



# Building Partnerships through an Equity Lens

By Immunize Kansas Coalition



**IMMUNIZE  
KANSAS  
COALITION**

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The Immunize Kansas Coalition (IKC) is a group of more than 100 organization and over 700 engaged individuals with diverse perspectives - healthcare providers, health departments, researchers, healthcare payers, advocacy groups, nonprofits, and more - working together to improve vaccination rates and protect Kansans from vaccine-preventable diseases.

# Pandemic Impact on Immunizations

The COVID-19 pandemic influenced the public health priorities and changed their directions inadvertently; thus, many preventive programs failed to continue and function properly as they did before.

- Parental hesitation in well-child visits existed in almost all the studies reporting decreased immunization.
- Severe shortages of healthcare providers and a burn out healthcare system.
- Access to vaccines for uninsured adults
- Political environment. Increase in religious and medical exemptions as a result of this.



How to build Partnerships to help us  
with vaccine equity?





examples, that have proven to be effective when building partnerships

Key Partnerships that help further the work of Vaccine equity

Rural vs. Urban outreach

How to make it sustainable and relatable to the moment.



# KEY Partnerships Vaccine Equity







- Creation of Culturally relevant brochures and Initiatives
- Collaboration with the Radio Station such as “La KeBuena, La Mexicana and LaRaza”
- Engagement via Social Media
- Facebook LIVE (El Centro, KAAC and others)
- Vaccine Curriculum added to the IRC “Welcome America”





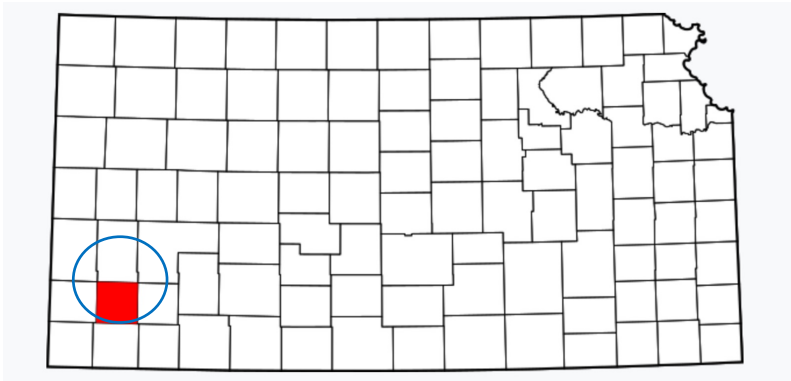


Rural outreach  
Continuation of  
active partnerships



# Rural Outreach and Partnership Building

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Population of Grant county is 7,352

Oversee Grant county, Kearny, Hamilton, and Haskell.



Local Senators and Representatives



# Rural Outreach and Partnership Building

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# Rural Outreach and Partnerships

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1. Know your Community
2. Think of Innovative ways to engage
3. Be Prepared
4. Build partnerships across different groups
5. Be an advocate for the Rural community.

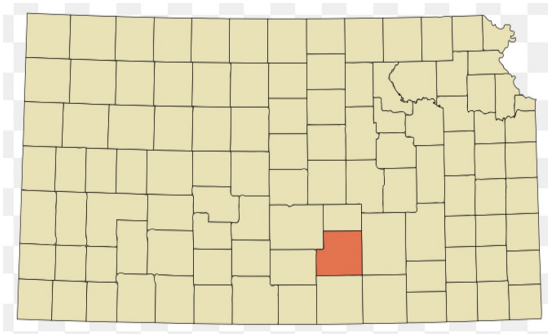


# Urban Outreach Building Partnerships



# Urban Outreach and Partnerships

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Population of 523,824

Second most populous city in the state.





# Speaking impact

Effectively communicating involves not only delivering a message but also resonating with the experiences, values, and emotions of those listening







1. Seek feedback
2. Reflect on performance
3. Explore new Partnerships
4. Set personal goals to increase network
5. Adapt to changes

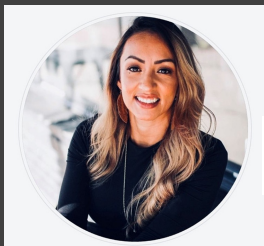
## Follow us on Social Media

### UPCOMING:

IKC Regional Coalition Meetings  
April 22<sup>nd</sup>-25<sup>th</sup>

IKC Entre Mujeres: The Health  
of Women April 28<sup>th</sup>, @  
12:00p.m. to 4:00p.m. in KC.

IKC annual coalition SAVE THE  
DATE July 26<sup>th</sup> in Topeka



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