

SAN DIEGO IMMUNIZATION COALITION ✪ SIX-MONTH STRATEGIC OBJECTIVES

November 9, 2009 – April 30, 2010

THREE-YEAR GOAL: *Improve perceptions of vaccines*

WHEN	WHO	WHAT	STATUS			COMMENTS
			DONE	ON TARGET	REVISED	
1. During Pre-Teen Vaccine Week in January 2010	Suzi Bouveron (lead) , Kristina Azab and Dana Simon, working with the Rotary Club	Implement at least one activity that highlights the importance of pre-teen vaccines.				
2. By February 1, 2010	Mark Sawyer (lead) , Tania Farley and Suzi Bouveron	Develop and distribute to at least 200 physicians information regarding the lack of connection between vaccines and autism.				
3. By February 15, 2010	Aron Fleck (lead) and Krista Ramirez, with input from marketing professionals	Identify and present to SDIC strategies to improve the perception of vaccines.				
4. By February 15, 2010	Mike Peddecord (lead) , Rachael Hamilton, Aron Fleck, Krista Ramirez and Ben Dahlen	Review literature and best practices for health care workers, parents (for children) and adults and identify strategies to improve perceptions regarding vaccines to the coalition for consensus.				
5. By April 1, 2010	Tania Farley (lead) and Mark Sawyer	Provide two Parent Forums on vaccine safety.				

THREE-YEAR GOAL: *Increase immunization rates across the life span*

WHEN	WHO	WHAT	STATUS			COMMENTS
			DONE	ON TARGET	REVISED	
1. By January 31, 2010	Mike Peddecord (lead), Carole Norman and Blanca Casaubon	Identify and distribute to the SDIC members the specific geographic areas with the lowest immunization rates that would benefit from immunization activities.				
2. By March 1, 2010	Josh Buck (lead), Everardo Aguilar and Dana Simon	Develop at least one press release and one letter to the editor or op ed for dissemination to media outlets, local health practitioners and community organizations regarding National Infant Immunization Week, Vaccination Week of the Americas and Toddler Immunization Month, including a focus on the family contacts of young children.				

THREE-YEAR GOAL: *Advocate for policy changes that promote immunizations*

WHEN	WHO	WHAT	STATUS			COMMENTS
			DONE	ON TARGET	REVISED	
1. At the January 27, 2010 SDIC meeting	Tania Farley (lead) and Everardo Aguilar	Report to the Coalition the results of the November 17, 2009 legislative call regarding legislative updates.				
2. At the April 28, 2010 Coalition meeting	Mark Sawyer (lead), Kristine Azab, Everardo Aguilar and Mary Cruz	Report to the Coalition membership the results from reviewing PBE (Personal Beliefs Exemption) legislation in other states and present for consensus an advocacy effort regarding restricting non-medical exemptions for school entry.				

THREE-YEAR GOAL: *Achieve a viable and vibrant coalition*

WHEN	WHO	WHAT	STATUS			COMMENTS
			DONE	ON TARGET	REVISED	
1. At the January 27, 2010 SDIC meeting	Membership Committee (Tania Farley-lead, Mark Sawyer, Jackie Workman, Lydia Stewart and Rachael Hamilton)	Bring back into the SDIC at least five organizations who were previously involved in the Coalition.				
2. By January 31, 2010	Membership Committee (Tania Farley-lead)	Create and publish on the SDIC website a record of SDIC 2009 activities.				
3. By the April 28, 2010 SDIC meeting	Membership Committee (Tania Farley-lead)	Recruit at least five new members (organizations or individuals) to participate in SDIC.				
4. By the April 28, 2010 SDIC meeting	Jackie Workman (lead) working with Josh Buck, Syvera Hardy	Identify and present to the Coalition for action two new activities/campaigns.				
5. At the April 28, 2010 SDIC meeting	Rachael Hamilton (lead), Carole Norman, Michelle DeGuire, Suzi Bouveron and Aron Fleck	Review SDIC operations and recommend to the Coalition for action procedural guidelines				
6. By April 30, 2010 and quarterly thereafter	Membership Committee (Tania Farley-lead)	Maintain and publish SDIC's activities on the website.				