

Issues, Challenges, and Opportunities for Improvement

1. Growing mistrust in public health and [vaccines during COVID-19 pandemic](#) with [common themes of vaccine opposition](#), especially among certain populations; [increase in vaccine opposition efforts in Kansas](#) and across country; [mistrust of COVID-19 vaccine](#)
2. [Declines in routine child and adolescent vaccination during COVID-19 pandemic](#)
3. [Women-Maternal Domain](#)
 - a. [Tdap](#) and [flu shots](#) for pregnant women
 - b. [Tdap for family members and care givers, how it protects baby](#)
 - c. Helping pregnant women make informed decisions about [protecting their baby with vaccinations](#)
 - d. Target population for [vaccine opposition messaging](#)
 - e. [MMR check during pregnancy or before pregnancy](#); awareness of [vaccine considerations for pregnant and lactating women](#)
4. [Perinatal-Infant Domain](#)
 - a. Building [vaccine confidence](#) among new parents, decision to [immunize on-time with the recommended schedule](#)
 - b. [Hep B vaccine birth dose](#)
 - c. Safe sleep connections: vaccine opponents have attempted to tie SIDS to vaccines, though [there is no evidence of this](#)
 - d. Breastfeeding: [natural immunity](#), vaccinate before delivery, breastfeeding during or immediately after immunizations can [help reduce pain for infant](#), vaccine considerations for [breastfeeding mothers](#)
5. [Child Domain](#)
 - a. Promoting [vaccine confidence](#)
 - b. [Vaccinate on time with recommended vaccine schedule](#)
 - c. [Maintain/restore](#) childhood immunization [rates during/post-pandemic](#)
 - d. [Schools/school nurses](#) – opportunities to ensure up-to-date immunizations
 - e. [Model school exclusion policy](#)
 - f. Maintain current [Kansas regulations](#) related to [school vaccine requirements](#)
6. [Adolescent Domain](#)
 - a. Kansas – [low adolescent vaccine rates, particularly HPV](#)
 - b. [HPV vaccine](#)
 - c. [Meningococcal ACWY vaccine, Men B vaccine](#)
 - d. [Tdap/bundling of adolescent vaccines](#)
 - e. Increasing awareness of [importance of vaccines and building vaccine confidence among adolescents](#)

IKC Resources and Initiatives, Opportunities for Action

1. [Educational Modules – available now](#)
 - a. HPV for clinical providers
 - b. Flu for clinical providers
 - c. Vaccine confidence for policymakers and general audiences

2. Educational Modules – planned or under development
 - a. [Nurses and Medical Assistants](#)
 - b. OB-GYNs/Providers serving pregnant women ([module info similar to this but Kansas-specific](#))
 - c. Parents and families vaccine confidence
 - d. Faith-based vaccine confidence
 - e. Youth vaccine confidence
3. Toolkits
 - a. [HPV Vaccine](#)
 - b. [Meningococcal Vaccine](#)
 - c. [Tdap/Bundling](#)
 - d. [Community HPV Education Events](#)
 - e. [#KansasFightsFlu](#)
4. Notable IKC Website Features
 - a. [Vaccine Confidence Resources](#)
 - b. [Conference Resources, including online link to all flash drive resources](#)
 - c. [Data Dashboard](#)
 - d. [Links to Immunization Webinars and the Latest Info from Homepage](#)
 - e. [For Schools, including model school exclusion policy](#)
5. Parent and Family Resources
 - a. [Parent resources and link to survey to join parent/family group](#)
 - b. Pro-vaccine parent and family group – working on it!
6. Communications and Social Media
 - a. [Immunizekansascoalition.org](#)
 - b. [Link to join IKC email list available here – regular updates email with latest resources and IKC info](#)
 - c. [Facebook](#)
 - d. [Twitter](#)
 - e. [LinkedIn](#)
 - f. Instagram – coming this spring!
7. KAAP Highlighted Initiative: Immunization Confidence Campaign coming from the Immunization State Action Team this spring. If organizations would be interested in a stipend to boost social media posts shared through this campaign, let Mel Hudelson know.
8. Other Partner Efforts – IKC leaders, members, and partners are conducting many efforts to promote immunizations on their own, and the coalition works to amplify, align, and promote one another’s messages. In addition to the [KDHE Kansas Immunization Program](#), there are many partners and leaders in the state with ongoing efforts to increase immunization rates and promote vaccine confidence, including [KAAP](#), [MAIC](#), KHI, KSNO, KCP, ACS, KHA, and others!