Immunization Collaboration of Tarrant County

Traditional and Non-Traditional Partnerships

24 Years of Collaboration
I do not have any relevant conflicts of interest to disclose.
Immunization Collaboration of Tarrant County

The Beginning: 1991 Measles outbreak of 300 cases.

The Question: What partners are needed to help with this public health emergency?

3 Entities Needed at the Table:

- **Vaccine Supply:** Public Health Department
- **Volunteers:** Volunteers from multiple organizations
- **Funding:** Cook Children’s, Rotary & Junior League
Major Accomplishments for the original partners: 1991 to 1995

1. Thousands of children received vaccines at Immunization events preventing additional measles cases.

2. Immunization Outreach team was established and funded within the Public Health Department.

3. Established yearly vaccine events for infants and children

4. Immunization Collaboration of Tarrant County received 501 (c)(3) non-profit status in 1994.

How has ICTC successfully continued the mission for 24 years with no employees?

Begins with the ICTC Mission Statement:

To provide a collaboration of agencies and organizations, public and private, committed to providing the systematic eradication of childhood vaccine-preventable diseases in Tarrant County, Texas.

**Important:** Public and Private entities with a common mission.
Traditional and Non-Traditional Partnerships provide:

VACCINE SUPPLY

VOLUNTEER WORK FORCE

FUNDING
Vaccine Supply Traditional Partner:

Tarrant County Public Health Immunization Outreach as vaccine provider for 24 years:


Adult Safety Net (ASN) Vaccines - 19 years and older

Private Pay Vaccines – limited purchase by Tarrant County Public Health.
Volunteer Partnerships

2 types of Volunteer Partnerships:

Leadership Volunteer Partners
Serving on the Board of Directors

Event/Project Volunteer Partners
Serving in the community at events and on projects
Who are the Traditional Leadership Partners with ICTC?

1. Tarrant County Public Health Immunization Outreach
2. Tarrant County Public Health Community Education
3. Texas Department of State Health Services
4. Cook Children’s System – Community Health and Physician Network
5. JPS – County Health System
6. Vaccine Pharmaceutical Companies
7. Rotary
Traditional Leadership Partners:

1. Are committed to the ICTC mission statement

2. Are already providing services related in some way to vaccines.

3. Immunization Collaboration participation is part of their job description.

4. Community Health Fair organizations

5. Civic Organizations committed to Children’s Health
Leadership Partners:

Over 40 organization Representatives, Public and Private, serve on the ICTC Board of Directors.

Executive Committee Officers are elected each year at the annual meeting

ICTC has no employees
Non-Traditional Leadership Partners join Traditional Partners with ONE mission.

Non – Traditional Leadership Partners understand how partnership will expand their reach and impact the communities they serve.

How does ICTC connect to Non Traditional partners? Entire ICTC board of directors have “ownership” of the Collaboration.
Non-Traditional Leadership Partners join Traditional Partners with ONE mission.

Key Issue for ICTC:
Leave your organization ego at the door.

Who does ICTC look for?
Anyone Interested in a healthier community!
Non-Traditional Leadership Partnerships:

Who are the Non-Traditional Leadership partners with ICTC?

• Catholic Charities
• Child Care Associates, Tarrant County Head Start and Early Head Start
• Nurse health coordinators vested interest in vaccines
• Funding organizations
• Hospital System Community Health Programs
• Individual Community Volunteers
Non-Traditional Leadership Partnerships:

- **Medicaid Health Plans:** Aetna, Amerigroup, Cook Children’s Health Plan and MAXIMUS

- **Ronald McDonald House Charities:** *Immunize for Healthy Lives!*

- **Senior Citizen Services**
  Senior Volunteers for Childhood Vaccines program

- **Public and Private Head School Nurses**

- **Tarrant County Medical Society Alliance**
Non-Traditional Leadership Partnerships:

• Texas Medical Association Foundation
  *Be Wise—Immunize!* state wide program provides resources and support for county level projects since 2005.

• Tarrant County Public Health ICTC Leadership from other departments including: WIC, Vaccine Distribution, Vaccine Clinics and Epidemiology

• United Way of Tarrant County, 2-1-1

• UNTHSC Graduate Schools

**A Complete list of ICTC partners is on the ICTC website**
ICTC Event / Project Volunteer Partnerships

Who are Traditional Partners for Event/Project Volunteers?

Leadership Partners from the ICTC Board of Directors

State and National Organizations involved with vaccines.

The Immunization Partnership
Immunization Action Coalition & Other Partners
Event /Project Volunteer Partnerships

Non – Traditional Partners are not directly involved with vaccines

- Civic Organizations
- Churches
- College Students
- High School Students
- Independent School Districts
- Junior League
- Medicaid Health Plan Workers
Event /Project Volunteer Partnerships

Medical Assistant Students
Medical Students Texas College of Osteopathic Medicine
Nursing School Students
Public Health Graduate Students – UNTHSC
Rotary Members
Sister Church Network
Tarrant County Medical Reserve Corp
Vaccine Representatives
Event /Project Volunteer Partnerships – ICTC observations

1. Partnerships will come and go over time.

2. Always keep your eye out for potential partners.

3. HOW does ICTC nurture volunteer partnerships?
Event /Project Volunteer Partnerships

1. Make it easy to volunteer for events: ICTC uses VolunteerSpot.com Private log in, automatic reminders, tracks volunteer hours

2. ICTC provides a clear description: “What Event Clerical Volunteers Do and Do Not Do”

3. Unity Matters: Yellow Be Wise—Immunize T-shirts provide unity during events. Everyone is equal no matter what organization they represent

4. ICTC uses “Just in Time” training model for all volunteers.
Event /Project Volunteer Partnerships

5. If you feed them they will come! Water and Snacks are provided. Lunch is provided if more than 4 hours is served. Easy lunch breaks add continuity to a busy event day for vaccine staff and volunteers.

6. Thank Them! Thank Them! Thank Them Again! Volunteers will return if they feel appreciated and that they are making a difference in their community.

7. Request feedback on their experience.

8. October regular meeting of ICTC is also the Annual Appreciation Brunch
### ICTC Event Clerical Volunteers August 2014 (Over 23 days with 5 changes of location)

<table>
<thead>
<tr>
<th>Organization</th>
<th>Volunteers</th>
<th>Hours</th>
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</thead>
<tbody>
<tr>
<td>Medicaid Health Plans</td>
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<td>150</td>
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<tr>
<td>High School Students</td>
<td>15</td>
<td>100</td>
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<tr>
<td>ICTC (Vaccine companies, Rotary, Members)</td>
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<td>440</td>
</tr>
<tr>
<td>Tarrant County Medical Reserve Corp.</td>
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<td>99</td>
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<td>Texas College Osteopathic Medicine - UNTHSC</td>
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<tr>
<td>Area College &amp; Graduate Students</td>
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<tr>
<td>Community Volunteers</td>
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<td>139</td>
</tr>
<tr>
<td><strong>TOTAL AUGUST VOLUNTEERS 2014</strong></td>
<td><strong>120</strong></td>
<td><strong>1268</strong></td>
</tr>
</tbody>
</table>
Traditional and Non-Traditional Funding Partners

501 (c) (3) Status opens doors to funding

Partners with 501 (c) (3) status open more doors

You do not need Government funding to succeed.
ICTC Traditional Funding: Long –Term Partners

• Cook Children’s (24 years)

• Junior League

• Rotary

• Tarrant County Medical Society Alliance Foundation

• Texas Medical Association Foundation
ICTC Non-Traditional Funding Partners

Multiple small requests add up to real money!

Businesses and Financial Institutions
- TXU Energy
- Atmos Energy
- Woodhaven National Bank
- Frost

Community Groups supporting children’s services:
- First Grandmother’s Club
- Rotary Clubs
- Civic Organizations: Junior League
ICTC Non-Traditional Funding Partners

New sources of funding for ICTC in 2014:

Social Media / Internet cash donations
- North Texas Giving Day
- Amazon.Smile
- Godaddy donations
- Google ads
- Other internet click donation sites
Non-Traditional Funding Partners

Private Foundation Funding provides many options
Require: 501 C 3 identification

ICTC Private Foundation Support:

- Sid Richardson Foundation
- Amon Carter Foundation
- Ronald McDonald House Charities
- Texas Medical Association Foundation
- Tarrant County Medical Society Alliance Foundation
Non-Traditional Funding Partners

How do you find non-traditional partners?

Look for invitations to fundraising events in your area, especially Community Health related organizations.

Save the invitation Sponsor list!

Newspaper and magazine articles thanking sponsors:

Save this list of Sponsors!
How does ICTC engage Non-Traditional Funding Partners?

“Doing Good Work” is not enough!

1. ICTC has a written strategic plan using “Results Based Accountability”.

2. ICTC Strategic Plan is updated every 3 – 5 years.

3. ICTC can show how we are expanding and extending current services in the community.

4. ICTC has diversity in funding sources.
ICTC Non-Traditional Funding Partners

In Kind Donations add to ability to serve the community:

**Tarrant Area Food Bank:** Distributes event flyers and vaccine education materials. Arrange bottled water donation to August vaccine events.

**Tarrant County Public Health:** Provides discounted vaccine administration fees at ICTC events.

**Cook Children’s:** Collaboration support as needed

**Texas Medical Association Foundation:** *Be Wise-Immunize!* Education materials
Non-Traditional In-Kind Funding Partners

Event Locations:

2 Church hosts for August events.

Health Fair hosts provide extreme booth support
  Hispanic Wellness Fair
  Tarrant County Back 2 School Round Up
  African American Health Expo

La Gran Plaza Mall, Fort Worth
  Provides discounted rental space
  guarantee for 11 days each August.

ICTC Regular Meeting Location:
  Academy of Medicine, Fort Worth
2014 Report for ICTC – 24 years: No Employees

1. 60 organizations are Immunization Collaboration of Tarrant County partners in Leadership, Volunteers, Funding or In-Kind support.

2. Over 108,000 children have received vaccines at ICTC sponsored events, since 1991.

3. ICTC vaccine events in 2014 served 7400 children with 20,000 doses of vaccine. 507 children received donation sponsored vaccines.

4. Since 2006 over 30,000 pieces of Be Wise—Immunize materials are distributed in Tarrant County each year.

5. ICTC continues to expand vaccine education efforts to families and providers in Tarrant County.

5. ICTC continues to advocate for improved use of immunization registries, including Tarrant County Immunization Registry and ImmTrac.
Call to Action:

Begin one new Partnership this year in each category:

Leadership

Volunteers

Funding
Terri Andrews, Chair, Immunization Collaboration of Tarrant County
Tarrant County Medical Society Alliance, BOD
Texas Medical Association Foundation, BOD
817-980-2552
terriandrews@att.net
www.ictchome.org

Immunization Collaboration of Tarrant County
P.O. Box 100192
Fort Worth, Texas 76185-0192
Contact@ictchome.org
www.ictchome.org
www.facebook.com/ImmunizationCollaborationTC
twitter.com/ImmunizeTC

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