

20 ANNUAL 19 REPORT

Association of Immunization Managers





Executive Letter

What a year!

AIM celebrated our 20th anniversary in 2019. 20 years! AIM has come so far. Each year, AIM has evolved, becoming more strategic, diversifying funding, and growing its staff—all to fulfill our mission: supporting immunization program managers.

This year, I felt AIM's growth profoundly. AIM made strides in strengthening and building new partnerships to expand the reach of our collective voice, progress in refining our infrastructure by restructuring our staff and solidifying several operating policies, and more. The fact that we had fun along the way goes without saying.

Program managers, thank you for another year of dedicated work toward saving lives. Thank you for your boundless energy, your resilience in continuing to do this difficult job, and the care you show towards fellow members. AIM will continue to find creative, responsive ways to support you in this new decade and beyond.



Claire Hannan

Claire Hannan, MPH
Executive Director

Celebrating 20 Years

Since being founded in 1999, AIM has expanded member services and activities each year. Read about a few of our milestones over the years in these reflections from AIM Executive Director Claire Hannan.

The Circle of Chairs

The first AIM meeting took place in 1999. Laurel Wood—the then-program manager in Alaska—created a flyer inviting program managers who were interested in forming a group to meet after the conclusion of the first day of a CDC program manager meeting. She arranged chairs in a circle to encourage program managers who attended to participate in the discussion. At 5:00 pm she sat alone, surrounded by her circle of empty chairs. She thought, “oh well, it was a good idea.” But true to form, several program managers came through the door. They sat in a circle and talked about what it would like to be able to share strategies and lessons learned with each other regularly. They shared stories, laughs, advice, and support, and AIM was born. Laurel and others kept organizing meetings and our circle of chairs continued to grow larger as more program managers became involved.

The Logo Contest

As AIM grew during its first few years as an organization, AIM leadership realized that the original building blocks logo didn't represent healthy people of all ages. A contest was held for the design of a new logo. The prize was a \$50 gift card. More than 15 designs were submitted from regionally diverse AIM members. The members voted and a new logo designed by a program staffer in Alaska was born.



**Click to watch
AIM's 20th anniversary
celebration video**

The Natalie J. Smith, MD Award



Winning the Natalie J. Smith, MD Award is one of the highest honors that an immunization program manager can achieve. Named for early AIM Executive Committee Chair-Elect Natalie Smith, the prestigious award recognizes excellence in program management. Natalie Smith was a program manager in California and a founding member of AIM who was committed to making a difference in her work. After being named Deputy Director of the National Immunization Program at CDC, Natalie moved to Atlanta. Sadly, she became ill and was diagnosed with cancer in June 2003 and passed away that August. Her legacy will live on through the AIM award named in her honor. The first Natalie J. Smith, MD Award was presented to Lorraine Duncan (PA) in 2004 and there have been 14 award winners since.

The First Business Reception

The 2005 business reception was AIM's first official social event, providing an opportunity for AIM members to meet with participating vaccine manufacturers and vendors in a small group setting. Through a round table set-up, the gathering allowed for candid discussion and valuable insight into products and pipeline. The event also raised much-needed funding for AIM. The best part was unplanned: AIM members got a rare opportunity to bond with a few of their colleagues.

Through these meetings, vaccine manufacturers and other vendors get to hear directly from immunization program leaders and learn the value of listening to those in the field. Most importantly, business receptions provide AIM members with the opportunity to share their perspective with key business decision-makers.



2019 By the Numbers

6

Regional meetings

19

Webinars hosted

2

**New program manager
orientations**

205

**Leadership in Action
Conference registrants**

10

**Calls with Pacific Islands
region program managers**

11

Awards presented

4

New AIM staff positions

Leadership Development

Leadership in Action in the Big Easy

AIM held its Leadership in Action Conference December 10-12, 2019 in New Orleans, LA at the Royal Sonesta in the French Quarter. AIM members, immunization program staff, partners, corporate alliance members, and AIM alumni from around the country gathered for networking, leadership enhancing breakout sessions, and resilience-focused plenaries.



AIM also celebrated its 20th anniversary with a celebration dinner, followed by an unforgettable second line parade through the French Quarter. After the closing, AIM hosted a post-conference communications training with experts from Spitfire Strategies, during which participants learned about message development and storytelling to support vaccine confidence.



Click to view the
2019 conference
program



Leadership Development

2019 AIM Award Winners

Natalie J. Smith, MD Award

Christine Finley (VT)

AIM Rising Star Award

Tom McCleaf (PA)

AIM Leading Through Adversity Award

Elizabeth Rausch-Phung (NY)

Michele Roberts (WA)

Jane Zucker (NYC)

AIM Partnership Award

Laurel Wood,
Immunization Action
Coalition

AIM Impact Award

Molly Howell (ND)

AIM Bull's Eye Award

Colorado Program
New Jersey Program
North Dakota Program
Wisconsin Program



[Click to view the 2019 Bull's Eye Award winners' presentations](#)



Information Sharing

Regional Meetings

AIM works with programs to organize meetings in. The meetings offer the opportunity for programs to build connections with neighboring states and discuss and share knowledge of In 2019, AIM helped members host meetings in six of the ten regions: Frontier, Great Lakes, Mid-Atlantic, West, Southwest, and Pacific Islands. Meetings also offer AIM leadership the opportunity to hear about region-specific issues on a deeper level to inform advocacy efforts.



*Pacific Islands regional meeting,
November 2019*



Southwest regional meeting, June 2019



Great Lakes regional meeting, May 2019

Help a Member Out!

Several times a month, AIM helps members gather information from members in other states, cities, and territories, such as examples of testimony or policies, tracking and management tools, or trends among vaccine hesitant groups. This year AIM facilitated 36 information requests.

Top Information Request Topics

- Social media and vaccine hesitancy
- School data
- Vaccine exemptions

Collaborations

Implementation of School-Entry Policies for HPV Vaccination | University of Puerto Rico

AIM is a co-investigator with the University of Puerto Rico's Cancer Center on a research project that aims to describe the implementation process of Puerto Rico's HPV school entry policy. For the study, we're surveying immunization program managers from all 50 states, the District of Columbia, and 8 territories. Findings from this effort can help states or territories that are considering adopting HPV vaccination policies to better understand the implementation process.

AIM IMPAC Project Pilot | The Vaccine Advisor, LLC

The AIM IMPAC Project was developed in collaboration with Dr. Kelly Moore of The Vaccine Advisor, LLC to offer extended onboarding for new program managers. During the pilot, AIM worked with Dr. Moore to provide former Mississippi Immunization Program Director Becky Shipp with personalized leadership mentoring. After participating, Becky said of the program: "the pre-visit call, site visit, and follow-up calls were instrumental in assisting me to provide effective leadership to a large and diverse group of individuals within our program."

Improving HPV Vaccination Coverage Among Adolescent Patients: A Randomized Controlled Trial of AFIX and Remote Physician-to-Physician Engagement Strategies | University of North Carolina

AIM joined researchers from the University of North Carolina's Gillings School of Global Public Health as co-investigator on a cooperative agreement with CDC. Three immunization programs are piloting the effectiveness of AFIX/IQIP and physician-to-physician engagement. AIM assists the study team with communication and problem solving and will provide feedback for the cost analysis and translation plan and help to disseminate study findings.

Collaborations

Vaccine Summit | National Governors Association

AIM strengthened its partnership with the National Governors Association by supporting the organization's planning for its "Addressing the Spread of Vaccine-Preventable Diseases" Summit in December. NGA hosted 22 teams of immunization program staff for the summit in Washington, DC.

Leadership Meeting | AIRA and CDC/POB/IISB

In early September, leadership from AIM, AIRA, and CDC met in Chicago to discuss ways to strengthen collaboration and coordination across organizations. The meeting was focused on driving all organizations toward the goal of a shared vision and collaborative activities. The group discussed action steps to make stronger collaboration a reality.

Childhood Immunization Champion Award | CDC National Center for Immunization and Respiratory Diseases

AIM joined CDC in giving the CDC Childhood Immunization Champion Award to recognize individuals who making a significant contribution toward improving public health through their work in childhood immunization. Champions were honored during National Infant Immunization Week (NIIW), April 27-May 4, 2019. To help programs promote their champion and their work, AIM developed a promotional toolkit with templates for press releases, media advisories, social media posts, and email messages.

Building Bridges

AIM Executive Director Claire Hannan represents AIM on several boards, committees, and workgroups. In 2019, she spent time building connections on AIM's behalf in the following positions:

- Chair, Association of State and Territorial Health Officials Affiliate Committee
- Member, Maryland Partnership for Prevention Executive Board
- Member, Association Immunization Registry Association Steering Committee
- Member, UNITY Consortium Executive Board
- Member, Vaccinate Your Family Executive Board
- Member, National Adult and Influenza Immunization Summit Steering Committee

Collective Voice



Congressional Education Day

AIM hosted its first Congressional Education Day in December, following the NGA's "Addressing the Spread of Vaccine-Preventable Diseases" Summit. Members and AIM staff traveled to the U.S. Capitol to meet with Congressional staffers from members' respective states and educate them about the current state of immunization funding and vaccination trends in their states.

National Vaccine Advisory Committee Representation

AIM liaison to the National Vaccine Advisory Committee (NVAC) Kris Ehresmann (MN) attended the organization's two meetings in DC in 2019 and gave a presentation on combating misinformation in the Minnesota Somali community.

2020 National Vaccine Plan Comments

The U.S. Department of Health and Human Services requested input from stakeholders on the development of a 2020 National Vaccine Plan. AIM submitted comments that recommended addressing vaccine hesitancy as well as monitoring and countering anti-vaccine movements, modernizing and strengthening IIS to optimize the use of information, and simplifying and improving billing and reimbursement.

Collective Voice

Healthy People 2030 Comments

AIM submitted comments on the proposed Healthy People 2030 objectives and recommended that many of the Healthy People 2020 objectives be maintained, including the series complete objective for infants. AIM also recommended alignment of the objectives with HEDIS measures and data sources, as well as strengthening of the adult measures.



New Toolkits and Articles

AIM released 3 resource guide chapters, published a manuscript, and released results of three roundtable discussions and surveys.

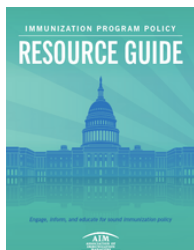


Adolescent Immunization Resource Guide, Chapters 7 and 8

Chapter 7 of the guide covers utilizing immunization information systems to increase adolescent vaccination, and chapter 8 covers the role pharmacies play in increasing adolescent immunization access.

Human Vaccines & Immunotherapeutics: Improving childhood vaccination coverage rates: the case of fourth dose of DTaP

Seven state and local immunization program managers were convened to discuss how immunization programs could enhance efforts to promote adolescent immunization, with an emphasis on late adolescents (16-18 years old). This article explores the strategies that were discussed.



Immunization Program Policy Resource Guide, Chapter 1: Advocacy Rules and the Legislative Process

This guide provides insight into how immunization program managers can engage in the policy process. Chapter one covers the basics, including how to distinguish between education, advocacy, and lobbying and an overview of the relevant rules and regulations to ensure appropriate engagement.

Program Observations: Adolescent Immunization and Childhood Influenza Vaccination

AIM published two observation documents that outline the results of two roundtable discussions on the challenges of promoting childhood flu vaccination and strategies for improving uptake and opportunities and challenges in promoting adolescent vaccination, respectively.

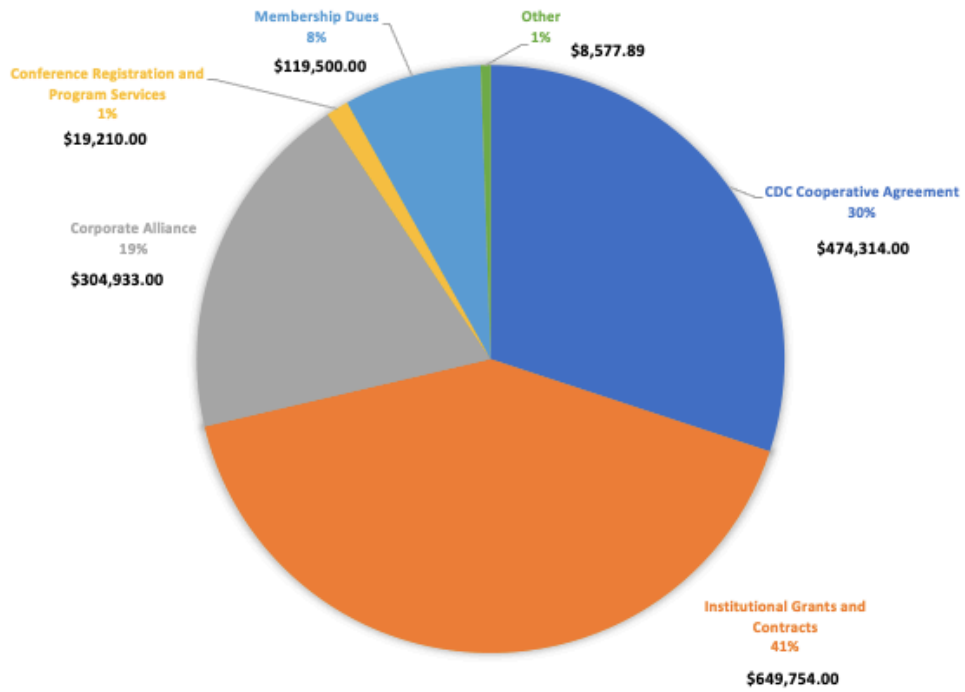


Click to view  AIM publications

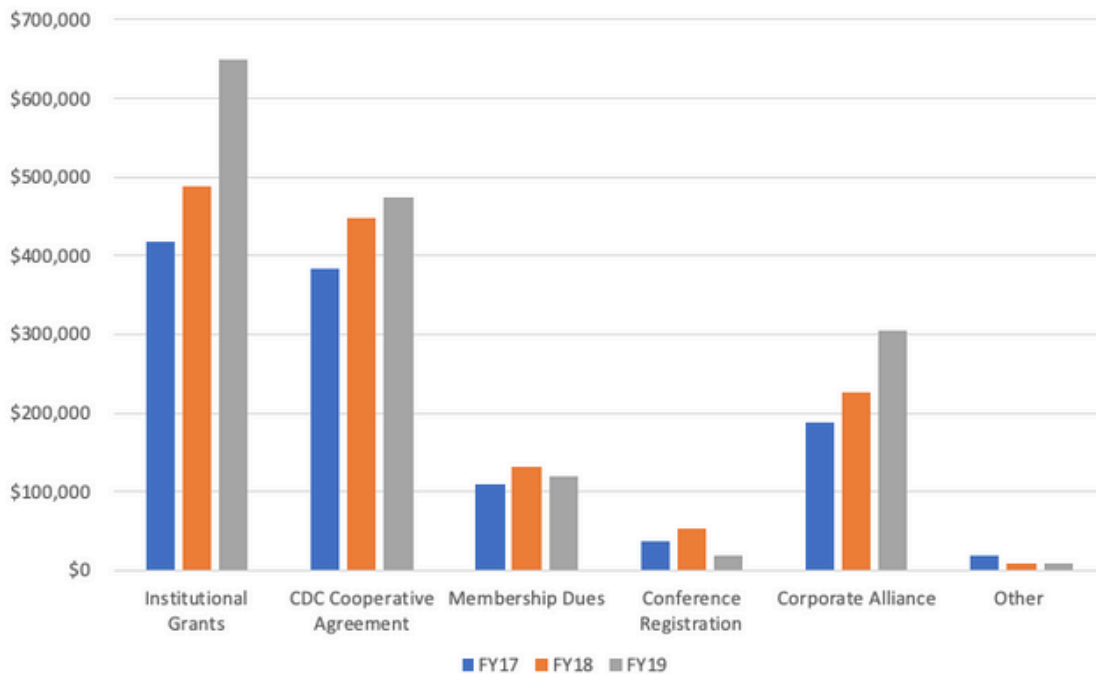
Financial Report

Total Revenue:
\$1,576,288.99

AIM FY 2019 REVENUE BY SOURCE



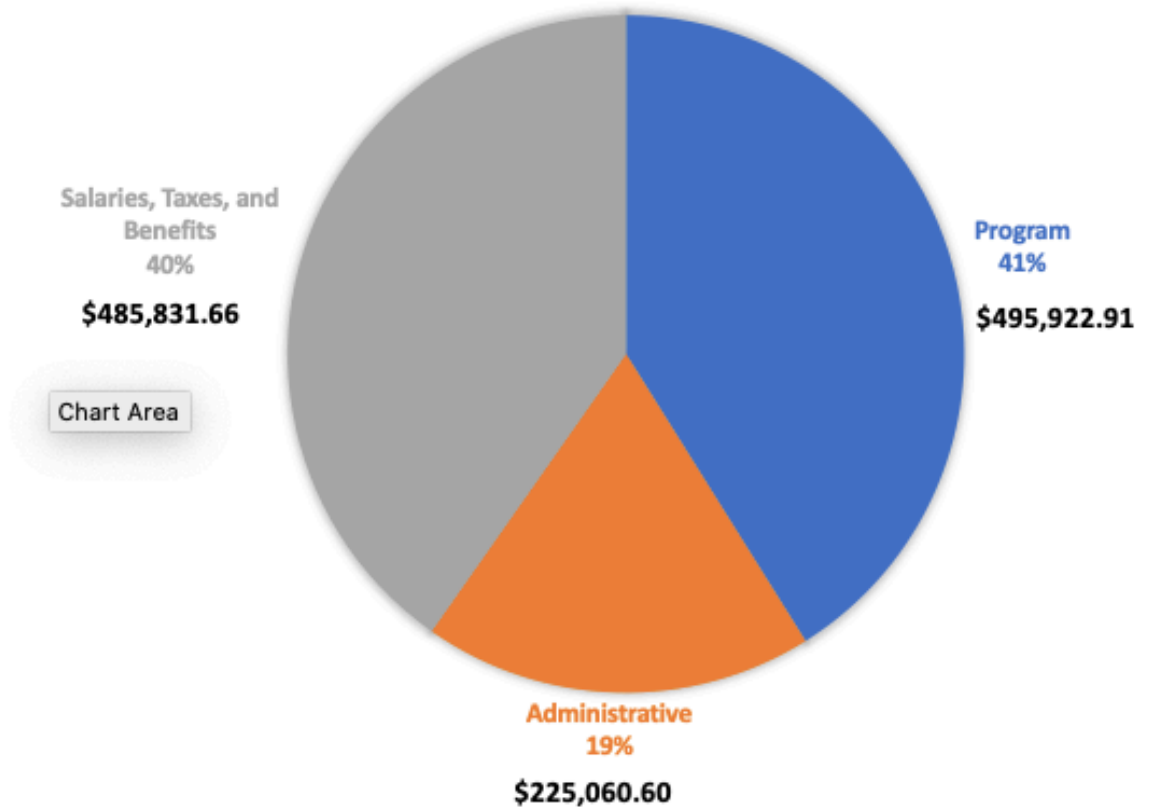
AIM Revenue Sources



Financial Report

Total Expenditures:
\$1,206,815.17

AIM FY 2019 EXPENDITURES



2019 Executive Committee

Officers



Chair

Dave McCormick (IN)



Chair-Elect

Michele Roberts (WA)



Past Chair

Ron Balajadia (HI)



Secretary-Treasurer

Lynn Trefen (CO)

Members

Annette Aguon (Guam)

Aaron Dunn (OR)

Stacy Hall (LA)

Molly Howell (ND)

Kathy Kudish (CT)

Sarah Royce (CA)

Stephanie Schauer (WI)

Bob Swanson (MI)

Stephen White (SC)

Pejman Talebian (MA)

Corporate Alliance

Platinum Members



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Bronze Members

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