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**SOUTH CAROLINA  
IMMUNIZATION COALITION**

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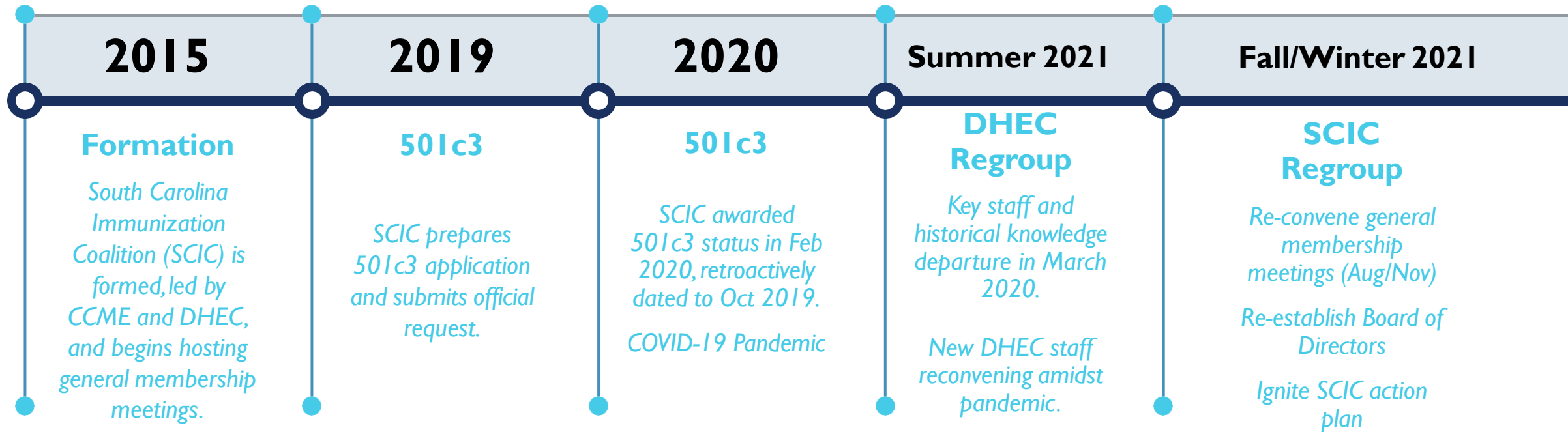
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SC DHEC Immunization Division

SCAAP CATCH

January 21, 2022

# JOURNEY

*The little coalition that could...*



# SC VACCINATION LANDSCAPE SWOT ANALYSIS (CIRCA 2019)

## Strengths

- Ongoing collaboration among community groups and industry
- Available data sources at local, regional, and national levels
- Influential health system; strong statewide and regional association presence
- Insurance coverage for ACIP-recommended vaccines
- Vaccines for Children (VFC) program ~450 providers
- Alternative immunization service delivery models on county and regional levels
- New statewide Immunization Information System (IIS) known as SIMON; contains vax coverage rate report functionality

## Weaknesses

- Inconsistent vaccine recommendations among HCPs
- Missed vaccination opportunities due to lack of age-appropriate recommendations at every encounter and/or lack of available vaccine supply
- Limited hours of service (daily, evenings and/or weekends)
- Prescriptions needed for some vaccinations
- Underdeveloped communication skills among immunizers to engage parents effectively and address concerns
- Inconsistent adolescent/well-child visit practices among HCPs and/or families
- Lack of/inaccurate/incomplete HCP/organization education for staff about vaccines and VPDs
- Limited/restrictive appointment times with patients

## Opportunities

- Consistent, strong, and unified messaging among all partners
- Social media and technology platform modernization for community engagement
- Pharmacy community engagement
- Collaborative work with dental and OB/GYN communities
- Faith community engagement
- School partner engagement
- Targeted vaccine uptake campaigns in low coverage counties/areas
- Statewide and regional reminder/recall programs
- Speakers Bureau
- Clinical education series
- Insurance Payor engagement to explore patient incentives
- Recognition programs for providers who improve immunization rates
- Direct adolescent group engagement

## Threats

- Global digital misinformation
- Anti-vaccine organizations (i.e. Natl Vaccine Information Center- NVIC)
- Social media platforms (i.e. Facebook, Twitter, Instagram, Reddit)
- Parent and community mistrust of government programs and efforts
- Reactive health care culture
- Conservative political landscape
- Unconscious bias among HCPs leading to failure to recommend based on assumptions about patients and their families
- Inaccurate/misinformed vaccine or disease beliefs among HCPs
- School vaccine religious exemptions and process
- SC law prevents HPV vaccine from becoming a vaccine requirement for school attendance

# Vision

South Carolina leads the nation in vaccination coverage rates across the lifespan

# Mission

Unite vaccine champions to promote and implement practices and strategies that enhance vaccine uptake among all Palmetto State residents.

**Engage key partners and stakeholders to support efforts to improve vaccination coverage**

1. Establish and/or enhance engagement and collaboration with pharmacy, faith-based, and tribal stakeholders.
2. Establish a Speakers' Bureau.

**Promote and provide educational opportunities for health care providers and the general public**

1. Develop and implement educational programs for immunization providers and stakeholders that address pediatric, adolescent, and adult vaccinations.
2. Engage schools to explore vaccine education content for school curriculums and/or Parent-Teacher Association (PTA) activities and events.

**Utilize effective communication methods to address current immunization issues**

1. Create brand portfolio and style guide
2. Create social media accounts and presence
3. Develop, promote, and/or disseminate outreach messages for the general public via social media platforms and press releases.

**Perform activities to improve vaccination coverage**

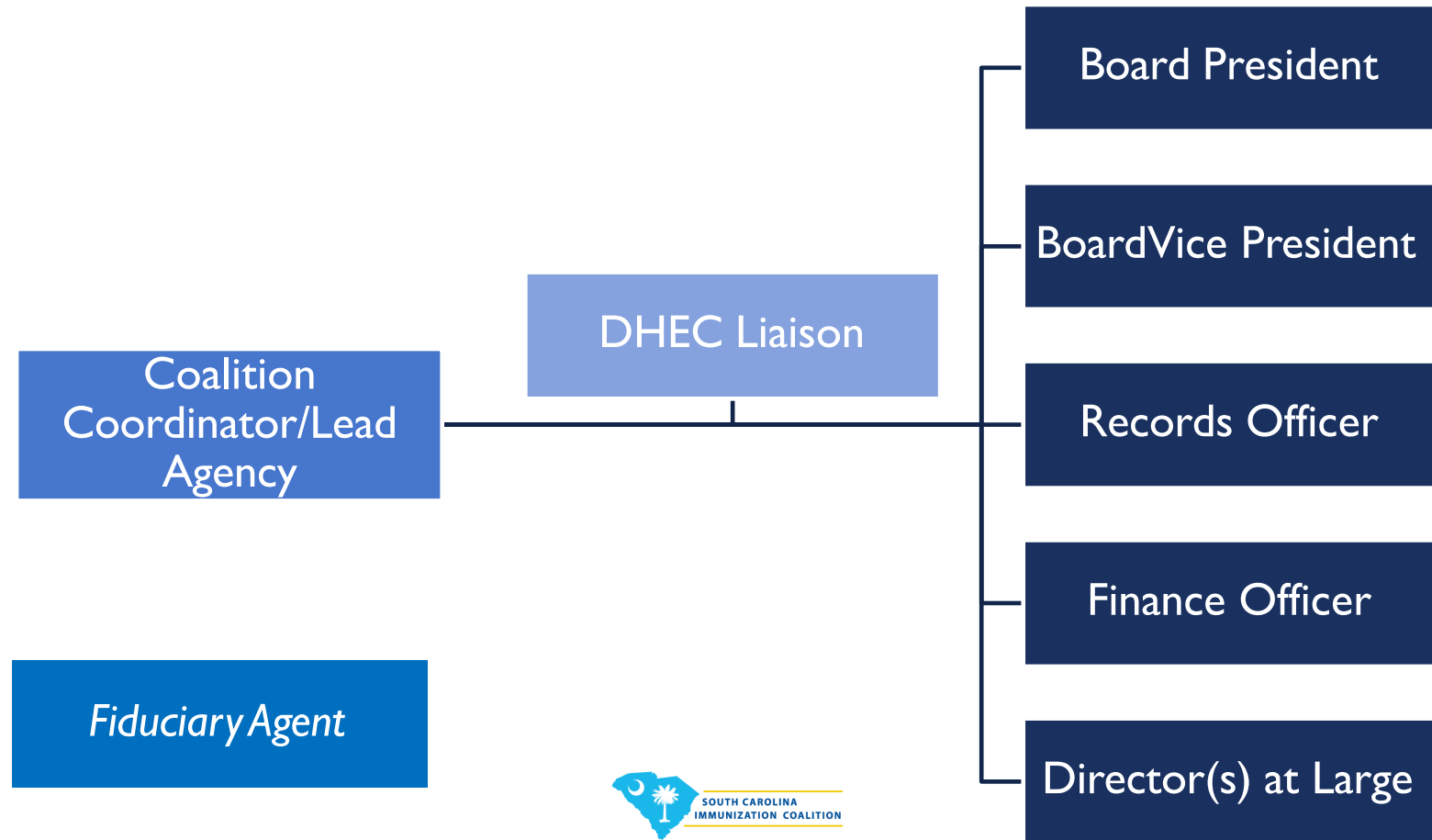
1. Develop and implement frameworks for targeted vaccine campaigns in low coverage areas
2. Establish statewide and regional vaccine champion recognition programs

**Ensure coalition infrastructure to support organizational capacity, program operations, funding stability, and fiscal accountability**

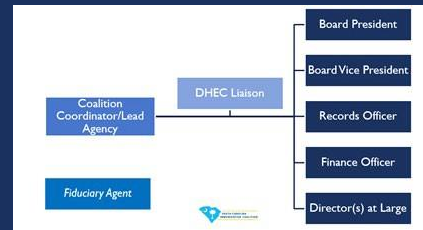
1. Establish Board of Directors and Coalition Coordinator
2. Establish fiduciary agreement and fiscal agent
3. Collaborate with state immunization program to align activities
4. Develop and monitor budgets and all funding reporting
5. Maintain 501c3 status



# COALITION OPERATIONS



# ROLES AND RESPONSIBILITIES



Coalition Coordinator/Lead Agency	DHEC Liaison	Board President	Board Vice-President	Records Officer	Finance Officer	Director at Large
<ul style="list-style-type: none"> <li>• Reports and present coalition progress and program findings at statewide/natl meetings</li> <li>• <b>Leads resource development efforts</b></li> <li>• Develops and <b>submit grant applications in collaboration with leadership</b></li> <li>• <b>Monitors grants on behalf of coalition</b></li> <li>• Supports event and meeting organization needs</li> <li>• Leads coalition member recruitment efforts</li> <li>• Maintains member listserv</li> <li>• Develops coalition and Board of Director meeting schedules and agendas</li> <li>• <b>Leads social media and external communication efforts</b></li> </ul>	<ul style="list-style-type: none"> <li>• Assists the coalition in assessment, planning, implementation, and evaluation activities</li> <li>• Works as a team member with lead agency and coalition to meet education and outreach strategy goals</li> <li>• Leads planning and organization of education and outreach activities</li> <li>• Supports general coalition meeting schedule and agenda development</li> <li>• Supports marketing and media campaigns and opportunities</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Presides at all SCIC and Board of Directors meetings</b></li> <li>• <b>Oversees the development and implementation of coalition's annual strategic plan</b></li> <li>• <b>Serves as official spokesperson and representative to the community</b></li> <li>• <b>Directs assessment, planning, implementation, and evaluation activities of the Coalition</b></li> <li>• <b>Directs and assists coalition to develop legislative action that promotes the coalition mission by developing position statements and reviewing and recommending endorsements of policies</b></li> </ul>	<ul style="list-style-type: none"> <li>• <b>Performs all duties of the President in the absence of the President</b></li> <li>• <b>Serves as the President-Elect</b></li> <li>• Assists with developing relationships with stakeholders and partners</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Establish and maintain document management and record retention system for by-laws, shared files, agendas, meeting minutes, financial documents and any pertinent coalition documents</b></li> <li>• Develops and maintains standardized templates of all coalition-branded materials</li> <li>• <b>Records all votes</b></li> <li>• Documents all meeting minutes and distributes electronically to members within 2 weeks of meeting</li> <li>• <b>Serves as custodian for all records and reports</b></li> </ul>	<ul style="list-style-type: none"> <li>• <b>Sign and maintain fiduciary agreement on behalf of the coalition</b></li> <li>• <b>Sign and maintain DHEC vendor contracts on behalf of coalition</b></li> <li>• <b>Develop and monitor annual budget</b></li> <li>• <b>Monitor fiduciary agent reports and deposits</b></li> <li>• <b>Manage spending within approved budget</b></li> <li>• <b>Ensure that regular financial reports are prepared and communicated to the board and general membership</b></li> <li>• <b>Complete/ensure completion of annual 990 form reporting</b></li> </ul>	<ul style="list-style-type: none"> <li>• Participate in planning and setting coalition priorities</li> <li>• Connect coalition to the larger community and priority populations</li> <li>• Promote the role and efforts of the coalition in the community</li> <li>• Assist in new member identification and recruitment</li> <li>• Participate in all coalition activities</li> </ul>

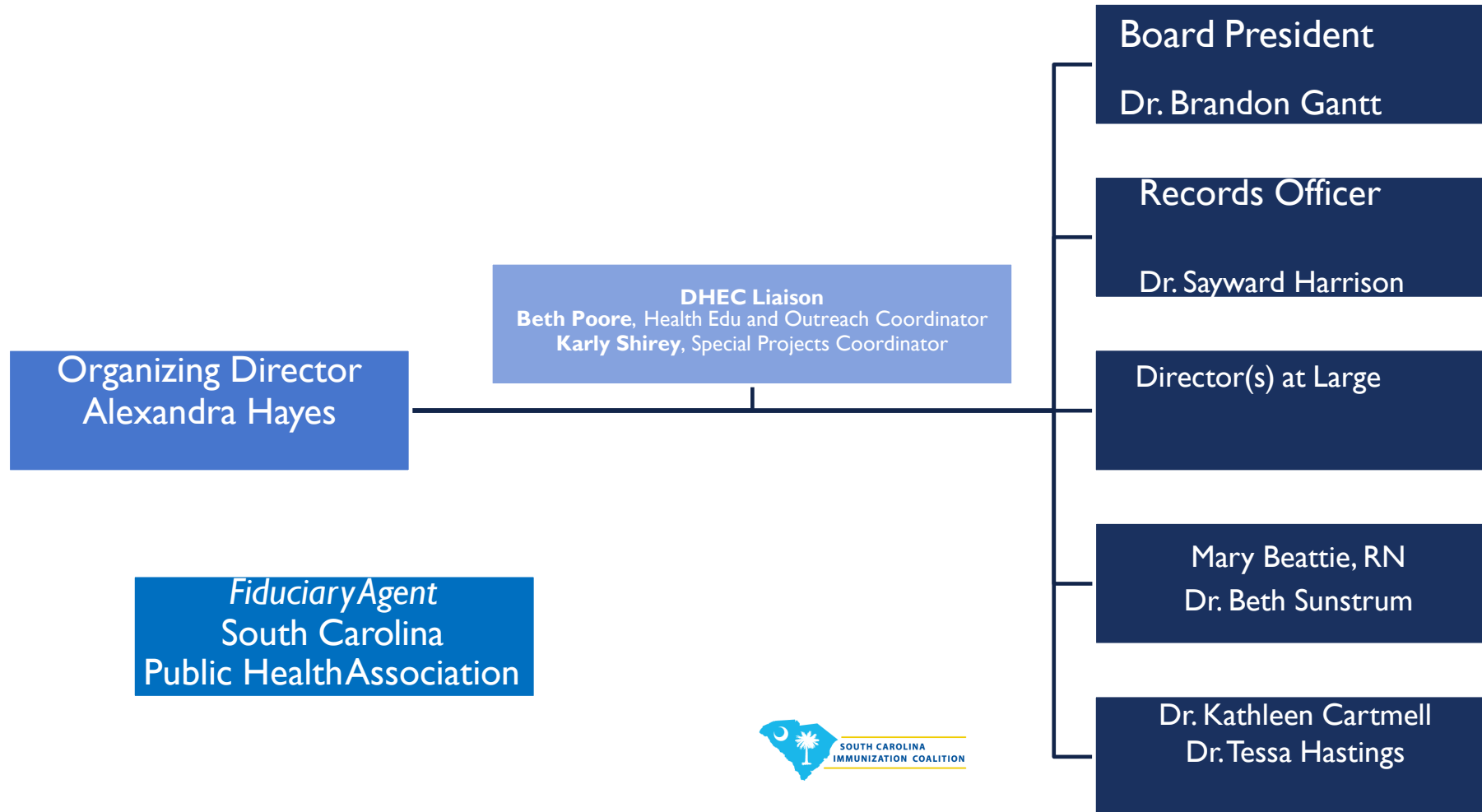
Monthly time commitment: 2-6 hrs.

Monthly time commitment: 1-3 hrs.

\*Items in bold indicate activities DHEC is prohibited from leading and/or engaging



# COALITION OPERATIONS: REVISITED



## Goals for 2022 and Beyond

- Increase immunization rates from birth to adults across the state
- Provide relevant educational programming for immunization partners
- Support underserved areas in the state by coordinating efforts with local agencies and partners
- Identify partners from across the state with similar missions
- Increase our membership
- Hold 4 virtual SCIC meetings and 4 virtual Adolescent Task Force Meetings
- Plan an immunization conference for the state of South Carolina





# Questions and Contact Information

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