

# Closing the Gaps: Why Pro-Vaccine Advocacy is Essential

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## Moderator:

- Abby Bownas, Infectious Disease Prevention Network

## Speakers:

- Aracely Heredia, Unidos US
- Lecia Imbery, Vaccinate Your Family
- Karen Sharpnack, Idaho Immunization Coalition
- Emily Lang, Oklahoma Alliance for Healthy Families



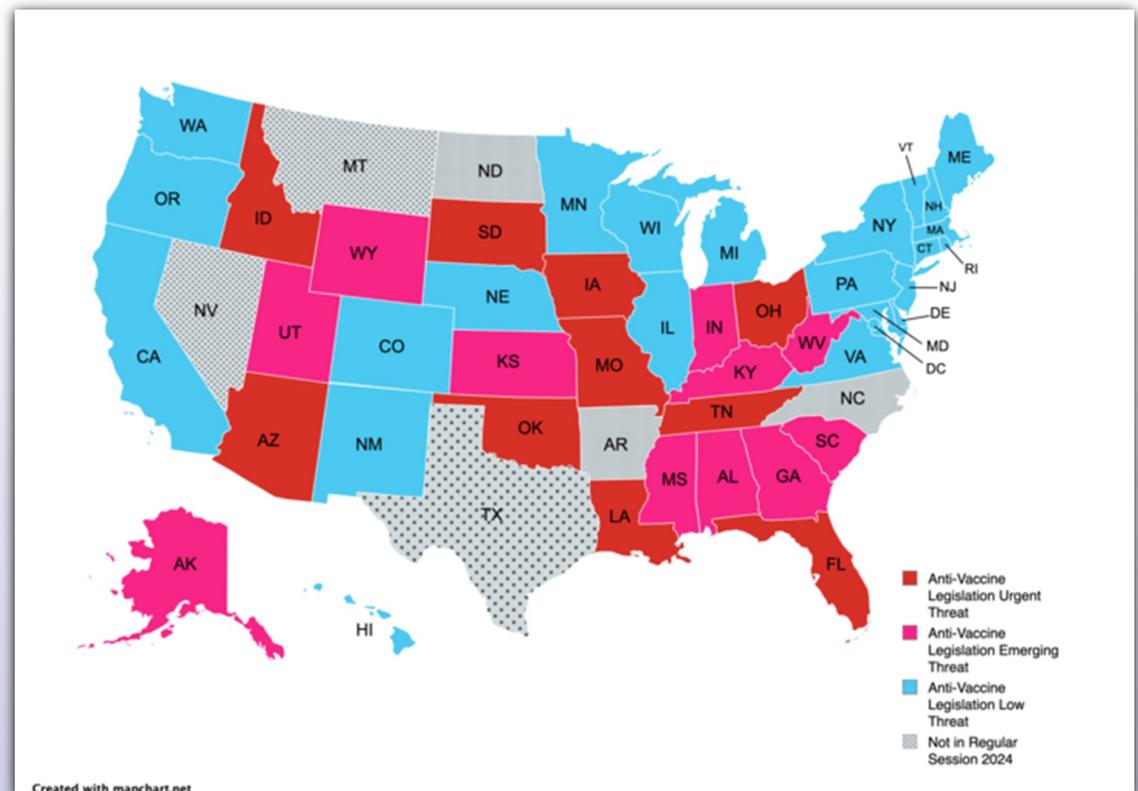
# About IDPN

## Mission

IDPN seeks to provide advocacy strategy, tools, and capacity working alongside long-standing and new partners to support pro-vaccine policies in state houses across the country.

## State Focus

Within states, IDPN supports strong local voices that can sustainably defend and champion state-level vaccine policy. Our diverse allies include public health, patient groups, and private sector partners.



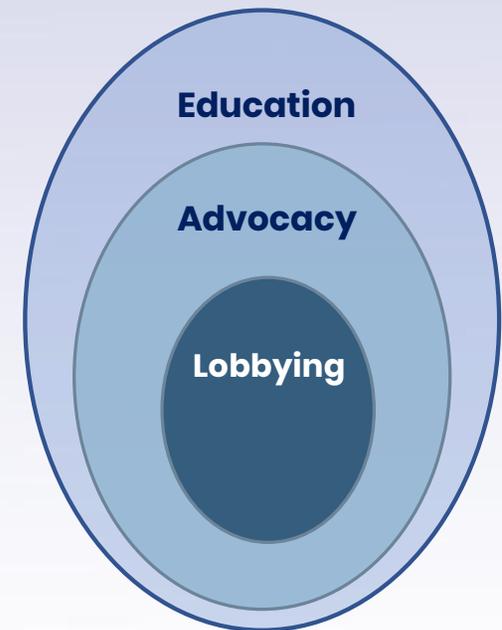
# Education, Advocacy & Lobbying

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**Education** includes sharing research & raising awareness about the effects of a specific policy on your cause or mission.

**Advocacy** is democracy in action. It is the expression of support for a cause, idea, or policy.

**Lobbying** can be either “direct lobbying” – asking a MOC to vote for or against a bill – or “grassroots lobbying” – mobilizing the public to contact MOCs to urge them to vote for or against a bill.



# Ways to Drive Impact

“Before change happens it seems impossible. After change happens it seems inevitable.”

- Use the 4 Ps
  - Policy
  - Players
  - Politics
  - Process
- Identify strategies for who, where, when, how to influence
- Prepare in advance
- Engage with policy makers
- Build diverse partnerships and allies



## Tools to use

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- Data (statistics, research)
- Stories
- Trainings
- Meetings with legislators
- Leave behind materials
- Issue Talking points
- Briefings
- Community events
- Partner mobilization
- Social media

**AND MORE....**



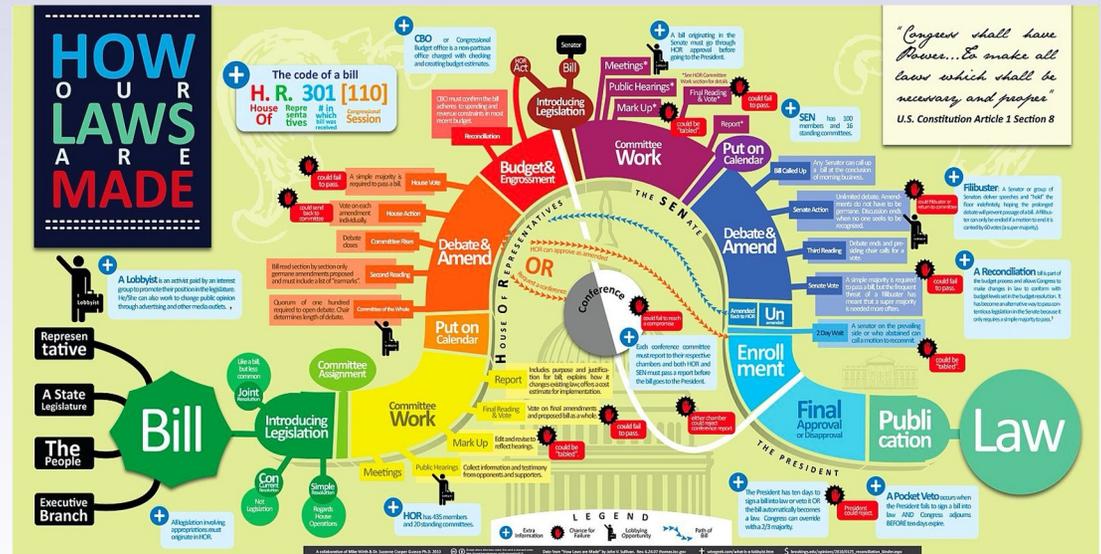
# Why Advocate

## Because...

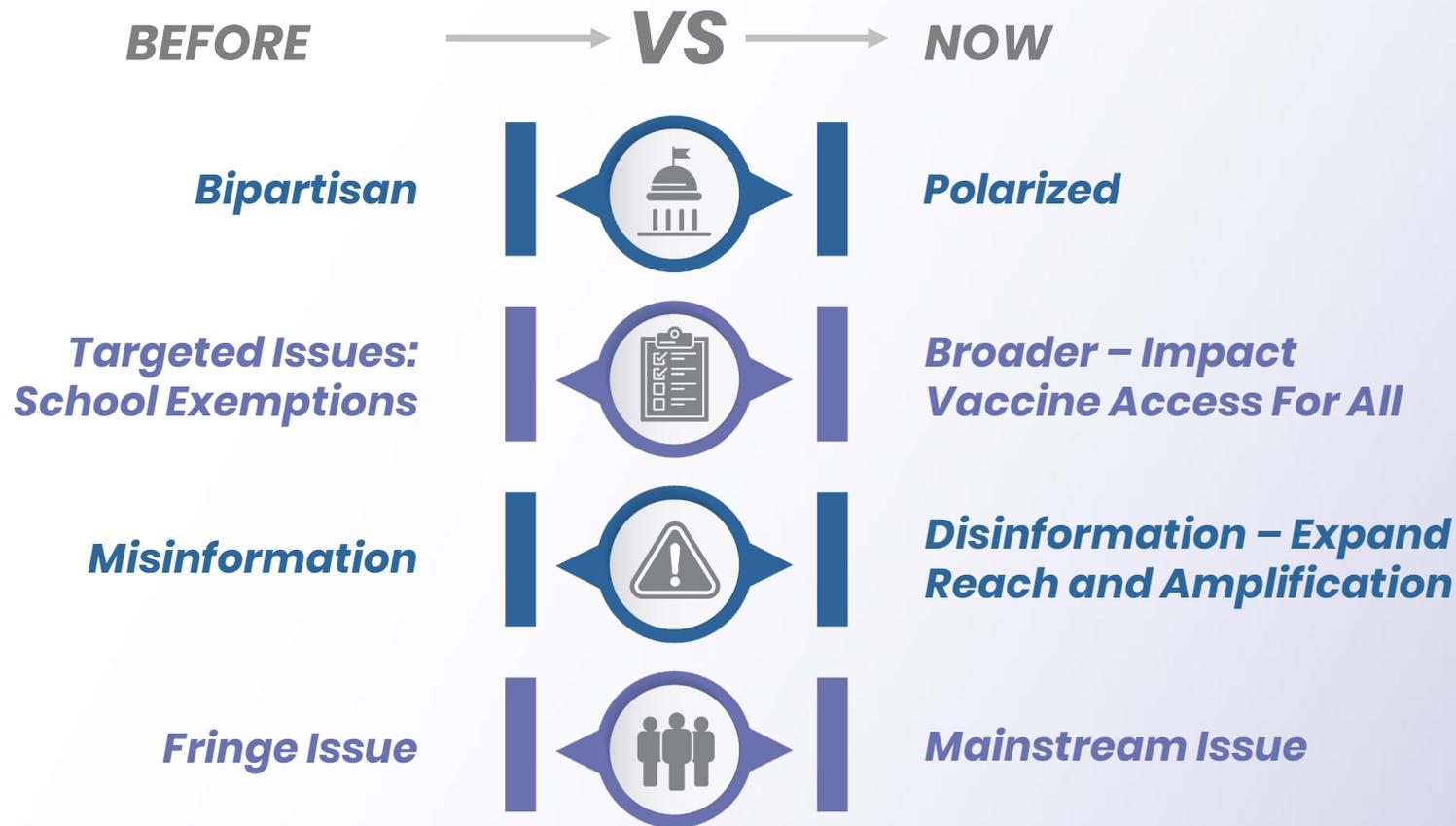
“People are much more likely to get angry when someone tries to take away something they have, than when they are denied something to which they aspire”

## And Because...

- Political perception=political reality
- The threat is growing
- Pro-vaccine voices need to be heard
- The more people care about policy, the more powerful our voice become
- Relationships go a long way



# WHY VACCINE ADVOCACY MATTERS





# OKLAHOMA ALLIANCE FOR HEALTHY FAMILIES

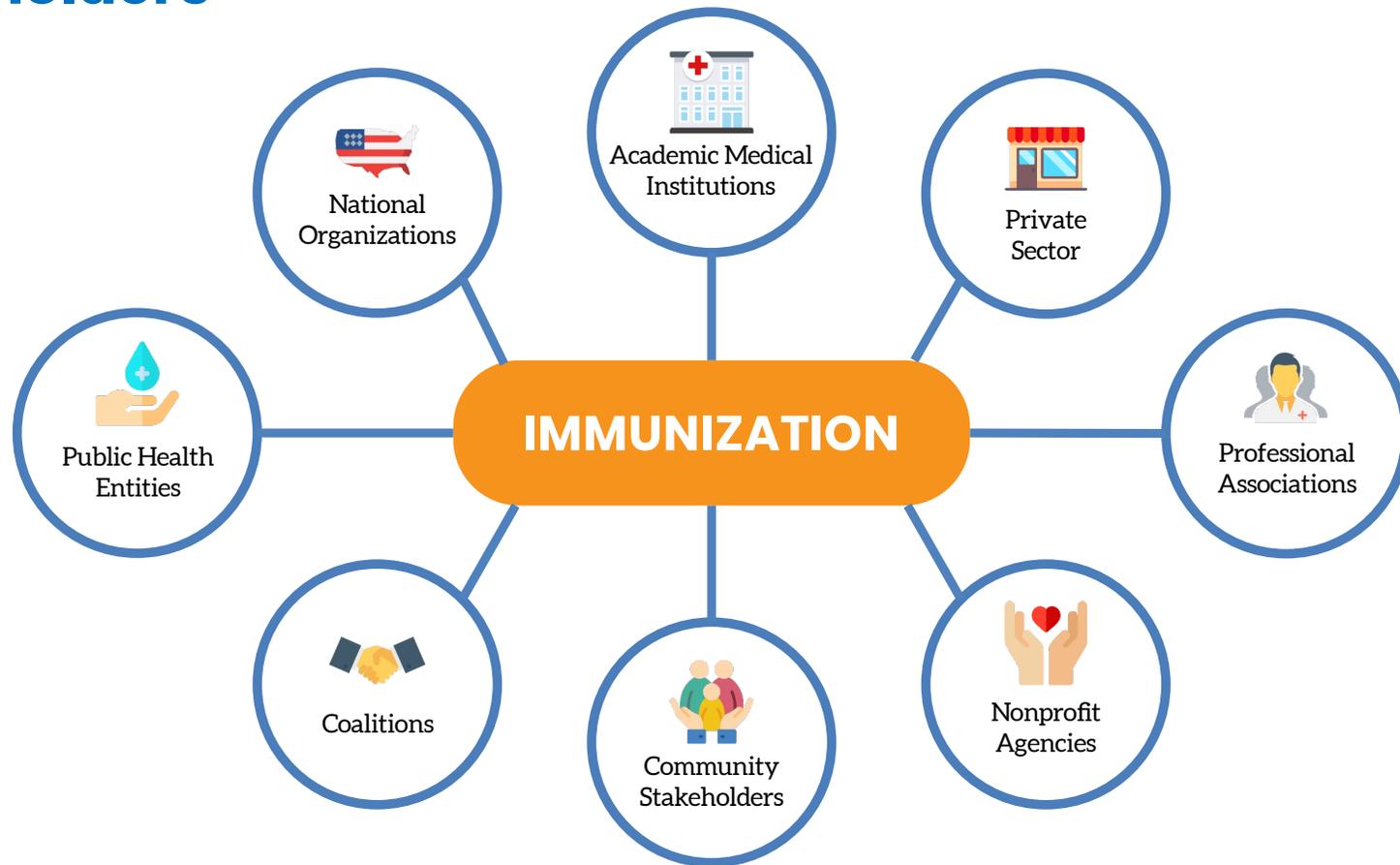
## Mission



## OKLAHOMA ALLIANCE FOR HEALTHY FAMILIES

Our mission is to positively impact the health of our schools, communities and families by advocating for science-based policies locally and at our state capitol. We are resource gatherers, coalition builders and voice givers for a healthier Oklahoma.

# Stakeholders

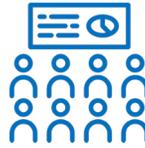


## Key Objectives



### PROTECT

Promote healthy communities where families can live, work and learn without fear of exposure to preventable diseases.



### EDUCATE

Provide evidence-based resources families need to make informed choices.  
Dispel common myths that threaten the health and safety of all Oklahoma families.



### ADVOCATE

Give a voice to immunocompromised children and others whose lives are at risk when those who are eligible to be immunized are not.

## How Are We Doing?



**ADVOCACY ROCKS!**

During the last two legislative sessions, we've seen 116 pieces of anti-vaccine legislation introduced through the legislative process.

**None of them became law.**



Idaho  
Immunization  
Coalition



Get Immunized, Idaho

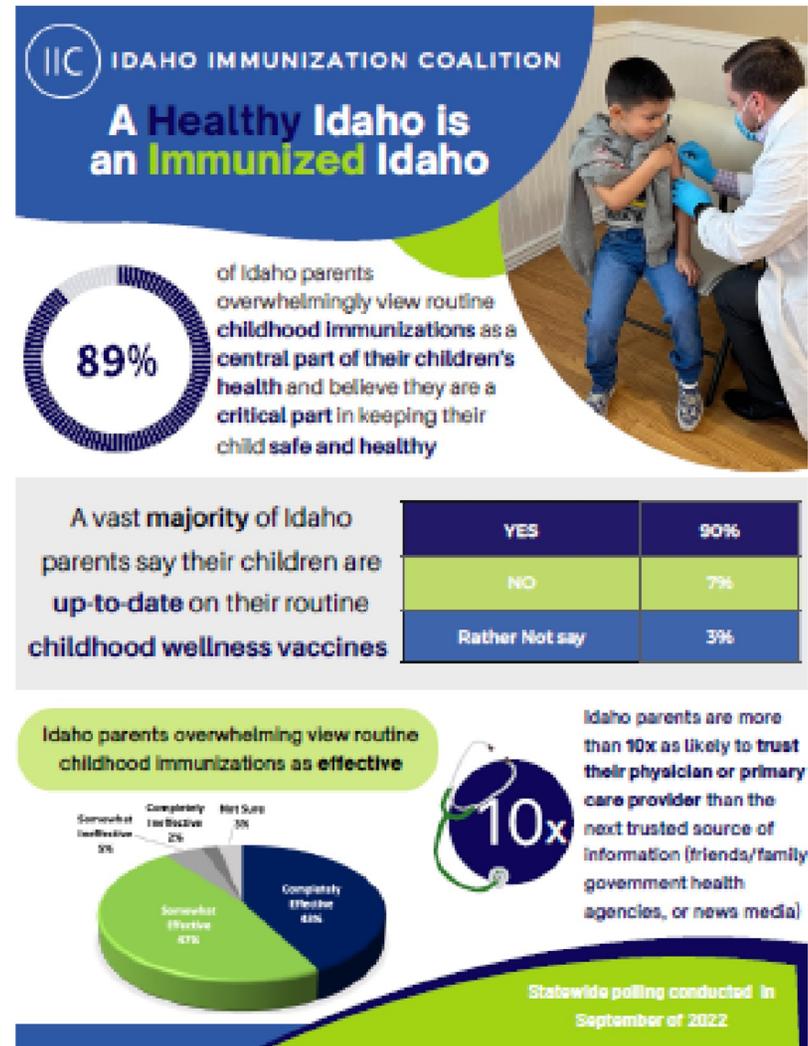
# Idaho Immunization Coalition

## Mission

The Idaho Immunization Coalition is a vital assembly of statewide stakeholders dedicated to promoting health and preventing serious illness through immunization protection of all Idahoans.

## Vision

Cultivate and mobilize expertise, resources, and partnerships to meaningfully impact the health of Idaho communities.



# Pillars of our Organization



**Public Outreach**



**Advocacy**

Get Immunized, Idaho



**Education**



**IDAHO IMMUNIZATION COALITION**

# Organization & Stakeholder Partnerships

## Individual Stakeholders

Over 3,000

## Organizations

American Cancer Society  
Comprehensive Cancer Control  
CDHD - [Shotline](#) Newsletter  
Children's Healthcare Improvement Collaborative  
Healthwise  
Hologic  
March of Dimes  
IIC Board of Directors  
Idaho Chapter of the AAFP  
IMA  
School Nurses of Idaho  
Idaho State Pharmacy Association

## Pharmaceutical Companies

Astra Zeneca  
Sanofi Pasteur  
Pfizer  
GSK  
Merck  
Novavax

## Colleges/Universities

BSU – nursing students  
CWI  
COI  
ISU College of Pharmacy  
NNU

## Health Districts

Panhandle Health District  
Idaho North Central District  
Southwest District Health  
Central District Health Department  
South Central Public Health District  
Southeastern Idaho Public Health District  
Eastern Idaho Public Health District  
St. Luke's Traveling Clinic

## Medical Practices

Saint Al's  
St. Luke's  
Primary Health  
Treasure Valley Peds  
Shoshone Family Medical Center  
Lakeside Peds Medical Group  
Family Medicine Residency  
Terry Reilly  
Saltzer Medical Group

## Immunization local coalitions

CAIC  
CDHD  
Immunization Task Force  
McCall Immunization Coalition  
Connect  
MVIC  
Treasure Valley Immunization Coalition  
Idaho Chapter of the AAP  
IIP/Health & Welfare  
Idaho Medical Association  
Immunization Action Coalition  
Idaho Community Health Center  
Idaho Nurses Association  
Idaho Policy Commission  
Idaho State Board of Pharmacy  
IM West HPV Vaccination Coalition  
Nurse Practitioners of Idaho

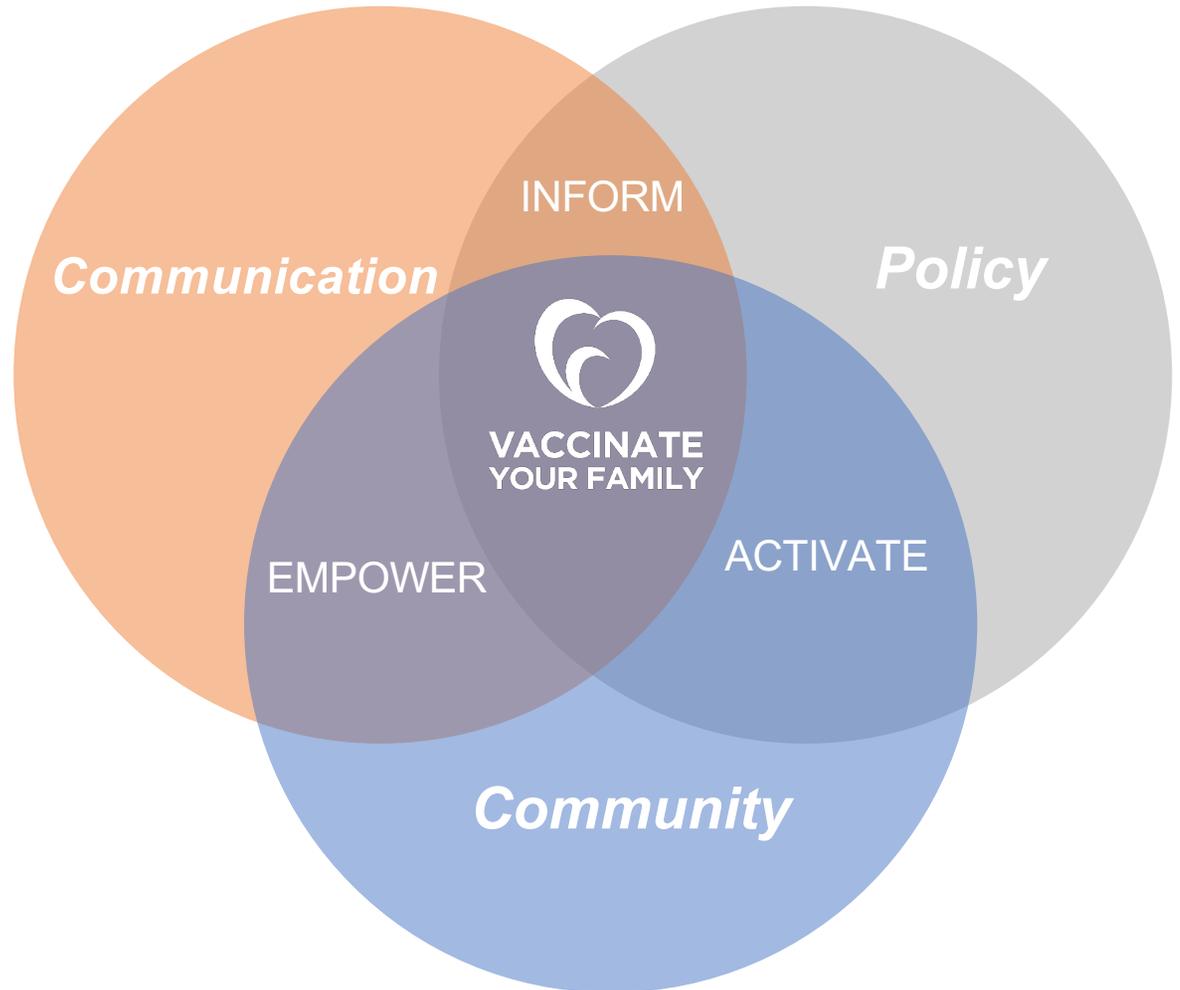


**Vaccinate Your Family protects people of all ages  
from vaccine-preventable diseases.**

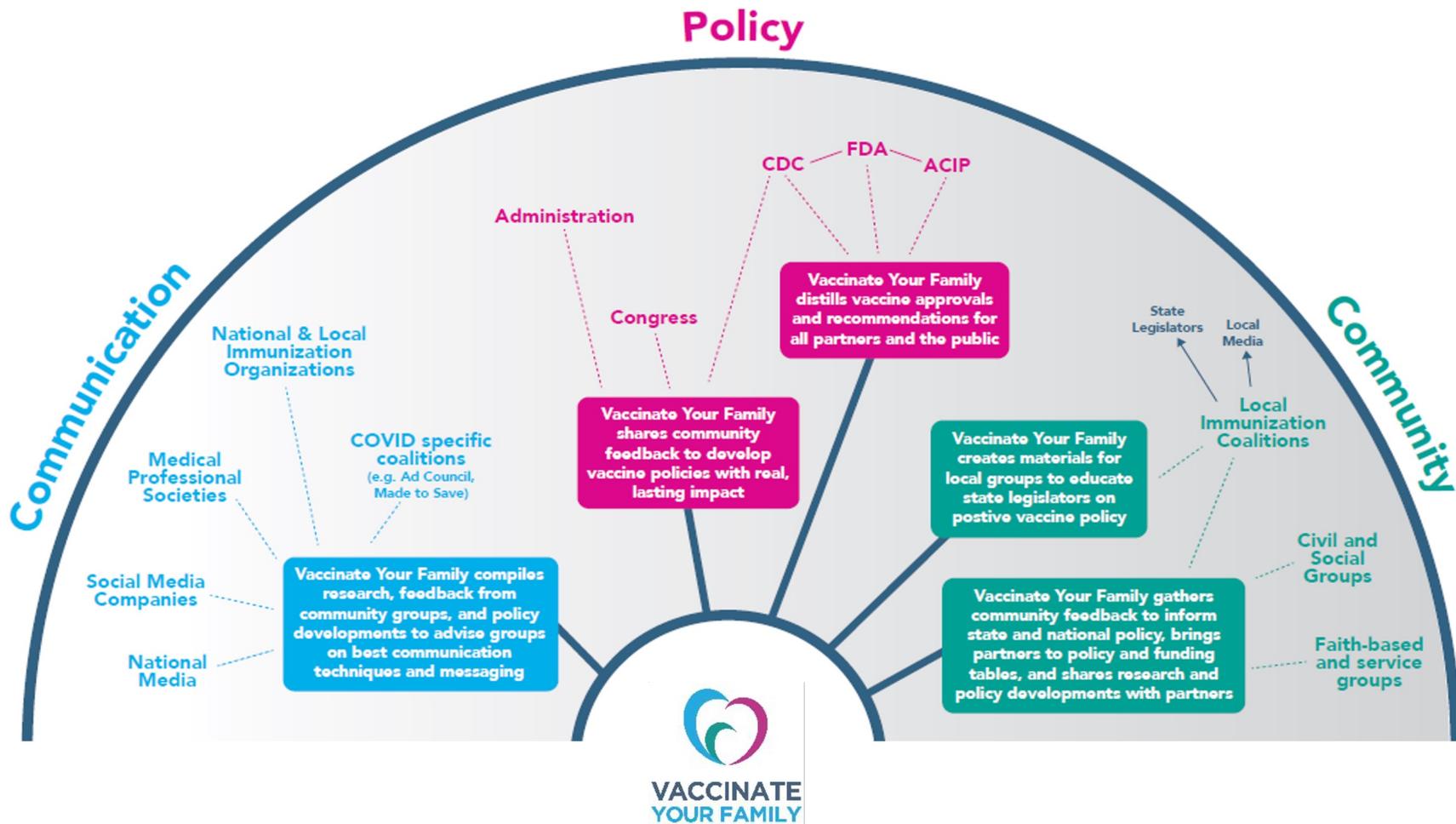


 **VACCINATE  
YOUR FAMILY**

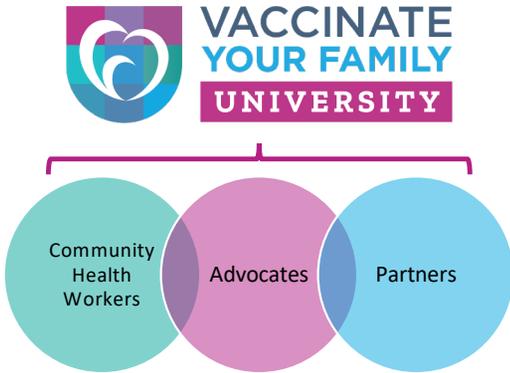
# Vaccinate Your Family is at the Center of the Vaccine Ecosystem



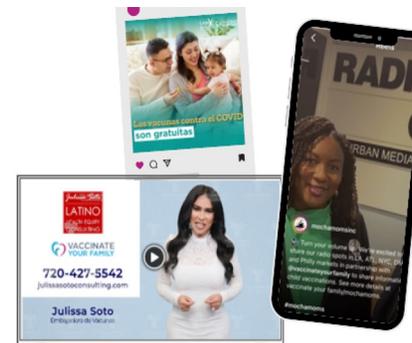
# Our Ecosystem



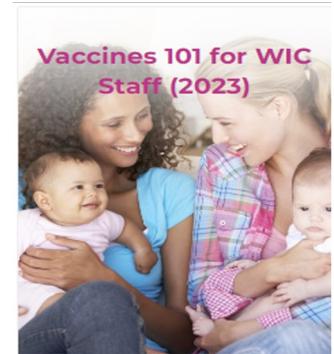
# Key Programs and Partnerships



Vaccination Collaborative



Community-Based Communication Campaigns



WIC Education Partnership



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**ESPERANZA**  
**HOPE FOR ALL**

# WE ARE UNIDOS US

UnidosUS is a nonprofit, nonpartisan organization that serves as the nation's largest Hispanic civil rights and advocacy organization. Since 1968, we have challenged the social, economic, and political barriers that affect Latinos through our unique combination of expert research, advocacy, programs, and an Affiliate Network of nearly 300 community-based organizations across the United States and Puerto Rico.

**Our Purpose:** We exist to create a world where there are no barriers for Latinos to reach their fullest potential.

**Our Promise:** We empower Latinos to define and achieve their own American Dream.

**Our Mission:** We build a stronger America by creating opportunities for Latinos.

**Our Vision:** We want to see a strong America where economic, political, and social advancement is a reality for all Latinos, where all Hispanics thrive and our community's contributions are recognized.

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**ESPERANZA**  
HOPE FOR ALL

**VACCINE PROGRAM**



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## CHAMPIONING OUR COMMUNITY



### Affiliate Engagement

We integrate the expertise, actions, and voices of our community-based partners to improve opportunities for Latinos.



### Civil Rights and Racial Equity

We work across communities to dismantle structural racism and unfair policies.



### Education

We advocate for high-quality education from early childhood through college, vocational training, and beyond.



### Health

We build policies and programs to ensure everyone's right to be healthy regardless of where they live, learn, play, or pray.



### Housing and Financial Empowerment

We advocate for policies and actions to unleash the economic power of the Hispanic community and benefit all Americans.



### Immigration

We fight for an immigration system that values every person's dignity and human rights.



### Voting and Political Empowerment

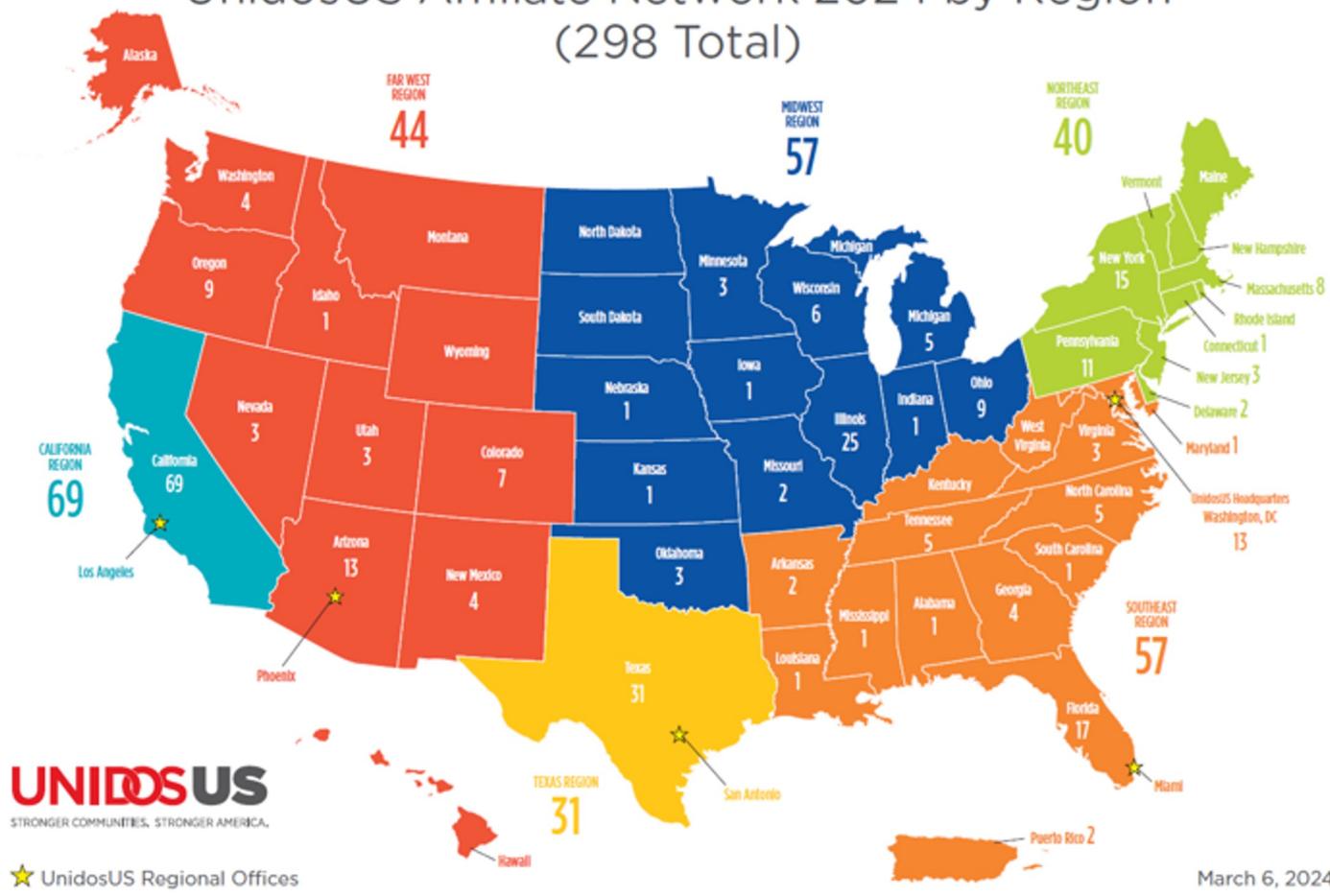
We ensure eligible Latinos are registered, informed, and empowered to vote, and to show the defining power of the Hispanic voter.



### Workforce Development

We develop the Latino workforce in their journey to thrive in the workforce and achieve economic prosperity.

# UnidosUS Affiliate Network 2024 by Region (298 Total)



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STRONGER COMMUNITIES. STRONGER AMERICA.  
★ UnidosUS Regional Offices

March 6, 2024

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# ESPERANZA HOPE FOR ALL CAMPAIGN

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## Health

Ensure equitable delivery of vaccines



## Economy

Preserve housing & prevent loss of home equity



## Education

Mitigate disproportionate learning loss

- **Key Focus on Vaccine Equity:**

Inform Latinos about the various COVID-19 vaccines and ensure that the Hispanic community is included equitably in vaccine distribution efforts across the country.

- **Approach:**

- Air Game: National and broad reaching multimedia communications campaign on COVID-19 and Flu Awareness Campaign
- Ground Game: Partnering with our Affiliate Network to lead culturally responsive COVID-19 and Flu education and outreach efforts

STRATEGIC  
OBJECTIVES

Reach Latinos through trusted channels and sources to share information about COVID-19 vaccines

Offer information on the safety, validity, and importance of the vaccines, which in turn diminishes the hesitancy to get vaccinated

Serve as a trusted source for information on how and where to get immunized locally

Encourage the Latino community to make the best-informed decision regarding the vaccines

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# PARTNERSHIPS AND COALITIONS

UnidosUS provides Latino thought-leadership, guidance, community perspectives and dissemination strategies

## Foundations

- Rockefeller Foundation
- Ford Foundation
- Robert Wood Johnson Foundation
- Walmart Foundation

## Nonprofits

- American Hospital Association
- Trust for America's Health
- AARP
- Kaiser Family Foundation
- Made to Save Campaign

## Private Sector

- COVID Collaborative / Ad Council (public / private)
- PhRMA - J&J/Janssen, Pfizer
- CVS Health
- Walgreens
- Uber

## Government

- White House COVID-19 Task Force and Latino Stakeholder Group
- NIH's Community Engagement Alliance (CEAL) Against COVID 19 Disparities
- CDC Foundation Community COVID 19 Coalition
- CDC Cooperative Agreement
- COVID-19 Prevention Network (CoVPN)
- OMH/Morehouse's National COVID-19 Resiliency Network (NCRN) (public/private)

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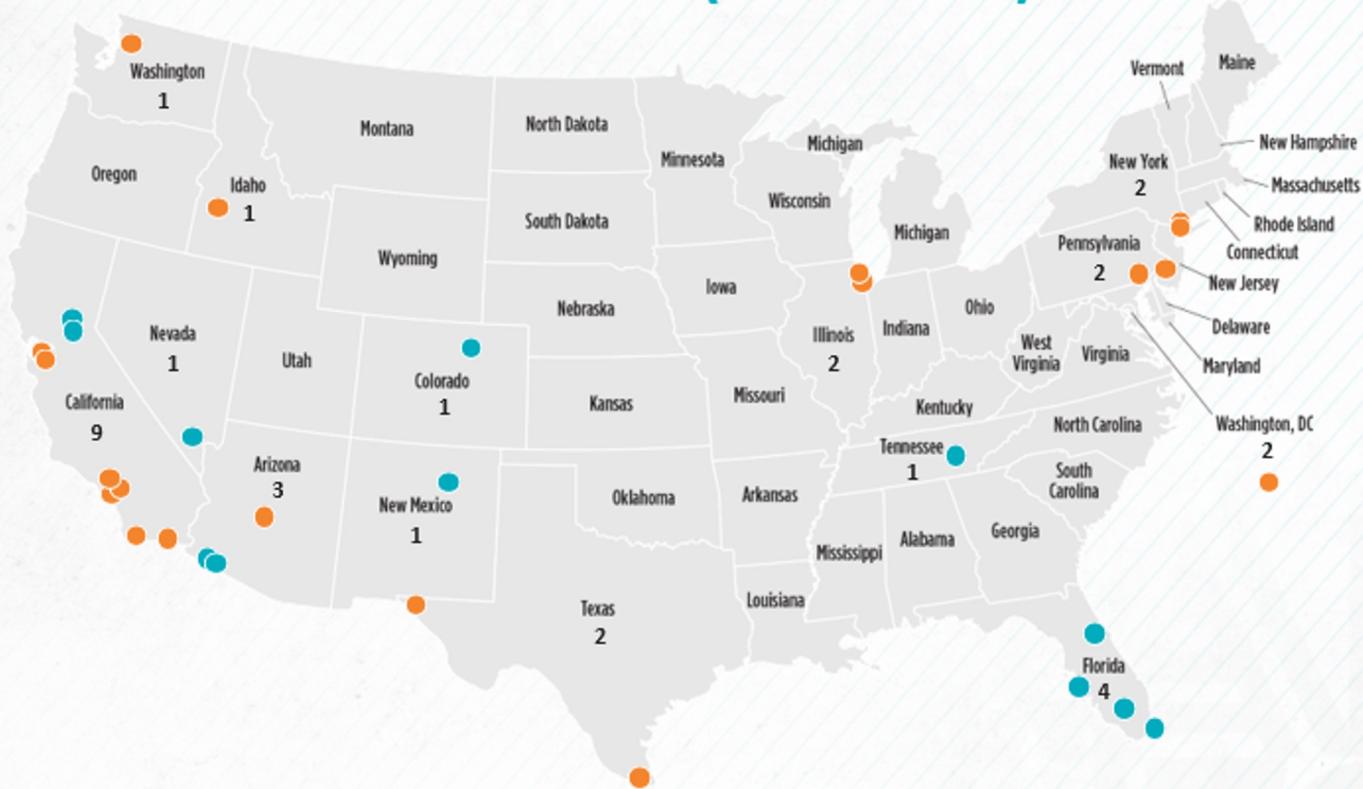
**VACCINE PROGRAM**

# GROUND GAME: ESPERANZA HOPE FOR ALL VACCINE PROGRAM AFFILIATE COHORT MAP (2021-2024)

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## Community Based Organizations (CBO)

## Exit Cohort

Organization	Location	Exit Cohort
1. Colorado Latino Leadership, Advocacy & Research Organization—CLLARO	Denver, CO	2023
2. Comité de Bien Estar—Arizona	San Luis, AZ	
3. Community Services of Nevada	Las Vegas, NV	
4. Conexión Américas	Nashville, TN	
5. Chicanos Por La Causa—New Mexico	Santa Fe, NM	
6. El Concilio	Stockton, CA	
7. Enterprising Latinas	Wimauma, FL	2022
8. Latino Leadership	Orlando, FL	2022
9. Mexican American Council	Homestead, FL	
10. RCMA	Irmokalee, FL	2023

## Federally Qualified Health Centers (FQHC)

Organization	Location	Exit Cohort
1. Acacia Network—Promesa	Bronx, NY	2024
2. Alivio Medical Center	Chicago, IL	
3. AltaMed	Los Angeles, CA	
4. Centro de Salud Familiar La Fe	El Paso, TX	2024
5. Clínica Monseñor Oscar A Romero	Los Angeles, CA	2024
6. Clínicas de Salud del Pueblo	El Centro, CA	
7. Community Council of Idaho	Caldwell, ID	2024
8. Congreso de Latinos Unidos	Philadelphia, PA	2024
9. El Proyecto del Barrio	Arliea, CA	2023
10. Esperanza Health Centers	Chicago, IL	
11. La Clínica de La Raza	Oakland, CA	
12. La Clínica del Pueblo	Washington, DC	
13. La Maestra Family Clinic	San Diego, CA	
14. LCH Health and Community Services	Kennett Square, PA	
15. Mary's Center	Washington, DC	
16. Mountain Park Health Center	Phoenix, AZ	2022
17. Project VIDA Health Center	El Paso, TX	
18. San Ysidro Health	San Diego, CA	
19. Sea Mar Community Health Centers	Seattle, WA	
20. Su Clínica	Harlingen, TX	
21. Tiburcio Vasquez Health Center	Hayward, CA	2022
22. Urban Health Plan	Bronx, NY	
23. Valle del Sol Community Health	Phoenix, AZ	2023

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