

# IMMUNIZE KENTUCKY COALITION



# WHAT IS IKC?

The Immunize Kentucky Coalition (IKC) is a program associated with the non-profit, Kentucky Rural Health Association (KRHA) that focuses on creating a network of partners promoting health equity by addressing vaccine preventable illnesses.

## Focus:

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



# 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



# PARTNERS & COLLABORATORS

- IKC has engagement with 455 different professional contacts on a regular basis in addition to KRHA's vast membership.
  - KDPH
  - LHD
  - KVH
  - Associations & Foundations: medical, nursing, pediatrics, primary care, health plans and MCO's, school-based, pharmacy, college and university, pharmaceuticals, residential facilities, etc.



# FUTURE INITIATIVES FOR IKC

- State vaccine finder inclusive to all immunizations
- Translation of resources available in multiple languages
- Continued focus on legislation and policy advocacy to promote access, establishment of a medical home for ALL Kentuckians
- Continued Immunization Summit, Regional Symposiums and virtual training offerings
- Continued Partnership growth



# WHAT IS IKC DOING?

- Translation of the website into Spanish, French, Burmese, Arabic, Swahili, and Haitian Creole
- Partnering with different organizations and community groups to access Kentuckians across the Commonwealth
- Translation of materials into Spanish, Burmese, Arabic, French, Swahili, and Haitian Creole
- Production of a state-wide Spanish radio ad on Flu, COVID-19, and RSV
- HPV/MPOX College Outreach events
- Billboard ads across the state for Flu, COVID-19, & RSV messaging
- Ask Me Anything Forum



# HPV/MPOX COLLEGE OUTREACH EVENTS

- August 26th, Murray State University
- September 5th, Centre College
- September 10th, Spalding University
- September 18th, Western Kentucky University
- October 2nd & 18th, Kentucky State University





# FALL BILLBOARD CAMPAIGN

IMMUNIZEKY.ORG



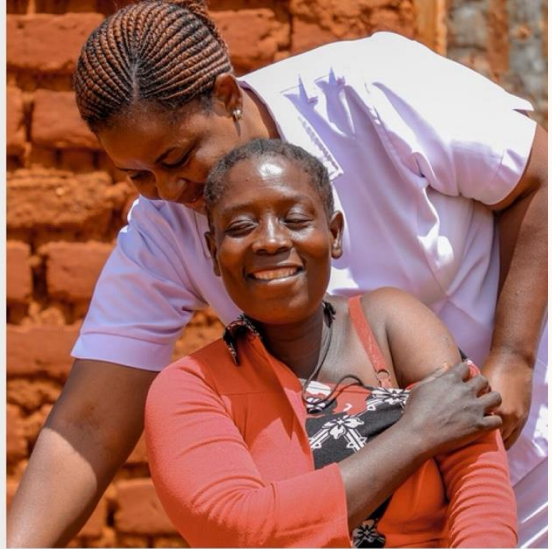
# BE SAFE

## GET VACCINATED



GET YOUR FLU, RSV, & COVID-19 VACCINATION TODAY

# Protect yourself, protect your community.



Visit: [Immunizeky.org](https://immunizeky.org) to learn more

# PROTECT YOUR FAMILY.



GET YOUR FLU, RSV, & COVID-19 VACCINE

VISIT: [IMMUNIZEKY.ORG](https://immunizeky.org)



# Let's work together this season.

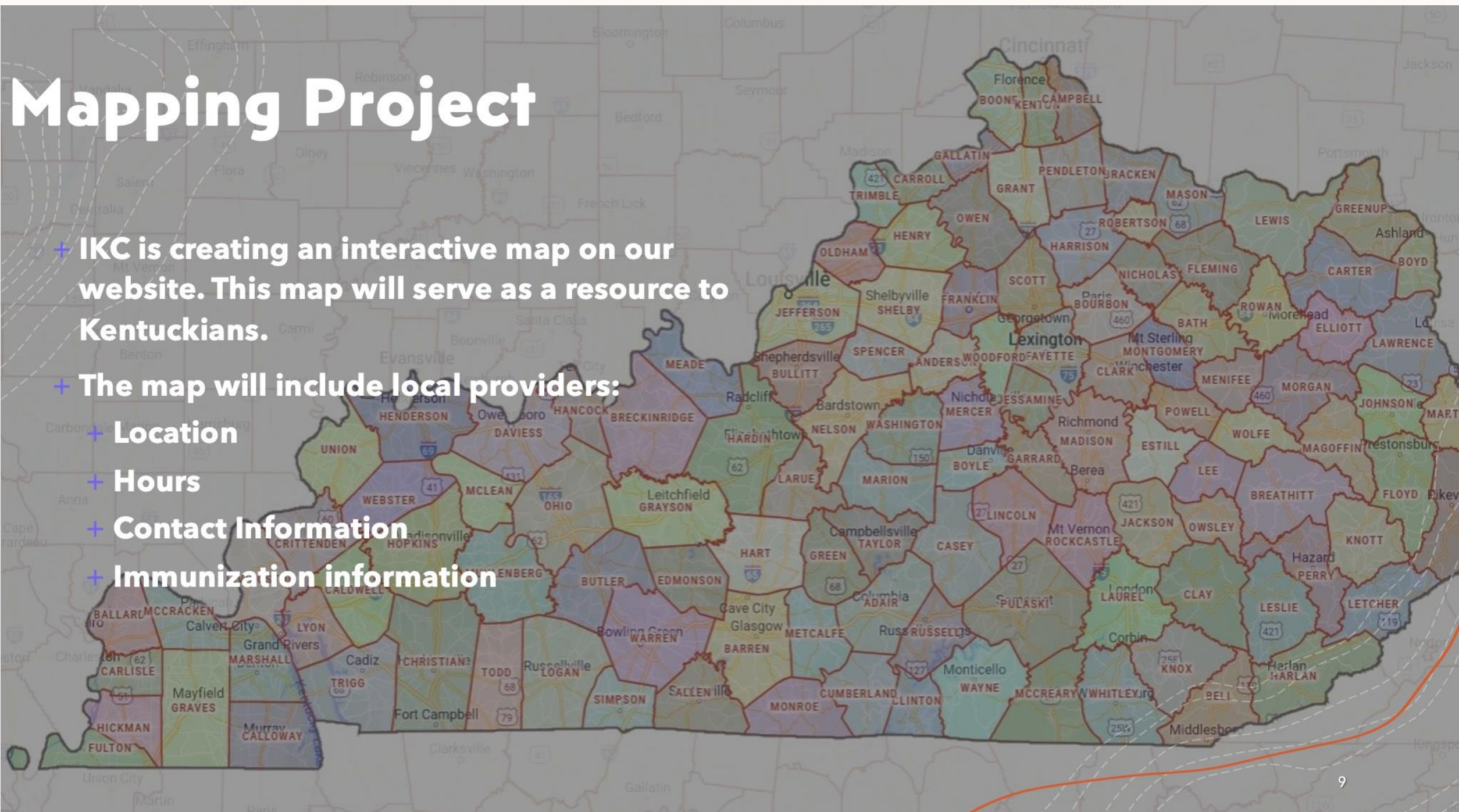
## GET VACCINATED



Visit: [Immunizeky.org](https://immunizeky.org) to learn more

# Mapping Project

- + IKC is creating an interactive map on our website. This map will serve as a resource to Kentuckians.
- + The map will include local providers:
  - + Location
  - + Hours
  - + Contact Information
  - + Immunization information



**IKC has partnered with providers across Kentucky to be a trusted resource for you.**



Our providers are from Lewis County, Grayson County, Muhlenberg County, Calloway County, Powell County, Boone County, Fayette County, McCracken County, and Boyle County

**How to use our forum:**

- Scan the QR code or go to [immunizeky.org](https://immunizeky.org) and select Vaccine Forum
- Create an account - once an account is created and authorized by the IKC team
- Review our Forum Disclaimer & Forum Rules
- Select Create New Post
- Select a category:
  - Ask the provider - ask a question and get an answer from our Kentuckian providers
  - General Discussion/updates - tell us your story or start a conversation



To visit the forum, scan here or visit: <https://www.immunizeky.org/askikc>



**KRHA's Immunize Kentucky Coalition  
Childhood  
Vaccine Forum**

**Increasing awareness through trusted & meaningful discussions.**

Visit our community forum, a collaborative effort by the Immunize Kentucky Coalition and the Kentucky Rural Health Association. This forum is designed to facilitate discussions and provide information regarding childhood vaccines.



To visit the forum, scan here or visit: <https://www.immunizeky.org/askikc>



**SCAN HERE TO  
REGISTER:**



OCTOBER 9TH, 2024

# IMMUNIZE KENTUCKY COALITION 2024 SUMMIT

Kentucky Rural Health Association - Immunize  
Kentucky Coalition

## IKC'S 2024 SUMMIT

### Advocacy and Health Equity

Commitment, transparency, innovation. These three values have stood at the center of the IKC's mission since our founding in 2022. We wholeheartedly commit to the work we do with passion and dedication, transparently sharing it with our Kentucky community and inviting others to take part.

These core values inspired our Summit's 2024 theme - Advocacy and Health Equity. We ask everyone to consider what health equity means to them personally. For us at IKC, we believe health equity is the attainment of the highest level of health for all people, where everyone has a fair and just opportunity to attain their optimal health regardless of race, ethnicity, disability, sexual orientation, gender identity, socioeconomic status, geography, preferred language, and more.

Join us October 9th, as we discuss ways to reach our mission and ultimate goal of health equity.



**KEYNOTE SPEAKER: ETHAN  
LINDENBERGER**

**Embassy Suites by Hilton  
Lexington/UK Coldstream**

# VACCINE- EQUITY SPECIFIC RESOURCES



Partnering for  
**Vaccine Equity**  
RESOURCE HUB



[Vaccine Resource Hub](#)



[Vaccine Equity Cooperative  
Community Engagement  
Resources](#)



[Toolkit for Achieving Vaccine  
Equity](#)



Public Health & Equity Resource Navigator

[Achieving Vaccine Equity: Resources &  
Best Practices to Bringing Down  
Barriers](#)



# VACCINE HESITANCY RESOURCES



AAP Home Policy Advocacy Learning Patient Care Practice Management Community Healthy Children shopAAP Create Ac

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

Patient Care Early Childhood Gun Safety

## Communicating with Families and Promoting Vaccine Confidence

Home / Patient Care / Immunizations / Communicating with Families and Promoting Vaccine Confidence

You are families' most trusted source of immunization information. Use these resources to communicate effectively.

- [New Evidence-Based Recommendations on Framing Immunizations for Families](#)  
Learn more about new evidence-based recommendations that were developed by the AAP and Frameworks Institute to help physicians, advocates and others effectively build understanding of and support for child and adolescent vaccinations.
- [AAP Immunization Campaign Toolkit](#)  
This Immunization Campaign Toolkit offers infographics, memes, images, articles and videos, optimized for sharing on social media, that you can use to help provide accurate information about vaccines to parents in your networks.
- [Communicate Effectively About Immunizations](#)

## [Communicating with families and promoting vaccine confidence](#)

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## Reframing the Conversation about Child and Adolescent Vaccinations

The purpose of this brief is to equip physicians, advocates, and public health communicators with the strategies necessary to effectively build understanding of and support for child and adolescent vaccinations.

Authors [Patrick O'Shea](#), [Emilie L'Hoir](#), [Mia Assar](#), [Lain Heister](#), [Abigail Rockman](#)

Published January 26, 2023

DOWNLOAD

The public conversation about childhood and adolescent vaccinations in the United States has been, at times, controversial, fraught, and in some cases, deeply emotional. How vaccinations are talked about publicly plays a critically important role in shaping attitudes about vaccines and their benefits, as well as shaping public support for policies that increase

Related

[What the American Public Thinks About Vaccines and How Framing Can Help.](#)

## [Reframing the Conversation about Child and Adolescent Vaccinations](#)

FrameWorks UK

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## Communicating About Vaccination in the United States: A FrameWorks Strategic Brief

A research partnership between the FrameWorks Institute and the American Academy of Pediatrics to understand attitudes and behaviors about vaccination and identify framing strategies that can build public understanding of the science and benefits of vaccines and increase support for structural and policy changes that will improve vaccination access and uptake.

Authors [Patrick O'Shea](#), [Emilie L'Hoir](#), [Mia Assar](#), [Lain Heister](#), [Abigail Rockman](#)

Published September 7, 2021

DOWNLOAD

## [Communicating About Vaccination in the United States: A FrameWorks Strategic Brief](#)

What the American Public Thinks About Vaccines and How Framing Can Help. A Literature Review.

April 2021

## [What the American Public Thinks About Vaccines and How Framing Can Help. A Literature Review](#)





# KY TOOLKITS



# FLU & COVID-19 TOOLKIT

## Flu & COVID -19 Vaccination Toolkit

The Flu and COVID-19 are both contagious respiratory illnesses that can result in serious health issues for those not protected by vaccination.

Staying up to date on routine vaccinations such as Flu and COVID-19 is the best way to protect the body from serious diseases. These vaccinations may even be given on the same day.

Learn more by reviewing the resources below.



[Click Here to View Sharable  
Flu Awareness Videos](#)



### Flu

[CDC Guidance](#)

[Similarities and Differences Between Flu and COVID-19](#)

[Vaccination Guidance for Children](#)

[Vaccination Guidance During Pregnancy](#)

[ACOG 3 Reasons Why You Need a Flu Vaccine During Pregnancy](#)

[Frequently Asked Questions](#)

### COVID-19

[CDC Guidance](#)

[KDPH Guidance](#)

[Vaccination Guidance for Children](#)

[Vaccination Guidance During Pregnancy](#)

[ACOG 3 Reasons Why You Need a COVID-19 Vaccine During Pregnancy](#)

[Vaccination Frequently Asked Questions](#)

[ACOG: COVID-19 Vaccination Considerations for Obstetric-Gynecologic Care](#)

### Educational Resources

[Flu & COVID-19 Vaccine Infographics](#)

[COVID Vaccine Schedules](#)

[CDC Flu Resource Center](#)

[Sharable Social Media Graphics](#)

[It's Not too Late to Vaccinate Sharable Graphics](#)



# HPV VACCINATION TOOLKIT

## HPV START @9 Vaccination Toolkit

Human Papillomavirus or HPV is a common virus that can lead to many different types of cancer later in life.

Starting the 2 dose HPV vaccination series at age 9 is the best way to protect your child's body from serious diseases caused by HPV.

Learn more by reviewing the resources below.



[Click Here to View Sharable HPV Awareness Videos](#)

### Resources

[Provider & Health System Toolkit](#)

[Advocacy & Parent Toolkit](#)

[HPV Vaccination Safety Handout](#)

[CDC | Cancers Caused by HPV](#)

[CDC | Teen Vaccination Coverage among Adolescents \(13 – 17 Years\)](#)



### Social Media & Graphics

[Start @9 HPV Sharable Graphics](#)

[KDPH Co Branded Provider Flyers](#)

[Core Messaging](#)

[HPV Dental Card](#)

References:  
<https://hpvroundtable.org/hpv-vaccination-starts-at-9/>  
<https://www.cdc.gov/hpv/index.html>



# BACK-TO-SCHOOL TOOLKIT



## Back to School Outreach Toolkit



Vaccines are the most effective means of protecting children from potentially serious infectious diseases and stopping the spread of disease. Help your parents, students, and staff be prepared and protected at the start of the school year! By utilizing this toolkit, you can help promote the importance of school vaccination.

Preschool & Kindergarten	6th Grade	High School
<a href="#">Sharable Social Media Graphics and Flyers</a> <a href="#">KY Immunization Requirements for Childcare-PreK</a> <a href="#">Summary of Immunizations for Pre-K &amp; Kindergarten Attendance</a>	<a href="#">Sharable Social Media Graphics and Flyers</a> <a href="#">KY Immunization Requirements for School-Age Children</a> <a href="#">Summary of Immunizations for School Attendance</a>	<a href="#">Sharable Social Media Graphics and Flyers</a> <a href="#">KY Immunization Requirements for School-Age Children</a> <a href="#">Summary of Immunizations for School Attendance</a>

Additional Resources

KDPH	CDC	
<a href="#">Sample Outreach Call Script</a> <a href="#">Commonwealth of KY Certificate of Immunization Status</a> <a href="#">Parent or Guardian's Religious Declination (ENG)</a> <a href="#">Parent or Guardian's Religious Declination (SPN)</a> <a href="#">Notice of Noncompliance for Immunizations</a>	<a href="#">Relevant KRS/KAR: Including Summaries</a> <a href="#">Notice of Incomplete Health Requirements</a> <a href="#">Immunization Action Coalition (IAC): Vaccine Information</a> <a href="#">Immunize Kentucky Coalition (IKC)</a>  <a href="#">Printable School Ready Sticker</a>	<a href="#">Vaccine Information Statements (VIS)   CDC</a> <a href="#">Immunization Schedules for Healthcare Professionals   CDC</a> <a href="#">U.S. Vaccine Names   CDC (Trade Names)</a> <a href="#">ACIP Vaccine Recommendations   CDC (Advisory Committee on Immunization Practices)</a> <a href="#">Manual for the Surveillance of Vaccine-Preventable Diseases   CDC</a>



# OTHER GREAT RESOURCES





[PROJECT VCTR](#)



[Tools for Action](#)



**UNITY**<sup>®</sup>  
United for adolescent vaccination

[Adolescent Vaccination Resources](#)



[Farmer Outreach Resources](#)

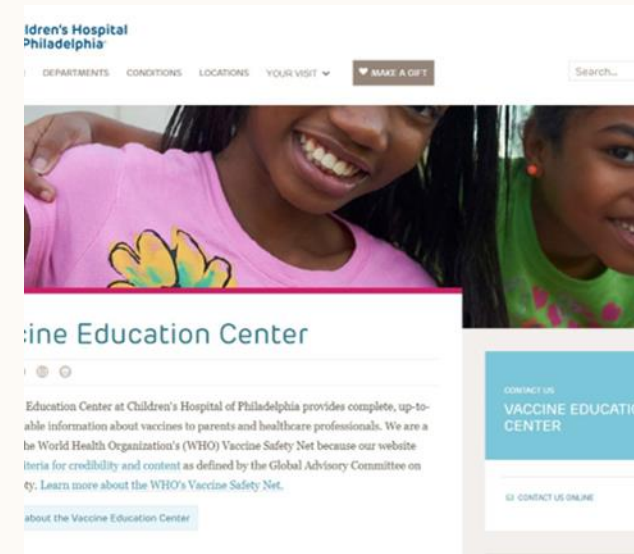


**FAMILIES**  
**FIGHTING FLU, INC.**

[Flu Resources](#)



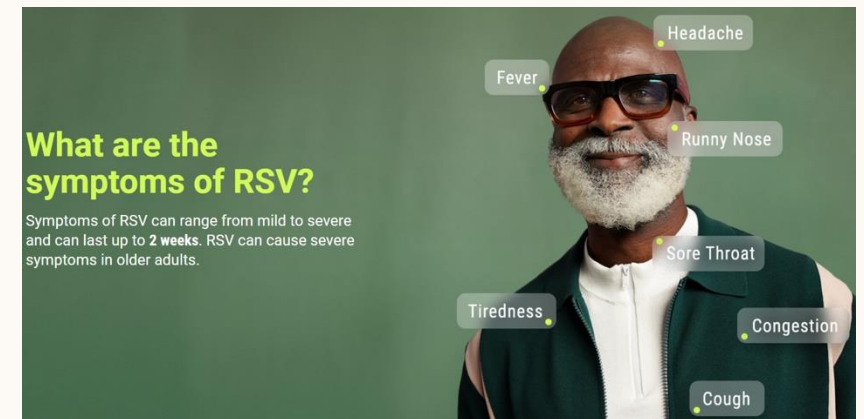
## [Immunizations Campaign Toolkit](#)



## [Vaccine Education Center](#)



## [Alliance for a Healthier Generation](#)



## [RSV and Me](#)



# CONNECT WITH IKC!



Scan the QR code to visit our website, <https://www.immunizeky.org/> to sign up for our monthly newsletter, get involved with IKC, get connected with resources, or follow us on social media





# THANK YOU!

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