

KRHA's Immunize Kentucky Coalition

Year 1 Review

Amber Malott, KRHA Health Communicator Program Manager & IKC Chair

Immunize Kentucky Coalition

- Statewide partnerships
- Tangible results & resources
- Continued education
- Consistent messaging
- Health Equity focus



IKC Coordinators



Alexis Bond, Health Equity Coordinator



Lucas Fryman, Immunization Resource Coordinator

Mission & Vision

- Mission- To address vaccine-preventable illnesses across Kentucky by creating a network of partners promoting health equity.
- Vision-To work to increase immunization rates and prevent disease by fostering a partnership of Kentucky parents, patients, providers, businesses, healthcare organizations, and others by promoting health equity that support the delivery of safe and effective immunizations through stronger community buy-in and public health education.

IKC Goals

- Goals –
 - To increase vaccination rates in Kentucky
 - To foster supportive relationships between business, community members and organizations
 - To reduce misinformation-based beliefs about vaccinations
 - To provide education and information sharing to providers and community members to increase vaccine confidence

Workgroup Structure

- Early Childhood
- Adult and Crisis Response
- Community Education and Training
- Data
- Legislative Advocacy

Partners and Collaborators

- IKC engagement to 421 different professional contacts on a regular basis in addition to KRHA membership
- KDPH
- LHD
- KVH
- Associations & Foundations- medical, nursing, pediatrics, primary care, health plans, school based, pharmacy, colleges and university, pharmaceuticals, residential facilities, etc.

Online Resources

- www.immunizeky.org
 - Live links to dashboards, resources, events and toolkits
- IKC Facebook, X (Twitter), Instagram & LinkedIn
- Radio messaging

Billboard 1

JOIN THE TEAM
SCHEDULE AN APPOINTMENT TO GET CAUGHT UP ON SCHOOL VACCINES TODAY!

Learn More about Vaccines www.immunizeky.org **IKC**
Immunize Kentucky Coalition

Billboard 2



Continuing Education

- 2023 Statewide Immunization Summit –plans underway for 2024.
- Eastern and Western Kentucky Regional Pediatric Symposiums-plans underway for 2024.
- Lunch and Learns
- Project Echo collaboration

IKC Reach & Impressions

- Estimated **weekly** impressions for 5 billboards =481,235 billboards were up for 3 months during peak season!
- Estimated reach for 1 month radio ad -265, 222
- Website hits to date 1,079 (8 months)
- Newsletter engagement 421 contacts
- CE provided for Summit, Symposiums and webinars to appx- 300 individuals
- Social media reach – 9,353 (11 month)

Future Initiatives

- State vaccine finder inclusive to all immunizations
- Website offering in Spanish and resources available in multiple languages
- Continued focus on legislation and policy advocacy to promote access, establishment of a medical home for ALL Kentuckians
- Conclusion of research project with UK regarding attitudes toward immunization
- Continued Immunization Summit, Regional Symposiums and virtual training offerings
- Partnership growth

Let's Connect!

Immunize Kentucky Coalition



Check us out!

Scan the barcode to get connected to our website! You will be able to sign up for our informative monthly newsletter, upcoming events, follow us on all of our social media platforms for quick up to date news, and explore our website to find out what you can do to help make Kentucky safer and healthier.

Immunizing or Health in @ImmunizeKentucky



THANK YOU

- Follow us on LinkedIn, Twitter (X), Instagram and Facebook @Immunizeky
- Amber Malott, amalott@immunizeky.org
