

Highlights of 2023: Immunize.org's 32nd year as a vital part of the immunization community

Authoritative Educational Materials

- **Educational materials for healthcare professionals and patients** – 3.7 million downloads in fiscal year 2023 (FY2023)
- **Vaccine Information Statements and their translations** – 3.4 million downloads in FY2023
- **Ask the Experts Q&As** – 1.7 million visits in FY2023
- **Personal immunization record cards** – durable, easy-to-use, vaccination record cards for patients
- **Laminated U.S. immunization schedules** – durable, up-to-date schedules for providers

Powerful Communication Channels

- **www.immunize.org** – home of all of Immunize.org's free materials; 8.5 million visitors, 23,296 visits per day
- **IZ Express** – free news and information emailed weekly to over 55,000 opt-in subscribers
- **www.vaccineinformation.org** – clearly presented information for the general public; over 1,488 visits per day
- **www.youtube.com/c/immunizeorg** – home of over 40 new short-form videos for our social media and web audiences
- **Video webinars** – new 2023 webinars on vaccination anxiety and hepatitis B vaccination of adults
- **Medical education programs** – collaborations with continuing education (CE) providers, including Medscape, to create and deliver CE programs for healthcare professionals

National and Global Leadership

- **National Network of Immunization Coalitions (NNIC)** – 142 state and local coalitions from across the U.S. participate in Immunize.org's NNIC, see www.immunizationcoalitions.org
- **ACIP working groups** – Immunize.org experts provide consultation to working groups of CDC's Advisory Committee on Immunization Practices (ACIP) and regularly contribute public comments during ACIP meetings
- **317 Coalition, Adult Vaccine Access Coalition** – Immunize.org serves in leadership roles on steering committees and works to remove barriers to affordable access to immunization
- **National Adult and Influenza Immunization Summit** – Immunize.org manages this partnership with CDC and HHS Office for Infectious Disease Policy and HIV/AIDS to address and resolve adult and influenza immunization issues along with partners representing over 130 public and private organizations
- **Professional publications** – Immunize.org experts continue to contribute articles and reviews to major medical publications and periodicals
- **Global immunization policy advisors** – Immunize.org experts serve on project steering committees for the World Health Organization and Gavi and provide training and support for the work of global and regional immunization coalitions

Effective Advocacy

- **State immunization laws** – In 2023, Immunize.org updated all of its detailed maps and data tables tracking state school and childcare immunization requirements
- **State legislative advocacy** – Immunize.org advises state immunization advocates of proposed changes to immunization laws, collaborating with and assisting partners as needed
- **Promotion and recognition of influenza vaccination requirements for healthcare personnel** – Our Influenza Vaccination Honor Roll currently includes 1,330 healthcare facilities that have established policies requiring vaccination of healthcare personnel
- **Hepatitis B vaccine birth dose** – Our Hepatitis B Birth Dose Honor Roll celebrates 570 birthing institutions that have achieved a 90% hepatitis B vaccine coverage rate for newborns prior to hospital discharge
- **Influenza vaccination for older adults** – We partner with CSL Seqirus to remind healthcare professionals about the importance of annual influenza vaccination for adults age 65 and older at www.influenza-defense.org
- **MenACWY dose #2 and the 16-year-old visit** – Immunize.org collaborates with Sanofi to remind healthcare professionals about giving the second dose of MenACWY at age 16 along with other vaccines recommended at this at www.give2menacwy.org
- **MenB vaccination for college students** – Immunize.org's MenB Vaccination Honor Roll currently lists 270 colleges in 37 states that require or recommend MenB vaccine to protect students, including 40 that require it

Our Website – In late 2023, we re-launched our flagship website (www.immunize.org) on a new platform with a fresh look and enhanced search features to better serve longtime users and engage the next generation of healthcare professionals

Addressing Vaccination Anxiety – In 2023, we developed a suite of resources to improve the vaccination experience of recipients by addressing needle anxiety as a source of vaccine hesitancy.

Extensive Partnerships – Immunize.org continues to work closely alongside partners from every part of the immunization community, including federal agencies, state and local health departments, professional societies, nonprofits, and industry, as well as private sector healthcare systems and groups

Sought-After Speakers – In 2023, Immunize.org experts have served on numerous vaccine advisory boards and presented at national and state immunization events

Media Communications – Immunize.org staff members are regularly called on to inform print, radio, television, and internet news media. In 2023, our experts have appeared in outlets such as *Health Affairs*, *NBC News*, *The Philadelphia Inquirer*, *Wall Street Journal*, and *The Washington Post*.

