



UNITY[®]

United for adolescent vaccination

Unity Consortium

Strategic Plan

2024

Unity[®] Consortium programs are funded by its members and liaisons, including vaccine manufacturers.



Overview

Unity Mission & Vision

Members & Liaisons, Board of Directors

Value Proposition

Annual Goals & Objectives

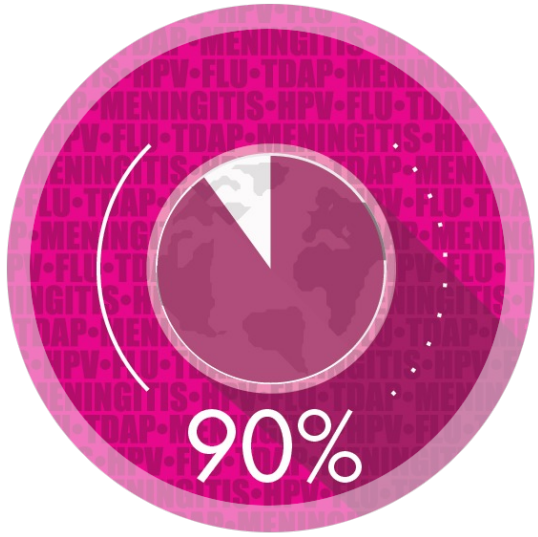
Key Project Overview

Unity Consortium Disclaimer

UNITY Consortium is a 501(c)3 organization with diverse members and a common objective - to improve adolescent health through a focus on prevention and immunization. The Consortium intends to drive or support efforts to protect adolescents against all vaccine-preventable diseases, as recommended by the CDC.

The UNITY Consortium does not endorse or recommend any commercial products, processes, or services.

This document represents the collective vision and views of the UNITY Consortium members and are not necessarily endorsed by the Consortium members' organizations.



VISION

Coverage is 90% or greater for all nationally recommended vaccines for adolescents and young adults

UNITY Vision and Mission

MISSION: Provide action-oriented leadership, innovation and education on preventive health and immunization for adolescents and young adults:



ESTABLISH

immunization as a central component of preventive health and as an investment in lifelong health



DEVELOP

healthcare providers as advocates that make strong recommendations for all nationally recommended vaccines



ENGAGE

parents, adolescents and young adults to embrace the value of immunization



ENSURE

easy access to and timely delivery of all recommended vaccines

Unity Members, Liaisons, Partners and Associates

Leadership

BOARD OF DIRECTORS	Tamera Coyne-Beasley	The University of Alabama Birmingham Department of Pediatrics, Division of Adolescent Medicine
	Claire Hannan	Association of Immunization Managers
	Ardi Kazarian	Technology Sector Consultant
	Luis Romano, MD	GlaxoSmithKline
	Mitchell Rothholz	American Pharmacists Association (retired)
	Greg Zimet	Professor Emeritus of Pediatrics Indiana University
SPECIAL ADVISORS	Paul Offit	<i>The Vaccine Education Center at Children’s Hospital of Philadelphia</i>
	L.J. Tan	<i>Immunize.org</i>
OFFICERS	Judy Klein	<i>President, UNITY</i>
	Jane Quinn	<i>Secretary, UNITY</i>

Unity – Unique Value Proposition

Adolescents and Young Adults

- An often-overlooked cohort for preventative health and immunization

Members & Liaisons

- Diverse representatives from academia, public and private sectors provide strategic guidance and input
- Amplify the Unity “voice” through member and liaison networks
- Experts in immunization, policy, vaccine confidence, communications, marketing, and study design

Teen and Mom Advisory Councils

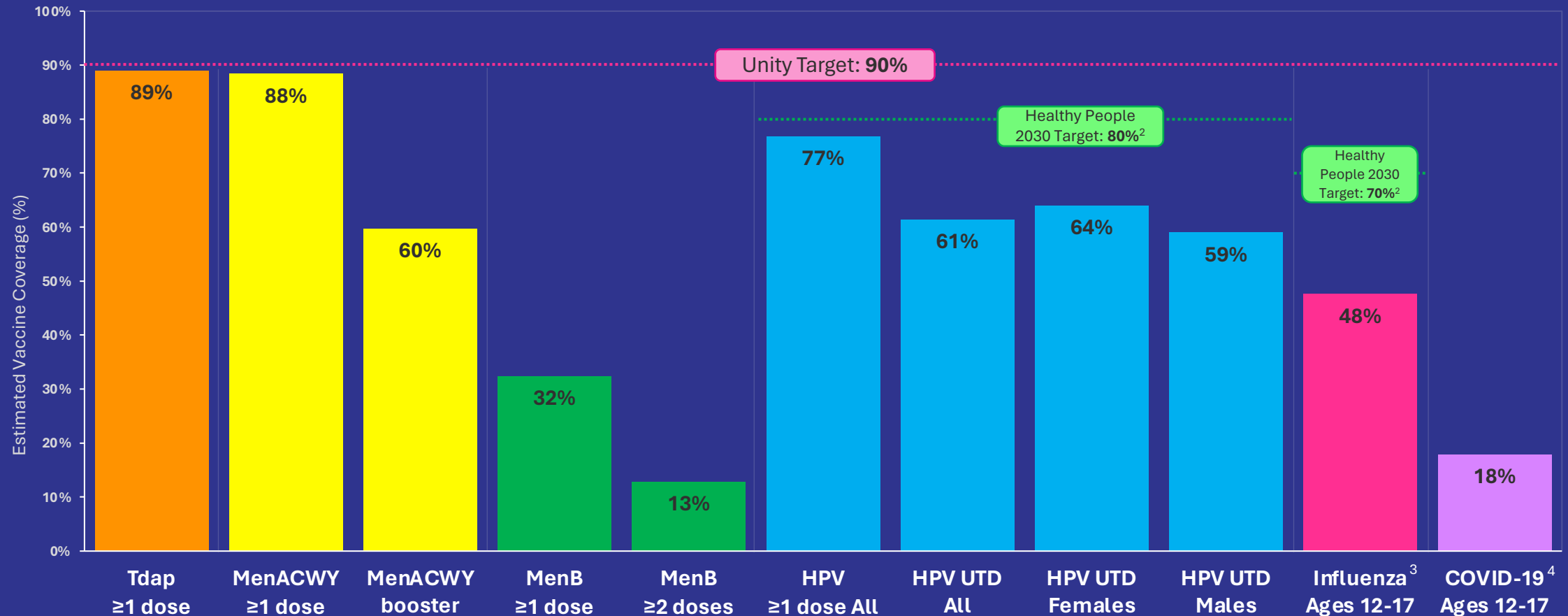
- Ability to gain direct input and feedback on Unity, member and liaison priorities, strategies, resources and initiatives

Resources & Initiatives

- Extensive resource library in engaging formats addressing immunization barriers for AYAs, parents and HCPs
- A cadre of scientifically proven interventions to improve immunization rates

Vaccines Recommended for Adolescents and National Vaccination Coverage

NIS-Teen 2023 Immunization Rates (Ages 13-17 years), United States¹



¹ Pingali C, Yankey D, Chen M, et al. National Vaccination Coverage Among Adolescents Aged 13–17 Years — National Immunization Survey-Teen, United States, 2023. MMWR Morb Mortal Wkly Rep 2024;73:708–714. DOI: <http://dx.doi.org/10.15585/mmwr.mm7333a1>

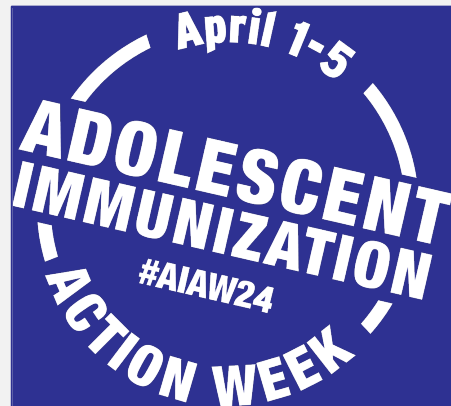
² US Dept. Of Health and Human Services, Office of Disease Prevention and Health Promotion. Healthy People 2030. <https://health.gov/healthypeople/objectives-and-data/browse-objectives/vaccination/increase-proportion-adolescents-who-get-recommended-doses-hpv-vaccine-ijid-08>

³ Centers for Disease Control and Prevention. National Center for Immunization and Respiratory Diseases (NCIRD). FluVaxView, Flu Vaccination Coverage, United States, 2023–24 Influenza Season. DOI: <https://www.cdc.gov/flu/fluview/dashboard/vaccination-dashboard.html>

⁴ Centers for Disease Control and Prevention. Child Coverage and Parental Intent for Vaccination. Data through May 11, 2023. DOI: <https://www.cdc.gov/vaccines/imz-managers/coverage/covidvaxview/interactive/children-coverage-vaccination.html>

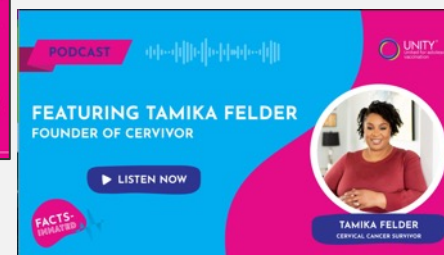
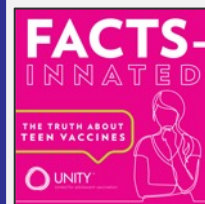
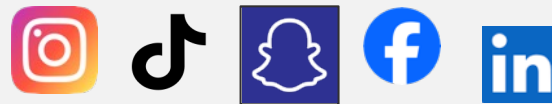
Unity Focus Areas

ACTIVATE COMMUNITIES



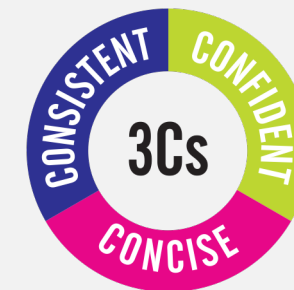
Outreach & Education
Vaccine Equity Principles

AMPLIFY VOICE



EMPOWER HCPS

Evidence-Informed Education

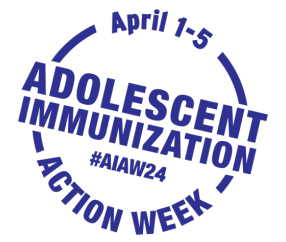


VACCINE RECOMMENDATIONS FOR ADOLESCENTS



Adolescent Immunization Action Week 2024

3rd Annual #AIAW24 April 1-5



Act during the first week in April to make sure adolescents and young adults (AYA) are up to date on recommended immunizations



AIAW Audiences and Desired Actions

Parents/Caregivers



- ✓ Contact adolescent's healthcare provider (HCP) to schedule a vaccination
- ✓ Share with other parents

Adolescents and Young Adults

- ✓ Ask parent/caregiver to contact their HCP to schedule a vaccination
- ✓ Share with other AYAs

Healthcare Providers



- ✓ Reminder/recall to parents of adolescents to schedule needed vaccination appointments
- ✓ Make confident, concise, consistent vaccine recommendations (3Cs)



AIAW24 Theme: Stay on TASK



T **TRUST**
GOOD RESOURCES

A **ASK**
QUESTIONS

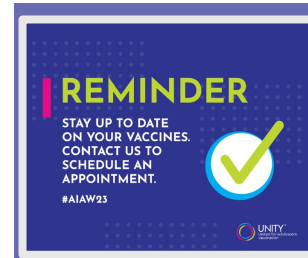
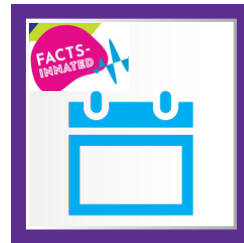
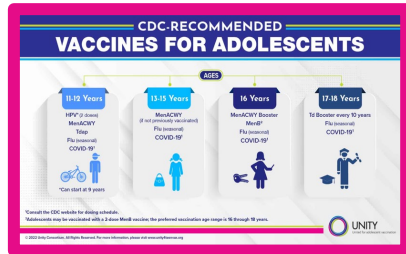
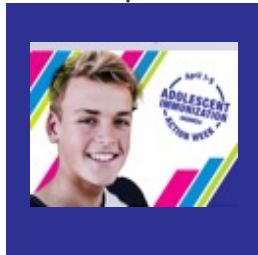
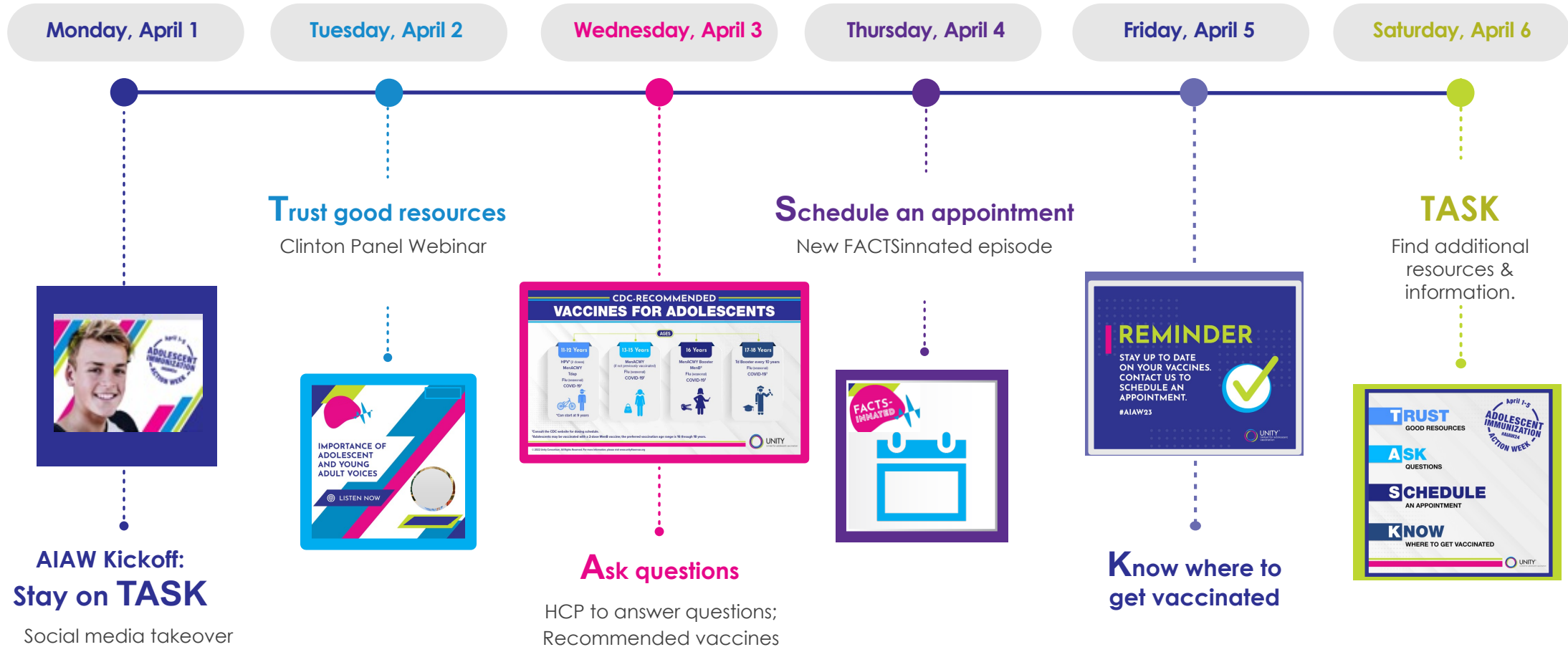
S **SCHEDULE**
AN APPOINTMENT

K **KNOW**
WHERE TO GET VACCINATED

April 1-5
**ADOLESCENT
IMMUNIZATION**
#AIAW24
ACTION WEEK



AIAW24 Daily Themes

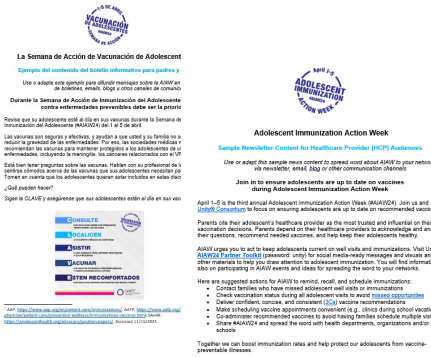


AIAW24 Toolkit of Comprehensive Resources

Social Media Posts



Newsletters (Parent, HCP)



Posters/Flyers



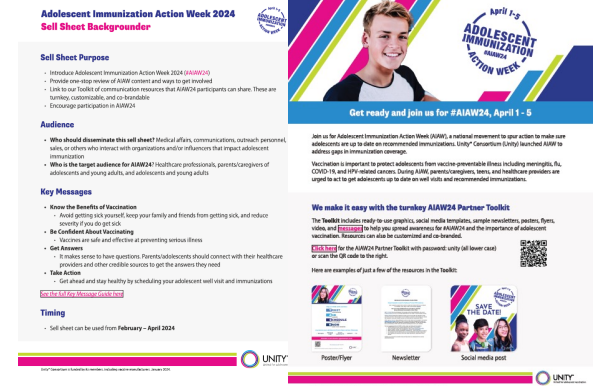
Video and Animations



Infographics



Sell Sheet



AIAW24 Events

Social Media Takeover



#AIAW24 Webinar: Clinton Panel



Young Adult Panel



Despierta América



Webinars/Meetings



NCNW Good Health WINS National Town Hall



FACTSinnated Episode



The Importance of Unbiased, Credible Vaccination Information with Dr. Andrea Love



- Immunologist & Microbiologist
- Vaccine advocate and influencer
- Co-Host of Unbiased Science Podcast

AIAW24 – 275+MM Reach

5431

Webinar / Society or
Internal Meeting Attendees



AIRA

NACCHO
National Association of County & City Health Officials

Immunize.org

Data as of Sept 9, 2024

[AIAW24 Metrics Spreadsheet](#)

57K+

Website Views



51MM+

Social Media Reach



10MM+

Newsletter/Listserv/Email Reach

52K+

PatientPoint

Healthcare Providers

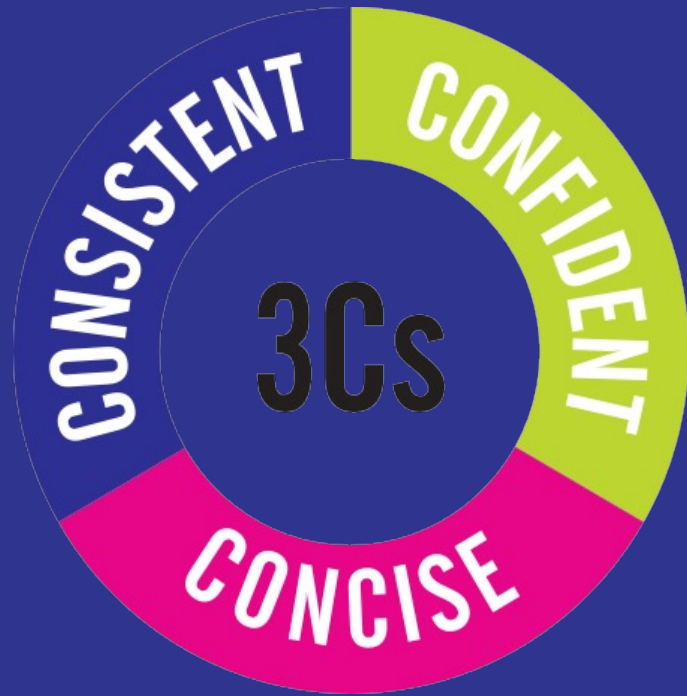
National
Coverage



12MM+
3.5MM+

Press Release

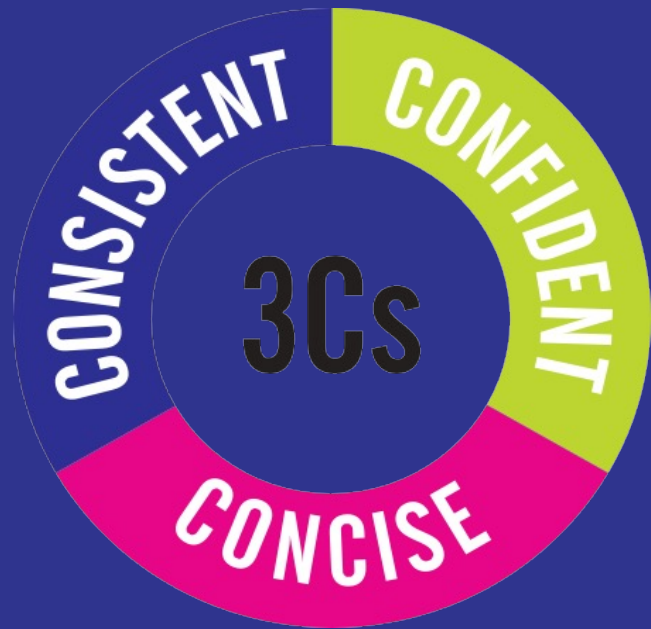
196MM+
sonofi Media Tour 2.4MM



**VACCINE
RECOMMENDATIONS FOR
ADOLESCENTS**



New and refreshed 3Cs Video Series are complete



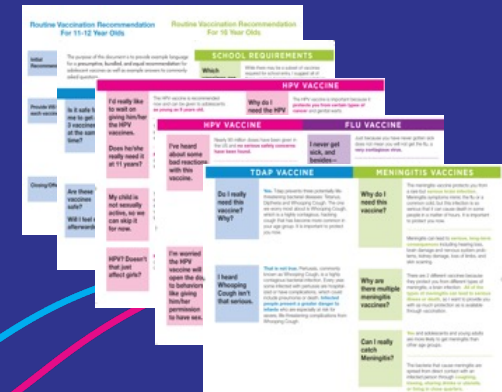
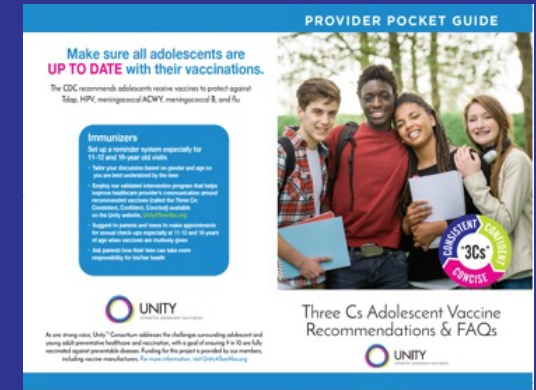
VACCINE RECOMMENDATIONS FOR ADOLESCENTS

Objectives

- ✓ Support HCPs by demonstrating their critical role in vaccine discussions
- ✓ Address key vaccine barriers
- ✓ Demonstrate effective clinician communication of vaccine recommendations

Key Components

- ✓ Video vignettes - a collection on the Unity website
- ✓ Q&A-style reference guide for HCPs addressing parent and adolescent questions

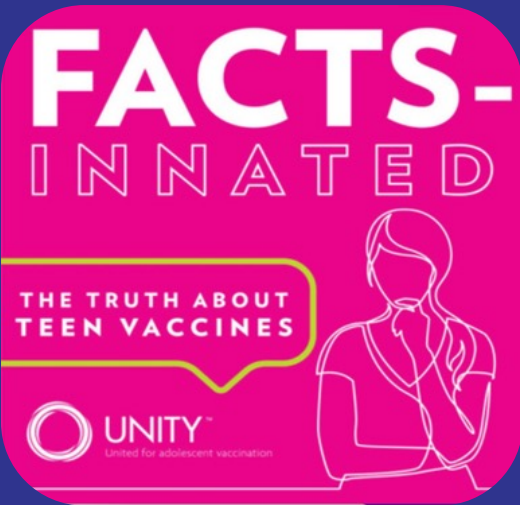


Updated 3Cs Video Demonstrations account for today's priorities

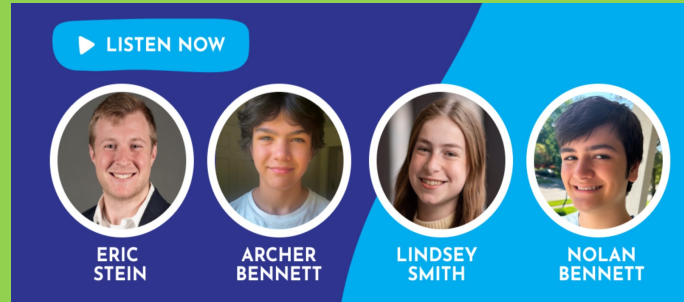
- 8 updated scenarios
- HPV implementation at age 9
- Current common questions about vaccines
- Reinforce seasonal flu and COVID-19 vaccines
- Most conclude with vaccination agreement
 - Includes parent declining/delaying vaccination and mutual commitment to future dialog
- Role model best practices
 - e.g., engaging teens directly in vaccination dialog, scheduling subsequent doses in a series, use of reminder/recall systems
- Video available with Spanish captions
 - Resource Guide/FAQs in Spanish



FACTSinnated *Upcoming Topics & Recommendations*



Making a Difference: Getting the Facts About Vaccines for Adolescents and Young Adults



>5,000 streams!!!

Cervical Cancer & the HPV Vaccine,
with Dr. Linda Eckert

Professor of Obstetrics & Gynecology
University of Washington

Author of *Enough: Because We Can Stop Cervical Cancer*



FACTSinnated Amplification Strategy

- Spotify
- Apple Podcast
- Anchor FM
- Google Podcasts
- Expansion of social media promotion to feature TikTok episode "sneak peaks"
- Leveraging your networks to target specific audiences in alignment with episode topics

We'd love to hear your recommendations for future episodes! Send guest/topic ideas to Maddy McNee at unity@unity4teenvax.org

Amplifying Our Voice



**SCHOOL-BASED
HEALTH ALLIANCE**
The National Voice for School-Based Health Care

2024 National School-Based Health Care Conference

June 30 - July 2, 2024



**ENGAGING
COMMUNITIES,
FOSTERING
PARTNERSHIPS
2024**

NATIONAL SCHOOL-BASED
HEALTH CARE CONFERENCE
JUNE 30-JULY 2, 2024

UNITY WORKSHOP

*Inject Vaccine Advocacy
into Your Social/Digital
Media Strategies to Build
Vaccine Confidence*

Amplifying Our Voice



August 12 – 14, 2024



Overcoming
Implementation
Challenges in Adult and
Influenza Immunization

August 15 – 16, 2024

Workshops & Posters

- *Injecting Likes, Shares & Follows into your Online Advocacy to Build Vaccine Confidence and Encourage Vaccination*
- *AIAW: Catalyzing Action through a National Movement*
- *Improving Adolescent Immunization Outcomes with Confident, Concise and Consistent (3Cs) Healthcare Provider Vaccine Recommendations*
- *The Pandemic's Impact on Parents' and Teens' KABs on Vaccine and Vaccination Insights from Multi-Wave Quantitative Research (2016-2023)*

See you
in Atlanta!



@UnityConsortium



Unity Consortium



Unity Consortium



TikTok

@unity4teenvax



Unity Consortium

Thank you!

Follow Unity on social media



Unity Sponsorship and Membership

Unique Opportunities and Benefits

Voice at the Table	<ul style="list-style-type: none">• Participate in Unity meetings• Participate in Project Working groups• Interact with adolescent health and ID experts• Advise on Unity goals and strategic direction
Access to Adolescent Health Expertise	<ul style="list-style-type: none">• Receive project reports and expert opinions• Access to proprietary Unity knowledge database
Access to Unity Outputs	<ul style="list-style-type: none">• Receive studies, programs, solutions, materials, etc.
Recognition of Support	<ul style="list-style-type: none">• Unity recognition of Company sponsorship level support; Logo visible in Unity website, meetings and communications
Use of Unity Identity Elements	<ul style="list-style-type: none">• Show company support of Unity with access to Unity logo, press releases, project descriptions, etc. for corporate communications