

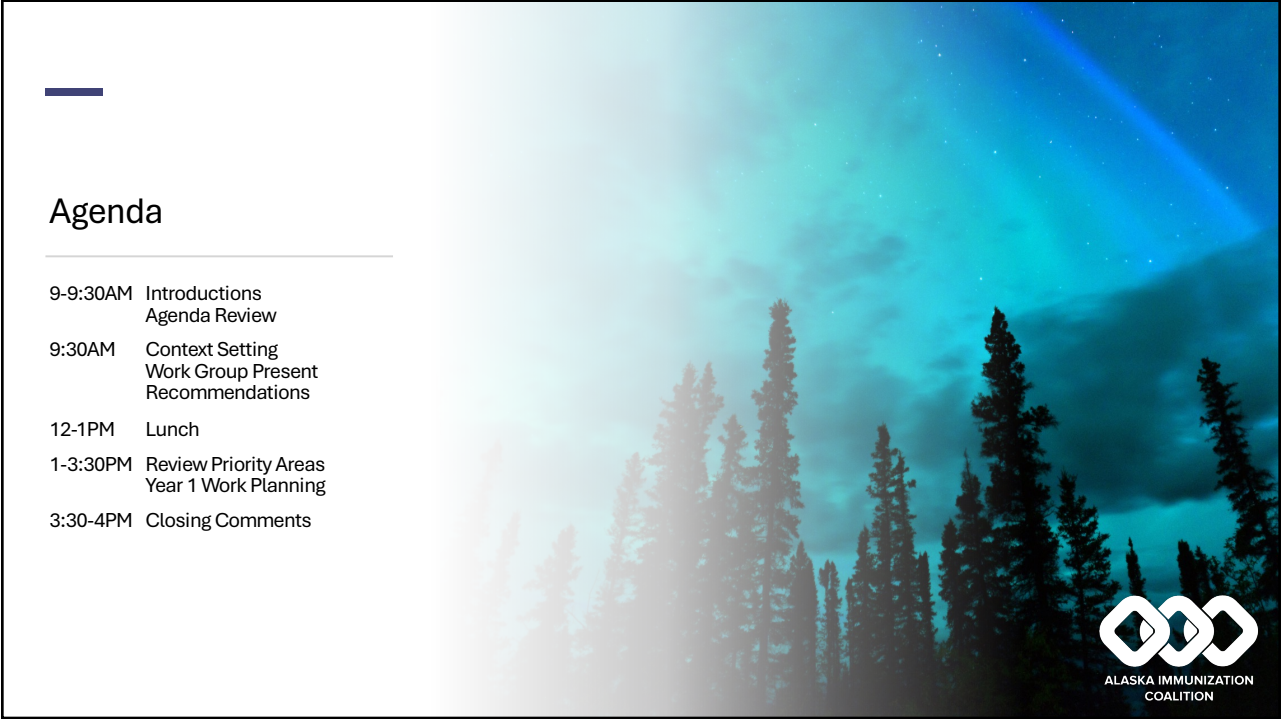


Alaska Immunization Coalition

Strategic Plan Meeting
May 19, 2025



1

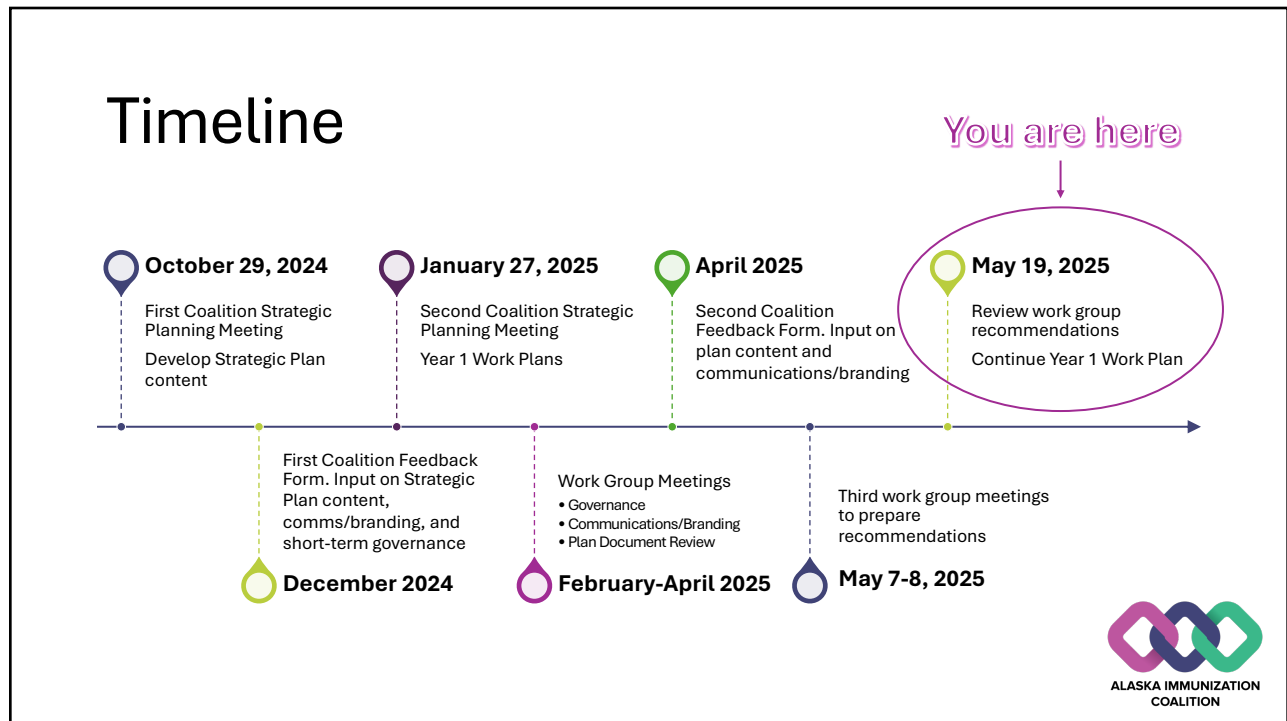


Agenda

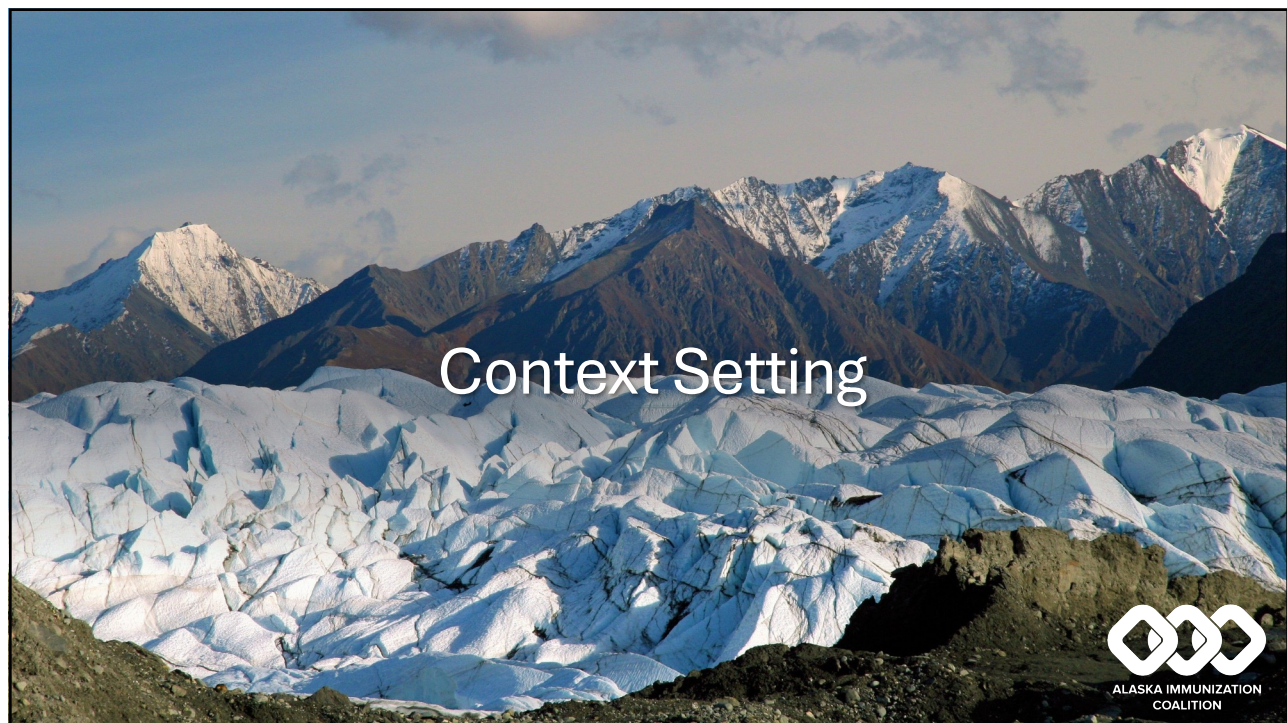
- 9-9:30AM Introductions
Agenda Review
- 9:30AM Context Setting
Work Group Present
Recommendations
- 12-1PM Lunch
- 1-3:30PM Review Priority Areas
Year 1 Work Planning
- 3:30-4PM Closing Comments



2



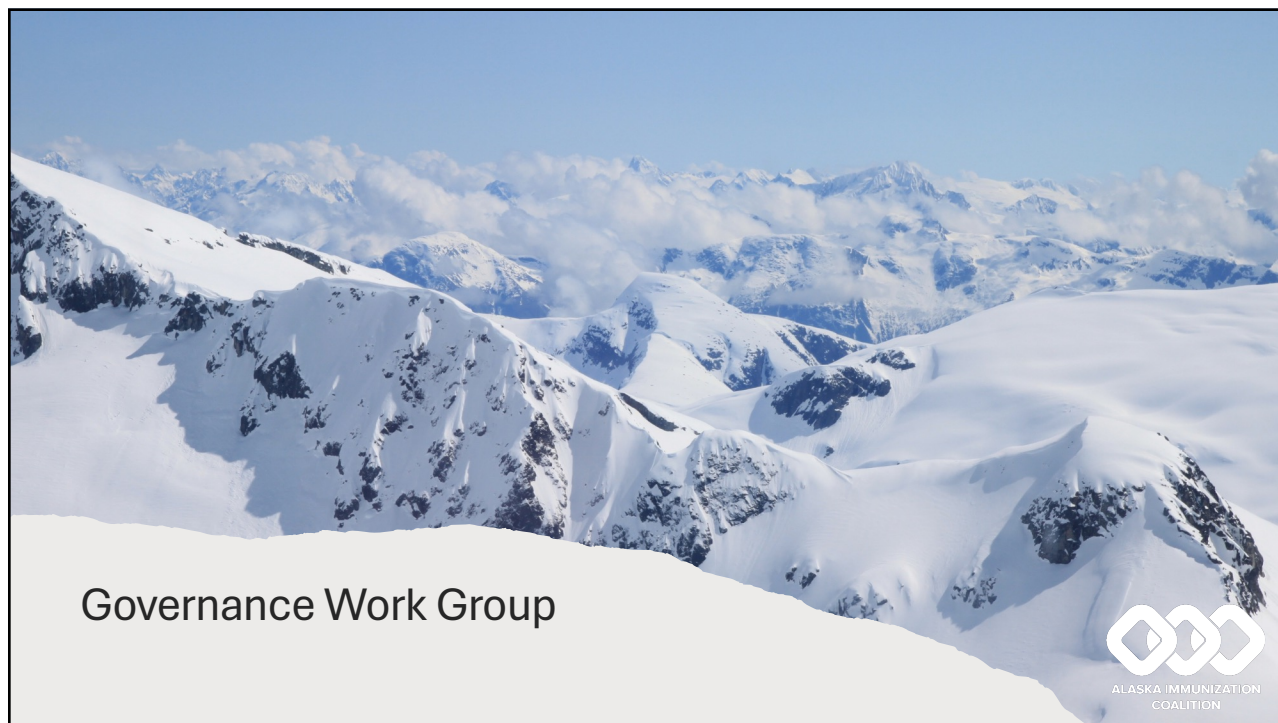
3



4



5



6

Governance Structure – Overview of Recommendations

Purpose

- Establish short-term decision-making processes while long-term governance is developed.

Two-Part Recommendation

1. Coalition-Wide Decision-Making

- Use “thumbs up, down, sideways” model for group decisions
- Decisions without consensus move to discussion, then majority vote (>80%) with a minimum of 15 coalition members present
- Applies to key items: branding, strategic plan, governance, work plans

2. Short-Term Steering Committee

- 3–5 volunteer members
- Advises on meeting design, agendas, and proposals
- No decision-making authority—advisory only

7

Table of Decision Making

Decision Type	Who Decides	Decision Tool
Logo and Branding	Full Coalition	“Thumbs” tool
Strategic Plan Adoption	Full Coalition	“Thumbs” tool
Governance Structure	Full Coalition	“Thumbs” tool
Meeting Agendas	Steering Committee	Consensus in Steering Committee
Routine Communications	Steering Committee	Consensus in steering Committee
Partnership Opportunities	Steering Committee (recommends), Coalition (approves major items)	“Thumbs” tool
Work Group Suggestions	Work Group (develops), Steering Committee (reviews/elevates to coalition), Coalition (reviews/approves)	“Thumbs” tool

8



9



ALASKA IMMUNIZATION COALITION

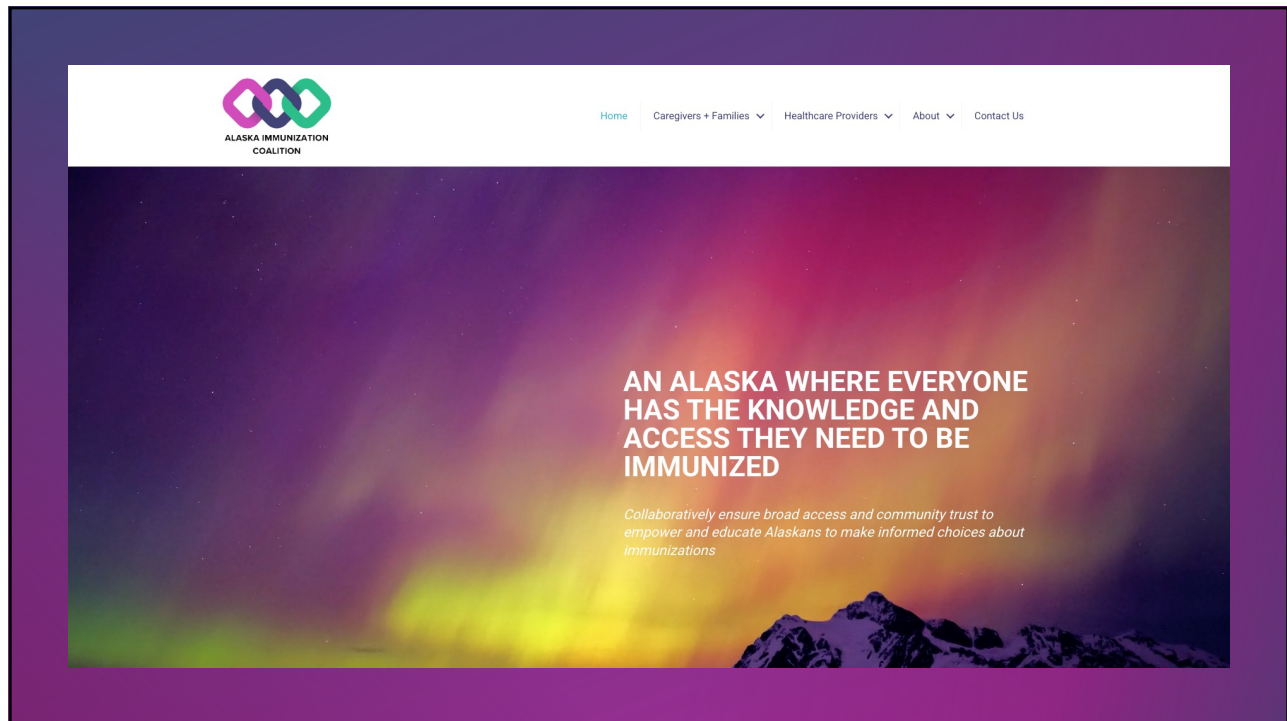
ALASKA IMMUNIZATION COALITION
Color Palette



Branding – Overview of Recommendations

Recommend adopting logo and color palette

10



11



12

Vision and Mission Statement Recommendations

Vision Statement:

“An Alaska where everyone has the knowledge and access they need to be immunized.”

Mission Statement:

“Working collaboratively to ensure vaccine access and community trust to empower and educate Alaskans to make informed choices about immunizations.”

13

Core Value Statement Recommendations

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: Support individuals and communities with the knowledge and tools to make informed, confident vaccination choices.

Trust: Build and maintain trust through transparency, reliability, and meaningful community connections

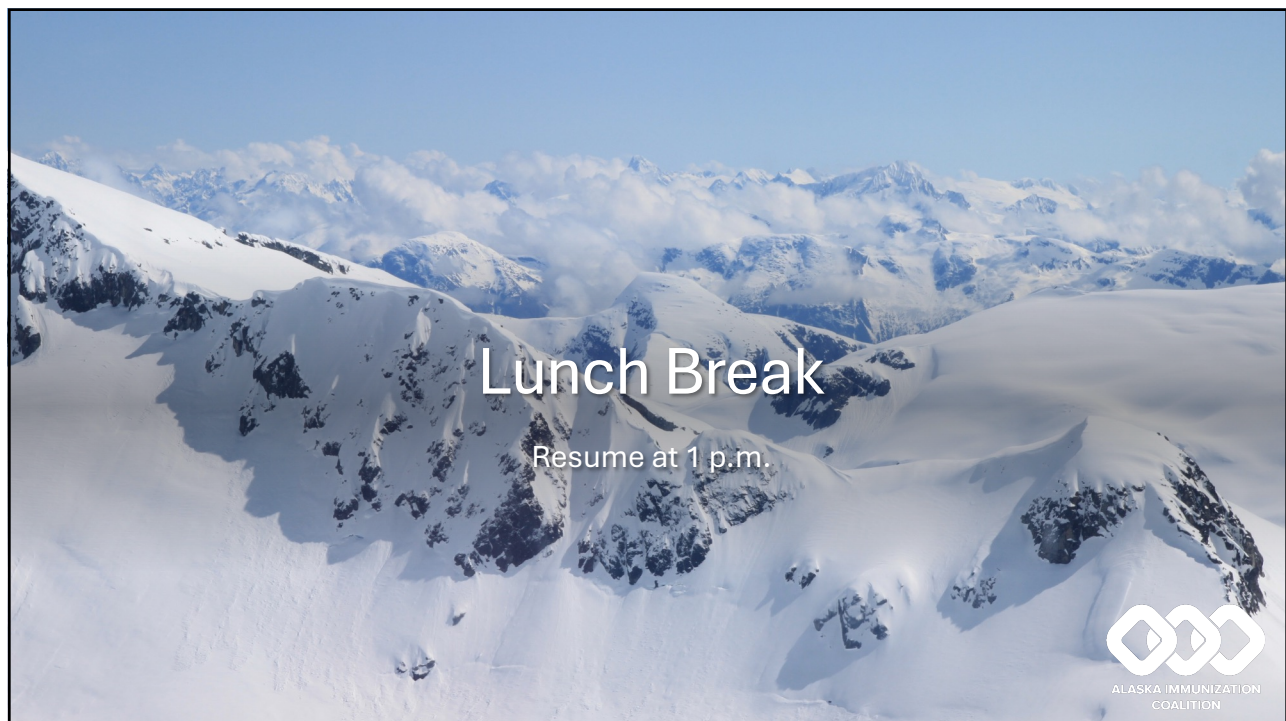
14



5-Year Strategic Plan

Recommend adoption of the Alaska Immunization Coalition 5-Year Strategic Plan

15



Lunch Break

Resume at 1 p.m.



16

Year 1 Work Plan Development



17

Priority Area: Build Trust Strategies

1. Conduct community listening sessions to understand vaccine concerns and barriers.
2. Partner with local leaders and trusted community voices to develop culturally sensitive messaging.
3. Develop and launch a public relations campaign using consistent messaging about vaccine safety and benefits.
4. Establish a network of community liaisons to collect ongoing feedback and foster partnerships.
5. Create a coalition-wide program for continuous community engagement, including an annual trust-building summit.



18

Build Trust – Priority Area Planning

Strategy #	Short-term	Mid-term	Long-term	Who
BT1. Conduct community listening sessions to understand vaccine concerns and barriers.	Decide how to select communities / Lit review of existing info	4 Year / Have held sessions in all regions	Coalition + Communities / AK Pharmacy Association / Contractor	
BT2. <i>Goal 2 and 4 are interchangeable /</i> Partner with local leaders and trusted community voices to develop culturally sensitive messaging.	Identify	Identify		
BT3. Develop and launch a public relations campaign using consistent messaging about vaccine safety and benefits.	Lessons learned from #1, 2, + 4 / Identify Funding	Hire Comms Contractor / Message Testing with 4 / Launch	Incorporate feedback from #1, 2, + 4	Contractor + Coalition Subcommittee
BT4. Establish a network of community liaisons to collect ongoing feedback and foster partnerships.	Identify	Define Engagement	Sustain	Identify
BT5. Create a coalition-wide program for continuous community engagement, including an annual trust-building summit.	Define Summit	Re-Assess / Sustain	All Interested Parties	

19

Priority Area: Data Modernization Strategies

1. Promote the use of data systems for improved vaccine record management.
2. Train healthcare providers on data-driven decision-making tools for outreach planning.
3. Advocate for development of a state-level interactive dashboard to display real-time vaccination rates and gaps.
4. Integrate reminder-recall systems to enhance timely immunizations.



20

Data Modernization – Priority Area Planning

Strategy #	Short-term	Mid-term	Long-term	Who
DM1. Promote the use of data systems for improved vaccine record management.	Convene VacTrAK end user group Have users meet with state and programmers' analysis Gap analysis End User groups who would like data	Develop training for HCP and incentivize completion (model after cancer registry) Quarterly progress reports	Advocate for HPV + Hep B policy change for minors Build end user consultation and groups to vendor contract Health Information Exchange?	Vax coalition gets end users SOA gets programmers and vendors Big meetings with lunch and t-shirts
DM2. Train healthcare providers on data-driven decision-making tools for outreach planning.	Develop Interactive training Incentives like stickers or lanyards	VacTrAK admin at each site gets an annual report Report is 0/0 for site how long from vax to input VacTrAK How does this compare to rest of AK region	Build end user consultation and groups to vendor contract	Vax coalition gets end users SOA gets programmers and vendors Big meetings with lunch and t-shirts
DM3. Advocate for development of a state-level interactive dashboard to display real-time vaccination rates and gaps.	Identify additional data that needs to be collected to help explain gaps and identify solutions (examples) Evaluate barriers and facilitators of old COVID dashboard to inform next edition (e.g., low tech) Get programmers and end users together	"Flat" webpage No Arc GIS no real time Quarterly "wild fire" gauge To build trust to help students' citations at bottom of page	Build end user consultation and groups to vendor contract	Vax coalition gets end users SOA gets programmers and vendors Big meetings with lunch and t-shirts
DM4. Integrate reminder-recall systems to enhance timely immunizations.		Just do it		Vax coalition gets end users SOA gets programmers and vendors Big meetings with lunch and t-shirts

21

Priority Area: Vaccine Positive Environment for Clinical Staff Strategies

1. Identify and compile resources and data that address vaccine hesitancy and misinformation for clinical staff.
2. Pilot training programs in trauma-informed care and effective vaccine communication techniques.
3. Launch a statewide "Vaccine Awareness Month" campaign to recognize and support vaccine advocates among clinical staff.
4. Develop a peer mentoring program among healthcare providers to share successful strategies and best practices.
5. Establish an annual professional development conference for clinical staff focused on vaccination advocacy and education.



22

Vaccine Positive Environment for Clinical Staff – Priority Area Planning

Strategy #	Short-term	Mid-term	Long-term	Who
VPE1. Identify and compile resources and data that address vaccine hesitancy and misinformation for clinical staff.	Identify Resources and Develop Handout	Utilize listserv, External Materials + Resources / Webinar / Evaluate	Revise	
VPE2. Combine Strategies 1 + 2 Pilot training programs in trauma-informed care and effective vaccine communication techniques.	Define Trauma informed Care	ECHO	ECHO Hub Team	
VPE3. Launch a statewide “Vaccine Awareness Month” Campaign to recognize and support vaccine advocates among clinical staff.	Coordinate statewide plan, Events all over state + one set we can all promote	Award Recognition	Annual Awareness Month + Conference	State Immunization Program + Expand Partners (School RNS / THOs/ Pharms/etc.)
VPE4. Develop a peer mentoring program among healthcare providers to share successful strategies and best practices.	Work with universities + training program to examine education – CNA, RN, Providers, Pharm, Dental, CHA's / Define + expand Imm. SME/ Champion Who? Where?	SOA help ID best practices to share out what they are doing / Mentoring Consortium		
VPE5. Establish an annual professional development conference for clinical staff focused on vaccination advocacy and education.	1 ECHO Session	Infuse immunization into more conferences	Create Standalone Conference	

23

Priority Area: Equitable Access Strategies

1. Increase awareness about free vaccination clinics, particularly in underserved and rural areas.
2. Map current vaccine accessibility gaps using community and provider data.
3. Advocate for Medicaid, Medicare and other insurers to create policies for equitable vaccine access regardless of insurance status.
4. Develop and distribute public education materials tailored for communities and recognizing the importance of incentivizing parents and guardians.
5. Advocate for universal vaccine access for all age groups, addressing barriers such as language, transportation, cost, or others.



24

Equitable Access – Priority Area Planning

Strategy #	Short-term	Mid-term	Long-term	Who
EA1. Increase awareness about free vaccination clinics, particularly in underserved and rural areas.	Website list Partnerships – AK Virtual health fairs	Cross post – social media	Support appoint-making or ability to plan ahead	Kyla
EA2. Map current vaccine accessibility gaps using community and provider data.	Request data from VakTrAKs about “where”	Identify GIS/mapping partner	Fully functional map with all access points	Epi
EA3. Advocate for Medicaid, Medicare and other insurers to create policies for equitable vaccine access regardless of insurance status.	Identify/understand gaps in coverage	Develop model policies (whole coalition)	Lobbying	Coalition
EA4. Develop and distribute public education materials tailored for communities and recognizing the importance of incentivizing parents and guardians.	QR Code education	Connect links to Docket	Influencer	Truck House Timmy
EA5. Advocate for universal vaccine access for all age groups, addressing barriers such as language, transportation, cost, or others.	Identify alternate source payment	Sourcing payer	Lobbying HS structure sign for vaccine	Sarah

25

Priority Area: Increase Immunization Rates Strategies

- Establish baseline vaccination coverage rates by region and demographic.
- Implement social media awareness campaigns targeting misinformation.
- Organize community workshops and clinician training programs focused on vaccine communication.
- Initiate statewide awareness campaigns to increase immunization rates for children, teens, and adults.
- Strengthen outreach, education, and access programs to achieve national top third vaccine coverage rates.



26

Immunization Rates – Priority Area Planning

Strategy #	Short-term	Mid-term	Long-term	Who
IR1. Establish baseline vaccination coverage rates by region and demographic.	Baseline data	Continuous	Continuous	Immunization Program / VakTrAK
IR2. Implement social media awareness campaigns targeting misinformation.	Market Research (Strategy 2 + 4), Social Media, I. D. Influencers, Contact Vision	Local Influencers / Community Leaders		
IR3. Organize community workshop and clinician training programs focused on vaccine communication.	Locally Completed, Training Topics, Budget?	Development + Didactic / Scheduling of Series		
IR4. Initiate statewide awareness campaigns to increase immunization rates for children, teens, and adults.	Create Marketing 2 + 4 / Evaluate Current Education Materials			
IR5. Strengthen outreach, education, and access programs to achieve national top third vaccine coverage rates.	Assess Progress / Baseline Data	Re-Eval Process		

27

Action: Establish Work Groups

- Steering Committee
- Communications Work Group
- Governance Work Group
- Priority Area Work Groups
 - Build Trust
 - Vaccine Positive Environment for Clinical Staff
 - Equitable Access
 - Data Modernization
 - Increase Immunization Rates



28

Next Steps

- Work Groups meet between now and July 31 to finish work plan development
- Full coalition approves the work plans in August
- Work Groups are off and running!

