



WithinReach™



Immunization Awareness

Sandra Wukelic, MPH
Partnerships Manager, Immunizations

Mission & Current Landscape

Protecting Washington Communities Through Immunization

Key Takeaway: Navigating evolving federal guidelines and rising misinformation requires coordinated state-level action.

- **Our Role:** Over 30 years of convening coalitions, training healthcare providers, and connecting Washington families to vaccines.
- **The Policy Gap:** In early 2026, federal changes reduced the routine childhood immunization schedule (from 17 to 11 vaccines), while WA State Department of Health continues to follow evidence-based medical recommendations.
- **The Challenge:** Emerging outbreaks (measles, whooping cough, RSV) highlight the urgent need for consistent, trusted public health guidance.



What We Do

Our Approach to Statewide Immunization Support

Key Takeaway: Strengthening immunization infrastructure from individual families to state policy.

- **Direct Family Navigation:** Personalized, culturally relevant support via the multilingual Help Me Grow Washington Hotline.
- **Coalition Leadership:** Uniting over 900 stakeholders through the Immunization Action Coalition of Washington (IACW) and Vax Northwest.
- **Provider Education:** Nationwide e-learning courses and the bi-annual Washington State Immunization Summit.
- **Public Awareness & Advocacy:** Powering digital resources like the Immunity Community website and driving evidence-based health policy.



Impact by the Numbers

Measurable Outcomes & Value

30+ years

of trusted
immunization
leadership in
Washington State.

900+

Immunization
stakeholders
actively engaged
through the IACW
network.

250+

Providers, public
health
professionals,
and advocates
attending the
Immunization
Summit.

100

Avg. Monthly
Users utilizing 4
free e-learning
courses for
professional
development.

WITHINREACH'S WORK FOR WASHINGTON VACCINE EQUITY

SHARED STRATEGIES

Provider Education

- ✓ E-Learning Courses
- ✓ Immunization Summit
- ✓ Community Resources


**IMMUNIZATION
ACTION
COALITION
OF WASHINGTON
(IACW)**


**IMMUNITY
COMMUNITY**
PROVIDER EDUCATION &
COMMUNITY
ENGAGEMENT


VAX NORTHWEST
RESEARCH & INNOVATION
COLLABORATIVE

SHARED STRATEGIES

Provider Tools

- ✓ Vaccine Information
- ✓ Provider Referrals
- ✓ Assistance in 30+ languages

- ✓ Evidence-based strategies
- ✓ Provider Tools
- ✓ Research Partnerships
- ✓ 2 Convenings: Vax NW Oversight, Vax During Pregnancy Workgroup



Supporting immunization access at every level:

Policy & Partnerships • Research & Innovation • Education & Engagement • Family Connection

- ✓ 900+ Stakeholders
- ✓ Advocacy & Alignment
- ✓ Shared Learning
- ✓ 3 Convenings: IACW, Executive Committee, Respiratory Season Subcommittee

Strategic Action & Engagement

How Partners Can Engage

Key Takeaway: Sustaining coalitions and clinical support requires active participation across the state.

- **Promote Navigation Resources:** Direct families to the Help Me Grow Washington Hotline for local clinic navigation and requirements.
- **Expand Network Outreach:** Local health providers and advocates can join the IACW coalition network.
- **Support Funding & Sponsorships:** Identify or collaborate on prospective organizational sponsors to sustain training and Immunization Summit convenings.



Where We Are Going

IACW Current Priorities and Activities for 2026-2027

1. **Respiratory Vaccination:** Increase the proportion of Washington residents who are vaccinated against COVID-19, influenza, and RSV.
2. **Mobile Immunization Capacity Building:** Advocate for increased mobile vaccination efforts and funding in Washington State.
3. **Provider Education:** Provide WA immunizers with opportunities, tools, and information to implement best practices for vaccine delivery.
4. **Childhood Immunization:** Support statewide efforts to increase the proportion of children under 2 who are vaccinated in accordance with DOH, WCHA, and AAP.



Where We Are Going

Vax Northwest Objectives and Activities for 2026-2027

1. **Vaccinations During Pregnancy:** Ensure pregnant people in WA receive guidance and information to make informed decisions for optimally protecting themselves and their infants against vaccine-preventable diseases.
2. **Immunity Community Catalyst:** Support exploration of funding to pilot and revitalize a program to train and engage parents as trusted messengers to build vaccine confidence.
3. **Immunization Promotion:** Leverage expertise in curating, compiling, and sharing evidence-based vaccine messaging for newsletters, Immunity Community website, and more.



Webinar 2: Protecting Two Generations: Clinical Strategies to Address Vaccination During Pregnancy and the Newborn Period

Presentation and Panel (60 minutes)

- 15-minute overview presentation
- 30-minute panel discussion
- 10-minute Q&A + 5-minute closing

- **When: October 21, 2026**
12-1 PM
- **Target audience:** Clinical
- **Purpose:** Support clinical providers in integrating vaccination best practices into prenatal care, improving coordination with pharmacy, QI approaches
- **Continuing Education:** In process



Webinar: Protecting Two Generations: Clinical Strategies to Address Vaccination During Pregnancy and the Newborn Period



We need your help!

We are looking for:

- 2-3 panelists ideally a pharmacist, midwife, and OB or Family Med or PA
- 1 Moderator

When: October 21, 2026, 12-1 PM

Interested? Email me at ic@withinreachwa.org

Ways to Get Involved

Join the Action

Sign Up for our Newsletters

Sign up to receive Immunity Community Connections and the Vax NW Tip of the Month [through our website](#).

Join a Meeting or Coalition

Our next IACW meeting is Nov 18, 2026 from 12-2 PM.

Want to join Vax NW or a subcommittee?

Email us at ic@withinreachwa.org

Join the Mobile Immunization Directory

Share how you can support mobile immunization with community partners. [Fill out this survey](#).

Let us know how we can help **you!**

Get in touch to share resources, messaging, or have ideas for how we can support your work.