



Alaska Immunization Coalition

Plan Document Review Work Group

Meeting Agenda

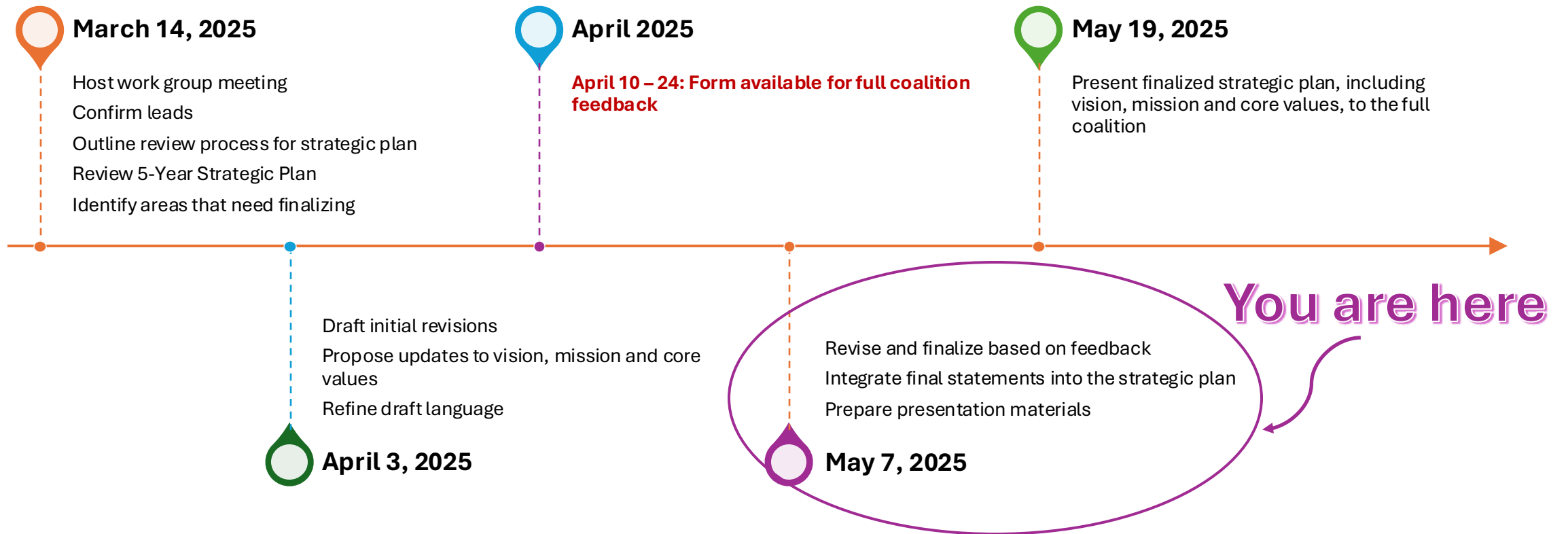
May 7, 2025

3:30 to 4:30 p.m.

Agenda Items

1. Review Timeline
2. Review March 14, 2025 Meeting Notes
3. Review Feedback Form Responses
4. Next Steps

Plan Doc Review Work Group Timeline





Alaska Immunization Coalition
Plan Document Review Work Group

Meeting Notes

March 14, 2025

11 a.m. to 12 p.m.

Attendance

Participant	Role/Organization	Present
Dr. Shanda Lohse	Eastern Aleutian Tribes	X
Sarah Aho	State of Alaska Immunization Program	X
Shelly Foint-Anderson	State of Alaska, DOH, DPH, Public Health Nursing-Fairbanks Public health Center	X
Kerry Ann Wilson	ANTHC	X
Faith Walsh	IHS-Norton Sound Health Corp.	
Kyla Newland	Mountain Pacific	
David Montgomery	State of Alaska DOH	X
Julie Bunch	Kenai Public Health Center	X
Kate Flynn	American Cancer Society	X
Isabella Vaz	Facilitator and Project Manager (DDA)	X
Denali Daniels	Contract Manager (DDA)	X
Jack Darling	Project Support (DDA)	X

Meeting Notes

Group Spokespeople Discussion

- **Kerry Anne volunteered as the spokesperson for this work group for the upcoming coalition meetings on April 10 and May 19**
- The role of spokesperson is to provide a summary of what the work group has done and present the group's recommendations to the full coalition

Decision Making Framework

- This work group serves in an advisory capacity to make recommendations to the full coalition on the 5-Year Strategic Plan Document.
- This group's focus area at this point is making recommendations on the coalition's Vision and Mission, and Core Value Statements
- The group is responsible for refining and selecting vision statement options to propose to the full coalition for feedback.

- Coalition members will provide feedback through an online form before finalizing the statements.
- A decision will be made at the May 19 coalition meeting.

Feedback Form Discussion on Organizational Statements

The goal of the feedback form is to gather input from coalition members.

Timeline:

- April 10: Online feedback form launched for coalition members
- Mid-to-late April: Review responses
- Early May: Use feedback to refine and finalize recommendations
- May 19: Present final recommendations to the coalition for approval

Next Steps

Vision Statement

Two discussed options:

- *“Alaskans choose to vaccinate for vaccine-preventable diseases”*
- *“An Alaska where everyone has the knowledge and immunization access”*

Mission Statement

Revised wording:

- *“To work collaboratively to ensure broad access and community trust, to empower and educate Alaskans to make informed choices about immunizations.”*

Core Value Statements

- The group discussed revisions to the core value statements
- After discussion, revised statements are as follows:
 1. *Access and Equity: Ensure vaccines are available to all Alaskans*
 2. *Safety: Encourage vaccine safety*
 3. *Collaboration: Foster partnerships to achieve shared goals*
 4. *Empowerment: Enable individuals and communities to make informed, confident vaccination choices*
 5. *Trust: Build and maintain trust through transparency, reliability, and meaningful community connections*
- Plan is to continue to incorporate work group feedback in upcoming sessions
- Next work group meeting scheduled for either April 3 or 4

Alaska Immunization Coalition
Strategic Plan Feedback Form
Responses and Considerations
April 28, 2025

Introduction

This document summarizes coalition member feedback collected through the Alaska Immunization Coalition Strategic Plan Feedback Form. The form asked members to review and comment on the draft vision statement, mission statement, core values, logo options, and color palette. A total of 24 responses were received.

The preliminary responses and initial considerations are organized into the following sections:

- I. Vision Statement
- II. Mission Statement
- III. Core Values
- IV. Logo Options
- V. Color Palette

The Plan Document Review and Communications Work Groups are receiving this summary for review prior to their meetings on May 7. Each work group will discuss the member feedback, considerations, and develop proposed updates. These work group recommendations will then be brought forward for review and decision-making by the full Alaska Immunization Coalition.

Assignments

- Plan Document Review Work Group members – Review sections I, II and III (Pages 2-9)
- Communications Work Group members – Review sections IV and V (Pages 7-10)

I. Vision Statement

Feedback Form Question: Please read the two draft vision statements and select your preference.

- Vision A: “Alaskans choose to vaccinate for vaccine-preventable diseases.”
- Vision B: “An Alaska where everyone has the knowledge and access they need to be immunized.”

Which version do you prefer?

Response	# of Responses
Vision B	16
Vision A	7
I like them both	1
Total	24

Question: Given the effort put into this revision, do you have any final comments you'd like to share about the vision statement?

- “Vision A focuses on Alaska residents”
- “A vision is grand - I like it!”
- “I'd still prefer a simpler vision, but given the amount of work that has gone into this am happy with it.”
- “I get that people want to frame vaccination as a choice...but that is where we get hang ups. It offends me as someone with chronic illness and a disability, no one chose to be immunocompromised. Reinforcing vaccination as a choice (though yes it is) creates this false dichotomy of us vs. them.”
- “The misinformation and access are the barriers. And version B. offers an empowering message.”
- “An Alaska where everyone has access to the knowledge and resources to be immunized”
- “I think both are okay and appreciate the opportunity to choose via a form versus a long conversation about the pros and cons.”
- “Vision B reflects the principles outlined in the Healthy Alaskans 2030 initiative, which emphasizes health equity and the need to address social determinants of health to ensure all Alaskans can attain their full health potential.”
- “By focusing on knowledge and access, Vision B sets a clear direction for public health initiatives aimed at increasing immunization rates and reducing disparities across the state.”
- “I believe in both, and personally would like to see Alaska trend toward A, but I think B might sound better to Alaskans at large.”
- “How about a combination? “An Alaska where everyone has vaccine knowledge, the power of choice and the access to receive immunizations.””
- “Though I like Vision A I do not feel it would be achievable in the current cultural climate.”

Considerations for Vision Statement

Overview

Vision B was the clear preference among coalition members. Several open-ended comments suggested that this statement was preferable because it “offers an empowering message,” “reflects the principles outlined in the Healthy Alaskans 2030 initiative,” and, “sets a clear direction for public health initiatives aimed at increasing immunization rates and reducing disparities across the state.” Additionally, there were comments about the term “choice” in Vision A, making the case for Vision B as the best choice.

Considerations

Consider recommending adoption of Vision Statement B: “An Alaska where everyone has the knowledge and access they need to be immunized.”

II. Mission Statement

Feedback Form Question: “The following mission statement is proposed. Please read the draft mission statement below:”

Draft Mission Statement: *“Collaboratively ensure broad access and community trust to empower and educate Alaskans to make informed choices about immunizations.”*

Response	# of Responses
I agree that the current wording of the mission statement aligns with the work the coalition does (the “what we do”).	14
The mission statement needs more work (Please enter more information below):	10
Total	24

Needs Work: (Follow Up)

- “I feel that “broad access and community trust” is missing some context. I can't pinpoint what it's missing but are we saying: “Collaboratively ensure broad access (to vaccines)” or “Collaboratively ensure broad access (to education about vaccines)”. thanks!”
- “The choice verbiage again...people do not choose to be immunocompromised. And we cannot ensure community trust. Vaccine hesitancy is in part because vaccines have been used historically to harm (as a colonial apparatus). We have to build community back. I like most of the mission statement except the last part. We vaccinate because we are members of a community. Maybe collaboratively ensure broad access to immunizations, build community trust and provide all Alaskans with accurate and clear vaccine information? ...needs some work but that is the best I can offer right now.”
- “we can strive for community trust, but certainly cannot ensure community trust.”
- “Should it be ensure or ensures?”

- “Collaboratively work to build community trust, ensure broad access, and promote education so Alaskans may make informed choices about immunizations.”
- “the statement aligns well with the coalition’s work and purpose. It reflects the coalition's commitment to collaborative efforts, improving access to immunizations, building community trust, and providing education—all central elements of our ongoing initiatives. The phrase “informed choices” is especially important, as it respects individual autonomy while highlighting the value of evidence-based guidance. If anything, the statement could be strengthened by clarifying who is collaborating (e.g., public health professionals, community organizations) or by explicitly mentioning advocacy or policy support, if those are core functions of the coalition. That said, this version is concise, inclusive, and forward-facing—well suited to communicate the coalition’s mission to partners and the public”
- “Remove Collaboratively”
- “It could work as is! But a slight change so that an active verb comes first, such as, “Working collaboratively to ensure broad access and community trust to empower and educate Alaskans to make informed choices about immunizations” seems like it flows a little more. All of the ands also feel a little clunky, but not sure of an easy adjustment that maintains the FANTASTIC meaning of this statement. Maybe “Collaborating to ensure broad access and community trust, empowering and educating Alaskans to make informed choices about immunizations.””
- “Generally agree with the mission statement but believe one of the outcomes/goals of the Coalition is that through the mission more people are protected (choose to vaccinate) against vaccine preventable diseases (somewhat tied to vision statement 2 above). Is there a way to incorporate that goal? If the coalition forms and advocates for vaccines but in the end IZ rates remain the same or decrease, have we accomplished the goal?”

Considerations for Mission Statement

Overview

The majority of respondents (14 out of 24) agreed that the proposed mission statement reflects the coalition’s work and purpose. While 10 respondents suggested it could use refinement, most comments centered around clarifying phrasing (e.g., the use of “ensure” and “choice”), suggesting edits rather than rejecting the overall message. Feedback emphasized the importance of realistic language, clarity about the coalition’s role, and reinforcing a connection to community trust and vaccination outcomes.

Considerations

The work group should consider adopting the mission statement as written, as it received overall support. However, the group might explore minor refinements based on open-ended comments — such as clarifying the coalition's role, streamlining the language, or strengthening the link to public health outcomes — before presenting a final version to the full coalition.

The group should select a final mission statement to advance to the full coalition.

III. Core Values

Feedback Form Question: Do these statements clearly express the core values of the coalition?

Draft Core Value Statements:

- **Access and Equity:** Ensure vaccines are available to all Alaskans
- **Safety:** Support the highest safety standards in development, regulation, and administration of vaccines
- **Collaboration:** Foster partnerships to achieve shared goals
- **Empowerment:** Enable individuals and communities to make informed, confident vaccination choices
- **Trust:** Build and maintain trust through transparency, reliability, and meaningful community connections

Response	# of responses
Yes, these core value statements clearly express the values of the coalition.	20
The core value statements need more work (Please enter more information below):	4
Total	24

Needs Work: (Follow Up)

- “I like them all; I just wonder about Safety: how much influence will this coalition have on the development and regulation of vaccines. From an advocacy standpoint at a legislative level perhaps I see this. I need more clarification on this. The other four are great!”
- “I am okay with choice in the values (more into the weeds) but having it in the mission and vision will exclude at least 10% of Alaskans, those with disabilities. And it would be nice to incorporate entrust...we give information to entrust Alaskans. That places ownership on all of us to read the information and contemplate the full community impacts of not vaccinating.”
- “With a few small refinements to enhance clarity and inclusivity, they will serve as a meaningful foundation for decision-making and engagement. Empowerment Suggestion: Support individuals and communities with the knowledge and tools to make informed, confident vaccination choices. Safety Suggestion: Uphold the highest safety standards in vaccine development, regulation, and administration”
- “None”

Considerations for Core Value Statements

Overview

Of the 24 total responses, 20 participants agreed that the draft core value statements clearly reflect the values of the Alaska Immunization Coalition. Four respondents indicated the

statements needed further refinement. Comments included questions about the coalition's role in ensuring vaccine safety, with some suggesting the language should emphasize advocacy rather than direct oversight. One comment raised concerns about the framing of "choice" within the empowerment value, noting that it could feel exclusionary to people with disabilities. Another suggestion recommended strengthening the clarity and inclusivity of both the empowerment and trust statements to better reflect shared responsibility and community engagement.

Considerations

Consider recommending the core value statements as proposed.

IV. Logo Options

Feedback Form Question: Which version do you prefer?



**ALASKA IMMUNIZATION
COALITION**

Logo Option A



**ALASKA IMMUNIZATION
COALITION**

Logo Option B

Response	# of Responses
Logo Option A	6
Logo Option B	5
I like them both, and either would work for the coalition	10
Total	21

Do you have any additional comments or suggestions related to the logo design?

- “green reminds me of cooties”
- “I like the A colors. I think the unity/community concept is displayed. I would recommend having something that ties it in with Alaskan culture and familiarity (ex. symbol, state flag)”
- “I recently saw a flyer to join the Alaska Immunization Coalition. it had 2 hands and a heart with mountains as a background. That caught my eye and would be great for our logo-it has much more meaning as well.”
- “I trust the teams judgement, though neither option screams Alaska to me which is little disappointing (especially with the history of the Serum Run). It would be nice to know the logic behind this and the symbolism with the logo...”
- “Confused with the fuchsia color choice but I am honestly more concerned with choice language in the mission and vision.”
- “Looks simple”
- “Prefer A over B but either would work.”
- “Something about that green - just like it with the other colors; feels alive and vibrant.”
- “This logo design makes me think of linked arms and I love it!”

Considerations on Logo

Overview

Both logo options were generally well-received, with 21 respondents indicating that either option would work. Slightly more respondents preferred Option A. Open-ended comments highlighted that while the logos are appealing and convey a sense of unity and community, some coalition members felt they could better reflect Alaska's unique identity — suggesting imagery tied to Alaskan culture, landmarks, or history.

Considerations

Consider selecting Option A as the logo recommendation to present to the full coalition.

V. Color Palette

Question: Do you support the recommended color palette?

ALASKA IMMUNIZATION COALITION

Color Palette



Response	# of Responses
Yes	24
No	0
Total	24

Do you have any additional comments or suggestions related to the color palette?

- “I am confused why fuchsia, I get the fireweed but am struggling to link it to immunization work. My program works a lot with HPV vaccination so self-interest acknowledged, like the teal color as part of the palette. The other colors look great. But color palette is not the pressing concern for me as long as text materials have high contrast.”
- “It is beautiful palette!!!”
- “Maybe a little more white in each color? So black text will stand out more prominently on them?”
- “None”
- “Thank you”
- “warm, welcoming palette”

Considerations on Color Palette

Overview

The proposed color palette received unanimous approval, with all 24 respondents supporting it. Feedback was overwhelmingly positive, with members describing the palette as warm, welcoming, and visually appealing. A few comments suggested minor improvements for usability, including ensuring strong contrast between text and background colors for better readability and accessibility.

Considerations

Consider recommending to the coalition the color palette as proposed. When applying it to materials, prioritize high-contrast text and background combinations to maintain readability and meet accessibility best practices.