

November 2017

Dear Friends of IAC,

Many thanks to all of you who responded to last year's appeal from the Immunization Action Coalition (IAC) in support of our new Becky Payne Award. As a result of your generous response, we will soon be announcing a substantial gift to a longtime national advocate for immunization. Look for an announcement on our website at [www.immunize.org](http://www.immunize.org) and in our weekly email news service *IAC Express*.

Speaking of [immunize.org](http://immunize.org) and *IAC Express*, we would like to take the occasion of this year's appeal to highlight our website, our news service, and some of the other major IAC activities that your contributions sustain.

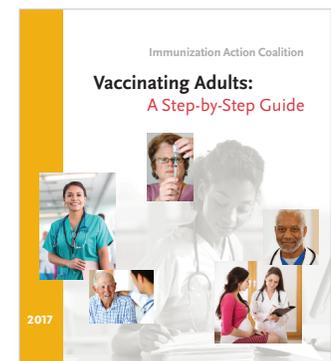
During this past year, there were 8.8 million visits to [immunize.org](http://immunize.org). Visitors downloaded more than 4 million patient handouts and staff education materials. Additional millions of page views provide healthcare professionals with access to the exploding amount of practical and technical information we make available.

Over the past 12 months, we emailed 60 issues of *IAC Express* containing 857 articles to more than 50,000 opt-in subscribers. The majority of our readers are healthcare professionals working daily on the front lines of vaccine delivery.

Other major activities are described in the enclosed summary page. I would like to highlight one particular project that illustrates the kind of unique IAC contributions few, if any, other organizations are capable of making to the advancement of increasing immunization rates.

***Vaccinating Adults: A Step-by-Step Guide*** is our new 142-page, one-stop manual. It shows medical practices how to implement or enhance their adult vaccination services. The *Guide's* comprehensive and technically detailed content reflects the more than one hundred years of professional experience of IAC authors Ms. Laurel Wood, Dr. William L. Atkinson, Dr. L.J. Tan, myself, and other stellar IAC staff members, strengthened by our collaboration with experts from the Centers for Disease Control and Prevention and the National Vaccine Program Office.

We are currently in the happy throes of providing copies to all of the nation's family medicine residency programs and to other targeted audiences most able to benefit from the beautifully designed, smartly organized, and clearly presented content in the *Guide*.



For a free PDF copy of the entire guide, or to purchase the lie-flat, wire-bound, tabbed hard copy, please visit [www.immunize.org/guide](http://www.immunize.org/guide).

We cannot thank you enough for your support over the years. All of us at IAC remain deeply committed to our mission to enhance vaccine delivery and promote vaccination. We hope you share our pride in the range, depth, and impact of the work your support makes possible.

Our IAC family sends warmest wishes that you enjoy this season with your family and friends. And please know that the end-of-the-year contribution you make to IAC will help prevent disease and save lives by raising immunization rates among young and old alike across our nation.

Happy Holidays!

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** – 4.2 million downloads annually
- **Translations of educational materials**, including Vaccine Information Statements (VISs) – 2.5 million downloads annually
- **Ask the Experts Q&As from CDC** – 1.7 million visits so far in 2017
- **Vaccinating Adults: A Step-by-Step Guide** – just released 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, 25,000 visits per day
- **IAC Express** – free news and information emailed weekly to 50,000 opt-in subscribers
- **www.vaccineinformation.org** – clearly presented, up-to-date information for the general public, 4,500 visits per day
- **Technically Speaking** – Dr. Wexler provides guidance about technical aspects of immunization in the monthly VEC CHOP newsletter.
- **Webinars (adolescents, national immunization coalitions network)** – development and presentation of webinars by experts, more than 1,000 attendees during 2017
- **Teleconference calls** – More than 50 conference calls were developed and conducted on a wide range of topics during 2017.
- **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** – 127 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 many working groups.
- **317 Coalition, Unity Consortium, and Adult Vaccine Access Coalition** – IAC serves as part of steering committee leadership.
- **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 Online Training** – collaboration with Pfizer, Inc. to produce and distribute online webinars promoting the use of standing orders protocols in medical practices
- **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 Influenza Vaccination Honor Roll currently includes 640 healthcare institutions that have established policies mandating influenza vaccination of healthcare personnel.
- **Hepatitis B vaccine birth dose** – IAC's Hepatitis B Birth Dose Honor Roll currently includes 365 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 2017, 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 *AAP News*, *Bloomberg*, *Chicago Tribune*, *Forbes*, *Kaiser Health News*, *Kansas City Star*, *MD Magazine*, *Medical Economics*, *Minneapolis Star Tribune*, *MPR News (NPR)*, *National Geographic*, *Parent Magazine*, *Pediatrics*, *Pharmacy Times*, *Politico*, *Popular Science*, *The Daily Beast*, and *U.S. News and World Report*.



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