

December 2016

Dear Friend of IAC,

This annual holiday appeal from the Immunization Action Coalition (IAC) is a deeply personal one for me. In past years, your generous support has gone directly to IAC to provide the nation's healthcare professionals with information, tools, and resources that enhance their immunization practices. This year, we are raising capital for the **IAC Becky Payne Memorial Scholarship Fund** which will provide financial awards to immunization advocates who display initiative and innovation in promoting vaccination.

Becky Payne was our first full-time staff member at IAC back in 1994 when we received a grant that enabled us to open an office and distribute *Needle Tips* nationally. She and I worked long days, closely, and as dear friends. Looking back, I am convinced that without Becky, IAC would not be what it is today.

In 2011, Becky died unexpectedly following surgery. Her competence, professionalism, sense of humor, grace, and tireless dedication to supporting IAC operations, from the day we opened our doors and through the years up until her death, were critical to every aspect of IAC's immunization education and advocacy.



*Becky Payne, 2010*

This memorial fund is meant to honor Becky and her importance to IAC. I invite you to join our effort to raise an initial \$50,000. These scholarships will extend Becky's passion for her immunization work and continue her legacy of commitment to the nation's immunization community.

We cannot thank you enough for your support over the years in pursuit of our mission to enhance vaccine delivery and promote vaccination to the public. Please see the enclosed sheet for an outline of our activities. We hope you share our pride in the range, depth, and impact of the work your support makes possible.

All of us at IAC send our warmest wishes that you enjoy this season with family and friends. Celebrate with the knowledge that your contribution will help prevent disease and save lives by raising immunization rates.

Happy Holidays!

A handwritten signature in black ink that reads "Deborah L. Wexler, MD".

DEBORAH L. WEXLER, MD  
Executive Director

The Immunization Action Coalition (IAC) is a nonprofit organization with a 501(c)(3) tax status. Donations to IAC are tax-deductible to the fullest extent of the law. Our administrative and fundraising costs are approximately 10% of revenue.

# The Immunization Action Coalition plays a vital role within the nation's immunization community

## Authoritative Educational Materials

- **Educational materials for healthcare professionals and patients** – 3.5 million downloads annually
- **Translations of educational materials**, including Vaccine Information Statements (VISs) – 2.5 million downloads annually
- **Ask the Experts Q&As from CDC** – 1.2 million visits so far in 2016
- **Adult Vaccination: A Step-by-Step Guide** – soon to be released complete guide for healthcare settings that vaccinate adults
- **Hepatitis B: What Hospitals Need to Do to Protect Newborns** – comprehensive guide for protecting newborns from hepatitis B
- **Personal immunization record cards** – durable, easy-to-use, vaccination record cards for patients
- **Laminated U.S. Immunization Schedules** – durable, up-to-date schedules for providers

## Powerful Communication Channels

- **www.immunize.org** – makes available all of IAC's free materials, 30,000 visits per day
- **IAC Express** – free news and information emailed weekly to 50,000 opt-in subscribers
- **Needle Tips** – free 24-page quarterly periodical of practical information for all immunizers, 50,000 opt-in subscribers
- **Vaccinate Adults** – free 20-page periodical of practical information for immunizers of adults, 40,000 opt-in subscribers
- **www.vaccineinformation.org** – clearly presented, up-to-date information for the general public, 5,000 visits per day
- **Technically Speaking** – Dr. Wexler provides guidance about technical aspects of immunization in the monthly VEC CHOP newsletter.
- **The Vaccine Handbook: A Practical Guide for Clinicians** – vital reference book promoted by IAC including a new iPhone/iPad app in 2017
- **Webinars (adolescents, national coalitions network, perinatal hepatitis B prevention)** – development and presentation of webinars by experts, more than 1,000 attendees during 2016
- **Teleconference calls** – More than 50 conference calls were developed and conducted on a wide range of topics during 2016.
- **Medical education programs** – collaborations with CE providers, including Medscape and Med-IQ, to create and deliver CE programs for healthcare professionals

## High Level Leadership

- **National Network of Immunization Coalitions** – 121 coalitions from across the U.S. have joined IAC's National Network of Immunization Coalitions with contact information on [www.immunizationcoalitions.org](http://www.immunizationcoalitions.org).
- **ACIP Working Groups** – IAC experts provide consultation to 10 working groups.
- **317 Coalition, Unity Consortium, and Adult Vaccine Access Coalition** – IAC serves as part of steering committee leadership.
- **"Dear Colleague Letter" on importance of MenACWY dose #2** – IAC developed and led a collaboration with AAP, AAFP, ACHA, SAHM, and CDC to urge healthcare professionals to improve MenACWY second-dose coverage at age 16.

- **National Adult and Influenza Immunization Summit** – IAC manages this partnership with CDC and NVPO to address and resolve adult and influenza immunization issues along with more than 700 partners representing 130 public and private organizations.
- **Standing Orders Training Workshops** – collaboration with Pfizer, Inc. to conduct workshops across the U.S. promoting the use of standing orders protocols in medical practices
- **Perinatal Hepatitis B Prevention Project** – pilot project with CDC and AWHONN led by IAC to overcome barriers to implementing perinatal hepatitis B prevention strategies within birthing centers
- **Authorships** – IAC experts contribute articles or reviews to major medical publications.

## Effective Advocacy

- **State immunization laws** – IAC's detailed and comprehensive tracking of current state immunization laws is an invaluable tool for our advocacy and for that of our partners.
- **State legislative advocacy** – IAC advises local immunization advocates of proposed adverse changes to immunization laws, and provides assistance as needed, in all 50 states.
- **Mandatory influenza vaccination of healthcare personnel** – IAC's Honor Roll currently includes 600 healthcare institutions that have established policies mandating influenza vaccination of healthcare personnel.
- **Hepatitis B vaccine birth dose** – IAC's Honor Roll currently includes 300 birthing institutions that have achieved a 90% hepatitis B vaccine coverage rate for newborns prior to hospital discharge.
- **MenACWY vaccine dose #2** – IAC collaborates with Sanofi Pasteur to remind healthcare professionals of the importance of giving the second dose of MenACWY at age 16.

**Extensive Partnerships** – IAC works closely with organizations from every part of the immunization community, including federal agencies, state and local health departments, professional societies, nonprofits, and industry, as well as private sector healthcare providers.

**Sought After Speakers** – During 2016, IAC experts, including Drs. Atkinson, Tan, and Wexler, have given more than 100 presentations at international, national, state, and local conferences.

**Media Resource** – IAC regularly receives requests for interviews and authoritative information from local and national media such as ABC News, CNN, *Elsevier Journal*, Fox News, *Huffington Post*, *Infectious Disease News*, *Journal of the American Medical Association*, *Los Angeles Times*, *Kaiser Health News*, *Media Planet*, *Medscape Medical News*, *New York Magazine*, *Newsweek*, *USA Today*, *The Wall Street Journal*, *The Washington Post*, and *WebMD*.



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