



Missouri
IMMUNIZATION COALITION

MO Rural Health Day
November 17, 2022

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Missouri Immunization Coalition

- ❖ The Missouri Immunization Coalition, Inc. is a statewide 501(c)3 nonprofit that was incorporated in January 2020
- ❖ Mission: to promote immunizations, prevent disease, and protect all Missourians





Who We Are

- ❖ The coalition has more than 300 members that consist of physicians, nurses, pharmacists, public health professionals, public health departments, hospitals, businesses, policy makers, and community organizations in order to fulfill our mission of preventing diseases, promoting vaccinations, and protecting Missourians
- ❖ MIC is dedicated to keeping Missouri healthy by building awareness for vaccines, educating healthcare providers and the public, and advocating for policies that protect all Missourians with the goal of increasing vaccination rates throughout the state.



What We Do

Coalition Building

The MIC's coalition building strategies leverage the collective voice of Missouri's diverse population on immunization priorities, policies, awareness, and resources in support of promoting vaccinations and the health of our communities.

Community Outreach and Awareness

The Missouri Immunization Coalition's community outreach efforts build awareness for parents about the safety and importance of immunizations. We also provide immunization education and information for healthcare providers.



What We Do

Public Policy

The Missouri Immunization Coalition brings together a diverse group of healthcare professionals, public health professionals, business leaders, parents, and community members to inform public policy.

Provider Education

Strengthening immunization knowledge for Missouri's physicians, mid-level providers, nurses, pharmacists, and public health professionals enables Missouri's healthcare professionals to:

- Make strong provider vaccination recommendations
- Adhere to proper vaccination safety protocol
- Provide information to patients on the importance of vaccinations
- Address vaccine hesitancy by discussing vaccine benefits
- Remain up-to-date on the latest immunization recommendations

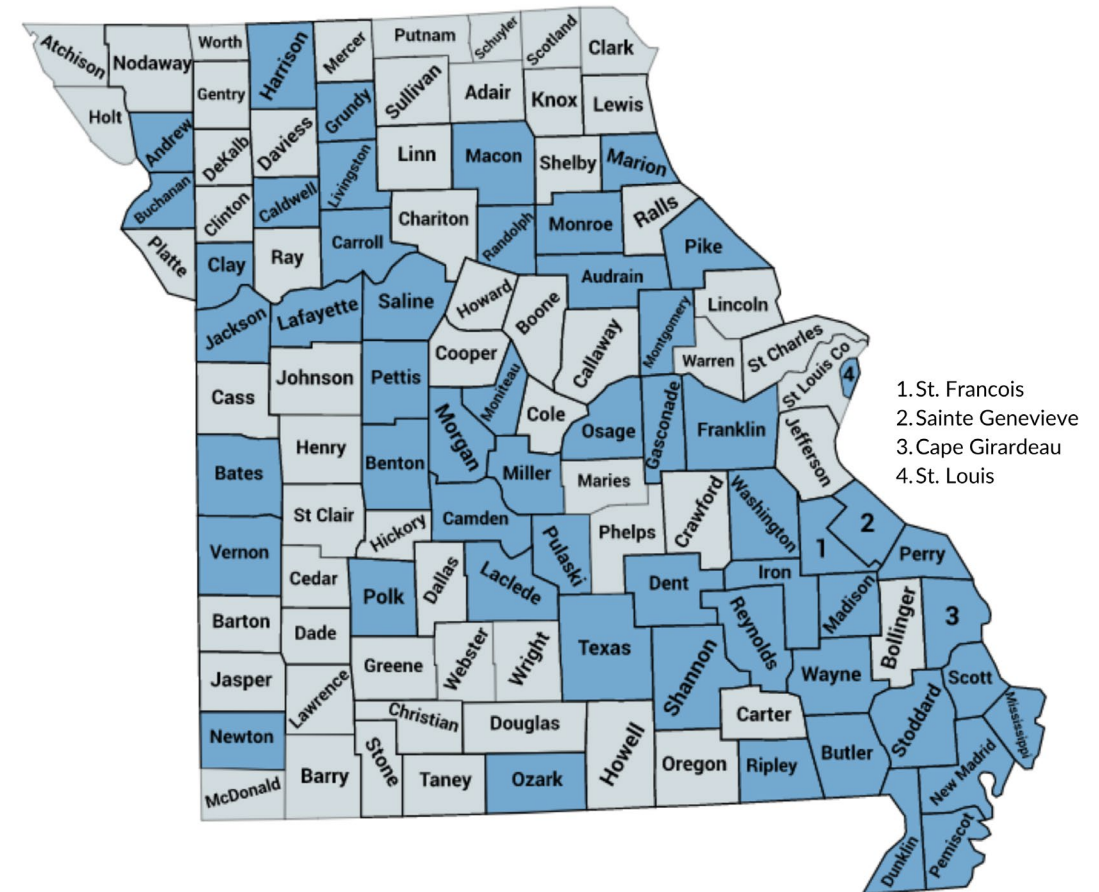
COVID-19 Prevention & Immunization Education Services

- The Missouri Immunization Coalition was awarded a \$2.5 million contract from DHSS's Office of Rural Health and Primary Care to develop programs, trainings, and immunization events focusing on COVID-19 immunization administration, education, and training for underserved populations and professional staff at LPHA's, FQHCs, small rural hospitals, and critical access hospitals.



Strategic Partnerships

- Missouri Immunization Coalition is working with local providers from all over the state.
- Providing targeted outreach and education to promote vaccine clinics and address misinformation regarding COVID-19 immunization.
- Media efforts are localized to include digital, social media, and targeted community outreach including billboards, newspaper, radio, direct mail, sports marketing, event marketing, and public transit.

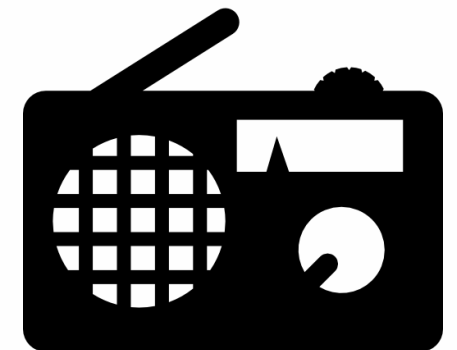


We can customize a range of COVID-19 Vaccine Campaign Strategies

- EDDM
- Google
- Facebook
- Instagram
- Snapchat
- Tik Tok
- YouTube
- Billboard
- Newspaper
- Radio
- TV and Connected TV



Google Ads



LOCATION	DATES	ANALYTICS REPORT	
		IMPRESSIONS	CLICKS
Dent County Health Department (Dent, Iron, Reynolds, Shannon, Texas)	Mar – May 2022	2,487,250	18,519
Bates County Health Center	Apr – May 2022	763,036	4,824
Care STL Health	Dec 2021 – Feb 2022	4,921,778	33,098
Clarity Healthcare (Marion, Randolph)	Oct – Nov 2021	2,803,222	16,080
COMC (Miller, Pulaski, Camden, Laclede, Morgan)	Mar – May 2022	3,291,066	16,213
Harrison County	Apr – June 2022	1,567,619	12,336
Katy Trail Community Health (Benton, Morgan, Pettis, Saline)	Nov – Dec 2021	2,820,156	19,304
Polk County Health Department	May – July 2022	64,800	-
St. Francois County Health Department	Mar – Apr 2022	2,953,907	18,210
Morgan	Sept – Nov 2022	936,381*	820*
Madison	Aug – Nov 2022	1,515,951	7,638
Statewide COVID	June 2022 – Nov 2023	2,095,157*	17,333*
Osage	Nov 2022 – Jan 2023	66,957*	124*
Dent (round two)	PENDING	TBD	TBD
Harrison (round two)	PENDING	TBD	TBD
Audrain	PENDING	TBD	TBD
Livingston	PENDING	TBD	TBD



MISSOURI VS COVID-19
VACCINATION CAMPAIGN



UP 2 RANDOLPH COUNTY

CHOOSE COVID VACCINATION AT NO COST TO YOU



TeamVar
MISSOURI VS COVID-19

FIND YOUR VACCINE AT MOIMMUNIZE.ORG



Seasonal COVID-19 Vaccine Promotion



Vaccines Across the Lifespan

- Statewide campaigns: Flu, HPV, COVID-19, Back-to-School
- Immunization Webinars
- Back-to-school vaccine promotion materials
- Community outreach events
- Mentorship Program
- Training modules
- Printed educational resources and other vaccine promotion materials
- Annual Missouri Immunization Conference



MIC is your partner!

Spread the word

MIC is your partner in immunization education, advocacy, promotion, and statewide collaborative initiatives.

www.MOimmunize.com



SAVE THE DATE

**MISSOURI
IMMUNIZATION
CONFERENCE**

SPRING 2023

BECOME A MEMBER OF THE COALITION

