

Mission: To establish a community of providers and consumers that promote the protection of health through immunization.

Vision: To eliminate vaccine preventable disease through 100% immunization rate.

Goals: As listed below

GOAL	ACTION STRATEGY	ACTIVITY (INPUT/OUTPUT)	ACCOUNTABILITY	YEAR	COMMENTS/NEXT STEPS	OUTCOMES
Network with public & private providers to assure best practices throughout NE region of Wisconsin.	1) Promote current state & national immunization recommendations	Feature IZ providers on website Post hot topics on Facebook Recognize IZ champions on website and Facebook pages and at April coalition meeting	Media/PR Committee	Ongoing	Determine frequency of posts, implement scheduling, and evaluate outcomes with website hits and Facebook Analytics	Regular updates of website will be done each quarter or more often if necessary.
	2) Support professional education to assist providers in communication skills with consumers regarding immunization.	1) Education Outreach (ie: webinars) 2) Order new promotional items with current web address (ex: pens, hand sanitizer, etc.) for handing out at symposium or other events 3) Develop educational events related to targeting consumers using the life course model	Symposium Comm./Media/PR	Ongoing 2018	Education Committee to plan symposium every even year and other smaller events during the odd year(s). Media/PR Committee to look into promotional materials to maintain coalition visibility & disseminate our messages.	Committee to report on events & evaluations at quarterly meetings
		Provide speakers for professional education seminars	Board/Coalition members	Ongoing	Look for local and state opportunities to represent NEWIC	Report out at quarterly meeting.
		4) Symposium*	Education Comm.	Spring 2018 Spring 2020	Committee established in April 2017 for 2018.	Committee to report on attendance & evaluations at July meeting.
	3) Coordinate public & private efforts in our region with those at the state and national level	1) Educate policy makers on IZ issues*	Coalition members	2018	Identify one local government leader who would be a good supporter of coalition's mission and vision.	Board will invite an identified local government leader to a meeting in 2018.

		2)Share immunization benchmark data from NE Region on website/Facebook	Media/PR Committee	Annually	Assign coalition member	Share data from WDHS Immunization Program
		3) Share IZ impact outcomes (ie. Pertussis incidence vs. immunization rates) on website/Facebook	Education Comm.	Annually	Assign coalition member	Share data from WDHS Immunization Program
		4)Add link for HCW flu vaccination rates in WI to website	Media/PR Committee	Annually	Assign coalition member	Share data from WDHS Immunization Program
4)Maintain & recruit members		1) Outreach to other professionals, pharmacists, IZ provider groups (Pharmacy Society of WI, Fox Valley Healthcare Professionals, Parish Nurses, private companies	Board/LHD reps	Ongoing	Identify one private healthcare system that would be a good supporter of coalition's mission and vision. Identify a private company that would identify with the coalition.	Invite one new organization to each quarterly meeting starting in 2018.
		2)Utilize technology for regular coalition meetings or work groups whenever possible.	Chair	Ongoing	Research availability at meeting sites	Board meetings & committee meetings can be held via teleconference, e-mail , or other electronic means. Agendas & minutes are an expectation for accountability
		3)Survey Monkey for meeting times every even year	Chair	Dec. 2018 Dec. 2020	Completed Dec. 2016	Results reported to NEWIC Bd. Add to agenda for Jan. 2019

Educate the consumer with personal stories and clear messages about importance of immunization	Develop "pro vaccine" messages targeted to specific life course stages	1)Increase utilization of social media and other media outlets to reach more people 2)Seek out local personal stories of VPD survivors/loss to share with local media outlets 3)Prepare regular media campaigns related to immunization observances	Media/PR Committee	Ongoing	Committee members will learn how to utilize boosts, ads, and metrics in Facebook to capitalize on outreach. Committee chair to collaborate with treasurer/board about costs of campaigns for approval. Committee members will prepare regular articles and press releases for the coalition.	Committee members will plan social media campaigns and report Facebook metrics at each meeting. Facebook Likes will increase 100% yearly. Committee will send articles or press releases to media outlets quarterly.
		Add accessible resources to website with recommended materials for the general public	Media/PR Committee	2018	Recruit additional committee members as needed.	Media PR committee will meet quarterly. Committee will prepare media plan yearly and report progress to the coalition by end of each year.
		Provide speakers for community agencies working with target populations	Coalition members	ongoing	Support local efforts by providing honorariums for speakers with board approval	Reported at NEWIC quarterly meetings