



COVID-19 VAX FACTS
VIRTUAL TOWN HALL SERIES

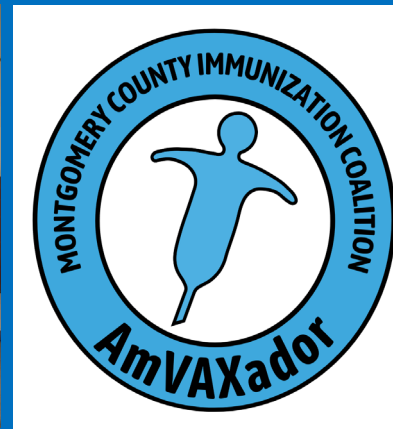
Get the latest updates on COVID-19 vaccines for children under 5 years and to answer your questions.

Wednesday, July 13 @ 7-8pm

 Dr. Richard Lorraine Medical Director, Montgomery County Office of Public Health	 Dr. Tosha Lee Assistant Medical Director, Monticello Regional Health Center	 Dr. Steven Shapiro Chairman, Department of Pediatric, Adolescent & Family Medicine, Allegheny Hospital	 Dr. Sarah Smith-Benjamin CEO and FQHC Executive, Emancipate Montgomery Family Medical Center
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Register: www.montcopa.org/vaccine





Tips to Building and Sustaining Immunization Coalitions

Beth Till, Program Manager
Montgomery County Immunization Coalition (MCIC)



Learning Objectives

- Learn tips for building more effective coalitions
- Revive coalitions by paying attention to key details that make it sustainable
- Identify future funding



**collaboration
is everything**

Formal sustained commitment by several organizations to enhance each other's capacity to a common mission by sharing responsibilities, risks and rewards.

What Makes Coalitions Effective

1. Common vision & mission
2. Transformational leadership
3. Committed & engaged members
4. High level of trust
5. Frequent communication & training
6. Just enough structure & process



Why Members Join & Stay



- Believe in issue & mission
- Build relationship
- Accomplish goals
- Have influence & impact
- Like being informed & up to date

Why Members Leave...



- Don't feel included or respected
- Disagree with leaders
- Conflict with others
- Unclear roles or responsibilities
- Don't see results

Coalition or Partnership

“A group of individuals representing **diverse organizations who agree to work together to **achieve a common goal.**”**


Feighery & Rogers, 1990

Engage Members from ALL Relevant Community Sectors & Organizations

- Health System/Providers
- Pharmacies
- Community/Nonprofit Organizations
- Racial & Ethnic Organizations
- Faith-based Organizations
- Health/Medical Associations
- Managed Care Associations
- Government Agencies
- Education – Schools/Colleges
- Nutrition/Food Services
- Family/Children/Youth/Senior Organizations
- Elected Officials
- Business/Labor/Employment
- Vaccine Preventable Disease Survivors
- Recreational Organizations/Facilities
- Health Advocacy/Medical Issues
- Professional/Trade Associations
- Parents
- Media
- Other Interest Groups

Tool 1: Membership Gap Analysis

1. Update and access membership list.
2. Decide the community sectors or organizations you intend to engage.
3. Write sectors on flip chart sheets & mount them on wall.
4. Print name badges (or index cards) of current member organizations & deal them to members at coalition meeting.
5. Get everyone up to affix cards or name stickers to appropriate sheets.
6. Observe results - some sheets will be full & others sparse or blank.
7. Brainstorm potential organizations for sparse sectors. (**Tool 2: Potential Membership Grid**)
8. Contact organization to recruit best representative. (**Tool 3: Buddy Method of Recruitment**)



Coalition Membership Gap Analysis

1) Update and access membership list.

2) Decide the community sectors or organizations you intend to engage; you can modify this list:

Health Systems/Providers	Family/Children/Youth/Senior Organizations
Pharmacies	Elected Officials
Health/Medical Associations	Business/Labor/Employment
Managed Care Organizations	Vaccine Preventable Disease Survivors
Local Community/Nonprofit Organizations	Recreational Organizations/Facilities
Racial & Ethnic Organizations	Nutrition/Food Services
Faith-based Organizations	Health Advocacy/Medical Issues
Government Agencies	Professional/Trade Associations
Education Institutions – Schools/Colleges	Other Interest Groups

3) For each sector, write the category on a flip chart sheet and mount them on the wall of your meeting room. Define each sector and provide examples of organizations in each category.

4) Print name badges (or use index cards) of the current member organizations and distribute them to members at steering committee or general coalition meeting.

5) At a signal, everyone gets up and quickly affixes their cards or name stickers to the appropriate sheets.

6) All sit down and observe the results. The usual case is that some sheets are well populated, and others are empty or have only one or two organizations.

7) Either together or in small groups, brainstorm potential organizations for the sparse categories. A list from the local Chamber of Commerce/small business organization can provide a start. Members should articulate what role each organization will have in the coalition (i.e., Why they are valuable to the coalition's efforts? What are the mutual benefits of partnering?)

8) Finally, members volunteer/are chosen to contact these organizations to start recruiting the best representative. The chair may then follow up with membership information and face-face contact with each organization.

Membership Gap Analysis Template



Flu & COVID-19 Committee

Working together to educate and outreach to our communities on the importance of flu and COVID-19 vaccinations.

Community Sectors/Organizations	Organization Name	First Name	Last Name	Title	E-Mail Address	Phone
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- Health System/Providers
- Pharmacies
- Community/Nonprofit Organization
- Racial & Ethnic Organizations
- Faith-based Organizations
- Health/Medical Associations
- Managed Care Associations
- Government Agencies
- Education – Schools/Colleges
- Nutrition/Food Services
- Family/Children/Youth/Senior Orga
- Elected Officials
- Business/Labor/Employment
- Vaccine Preventable Disease Surviv
- Recreational Organizations/Facilitie
- Health Advocacy/Medical Issues
- Professional/Trade Associations
- Parents
- Media
- Other Interest Groups




Flu & COVID-19 Committee

Working together to educate and outreach to our communities on the importance of flu and COVID-19 vaccinations.

Community Sectors/Organizations	Organization Name	First Name	Last Name	Title	E-Mail Address	Phone
Health System/Providers						
Pharmacies						
Community/Nonprofit Organizations						
Racial & Ethnic Organizations						
Faith-based Organizations						
Health/Medical Associations						

Tool 2: Potential Membership Grid



Potential Member Grid

Organization or Individual	
Activities & Accomplishments	
Contributions (power, time,	

Organization or Individual	
Activities & Accomplishments	
Contributions (power, time, talent, resources)	
Self-interests (personal & organizational gains)	
Potential conflicts	

talent, resources)	
Self-interests (personal & organizational gains)	
Potential conflicts	
Organization or Individual	
Activities & accomplishments	
Contributions (power, time, talent, resources)	
Self-interests (personal & organizational gains)	
Potential conflicts	

To identify new organizational partners based upon their accomplishments, contributions, and interests, consider using the **Potential Member Grid**. Tool compliments and builds on the Membership Gap Analysis.

Tool 3: Buddy Method of Recruitment

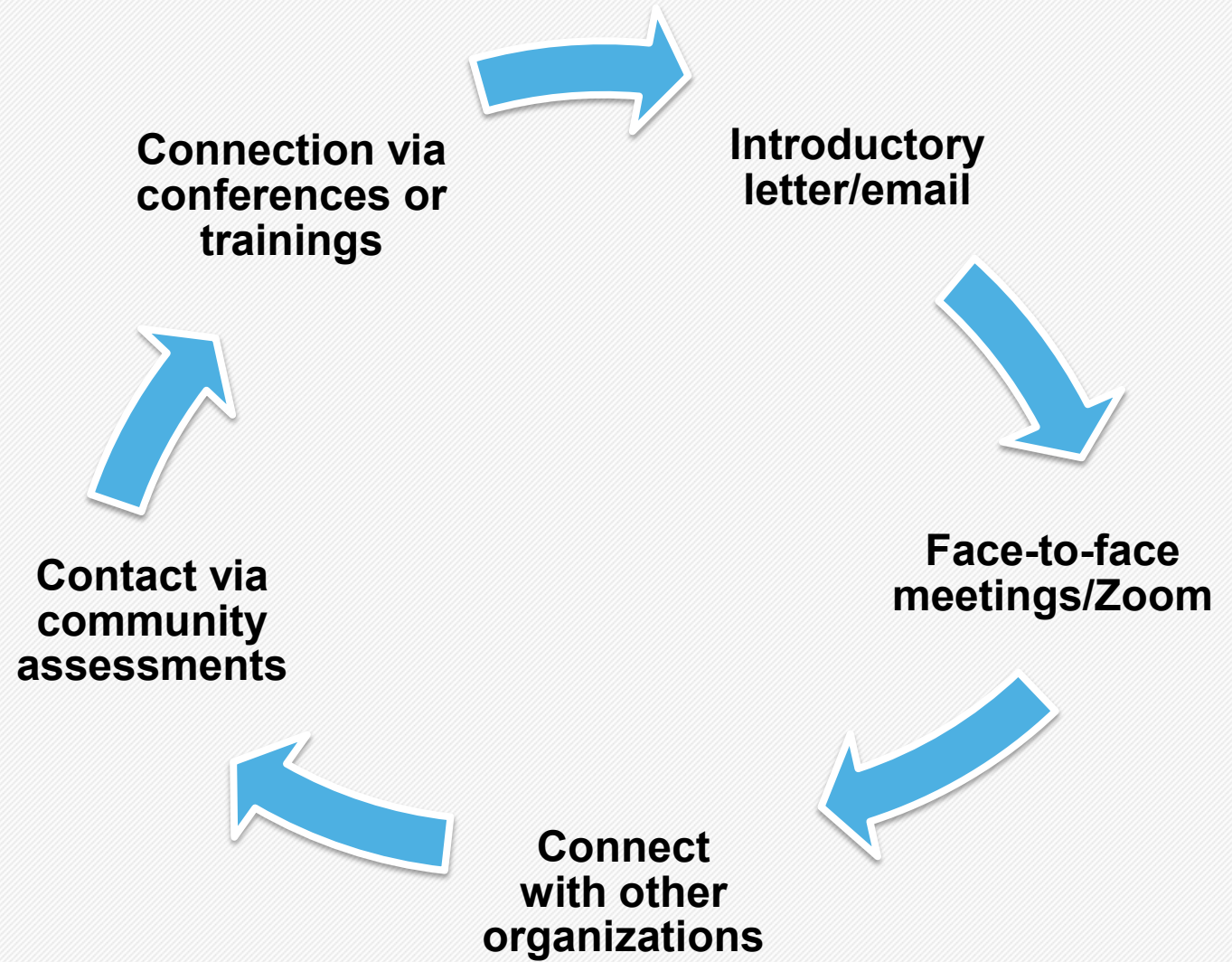
- STEP 1:** When new strategy is introduced, ask, “Who else might help us to accomplish it?”
- STEP 2:** Member with connection to that volunteer/organization agrees to be “buddy”.
- STEP 3:** Buddy contacts, invites & encourages prospective member to join coalition; forwards contact information to Chair.
- STEP 4:** Chair sends Orientation Packet.
- STEP 5:** Buddy ensures that recruit received meeting notice & encourages attendance.
- STEP 6:** At meeting, Buddy greets & orients member & introduces to others; new member self introduces.



Buddy Program for Member Recruitment

- STEP 1:** Each time a new strategy is introduced, the chair asks members to consider the question, “Who is not at the table that might help us enact this strategy or idea?”
- STEP 2:** For each identified organization, a member who has the best connection to that organization is asked to begin the recruitment process and volunteer to be the “buddy.”
- STEP 3:** The buddy contacts the prospective member and asks them to join the coalition effort. The buddy encourages the recruit and answers any immediate questions about the coalition. Successful contact information is forwarded to the chair.
- STEP 4:** The chair follows up by contacting the prospective member and sending an orientation packet to them. The packet may contain the coalition brochure, member roster, bylaws, minutes of the last coalition and work group meetings, a map and calendar of meetings, recent program materials and press coverage.
- STEP 5:** After the buddy receives notice of the next coalition meeting, they contact the recruit to encourage the new member to attend.
- STEP 6:** At the meeting, the buddy greets the new member, helps acclimate them to the surroundings and meeting protocol, and introduces the new member to others. The new member is given an opportunity to introduce themselves to the group. A personal welcome and offer of assistance by the chair occurs at some point during the meeting.

Recruitment Strategies



Orient New Members to Coalition

- Virtual orientation
- New member packet (actual or on website)
 - 1-page fact sheet with vision, mission & goals
 - Membership roster
 - Opportunities for involvement
 - Minutes of last meeting
 - Samples of resources/events



**Flu & COVID-19 Committee
Partner Organizations**

Working together to educate and outreach to our communities on the importance of flu and COVID-19 vaccinations

AARP Pennsylvania	Einstein Montgomery	Mitzvah Circle	PA House of Representatives
Abington-Jefferson Health	ElderNet of Lower Merion and Narberth	Moderna	PA Immunization Coalition (PAIC)
ACLAMO	Eric's Rx Shoppe	Montco SAAC	PALM
AFC Urgent Care	Families Fighting Flu	Montgomery Bucks Dental Society	Patent Safety Authority
Alpha Kappa Alpha Sorority/Phi Beta Omega Chapter	Family Services	Montgomery County	Penn Asian Senior Services
Arcadia University	Giant	Montgomery County Community College	Pfizer
Ashram Adult Day Health Center	Grace Evangelical Lutheran Church	Montgomery County Correctional Facility	Pharmacy of Norristown
Asian American Coalition	Greater Harleysville and North Penn Senior Services	Montgomery County Immunization Coalition (MCIC)	Pottstown Area Health & Wellness Foundation
AstraZeneca	Greater Philadelphia YMCA	Montgomery County Intermediate Unit	Quality Insights
Bethel AME Church of Ardmore	GSK	Montgomery County Libraries	Rann Pharmacy
Bethel Hill UMC	Gwynedd Mercy University	Montgomery County Medical Society	Rite Aid
Bethlehem Baptist Church	Harboro Baptist Church	Montgomery County Office of Community Connections	Royersford Baptist Church
Bharatya Temple and Cultural Center	Hatfield, King of Prussia, Collegeville Pharmacies	Montgomery County Office of Public Health	RSVP of Montgomery County
Black Doctors Consortium	H A I R, Health Advocates In-reach and Research	Montgomery County Office of Public Safety	Saint Stanislaus Roman Catholic Church
Bucks-Mont Collaborative	Health Partners Plans	Montgomery County Office of Senior Services	Salford Mennonite Church
BucksMont Pharmacist Association	Health Promotion Council of SE	Montgomery County OIC	Sanofi
Centers for Medicare & Medicaid Services	Interagency Council of Norristown	Montgomery County School Nurse Association	Skippack Pharmacy
Centro de Cultura, Arte, Trabajo y Educación (CCATE)	Jalohm Center (P,IMF)	Montgomery County Schools	Tiferet Bet Israel
Chamber of Commerce for Greater Montgomery County	KleinLife, Montgomery County	St. Calvary Baptist Church of Ardmore	Lower Health
CHOP Primary Care Network	Korean American Association of Greater Philadelphia	St. Zion AME Norristown	TriCounty Active Adult Center
Church on the Mall	LABReppo	Naturalis@Rejuvenate Salon & Spa	TriCounty Community Network (TCN)
Community Health and Dental Care	LaCon's Pharmacy	Norristown Chamber of Commerce	Trinity Reformed Church UCC, Collegeville
Council of Indian Organizations in Greater Philadelphia	Latinos Norristown PA	Norristown Men of Excellence (NMOE)	VNA-Community Services, Inc.
County Line Pharmacy	Laurel House	Norristown NAACP	VNA Foundation of Greater North Penn
CVS	Life Changing Word Church	North Penn Mosque	Walgreens
Darchel Noam	Main Line Health	North Wales Pharmacy	Walmart
Delaware Valley Community Health (DVCH)	Mama on Main Street	Or Hadashi, A Reconstructionist Congregation	Wegmans
Early Learning Resource Center for Region 17 (ELRC 17)	Maternal And Family Health Services, Inc.	PA Bucks-Mont Collaborative	West End Civic Association
East Norristown Pharmacy	Maternity Care Coalition - Montco Mamas	PA Chapter, American Academy of Pediatrics (PAAAP)	Zwilling UCC

Meeting Structure: DOs and DON'Ts

1. DO set an agenda and stick to it.
2. DO start and stop the meeting on time.
3. DO keep it engaging, civil and productive. Make it fun!
4. DON'T have a meeting just to have a meeting.
5. DON'T take up valuable meeting time with long discussions - form a committee to discuss a topic and report back.
6. DON'T be late sending out minutes and to do lists.

Tool 4: Coalition Meeting Check-Up


1. Use **Tool 4: Coalition Meeting Check-Up** at your next meeting to assess how well your meetings are run.
2. Pass the individual sheets out to each person at the meeting and ask members to check “agree” or “disagree.”
3. Collect sheets and first tally “agrees” and “disagrees” on each sheet. If more “agrees” on an individual sheet are checked, then that sheet will count toward “well-run” meetings.
4. If more “disagrees” are checked, then that sheet counts as “meetings need to be improved.”
5. Tally count the sheets in each pile and discuss.

	Agree	Disagree
		
Coalition Meeting Checkup		
1. Coalition members feel meetings are a good investment of their time.	<input type="checkbox"/>	<input type="checkbox"/>
2. We usually stay on track during our meetings.	<input type="checkbox"/>	<input type="checkbox"/>
3. Member participation is balanced during most of our meetings.	<input type="checkbox"/>	<input type="checkbox"/>
4. Our meetings are usually well facilitated.	<input type="checkbox"/>	<input type="checkbox"/>
5. Meetings almost always begin and end on time.	<input type="checkbox"/>	<input type="checkbox"/>
6. Members share responsibility to make sure our meetings are effective.	<input type="checkbox"/>	<input type="checkbox"/>
7. We consistently accomplish our meeting objectives.	<input type="checkbox"/>	<input type="checkbox"/>
8. We regularly take time to evaluate what is or isn't working in our meetings.	<input type="checkbox"/>	<input type="checkbox"/>
9. Our meetings are not interrupted (e.g. phones, people coming & going).	<input type="checkbox"/>	<input type="checkbox"/>
10. By meeting's end, members are pleased by our accomplishments and ready to follow-up on action items.	<input type="checkbox"/>	<input type="checkbox"/>

Tool 5: 6 “Rs” of Participation Worksheet

To maintain engagement of all members, consider using **Tool 5: 6 R’s Participation Worksheet**

1. Recognition
2. Respect
3. Role
4. Relationship
5. Reward
6. Results

 **6 “Rs” of Participation**

1) **Recognition:** People want to be recognized for their leadership to serve their communities & organizations. We all want to be recognized by members of our own group & other groups for our personal efforts.

How can we recognize each other’s contributions to our coalition efforts?

Tip: You can recognize contributions through awards and by highlighting members at meetings/events.

2) **Respect:** Everyone wants respect. By joining volunteer efforts, we seek respect from our peers. People often find their values, culture, or traditions are not respected in the workplace or community.

What can we do to build respect for each other in our coalitions?


Tip: Translate materials into languages for non-English speaking members and community.

3) **Role:** We all want to belong to a group which gives us a prominent role & where our unique contributions can be appreciated. Not everyone searches for the same role, but groups must find a role for everyone if they expect to maintain membership.

How can we develop meaningful roles for our coalition members?

Tip: Community leaders and members may have experienced being “tokens” in partnerships. Create roles with real power and substance.

Montgomery County Immunization Coalition’s mission is to promote age appropriate immunizations across the lifespan for all residents of Montgomery County.



4) **Relationship:** People join coalitions for personal & public reasons to broaden their base of support and/or influence. Coalitions draw us into a wider context of community relationships which encourage accountability, mutual support, and responsibility.

How do we provide networking opportunities for our coalition members?

Tip: Provide real opportunities for networking with other organizations and leaders.

5) **Reward:** Coalitions attract & maintain members when the rewards of membership outweigh the costs. Identify the private & public rewards which respond to members’ self-interests in order to sustain their role in the coalition.

How can we reward coalition members for their efforts on its behalf?

Tip: Schedule interaction into the meeting agenda so members can participate. Make sure there is an ongoing way to share resources and information.


6) **Results:** Nothing works like results! A coalition which cannot “deliver the goods” will not continue to attract people & resources.

How do we share information about results with members in return for their participation?

Tip: Individuals who join coalitions like projects and activities that directly affect issues in the communities they serve.

Source: Coalition Works

Montgomery County Immunization Coalition’s mission is to promote age appropriate immunizations across the lifespan for all residents of Montgomery County.



Recognition



People want to be recognized for their leadership to serve their communities & organizations.

We all want to be recognized by members of our own group & other groups for our personal efforts.

How can we recognize each other's contributions to our coalition efforts?

- Tip – Awards & by highlighting members at meetings/events
- *Partner Spotlights* at meetings

Respect



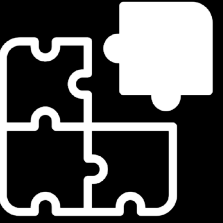
Everyone wants respect. By joining volunteer efforts, we seek respect from our peers.

People often find their values, culture, or traditions are not respected in the workplace or community.

What can we do to build respect for each other in our coalitions?

- Tip – Translate materials into languages for non-English speaking members & community
- Social Media Toolkits: Spanish, Korean, Chinese, Hindi, Nepali

Role



We all want to belong to a group which gives us a prominent role & where our unique contributions can be appreciated.

Not everyone searches for the same role, but groups must find a role for everyone if they expect to maintain membership.

How can we develop meaningful roles for our coalition members?

- Tip – Align roles with members' interests
- Health care experts sharing at meetings/townhalls

Relationship



People join coalitions for personal & public reasons to broaden their base of support and/or influence.

Coalitions draw us into a wider context of community relationships which encourage accountability, mutual support, and responsibility.

How do we provide networking opportunities for our coalition members?

- Tip – Provide opportunities for networking with other organizations & leaders.
- Connect members with other partners on their projects

Reward



Coalitions attract & maintain members when the rewards of membership outweigh the costs.

Identify the private & public rewards which respond to members' self-interests in order to sustain their role in the coalition.

How can we reward coalition members for their efforts on its behalf?

- Tip – Make sure there is an ongoing way to share resources and information
- *Partner Updates* at meetings;
Partner eUpdates (newsletters)

Results



Nothing works like results!

A coalition which cannot “deliver the goods” will not continue to attract people & resources.

How do we share information about results with members in return for their participation?

- Tip – Individuals who join coalitions like projects & activities that directly affect issues in the communities they serve
- *Partner eUpdates* (newsletters); Year End Celebration meeting

Sustain & Diversify Funding

1. Local grants & contracts
2. Member dues
3. Budget allocations
4. Individual/business donors
5. Financial & in-kind contributions
6. Fees for Service





PennState
College of Medicine

Sustain Your Programming: Recommendations to Identify Future Funding

Chelsea Bufalini, MPH, CHES

PAIC Annual Meeting

June 14, 2023



Overview of steps for identifying future funding



1. Recognize the problem



2. Define the project



3. Identify the funder and funding mechanism



4. Begin writing your grant proposal!

Step 1: Recognize the problem

What public health problem does your team want to target?

- Pull from **your** data - use data your team has collected through past or ongoing work to identify and justify this need
- Pull from **public** data - explore resources such as your local Community Health Needs Assessment and the County Health Ranking to identify and justify the need to future funders

You may choose to launch a new project or expand a previous one!

Example:

COVID-19 vaccination rates among pregnant and postpartum women lags compared to the national and state rate, despite pregnant and postpartum women facing more severe health outcomes as a result of a COVID-19 infection.

Step 2: Define the project

Line of argument

The compelling reasons why your project is needed – supported by data and evidence

Feasibility Data

Show that this can be done or will be used by the community

Significance

How the community (or field, if research) will benefit from your project

Project Activities

What activities will you complete?

Duration of Project

How much time is needed to set up for activities? Implement activities? Evaluate them?

Sample Size and Recruitment Plan

If research based, you'll need a certain sample size to power your study. You'll also need a defined plan for how you will reach your target audience.

Main sections of a grant application



Step 3: Identify the funder and funding mechanism

- Identify a funder that aligns with your capacity and defined project. You may need to alter your defined project to meet the parameters specified by the funder.
- Consider if your proposed intervention is research-based or programmatic?
- Many agencies, foundations and organizations offer grants!
 - If you find a funder whose mission aligns with yours – sign up for their listserv to be notified of future funding opportunities. Funders constantly release new calls for proposals!

Helpful Tip – Know the acronyms

FOA – Funding Opportunity Announcement

NOFA – Notice of Funding Availability

NOSI – Notice of Special Interest

RFA – Request For Applications

RFP – Request for Proposals

Select funders and their missions/funding areas

Funder	Research or Programmatic?	Examples of areas of funding
National Institutes of Health (NIH)	Research	Notice of Special Interest (NOSI) : Research to Address Vaccine Uptake and Implementation among Populations Experiencing Health Disparities
Patient-Centered Outcomes Research Institute (PCORI)	Both	Eugene Washington Engagement Award Program: <ul style="list-style-type: none">- Stakeholder Convening- Capacity Building- Dissemination Initiative
CDC Foundation	Programmatic	Supports 115 CBOs working to develop locally focused outreach to increase vaccine education, access and acceptance in groups that have been marginalized by long-standing health and social inequities. Offer a Federal Grants Management training

Additional funders

State & Federal Government Agencies

- [Patient-Centered Outcomes Research Institute \(PCORI\)](#)
- [National Institutes of Health \(NIH\)](#)
- [Grants.gov](#)
- [Centers for Disease Control & Prevention \(CDC\)](#)
- [National Association of County and City Health Officials \(NACCHO\)](#)
- [US Dept of Housing & Urban Development \(HUD\)](#)
- [Health Resources and Service Administration \(HRSA\)](#)
- [Pennsylvania Department of Health](#)
- [Pennsylvania Department of Education](#)
- [SAM.gov](#)
- [PA Department of Community and Economic Development \(DCED\)](#)

Foundations, Public Charities, & Non-Profit Organizations

- [CDC Foundation](#)
- [Robert Wood Johnson Foundation](#)
- [PNC Foundation](#)
- [Kohl's Cares](#)
- [Highmark Foundation](#)
- [American Heart Association](#)
- [Richard King Mellon Foundation](#) (*Allegheny and Westmoreland counties*)
- [York County Community Foundation](#)
- Local school districts
- Community organizations
- Health systems
- Service clubs

Step 4: Begin writing your grant proposal!

Many tools exist to help with drafting your proposal. Some funders will even provide a repository of past proposals as an example.

Here are some great resources:

- Grant Sprint Manual from University of Michigan: <https://sph.umich.edu/cehr/resources.html>
- Grant Proposals (or Give me the money!) by UNC: <https://writingcenter.unc.edu/tips-and-tools/grant-proposals-or-give-me-the-money/>
- Grants Learning Center from Grants.gov: <https://www.grants.gov/learn-grants.html>
- How to Develop and Write a Grant Proposal from Congressional Research Service: <https://crsreports.congress.gov/product/pdf/RL/RL32159>
- Grant Proposal Template: <https://www.pandadoc.com/grant-proposal-template/>



Tips for grant writing

- Register with Grants.gov to receive weekly funding opportunities based on selected keywords
- Get support for your program! If you will be working with the community – consider if there are any community members or organizations to provide you a Letter of Support (LOS)
- Read and re-read the RFA/RFP to ensure you are not missing any documents
- Be mindful of the sustainability of your project – what happens when the funding is up?
- Provide a reasonable and detailed budget with a strong justification
- Allot enough time for writing and proofreading your final submission!

Recap of steps for identifying future funding



1. Recognize the problem



2. Define the project



3. Identify the funder and funding mechanism



4. Begin writing your grant proposal!

Questions? Connect with us!



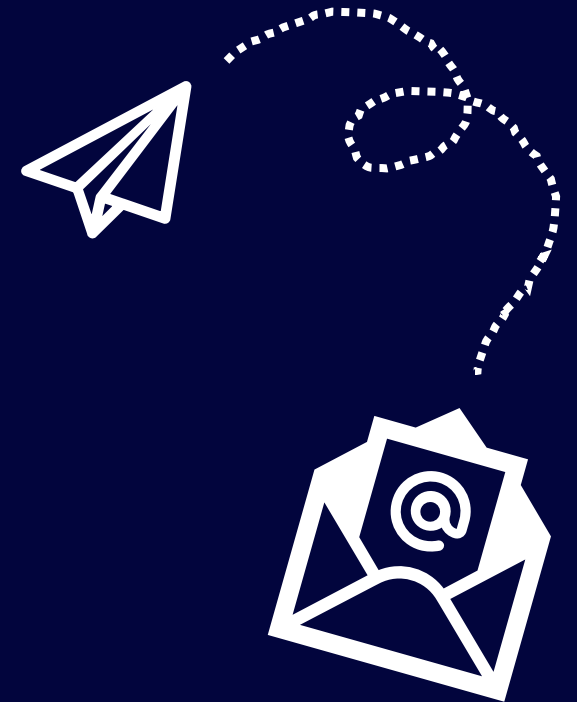
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Thank you!



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