



COLORADO CHILDREN'S IMMUNIZATION COALITION

Three-Year Strategic Plan

July 1, 2016 through June 30, 2019

Vision

All Colorado children and youth are fully immunized against vaccine-preventable illness.

Mission

The Colorado Children's Immunization Coalition strategically mobilizes diverse partners and families to advance children's health through immunizations.

What We Do

As Colorado's only statewide independent 501 c(3) nonprofit organization committed to children's immunization, CCIC elevates the essential role vaccines play in preventing illness and promoting health for all of Colorado.

Public Policy

CCIC's public policy agenda engages coalition members and policy makers to identify and advance solutions to challenges in Colorado's vaccine financing, access, and delivery system.

Community Outreach and Awareness

CCIC's community outreach efforts, including the award-winning *ImmunizeforGood.com* and *VaccinalosporSuBien.com* online campaigns, build awareness among English- and Spanish-speaking parents about the safety and importance of immunization. CCIC also shares vaccine information with health care providers, parents, the media, and organizations across the country via print resources, social media, the *Team Vaccine* blog, and more.

Health Care Provider Education

CCIC's health care provider education services strengthen Colorado's health care work force by increasing knowledge of clinical guidelines, data, emerging research, and other timely information and resources on immunizations.

Coalition Building

CCIC's coalition building and engagement strategies leverage the collective voice of diverse children's health partners to ensure that CCIC leads the state in systems-level support, infrastructure, and resources for children's immunization.

Immunization Services

CCIC believes that no child should miss out on the benefits of vaccination due to a parent's inability to pay. CCIC works with partners to host free and low-cost immunization clinics for children and families facing financial or other barriers to care.

2016-2019 Goals

This document reflects goals we seek to achieve in order to advance our mission. Every three years, we identify areas of focus that most effectively move us forward and assess our success in meeting our goals by measuring data and outcomes.

1: Support the advancement of policies that increase vaccine uptake, reduce vaccine-preventable diseases and support Colorado's immunization system

2: Engage Parents on Vaccine Safety and the Importance of Immunization through Creating and Disseminating Education Material and Conducting Outreach Campaigns

3: Deliver high-quality immunization education for healthcare professionals in Colorado

4: Continue to grow and to strengthen our statewide coalition to mobilize diverse partners and families in support of childhood immunization

5: Spearhead a strategic, collaborative partnership to improve access to relevant and reliable immunization coverage data at the county, school and child care levels in Colorado to better target programs and policy

6: Strategically build CCIC's board governance, organizational and financial infrastructure