

What We're Learning from Immunization Program Managers and Coalition Representatives: Survey Results

In August 2024, AIM surveyed immunization program managers and immunization coalition representatives.

43

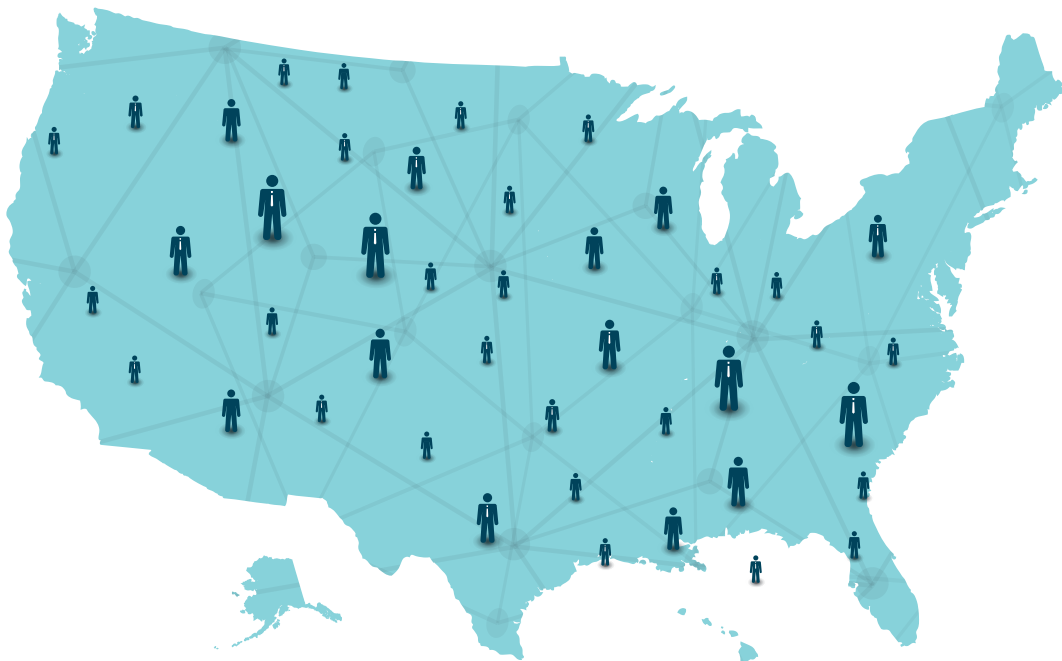
total responses were
included in the analysis

25

from immunization
program managers

18

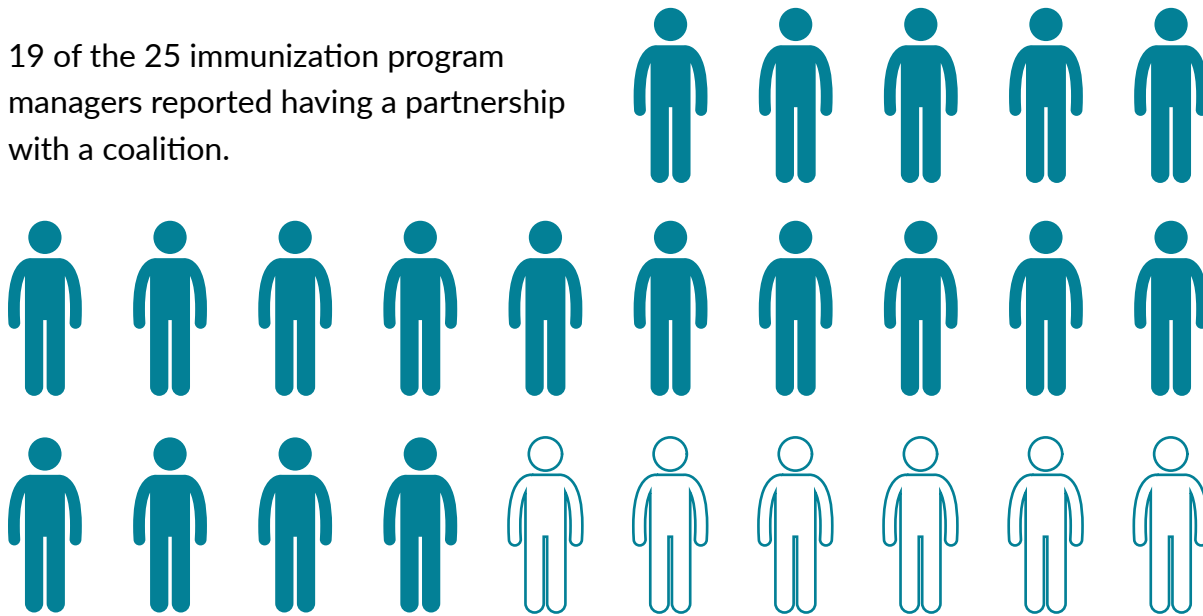
from coalition
representatives



This Immunization Coalition Toolkit was supported by the Centers for Disease Control and Prevention (CDC) as part of a financial assistance award totaling \$2,067,500.00 with 100% percent funded by CDC. The contents of this Immunization Coalition Toolkit reflect the views of the author(s) and do not necessarily represent the official views of, nor an endorsement, by CDC, or the U.S. Government.

I. Coalition Structure

19 of the 25 immunization program managers reported having a partnership with a coalition.

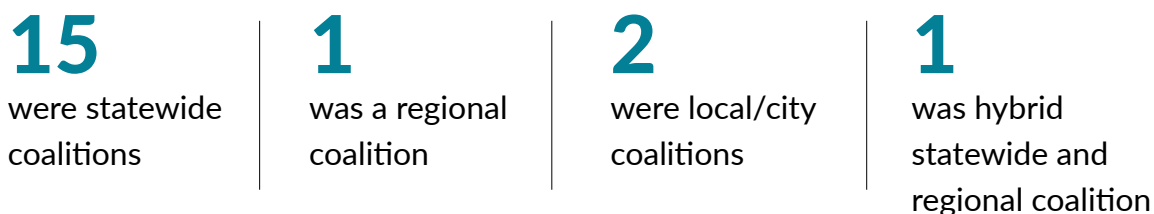


National, State, Regional, or Local

Of the 19 immunization programs that reported having partnerships with coalitions:



Of the 18 coalitions that responded to the survey:



9 out of 19 immunization programs with coalition partners have a **Memorandum of Understanding, Agreement, or Contract** between the coalition and the department of health/jurisdiction.



Why there's NO partnership

Of the seven programs that do not have a partnership

Two said it was because there are no coalitions in their jurisdiction

Two said there are coalitions, but they are not involved due to constraints on their time

One said they are in the process of starting

One said because they are new



Coalition Organizational Status

9

were a 501 (c)(3)

7

were part of another organization's 501 (c)(3)

0

were a 501(c)(4) or part of one

3

were described as other

Coalition Organizational Structure

14

of the 18 have paid staff

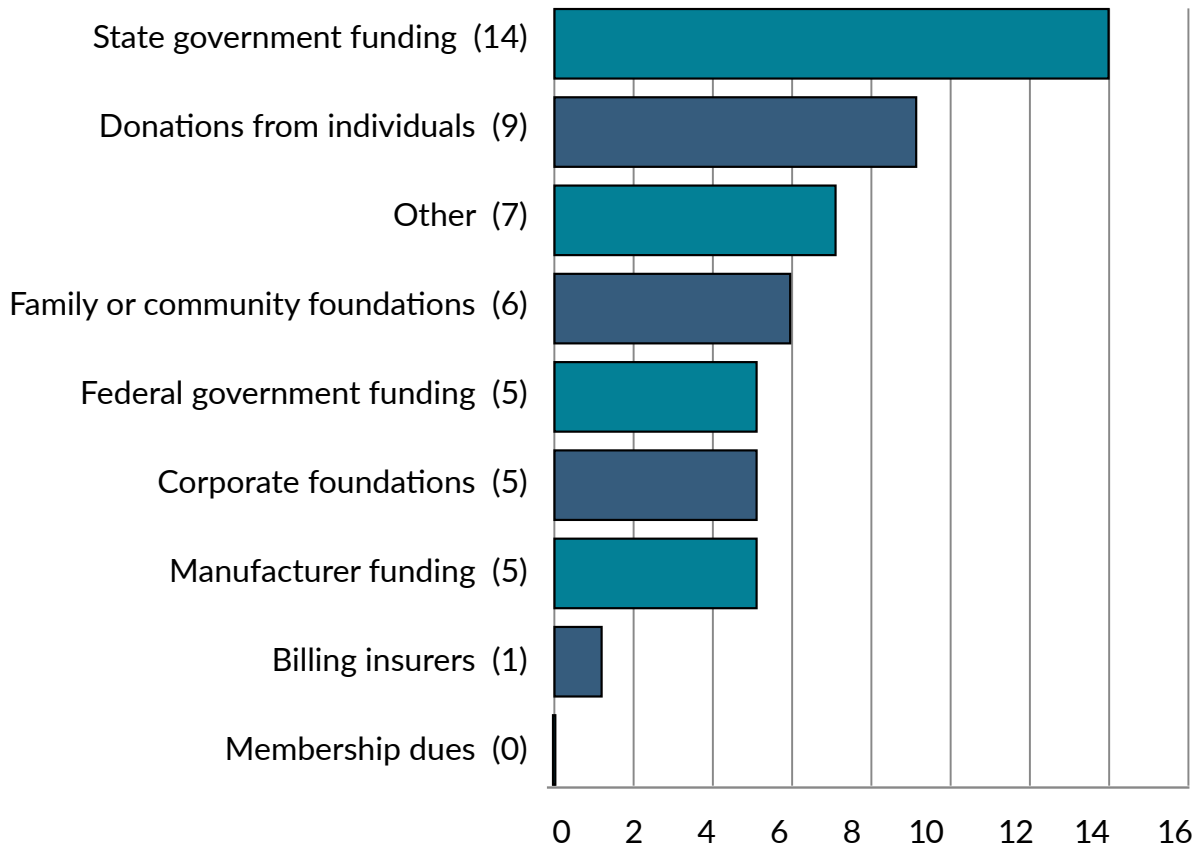
7

of the 18 have volunteer staff

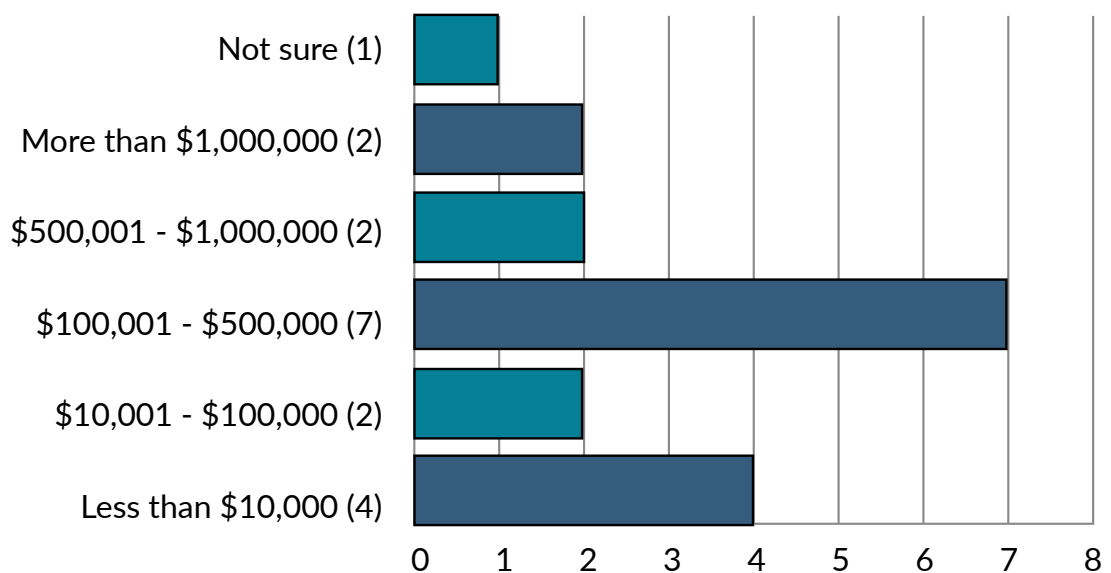


Coalition funding

Where does funding for your coalition come from? (n = 18)



What is your coalition's annual operating budget? (n = 18)



II. Coalition Relationships

Immunization managers and coalition representatives rated their relationship from 1 being weak to 5 being strong.

Immunization managers (n=15)

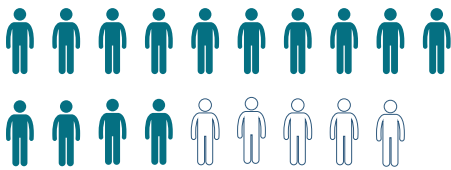
None 1 or 2 ratings	1 3-rating	3 4-rating	11 5-rating
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Coalition representatives (n=17)

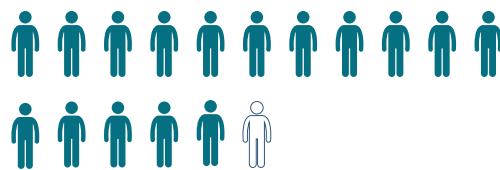
None 1 or 2 ratings	2 3-rating	5 4-rating	10 5-rating
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Effectiveness:



14 (out of 19) program managers said participating in the coalition helps them meet their goals and objectives.



16 (out of 17) coalition representatives think having the immunization program participating in the coalition helps the coalition meet their goals and objectives.

III. Program/Coalition Support

Top five things immunization programs say they contribute to the coalitions they work with

- ✓ Participate in coalition meetings or activities, or in 1 or more coalition sub-committees (example: adult immunization sub-committee)
 - ✓ Provide funding
 - ✓ Present/provide immunization program updates at coalition meetings on a regular basis
 - ✓ Provide introductions or share relationships with community stakeholders
 - ✓ Provide advice, expertise, or guidance to inform coalition activities
-

Top 5 things immunization programs say the coalitions contribute to their work

- ✓ Recruiting and supporting vaccine champions, advocates, or ambassadors
 - ✓ Providing immunization education and training to professional staff
 - ✓ Hosting coalition meetings
 - ✓ Keeping coalition members informed through newsletters, webinars, etc.
 - ✓ Community engagement
-

Top 5 ways coalitions say they support immunization programs

- ✓ Share immunization information through networks
- ✓ Disseminate immunization program materials in the community
- ✓ Participate in planning and/or implementing immunization program events
- ✓ Provide introductions or share relationship with community stakeholders
- ✓ Present coalition updates at immunization program meetings on a regular basis

Top coalition accomplishments reported by immunization programs	Top coalition accomplishments reported by coalition representatives
<ul style="list-style-type: none"> ✓ Increasing the number of vaccine champions, advocates, or ambassadors ✓ Educating community members about the importance of vaccines ✓ Positively influencing attitudes about vaccinating 	<ul style="list-style-type: none"> ✓ Educating community members about the importance of vaccinating ✓ Positively influencing attitudes about vaccinating ✓ Increasing the number of vaccine champions, advocates, or ambassadors ✓ Addressing mis and disinformation effectively

Primary Coalition Activities:

- ✓ Providing education and training to professional staff
- ✓ Conducting community outreach and educational initiatives
- ✓ Recruiting and supporting vaccine champions, advocates, or ambassadors
- ✓ Advocating for sound immunization policy



IV. Coalition Challenges

Coalitions report top challenges:



Not enough funding to support desired activities



Strong mis and disinformation about vaccines in jurisdiction



Strong anti-vaccination activities/sentiments in jurisdiction

Immunization program managers report top challenges:



Not enough funding to support desired activities



Lack of commitment/engagement from coalition members



Coalition lacks structure, goals, strategic plan

V. Resources

For more information about starting and sustaining coalitions, funding guidance, and relationship building tips, see the other components of the [AIM Immunization Coalition Toolkit](#). Below are other useful coalition building resources.

- Immunize.org coordinates the [National Network of Immunization Coalitions \(NNIC\)](#), providing coalitions with a forum to communicate with and learn from each other during quarterly webinar calls, [resource sharing](#), and private discussion groups, as well as through receipt of the [Network News](#) email announcement service broadcasting information of interest to coalitions.
- The Society for Public Health Education (SOPHE) has curated a vast collection of [coalition related tools](#) for planning, start-up, coalition building, assessment and evaluation, and sustainability.
- The Community Tool Box has units on [Creating and Maintaining Coalitions and Partnerships](#) with links to additional resources for every step of the process, examples, and information on [Maintaining Coalitions](#).