

## STRENGTHENING COALITIONS TO IMPROVE IMMUNIZATION

### The issue:

Coalitions needed support to improve their capacity to promote immunization in their communities.

### The reality:

There were a range of coalitions at state and local levels facing challenges from resource mobilization to communication.

### The opportunity:

CDC provided funding for the creation of a national training and technical assistance program

### The strategy:

Established a national infrastructure to support immunization coalition members in sharing knowledge, resources, and best practices.

**Understand Needs:** Consulted with immunization coalition stakeholder groups and conducted a comprehensive needs assessment with coalitions across the U.S. to identify areas for support and best methods for delivery technical assistance.

#### Share Resources:

- **Web portal:** Provided network members with information, tools, and resources.
- **Newsletters:** Distributed regularly with technical assistance tips, profiles of successful coalition projects, and immunization-related resources and research.
- **Best Practice Fact Sheets:** Highlighted coalition projects that can be replicated.
- **Listserv:** Moderated forum for informal information exchange and networking among coalition members.

#### Provide Technical Assistance:

- **Online TA,** including event planning and partnership toolkits.
- **Group TA** through regular conference calls on topics identified through network.
- **Direct tailored TA** via phone calls and site visits in the following areas: social marketing, program planning, evaluation, and partnership development.

### The results:

>600

Coalition members connected through the network.

80%

High satisfaction with technical assistance calls (4 out of 5).

1800

Unique visitors to the website per year.

The coalition was a platform for ideas, lessons learned, and support, helping members achieve their goals.

