

AIM Immunization Program Policy Toolkit Overview

Engage, Inform, and Educate for Sound IZ Policy

Background

The AIM Immunization Program Policy Toolkit will provide lessons learned and resources for immunization programs (IPs) to educate policy makers in their communities. The goal is for state and local IPs and stakeholders to utilize the toolkit to appropriately and effectively educate elected officials about the value of vaccines and the need for adequate resources for immunization programs, and the need for scientifically sound immunization policies.

The toolkit will be created with guidance from an advisory board consisting of:

- **Immunization Program Manager Representatives:** Ron Balajadia (HI) and Michele Roberts (WA)
- **Research Organizations:** University of Michigan, CHEAR: Sarah Clarke, MPH and Anne Cowan, MPH; Emory University, Rollins School of Public Health: Robert Bednarczyk, Ph.D.
- **Not-for-Profit Organizations:** ASTHO: Kim Martin; IAC: Laurel Wood and Diane Peterson; Vaccinate Your Family: Amy Pisani and Erica DeWald; Immunize Nevada: Heidi Parker; TIP: Rekha Lakshmanan
- **Individual Representatives:** Karen Ernst and Dorit Reiss

The toolkit will be available online and the resource guide will be printed and distributed to IPs and key stakeholders. The project is projected to be completed by March 2020.

The toolkit is funded through a policy grant from Pfizer. Pfizer has no input into project activities or deliverables.

Deliverables

I. Resource Guide: Develop a resource guide that will outline:

A. Advocacy Rules and the Legislative Process – The difference between education, advocacy, and lobbying, an overview of the relevant rules and regulations, and the fundamentals of the legislative process.

B. The Advocacy Landscape and Key Partners - Key players that shape the immunization policy landscape in a state/territory and their respective roles.

C. Mobilization - Analyzing legislation, educating legislators, and testifying when appropriate.

D. Sample Strategies

II. Webinars: Develop three webinars from the content in the resource guide and archive the webinars on the AIM website.

III. Resource Library: Populate a web-based resource library with sample resources from immunization programs, such as testimony, briefings, outreach letters, and educational pieces to decision-makers.

IV. Contact List: Establish a contact list of key national and local contacts by expertise.