



Be Wise — Immunize™
It's an Act of Love

Immunization Collaboration of Tarrant County (ICTC) Adopted 2017-2020 Strategic Plan (January 17, 2017) Final 1/24/17

*Mission: To provide a collaboration of agencies and organizations, public and private
 committed to providing the systematic eradication of childhood, adolescent and adult vaccine-preventable diseases in Tarrant County*

Objective: What we want to achieve Strategy: What we are going to do Action Steps: How we will do it	Outcomes (To be evaluated)	Target Date for Completion	Work Group/Members Responsible
Objective # 1: Increase immunization rates during the next three years for pre-school children.			
Strategy 1.1: Provide immunization outreach and awareness for families and individuals and outreach /awareness at Pre-Kindergarten Round Up events and other events throughout year.			
<ul style="list-style-type: none"> a. Provide and present immunization awareness to parents and caregivers b. Conduct outreach and awareness at Pre-K Round-Up events c. Distribute educational materials to families about immunizations and about immunization opportunities d. Expand sign-out sheets 	<ul style="list-style-type: none"> a. # of outreach encounters by person b. # of pre-K round- up events attended c. # of educational materials distributed at Pre-K Round-up events d. # of educational materials distributed at non-round up events 	<p>Complete outreach initiatives each year (2017-2020) ongoing throughout year</p> <p>Participate in all noted events (2017-2020) ongoing throughout year</p>	<p>Outreach/Awareness provided by:</p> <ol style="list-style-type: none"> 1. Tarrant County Public Health May also include: 2. Other ICTC Members such as Cook Children’s, Maximus, Aetna, Amerigroup, Child Care Associates



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Objective # 2: Increase community awareness about immunization issues and about community-based opportunities to have children and teens immunized.			
Strategy 2.1: Assist in coordinating annual events to provide low-cost easy access to immunizations for children eligible for Texas Vaccine for Children.			
<ul style="list-style-type: none"> a. Coordinate ICTC low cost vaccine events in summer b. Using Just in Time Training, train volunteers on purpose of immunization events and the roles the volunteers have with events c. Develop and administer survey to volunteers concerning effectiveness of training 	<ul style="list-style-type: none"> a. # of low cost vaccine events coordinated b. # of children receiving vaccines c. # of adults receiving vaccines d. # of volunteers at events e. % of volunteers effectively trained 	Complete all events 2017 – 2020	Vaccine Event Work Group including TCPH and ICTC Members
Strategy 2.2: Survey families during events to learn effectiveness of ICTC education materials and events, as well as gain better understanding of parents' knowledge about Immunizations and resources.			
<ul style="list-style-type: none"> a. Review survey using questions such as those listed in the outcomes on Strategic Plan b. Administer survey and tally survey results 	<ul style="list-style-type: none"> a. #/% of families completing survey b. #/% of families surveyed who saw or received a flyer or electronic media info about the ICTC event c. #/% of families surveyed who attended events before d. # /% of families surveyed who usually get immunizations at other medical facilities, an ICTC event, or through Tarrant County Public Health e. #/% of families surveyed who agree/strongly agree that the vaccines will prevent their child from catching several diseases 	Survey administered annually throughout events (2017-2020)	Volunteers administer surveys



	<ul style="list-style-type: none"> f. #/% who agree/strongly agree it would be difficult to receive vaccines for their child(ren) if ICTC events were not offered g. #/% of families surveyed who agree/strongly agree the registration forms were easy to comprehend h. #/% of families surveyed who agree/strongly agree that they were treated with kindness/respect at ICTC events 		
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<p>Strategy 2.3: Develop, select and distribute educational materials, collaterals, and incentive items for use at ICTC events and for other outreach opportunities.</p>			
<ul style="list-style-type: none"> a. Identify and distribute health literate materials and promotional items b. Annually review and update all materials 	<ul style="list-style-type: none"> a. # of material distributed to groups b. Review all materials to ensure they are accurate and appropriate for audiences intended. 	<p>Ongoing through the year (2017-2020)</p> <p>Review conducted annually</p>	<p>Education Work Group</p>



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Strategy 2.4: Implement ICTC outreach action plan to promote adolescent immunization.			
<ul style="list-style-type: none"> a. Distribute vaccine education information for all pre-teen/teen adolescents. b. Provide incentives for vaccine events as resources allow c. Provide vaccines to those eligible for Texas Vaccines For Children at school sites. d. Encourage and educate all recommended boosters before the 19th birthday 	<ul style="list-style-type: none"> a. # of adolescent families receiving vaccine education materials b. # of adolescents receiving vaccines at school sites c. # of vaccine doses given at school sites 	Jan – May 2017-2020	TCPH Outreach Team
Strategy 2.5: Continue Awareness and Outreach through social media strategies.			
<ul style="list-style-type: none"> a. Develop appropriate content on social media channels b. Increase Facebook awareness and twitter presence c. Update website information d. Pursue mobile geo-fencing grant opportunities e. Pursue grand funds for facebook ads and for website statistical information f. Partner with other media outlets g. Pursue unpaid TCU journalism internship 	<ul style="list-style-type: none"> a. # of followers on Twitter b. # of likes on Facebook c. # of people receiving boosted Facebook ads d. # of clients who saw ICTC on Facebook e. # of website hits f. # of media outlets partnered with g. # of grants written for social media h. # of grants received for social media i. Overall review on effectiveness of various social media channels 	Ongoing 2017-2020	Social Media Chair



Objective 3: Support and advocate immunization awareness, access and vaccine administration.

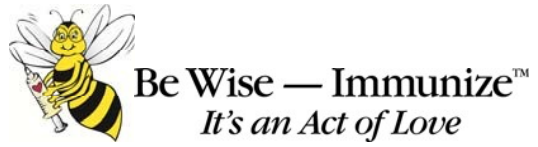
Strategy 3.1: Advocate for vaccine safety and effectiveness, locally and nationwide.

<ul style="list-style-type: none"> a. Participate in Texas Immunization Stakeholders Work Group (TISWG) b. Participate in Texas Immunization Partnership (TIP) activities c. Attend national conferences, National Association of Immunization and Health Coalitions d. Participate in other advocacy groups/conferences 	<p>a. # of activities participated in</p>	<p>Annually (2017-2020)</p>	<p>ICTC Members</p>
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Objective 4: Explore short term and long term sustainability plans.

Strategy 4.1: Executive Committee to explore other funding sources, explore personnel options and develop succession plan.

<ul style="list-style-type: none"> a. Identify new partners/members b. Identify new funders c. Explore sustainability through different membership structure d. Continue Succession planning e. Update bylaws and board structure 	<ul style="list-style-type: none"> a. # of new partners b. # of new funding sources c. Overall review of new funding sources d. Ongoing succession planning e. Report on Board By-laws structure and sustainability with quarterly reports to ICTC membership Sustainability Report is prepared and delivered to ICTC membership 	<p>Monthly Report at the Annual Meeting of ICTC each year in January (2017-2020) Annual Review of bylaws</p>	<p>Manager and Executive Committee</p>
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Program Performance Measures Color Key

How much did we do?

How well did we do it?

Is anyone better off?