



National Influenza Vaccination Disparities Partnership

Webinar

Lessons from the Field:

Immunization Coalition Leaders Sharing Their Wisdom

February 9, 2017

Questions & Answers

Type your question into the Q&A box



Panelists

Anna Dragsbaek, President & CEO, The Immunization Partnership (Texas)

Diane Carroll, Director, New Jersey Immunization Network

Mary Skau, Communications Manager, Immunize Nevada

Betsy VanDeusen, Director of Development & Strategic Partnerships, Immunize Nevada

Libby Massiah, Task Lead, Alliant Quality (Georgia and North Carolina)

Learning Objectives

- Share lessons learned from experts working within immunization coalitions about mobilizing grassroots communities for flu vaccination promotion.
- Identify effective media outreach strategies to broaden messages about the benefits of flu vaccination.
- Review tips on building collaborations with diverse organizations, immunization coalitions and healthcare professionals to increase access to flu vaccines for uninsured populations.



Anna Dragsbaek

President & CEO

The Immunization Partnership

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Diane Carroll

Director

New Jersey Immunization Network





Mary Skau

Communications Manager

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Director of Development & Strategic Partnerships

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Libby Massiah

Task Lead

Alliant Quality (Georgia and North Carolina)

As a coalition leader, what is one of the biggest challenges you have faced in promoting flu vaccination with hard-to-reach populations?

What strategies have you used to frame your messages to counter misconceptions about the flu vaccine?

What two tips can you offer to broaden collaboration with grassroots organizations to promote flu vaccination?

What should NIVDP partners know about the benefits of working with immunization coalitions?

As a coalition leader, what keeps you motivated to create healthier communities?

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Thank you!

