

Advocacy in Action: How Iowa Immunizes Empowers Members to Take Action

Elizabeth Faber – Iowa Immunizes Coalition Director

Lina Tucker Reinders – Iowa Public Health Association Executive Director

Who are We?



Officially launched in January 2020, **Iowa Immunizes** is a pivotal coalition spearheaded by individuals and organizations across Iowa united by a singular mission: to bolster immunization across the state, ensuring every Iowan has access to life-saving vaccines.

Who is IPHA?

network of 600+ professionals, students, retirees and friends of public health

- health equity advocate
- policy influencer
- convener of thought leaders
- provider of professional development
- 501(c)(3) nonprofit membership association
- state affiliate of the American Public Health Association

Iowa?

THE MIDWEST!®

A MAP MADE BY PEOPLE WHO AREN'T FROM THE MIDWEST



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Iowa?



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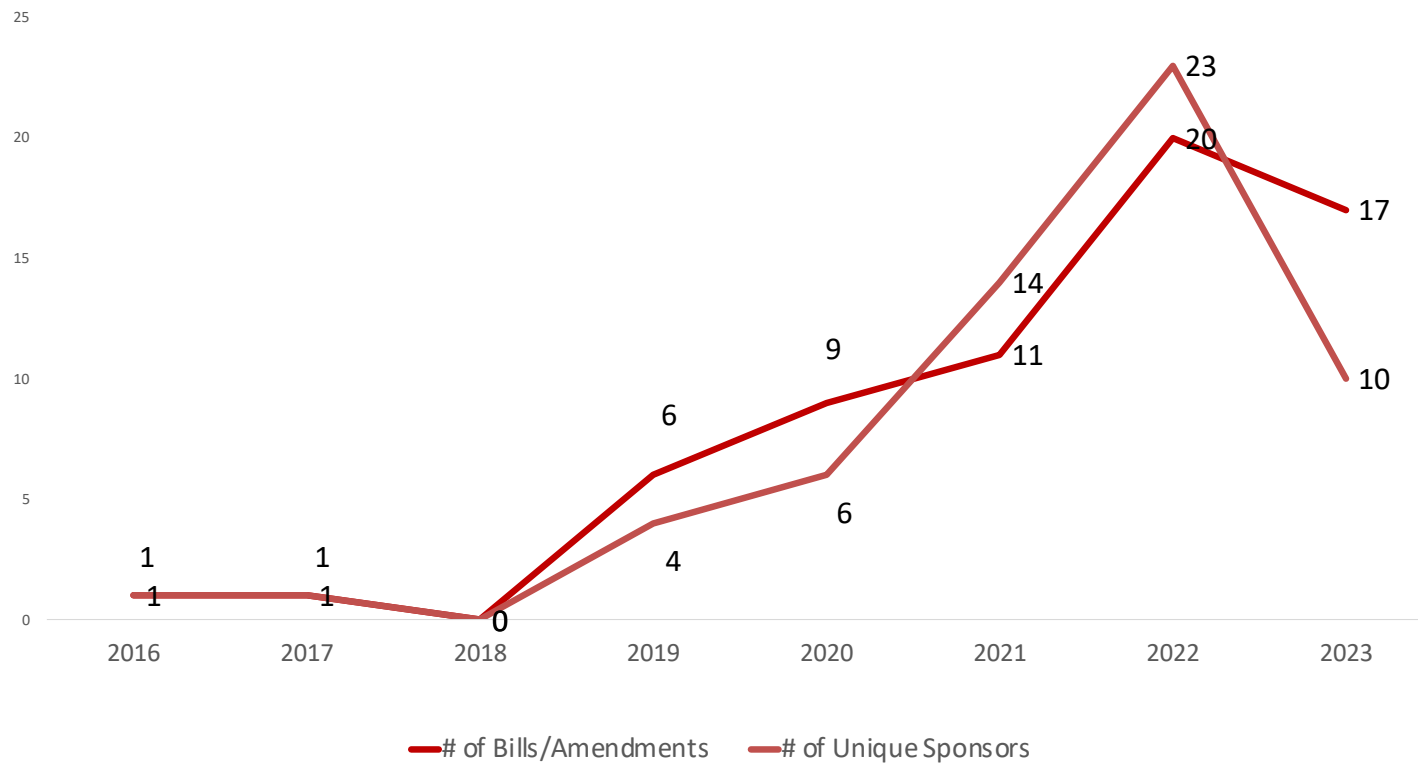
IAIM Committees

Committees:

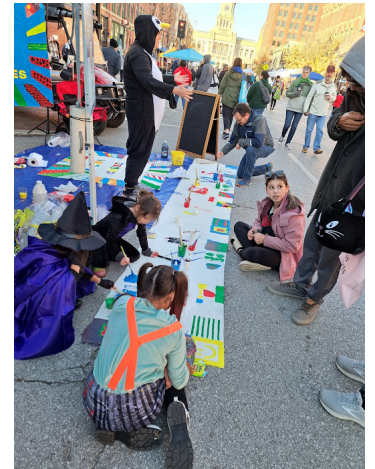
- Communication
- Policy & Advocacy
- HPV Workgroup
- Immunization Equity
- Scientific Advisory

Concerning Number of Vaccine Hesitancy Bills and Amendments

Vaccine Hesitancy Bills, Amendments and Unique Sponsors
in Iowa's Legislature 2016-2023



BRIDGING ART AND SCIENCE



VIRTUAL OUTREACH



IOWA IMMUNIZES Student Workgroup



Join us for our next meeting
with Special Guest:

ADOLESCENT & YOUNG ADULT
CANCER SURVIVOR, & AWARD-
WINNING PATIENT ADVOCATE

Morgan Newman, MSW
Community Engagement Liaison
Cervivor, Inc.

*Hear Morgan's powerful story and learn about
her journey as an HPV Vaccine Advocate*



Thursday, March 21st at 7:00 PM via Zoom
<https://bit.ly/IAIMstudent>

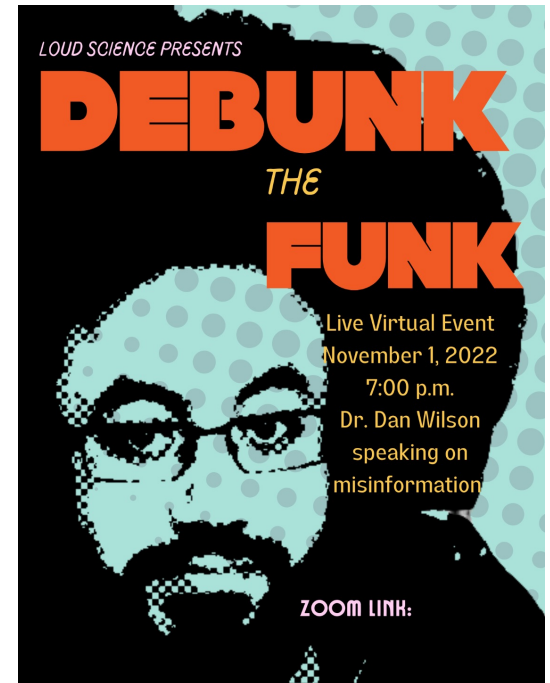
Questions?
CONTACT: esmeralda@iowapha.org



Join your pro-vaccine friends and
neighbors for Trivia Night/Happy Hour!

**June 28, 2021
7 p.m.
Via Zoom**

Email: iowaimmunizes@iowapha.org for link





Calling all Iowa Vaccine Champions!

Save the Date for Upcoming Training Series

- **Working with the Media**- presented by Karen Ernst, Voices for Vaccines
Thursday, January 6 at 6:30 p.m.
- **How to Talk about Vaccines and Keep your Friends**- presented by Dr. Nathan Boonstra, Pediatrician Blank Children's Hospital, Iowa Immunizes Chair
Tuesday, January 11 at 6:30 p.m.
- **Immunization Advocacy 101: Community Voices for Community Health**-
presented by Deborah Thompson, DHT Consulting and Training
Thursday, January 13 at 6:30 p.m.
- **How to Tell your Story**- presented by Karen Ernst, Voices for Vaccines
Tuesday, January 18 at 6:30 p.m.



FOR MORE INFORMATION OR TO
REGISTER EMAIL
IOWAIMMUNIZES@IOWAPHA.ORG

COMMUNITY OUTREACH



LEGISLATIVE EDUCATION



Iowa Immunizes Day on the Hill

February 13th, 2023
9:30 a.m. - 3:30 p.m.

9:30 a.m. - 11:30 a.m. Legislative
Update and Advocacy Training
Des Moines Central Library

1:00 p.m - 3:30 p.m.
Day on the Hill
Capitol Rotunda
Immunization Clinic- 1:00 p.m. - 2:30 p.m.

You're invited to a webinar
presented by Iowa Immunizes

2024 Legislative Session and Immunization Policy

Join us for a presentation by Brent Ewig on
national trends as well as a facilitated
discussion with Iowa government relations
staff and partners led by Jessica Hyland.



Brent Ewig, MSPH
Chief Policy and Government Relations Office
Association of Immunization Managers



Jessica Hyland
Executive Director
Iowa Biotechnology Association

Monday, November 20, 2023
10:00 a.m. - 11:00 a.m.
Via Zoom

Register Today by emailing:
iowaimmunizes@iowapha.org

You're invited to a webinar
presented by Iowa Immunizes

Immunization Update for Iowa Legislators

Iowa legislators, staff, and other interested
partners are invited to join us for a virtual
seminar on immunizations. Expert panelists will discuss the history of
vaccinations and how they work, as well as the
development, testing, safety, and approval
process. State Medical Director, Dr. Robert
Kruse, will share information about Iowa's
immunization program and current rates.



Dr. Robert Kruse
Iowa Health and Human Services
State Medical Director



Dr. Melanie Wellington
U of IA Carver College of Medicine
UHC



Dr. Nathan Boonstra, General pediatrician
Blank Children's Hospital
Chair of Iowa Immunizes Coalition



Patsy Stinchfield, NP
Member of CDC's Advisory
Committee on Immunization
Practices

Thursday, December 15, 2022
12:00 p.m. - 1:00 p.m.
Via Zoom

Register Today by emailing:
iowaimmunizes@iowapha.org



TRADITIONAL LEGISLATIVE OUTREACH

**Schools play a vital role in saving lives.
The first line of defense in health is education.**

August 2023

The health and wellness of Iowa students is a priority. The school and the community must come together to address the needs of the whole child. This is why the organizations listed on the side of this letter are united in strongly encouraging all Iowa school districts to continue providing education about human papillomavirus (HPV), the vaccine to prevent HPV, and Acquired Immune Deficiency Syndrome (AIDS) in school. While recent legislation removed the requirement from the state mandate to include education regarding HPV and AIDS, it does not prohibit schools from teaching this important information. It is imperative for schools to continue providing HPV prevention education. By educating students about HPV prevention, and emphasizing the opportunity to receive the HPV vaccine, we can actively promote the health and safety of our youth.

HPV is a common virus that can cause cancer later in life. Every year, HPV infects 13 million people, both men and women. In the U.S., nearly 36,000 people are estimated to be affected by a cancer caused by HPV infection each year.¹ While there are early detection screenings for cervical cancer, there are no other recommended screenings for the other cancers caused by HPV infection, like cancers of the mouth, throat, anus, penis, vagina or vulva. As stated in the 2023 Cancer in Iowa report by the Iowa Cancer Registry, **Iowa has the second-highest incidence rate for cancer in the U.S., and Iowa is the only state with an increasing rate of cancer.² In fact, Iowa is first in the nation for cancer in the mouth and throat, which can be caused by HPV.**

HPV vaccination provides safe, effective, and lasting protection against HPV infections that most commonly cause cancer, yet only 45.7% of adolescents have completed the HPV vaccine series in 2022 in Iowa.³ This rate is much lower than the completion rate for other recommended adolescent vaccines. The HPV vaccination series can be given to males and females starting at age 9. The HPV vaccine entails a series of either two or three doses, depending on the age at initial vaccination, ensuring comprehensive protection against the virus and its potential risks.

Educating and protecting our youth from HPV is a collective responsibility, involving parents, schools, health care providers and community organizations. **Together, we can ensure that every youth receives the protection they deserve against HPV and the potential consequences including cancer.**

Resources

- [Iowa Immunizes Coalition](#)
- [Eyes Open Iowa](#)

Works Cited

1. [Centers for Disease Control and Prevention. \(2022\). How many cancers are linked with HPV each year?](#)
2. [Iowa Cancer Registry. \(2022\). Cancer in Iowa 2022.](#)
3. [Iowa Department of Health and Human Services, Immunization Program. \(2022\). Iowa Public Health Tracking Portal Human Papillomavirus \(HPV\) Vaccine Data.](#)



Iowa Immunizes

Published by Elizabeth Karstens Faber • February 11, 2023 •

HPV-related cancer incidence is high in Iowa and impacts both men and women. We have a safe, effective vaccine that can prevent 90% of the 6 cancers caused by HPV.

There are bills moving in both the House and Senate that would restrict adolescents from learning about life-saving vaccines.

Remind your legislators that teens deserve a safe and trusting learning environment that allows them to make healthy, informed decisions.

<https://bit.ly/HPVvaccineAlert>

ADVOCACY ALERT



American Academy of Pediatrics
DEDICATED TO THE HEALTH OF ALL CHILDREN™
Iowa Chapter



To access this letter and see additional signatories, please visit this site.



IN THE NAME AND BY THE AUTHORITY OF THE STATE OF IOWA

PROCLAMATION

WHEREAS, The United States Centers for Disease Control and Prevention (CDC) and the Advisory Committee on Immunization Practices (ACIP) recommend safe and effective immunizations for adolescents through 18 years of age against several different vaccine-preventable diseases, including influenza, tetanus, diphtheria, shingles, RSV, pertussis (whooping cough), human papillomavirus (HPV), and meningococcal disease (meningitis); and

WHEREAS, ensuring that the people of Iowa are protected from all vaccine-preventable diseases is important; and

WHEREAS, most routine vaccination rates in Iowans have continued to remain below pre-pandemic levels, which, coupled with the simultaneous decrease in catch-up vaccinations, is placing Iowans at higher risk of illness or poor health outcomes in the future; and

WHEREAS, the burden of vaccine-preventable disease in Iowa affects people of all cultures, races, ethnicities, and societal groups; and

WHEREAS, observing Immunization Awareness Month is intended to help boost immunization coverage, increase public knowledge, acceptance, and use of vaccines to Iowans against serious life-threatening diseases; and

WHEREAS, Iowa residents and health care providers are encouraged to learn more about the threat, medical implications, and prevention of vaccine-preventable diseases.

NOW, THEREFORE, I, Kim Reynolds, Governor of the State of Iowa, do hereby proclaim
August 2023, as:

Immunization Awareness Month



IN TESTIMONY WHEREOF, I HAVE
HEREUNTO SUBSCRIBED MY NAME AND
CAUSED THE GREAT SEAL OF THE STATE OF
IOWA TO BE AFFIXED. DONE AT DES MOINES
THIS 26th DAY OF JULY IN THE YEAR OF OUR
LORD TWO THOUSAND TWENTY-THREE.

Kim Reynolds
KIM REYNOLDS
GOVERNOR OF IOWA

ATTEST:

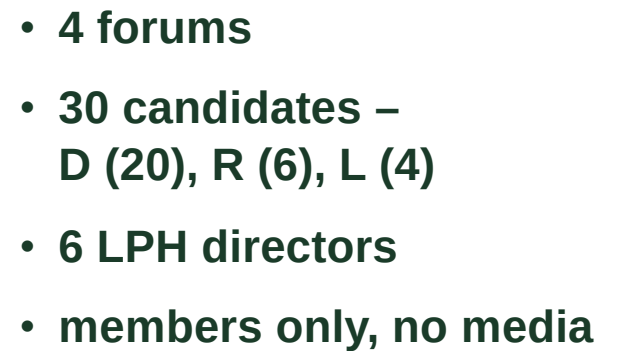
Paul Pate
PAUL PATE
SECRETARY OF STATE

CBO PARTNERSHIPS



<https://www.youtube.com/watch?v=YgYZ9FALpY0&feature=youtu.be>

IPHA Candidate Forums



- 4 forums
- 30 candidates –
D (20), R (6), L (4)
- 6 LPH directors
- members only, no media

LESSONS LEARNED

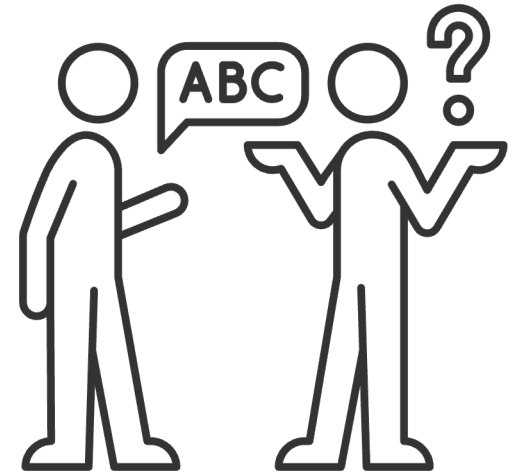
IPHA Candidate Forums

No jargon!

- "make the healthy choice the easy choice", not social determinants of health
- "opportunity to reach full potential", not health equity

Storytelling is critical!

Find the common point of agreement and build from there!



MOVING FORWARD

We are focusing on:

- Investing in RELATIONSHIPS with partner organizations and volunteers
- Building/solidifying relationships with legislators
- Sharing stories

Using our limited capital strategically!

WHEN WE CAN'T BE
POLICY CHANGERS

we will be
conversation
nudgers!

Iowa Immunizes

lowaimmunizes.org

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Iowa Public Health Association

IowaPHA.org

Lina Tucker Reinders | Lina@IowaPHA.org | 515-491-7804

