

Immunize Arkansas 2022 in Review



718 healthcare professionals received immunization continuing education via:

- 2022 HPV Summit
- 2022 Immunization Summit
- HPV Webinar for Pharmacists
- COVID-19 Vaccine Webinars

Healthcare Professional Education



Workgroups



Five workgroups; 560 total members
Workgroups met collectively 29 times

Priority areas:

- Childhood Immunizations
- Adult Immunizations
- COVID/Flu Prevention
- HPV Prevention
- COVID-19 Vaccine Collaboration

Funding sources:

- Grants: \$473,952
- Events: \$36,989
- Donations: \$2,234

Funding



Reach



Statewide media campaigns to promote COVID-19 vaccinations:

- 53 billboards producing 24,000,000 impressions
- 384 radio spots over four channels with 80,000 impressions
- 27,936 social media impressions

78,033 organic impressions over all social media channels with 1,372 followers. Four weekly posts per week on all channels - resulting in 832 total organic posts



Social Media



Vaccine Confidence



Full time **Vaccine Confidence Strategist** focused on building trust in COVID-19 vaccines.

- 1903 Rapid Community Assessment surveys
- Trained 89 Community Health Workers on COVID-19 Toolkit materials
- Provided COVID-19 vaccine updates with each recommendation change

Staff attended three national immunization conferences

- Association of Immunization Managers Leadership Conference
- National Conference for Immunization Coalitions (planning committee)
- National Foundation for Infectious Diseases Clinical Vaccinology Course

Staff Development



Thank you to our partners:

- Arkansas Blue Cross Blue Shield
- Arkansas Cancer Coalition
- Arkansas Chapter American Academy of Pediatrics
- Arkansas Academy of Family Physicians
- Arkansas Children's Hospital
- Arkansas Community Foundation
- Arkansas Hospital Association
- Arkansas Department of Education
- Arkansas Department of Health
- Arkansas Department of Higher Education
- Arkansas Foundation for Medical Care
- Arkansas Medical Society
- Arkansas Minority Health Commission
- Arkansas Pharmacists Association
- Community Health Centers of Arkansas
- Delta Dental
- Natural Wonders Partnership Council
- St. Jude Children's Research Hospital
- University of Arkansas for Medical Sciences



ImmunizeAR
ARKANSAS IMMUNIZATION ACTION COALITION

Immunize Arkansas is a nonprofit organization dedicated to improving vaccination rates for all Arkansans through education, advocacy, and statewide partnerships.

www.ImmunizeAR.org