

November 19, 2024

Dear Friend in vaccine education and advocacy,

Every year, your generous support empowers us to put crucial immunization resources and tools at the fingertips of more frontline vaccinators than ever before. I am pleased to highlight select 2024 accomplishments here. Our expanding leadership, advocacy, and resource development during these challenging times reaffirm our commitment to the vaccinators we serve, and to making our assets more accessible to use and share.

### Shaping Our Website to Vaccinators' Needs

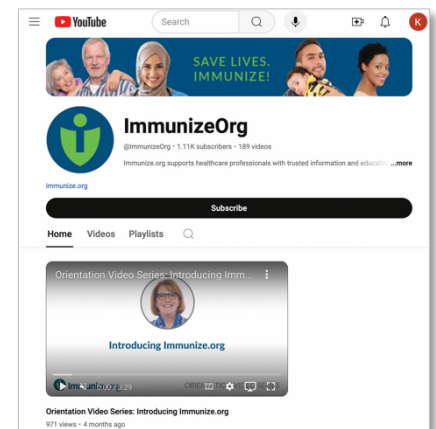
Since launching our rebranded website just one year ago, we have been tireless in acting on user requests and feedback, including the following enhancements:

- New search and filter tools make it even easier for website users to pinpoint what they need
- Our new translations web page streamlines access to hundreds of translations of federal Vaccine Information Statements (VISs) and patient resources
- Our short educational videos are now available on our website, integrated into our Ask the Experts search results, and featured on our YouTube, LinkedIn, Instagram, and Facebook platforms

### Expanding Our Educational Video Series Resources

In response to online learning preferences, Immunize.org continues to expand our educational video content.

- This year, we introduced a new *Orientation Video Series* providing an overview of our organization as well as resource guides to help website users navigate our website with ease, whether on a desktop or a smartphone
- We continue to add to our *Ask the Experts Video Series* with 2–3-minute video answers to popular clinical Ask the Experts questions
- Our *Vaccination Experience Video Series* offers practical advice for healthcare professionals and the public to proactively address needle anxiety and improve the vaccination experience of children and adults



### Connecting Vaccinators to Authoritative Travel Health Information

New Immunize.org content simplifies access to up-to-date CDC guidance related to travel indications for vaccination and how to obtain travel vaccines. Look for our travel vaccination content to launch on our site for the general public, [www.VaccineInformation.org](http://www.VaccineInformation.org), in 2025.

### Your Generous Donation Protects Public Health

Together, we can provide dedicated and caring healthcare professionals with the resources they need to protect our communities from vaccine-preventable disease. We hope we can count on you to make a tax-deductible donation to support creating a healthier community where you live.

With gratitude for your ongoing support of our essential mission,



Kelly L. Moore MD, MPH  
President and CEO



Scan to donate

Immunize.org is a nonprofit organization with a 501(c)(3) tax status. Our EIN is 41-1768237. Donations to Immunize.org are tax-deductible to the fullest extent of the law. Our administrative and fundraising costs are less than 15% of revenue.

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