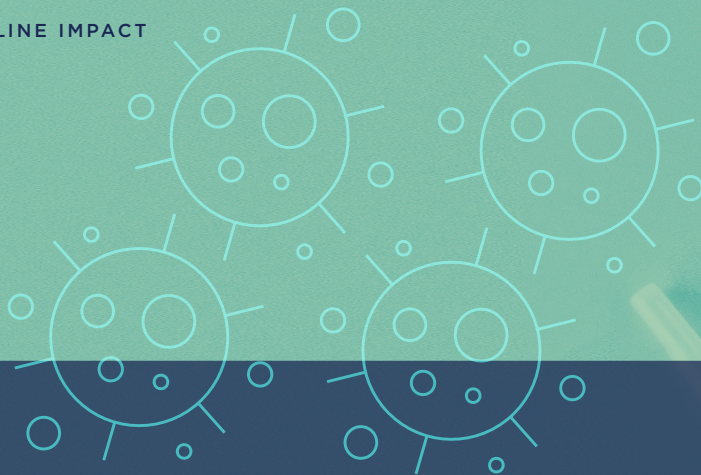


Amy Pisani

AMY PISANI, MS
Chief Executive Officer

“ OVER THE NEXT FEW YEARS, WE WILL BE INTEGRATING OUR COMMUNITY-BASED APPROACH WITH A GROWING COALITION OF PUBLIC HEALTH ADVOCATES, CLINICIANS, AND COMMUNITY LEADERS THROUGH THE VACCINATION COLLABORATIVE.

— Amy Pisani, CEO



HARNESSING THE POWER OF

Online Communities to Share Information

The VYF website provided trustworthy vaccine information to millions of people in 2022.

Communities across the country seek trustworthy, science-based information regarding vaccine safety, access, and affordability. VYF's World Health Organization-certified website ensures that the information they need is only a few clicks away. Vaccinate Your Family reached more people than ever in 2022. Information from social media channels and Vaccinate Your Family's

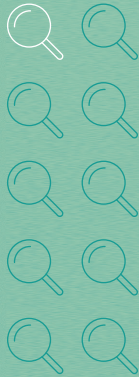
website has been viewed over 20 million times. VYF also worked with partners to create co-brandable social media campaigns for National Infant Immunization Week (#letstalkaboutvaxbaby), a Childhood Vaccine Catch Up Campaign (#theirbestshot/sumejorcamino), and a Flu Season Campaign (#notjusttheflu/nosololagripe).





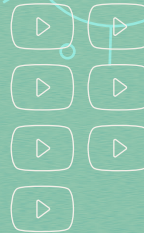
TOP 10

Vaccinateyourfamily.org ranked in the top 10 search results in the U.S. for 484 keywords



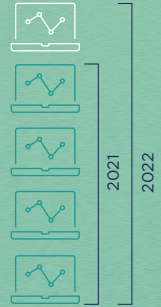
700,000+

views of animated, dual-language videos (English and Spanish) on VYF's YouTube page



25%

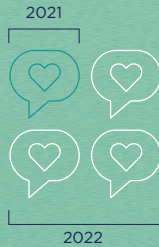
increase in the average time spent on the website



HASHTAG MAX POTENTIAL REACH

372.6%

increase of Instagram impressions



3.3 million

#letstalkaboutvaxbaby



5.9 million

#theirbestshot/sumejorcamino



8.9 million

#notjusttheflu/nosololagripe



30 YEARS OF PARTNERING WITH

Community-Based Organizations

Vaccine confidence is built on trust; trust in the science, trust in the medical professional, and trust in the process. But above all, trust in the messenger!

Since the beginning of the COVID-19 pandemic, there has been no shortage of sources for vaccine information. For the average person it can be very difficult to know where to seek reliable information. In a sea of conflicting messages, we tend to turn to the people we know: members of our personal and

online community. Vaccinate Your Family understands the value of the trusted messenger. That's why we continue to work with our partners at Community-Based Organizations who know the most effective way to reach their communities.



The federal government spent nearly \$5 trillion on programs to help people & businesses survive COVID.



\$4.8
TRILLION

\$120 BILLION

for public health measures

\$500 MILLION

reserved for community efforts

“ Though grassroots organization were invaluable in closing vaccine gaps in communities of color, barriers to compensation may threaten participation in future programming and pose risks for public health initiatives.

— Amy Pisani, CEO

EMPOWERING CBOS IS THE KEY TO

Reigniting a Culture of Vaccination

Vaccinate Your Family and Día de la Mujer Latina (DML)'s joint September 2022 report outlines the failure of federal grants (other than the CDC funds) to support CBOs during COVID-19. According to the report, “Supporting Community-based Organizations to Reignite a Culture of Immunization,” the federal grant applications often excluded CBOs due to unrealistic restrictions around response time, project length, and conditions of funding. This led to much larger institutions receiving most of the funding. VYF strongly advocates for policies that will ensure that more federal funding is made available to community level organizations, where it will have the most impact.



IMMUNITY CHICAGO

Supporting the Community at the Hyper-local Level

Vaccinate Your Family stayed true to its “Community First” approach by investing in a microgrant program in Chicago’s Pilsen neighborhood. The Pilsen Project empowered CBOs to use their intimate knowledge of the community to promote vaccine access and uptake in a manner most befitting their clients. The

CBOs received microgrants of about \$2,000 each to bring vaccine information and/or vaccination services to families in the Pilsen community. Collectively, The Pilsen Project reached over 1,400 community members with a wide range of distinct events that drew upon the partner organization’s unique knowledge of the community.

The Mural Movement created educational materials that included a custom “I Got Vaccinated” sticker and reached over 150 community members.



Photo at left by Adam Jones, Ph.D.





The Vaccination Collaborative Kickoff Summit was held in May with

511

Attendees representing

239

organizations.

Featured speaker Dr. Jose Romero, Director of National Center for Immunization & Respiratory Diseases, presented on the proposed Vaccines for Adults Program

A SEAT AT THE TABLE FOR EVERYONE

The Vaccination Collaborative

The Vaccination Collaborative is a program spearheaded by VYF that is based on the belief that we must collaborate with stakeholders at both the national and community level to reignite a culture of immunization. The collaboration includes a coalition of over 200 organizations and individuals dedicated to increasing vaccination throughout the lifespan. Members include a wide range of CBOs, professional associations, public health departments, federal agencies, industry partners, and individuals—many of whom became involved in advocating for immunization during the COVID-19 pandemic and wanted to continue to do this important work. The Vaccination Collaborative meets monthly and shares resources and discussions through its members-only listserv. The Vaccination Collaborative will include a microgrant program to support innovative community-based interventions aimed at promoting vaccination and guiding individuals to immunization services.



A ROADMAP FOR SUCCESS IN

Vaccine Access and Education

VYF believes in the power of partnerships. Our partners provide us with pathways to reach at-risk groups and communities.

For over 30 years, VYF has consistently sought out new partners to help increase vaccine confidence into high-need communities. Our partnership with the National Council of Negro Women (NCNW) has led to the creation of the Good Health WINS (GHW) program, which has nurtured thousands of trusted messengers that are empowered to share their learnings within the communities where they reside. Creating training materials and

custom training curriculum that are culturally and linguistically competent has allowed VYF to reach into Latino communities and provide them with science-based vaccination information and access to services. Our success in developing culturally competent materials is made possible through our partnership with Día de la Mujer Latina (DML).





VYF AND WIC

13,691

Number of Health Lessons Completed by Promotores/Community Health Workers

7 million

estimated women & children impacted by our WIC partnership

852

WIC staff attended VYF's annual immunization webinar

WIC PARTNERSHIP

Making a Difference and Saving Lives, One Child at a Time



For 23 years, VYF and USDA have partnered on the development of numerous programs and educational materials for Women, Infants, and Children (WIC) program staff, several of which were funded through CDC cooperative agreements with VYF. Working together with the USDA, VYF has actively supported the linkages and data usage between WIC and immunization information systems (IIS). Additionally, through this partnership and working with the National WIC Association (NWA), VYF has continuously promoted the importance of timely vaccinations for the 7 million low-income pregnant people, mothers and young children participating in WIC annually. VYF's Immunization curriculum on WICHealth.org helps inform WIC participants and our annual webinars support increased WIC staff knowledge about vaccine recommendations and referrals.

THE POWER OF PARTNERSHIP

Good Health WINs

VYF, in partnership with NCNW and Trust for America's Health, created Good Health WINs (Women's Immunization Networks), and now reaches over four million Black Americans with science-based information on vaccines and tools to encourage immunization in their

communities. As a result of this CDC-funded program and others like it, the gap between Black and White COVID-19 vaccination rates has narrowed dramatically. This partnership will continue to include all adult vaccine-preventable diseases.



12,000

people vaccinated through the GHWs partnership

750,000

people received science-based information about COVID & Flu vaccines

2 million+

women and men were educated and inspired by our partnership with NCNW



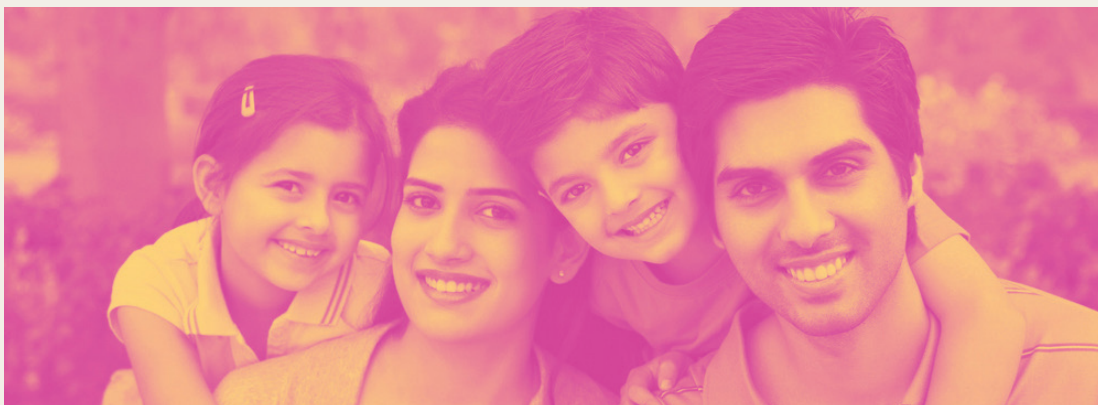


VYF's fotonovela is viewable right from a phone or tablet screen.

PROVIDING CULTURALLY COMPETENT RESOURCES

Partnering with Día de la Mujer Latina

VYF partners with Día de la Mujer Latina—a community-based organization focused on promoting healthy behaviors within the Latino community—to provide Spanish translations for our social media posts and website resources. Making sure that educational resources about vaccines are translated in a culturally competent manner helps to ensure that the materials will be well-received in the communities where they are needed the most. Vaccinate Your Family and Día de la Mujer Latina also partnered to create fotonovelas that answer common questions and concerns about vaccines during pregnancy.



VACCINE EDUCATION

The First Step Toward a Community of Trust

For over 30 years, VYF has operated under the philosophy that individuals ought to have the right to make their own decisions about vaccinations.

In order for that proposition to work, everyone must have access to science-based information about vaccines as well as equal access to the vaccines themselves. That is why comprehensive vaccine education is central to the goal of creating healthy communities, no matter where those communities may exist or what their socioeconomic status may be. VYF strives to

make vaccination a question of choice and not one of circumstance. Working hand-in-hand with our partners who live and operate within their respective communities is the most effective and efficient way to make that happen.



200+

Promotores & Community Health Workers (P/CHWs) in Texas completed a comprehensive online training about vaccines in Spring 2022, the first of its kind in the U.S.

“ I am now very prepared to explain to people about the importance of being vaccinated, how vaccines are created, how they work in our body and the benefits we get when we are vaccinated.

— Community Health Worker,
Katy, Texas

In the two months following the course, participants reported talking to

4,000+ people about vaccines & connecting

2,000+ people about available vaccination services in their area.

“ The training gave more insight into how I can play a more effective role as community health worker. Education is important but not enough to encourage people to get vaccinated. Listening is a great communication tool that allows for greater understanding and access to people reluctant to get vaccinated.

— Community Health Worker,
South Houston, Texas

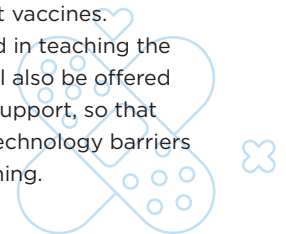
EDUCATING FRONTLINE SUPPORTERS

Creating a Dream Team of Vaccination Educators

In order to address issues related to vaccine confidence, misinformation, and access among underserved adults and marginalized communities, Vaccinate Your Family and Día de la Mujer Latina are partnering to train Promotores and Community Health Workers (P/CHWs) in the U.S. and Puerto Rico as vaccination community navigators (VCN).

The VCN program is a self-paced, online certification course that was successfully piloted in Texas during the pandemic and was funded by the CDC for national expansion. In addition to the 4-part core curriculum, the national launch of the VCN program will include virtual community of practice meetings and a free, online community where P/CHWs interested in increasing vaccination uptake in their communities can connect, share resources, and ask questions about vaccines.

Organizations interested in teaching the curriculum in person will also be offered technical and financial support, so that P/CHWs experiencing technology barriers can also access the training.



GIVING ADVOCATES THE TOOLS TO

Make an Impact on Vaccine Confidence

Vaccine advocates who have been personally impacted by a vaccine-preventable disease are passionate and motivated, but often lack the knowledge, skills, and network connections needed to increase disease awareness and effectively advocate for protective measures to prevent vaccine-preventable diseases.

Storytelling is a proven strategy to encourage healthy behaviors.

Thousands of people have suffered serious outcomes from vaccine-preventable diseases over the last decade, especially during the COVID-19 pandemic. Most of these stories go unheard, even though they have the power to change hearts and minds. Vaccinate Your

Family is uniquely positioned to showcase stories of people who have been personally impacted by vaccine-preventable diseases, whether through survivorship or loss of loved ones. Elevating these stories through various platforms and initiatives is an invaluable opportunity to raise awareness about the importance of routine vaccination.



1.3 million

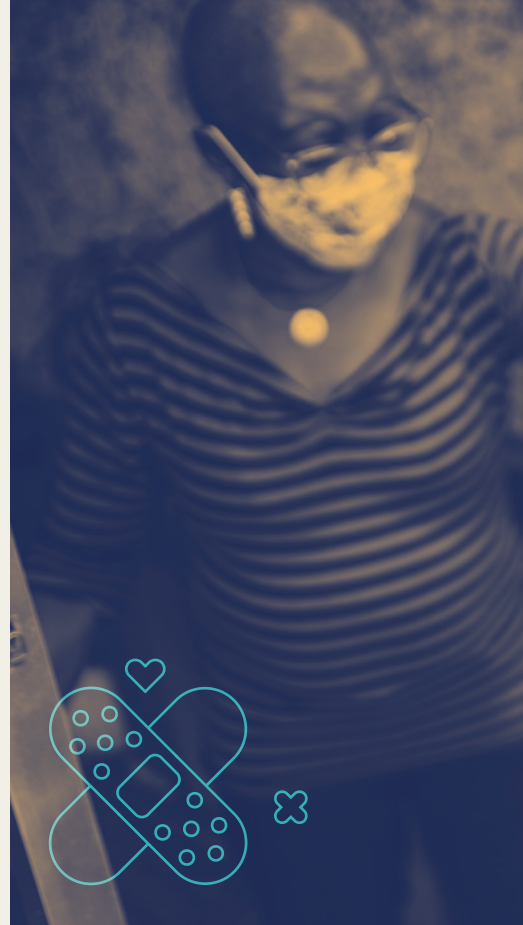
impressions of TV and radio PSAs by advocates during a December 2022 satellite media tour.

145 million

visits to publication websites with op-eds by advocates during the 2021-2022 flu season.

13,897

page views of advocates' personal stories on the VYF website.





Vaccinate Your Family (VYF) realizes the importance of storytelling and trusted messengers in raising awareness about vaccine-preventable diseases, addressing misinformation, and bolstering vaccine confidence.

The SQUAD™ (Squaring Up Against Disease) Program empowers advocates who have been personally impacted by a vaccine-preventable disease to share their stories, educate the public, and help reignite a culture of immunization at national, regional, and local levels.



“ MY ADVOCATE RELATIONSHIP WITH VYF HAS BEEN INCREDIBLY MEANINGFUL, PROVIDING BOTH EMOTIONAL SUPPORT AS WELL AS A CONCRETE WAY TO USE OUR STORY AND MY SCIENTIFIC TRAINING TO MAKE A DIFFERENCE. ESPECIALLY IMPACTFUL ELEMENTS OF VYF ADVOCACY FOR ME IN THE LAST YEAR HAVE INCLUDED THE CHANCE TO WRITE A WIDELY CIRCULATED OP-ED WITH VYF ADVOCACY AND EDUCATION DIRECTOR SERESE MAROTTA AND TO SHARE JJ'S STORY AT A NATIONAL VACCINE EQUITY CONFERENCE.

– Maurine Neiman, SQUAD™ advocate



SUPPORTING TRANSFORMATION

Saving Lives is Our Policy

The choice of whether to vaccinate has come under intense scrutiny in recent years, making the topic of vaccination policy a matter of great debate. VYF supports science-based information and education that allows everyone to make an informed choice.

Vaccinations are a modern medical miracle, but they only work if people get vaccinated. Our founders understood that simple premise over 30 years ago, which is why they worked so tirelessly to support strong vaccination policy. The recent COVID pandemic has reminded

us once again that good policy comes from well-informed policymakers. VYF works at the state and federal level to ensure that US legislators have access to the most up-to-date science and best practices regarding vaccination efficacy and availability.



38+

Vaccine-related
topic areas
available on
the portal.

385+

portal members
and 1330 visits to
the portal site.

25%

conversion rate
from Call To
Action policy
emails in 2022.

MAKING POLICY

Educating Policymakers and Conveying Accurate Information to the Public

Partners rely on VYF for current information to utilize when communicating with policymakers.

Vaccinate Your Family launched our Partner Portal to arm our partners with up-to-date, science-based vaccine information, legal arguments, and

policies. Currently, VYF's Partner Portal membership includes 385 individuals representing immunization coalitions, national and state medical professional societies, and other vaccine advocates. Resources from the Portal are used by partners to support pro-vaccination policies and defeat

legislation that will affect access to vaccinations for all.



VYF STATE OF THE IMMUNION REPORT

Identifying Gaps in the Vaccination Safety Net



Every year, Vaccinate Your Family writes and distributes a *State of the ImmUnion* report to help examine the strength of our country's defenses against vaccine-preventable diseases, and what we can do as public health advocates and policymakers to make our country stronger and more resilient in the face of emerging health threats.

The 2022 report focused on three key pillars that policymakers can support:

- Rebuilding our immunization infrastructure.
- Ensuring access to all recommended vaccinations.
- Re-establishing a culture of immunization.



A COPY OF THE VYF STATE OF THE IMMUNION REPORT WAS DELIVERED TO EVERY CONGRESSIONAL OFFICE IN THE HOUSE AND SENATE.

APPRECIATION

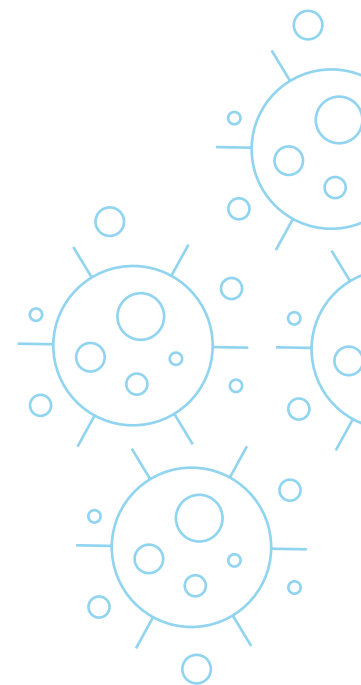
Thank You for Your Support

Our mission to protect people of all age from vaccine-preventable diseases is sustained by your generosity. We are intensely grateful.

Ansari	Luis Chalmeta
Mary Quentin Barnes	John Crotty
Gayla Ber	Holly Czoka
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Ron Bieber	Matt Dragon
Guthrie Birkhead	Erika Dycus
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Joe Zube



Meet our Team Members



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