

# 2023 AIM Leadership in Action Conference



Association of  
Immunization  
Managers



Funding for this conference was made possible (in part) by the Centers for Disease Control and Prevention. The views expressed in written conference materials or publications and by speakers and moderators do not necessarily reflect the official policies of the Department of Health and Human Services, nor does the mention of trade names, commercial practices, or organizations imply endorsement by the U.S. Government.



# AIM Corporate Alliance Members







**Thank you to our Conference Planning Committee members  
for your time, hard work, and dedication to AIM!**

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- Sarah Leeds (ID)
- Karyn Lyons (IL)
- Tom McCleaf (PA)
- Dave McCormick (IN)
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- Lynelle Paro (MO)
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- Mark Ritter (CDC PHA, TX)
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- Robert Wines (WV)



# Thank you to the incredible AIM Staff!

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- Alexa Rodriguez
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# AIM Honors the Memory of Rosalynn Carter



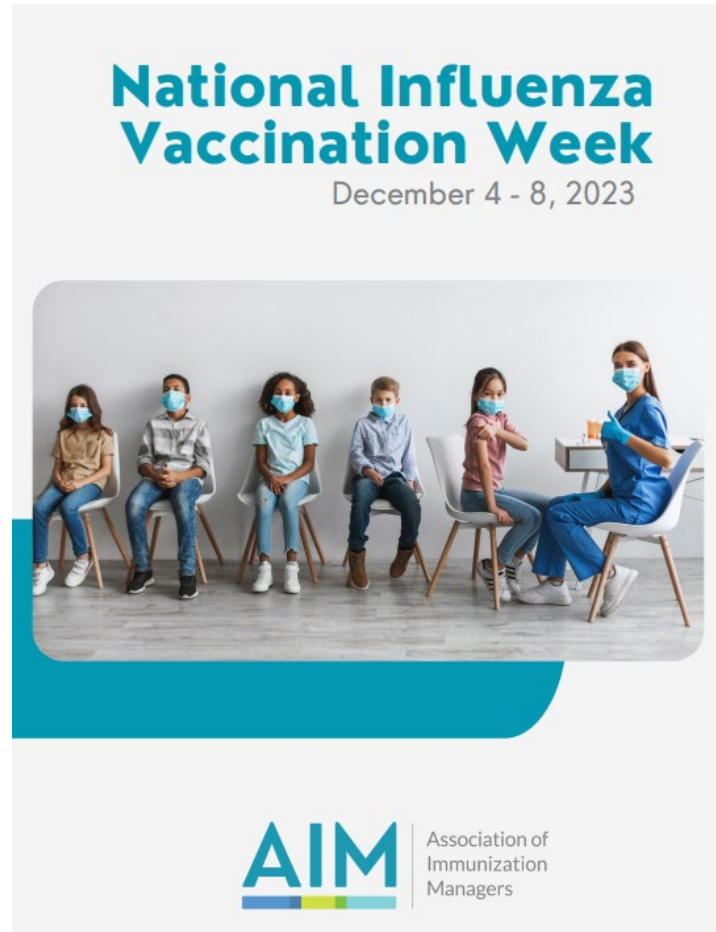
**Former First Lady Rosalynn Carter worked for more than three decades to improve the quality of life for people around the world.**

**Her legacy continues to live on!**





# National Influenza Vaccination Week



Join us this week as we celebrate and elevate NIVW!

Flu vaccination rates are lagging for vulnerable populations like children and pregnant people. Help us flood social media with positive messages about flu vaccinations.

Together, we can use NIVW as a nationwide call to action!

Check out AIM's 2023 National Influenza Vaccination Week Social Media Toolkit!

[bit.ly/AIMNIVW](https://bit.ly/AIMNIVW)





# Help spread the NIVW message!

Head over to the AIM booth, grab a sign, take a selfie, and post it on social media with #NIVW and #FightFlu to help promote National Influenza Vaccination Week!







# **Connect to WIFI**

**NETWORK:** AIM Annual Conference

**PASSWORD:** AIM2023!





# Scan the QR Code to Download the Conference App!

Scan the QR code to download the conference app, access the agenda, and explore additional conference information!



Visit the Registration table if you have any questions!



# Please Complete: Evaluation

- The AIM Leadership in Action conference aims to serve our members and partners by facilitating idea sharing, leadership training, and connection.
- Even if you have already completed other conference session evaluations in the app, please take this 2-minute survey to share your honest feedback.
- Our goal is to make next year's conference even better. Thank you!

Complete the  
evaluation for this  
session in the  
**conference app.**





# Your Health & Comfort Matter!

Please contact [info@immunizationmanagers.org](mailto:info@immunizationmanagers.org)  
if you feel sick!





# Opening Remarks

Tom McCleaf

Pennsylvania Immunization Program Manager



Association of  
Immunization  
Managers



# Houston Welcome

Rahmatu Mansaray, MSN, RN

Deputy Assistant Director/Director of Nursing Interim  
Bureau Chief of Immunization Houston Health Department



Association of  
Immunization  
Managers





# HOUSTON HEALTH DEPARTMENT

[HOUSTONHEALTH.ORG](http://HOUSTONHEALTH.ORG)





# Welcome to Houston, Texas!

The City With No Limits

*Rahmatu Mansaray, MSN, RN*  
*Deputy Assistant Director/Director of Nursing*  
*Interim Bureau Chief of Immunization*  
*Houston Health Department*  
[Rahmatu.mansaray@houstontx.gov](mailto:Rahmatu.mansaray@houstontx.gov)



**HOUSTON HEALTH**  
DEPARTMENT  
IMMUNIZATION BUREAU



Houston



**Houston Skyline**



Houston



**Sam Houston Monument in Hermann Park**

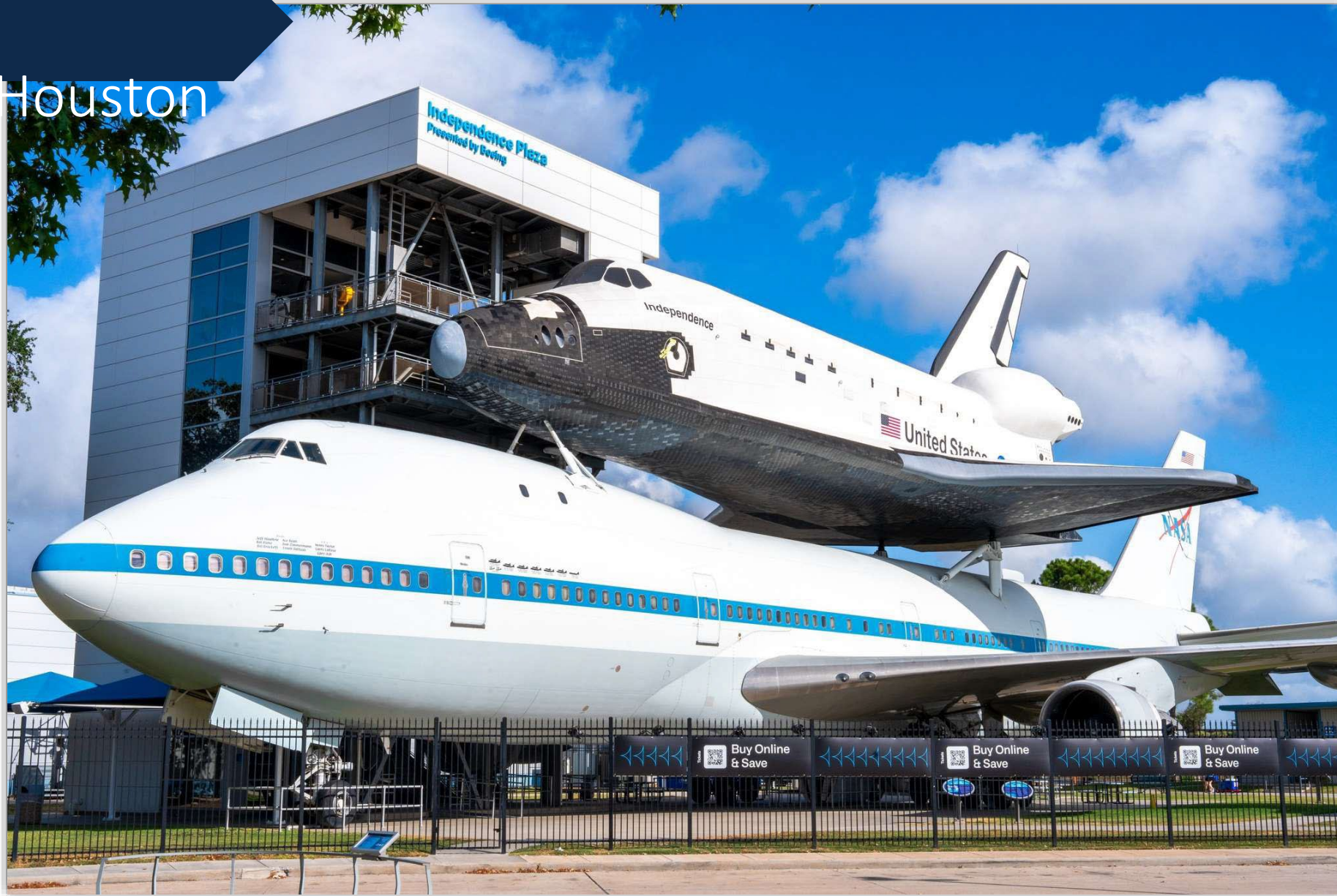




**Sam Houston Statue in Huntsville, TX**



Houston



**Space Center Houston**



Houston



**Gerald D. Hines Waterwall Park**



Houston



**Buffalo Bayou**



Houston



**The Galleria**





**San Jacinto Monument**





**Texas Medical Center**





Houston, Texas was founded in 1836 by Augustus Chapman Allen and John Kirby Allen. The city was named after Sam Houston, a hero of the Texas war for independence.

- 1836: The Allen brothers purchased 6,600 acres along the Buffalo Bayou for \$5,000.
- 1837: Houston served as the temporary capital of the Republic of Texas.
- 1826: The first settlement in the area, Harrisburg, was destroyed by the Mexican general Antonio López de Santa Anna.
- 1980s: Houston became the fourth most populated city in the United States.
- World War II: Shipbuilding and petrochemical industries came to Houston.

Houston is known as the "Energy Capital of the World" because of its oil and gas industry. The city is also home to many energy companies and academic institutions that focus on energy research.



# Public Health in Houston

## **Early Healthcare Institutions:**

- In the late 19th and early 20th centuries, Houston saw the establishment of early healthcare institutions, including hospitals and clinics, to meet the needs of the growing population.

## **Texas Medical Center (TMC):**

- The Texas Medical Center, established in 1945, is one of the largest medical complexes in the world. It houses numerous hospitals, research institutions, and medical schools, contributing significantly to healthcare and biomedical research.

## **Natural Disasters and Public Health:**

- Houston has faced challenges related to natural disasters, including hurricanes and flooding. These events have prompted public health responses to address issues such as waterborne diseases, emergency healthcare services, and community resilience.

## **Healthcare Infrastructure Expansion:**

- Houston has witnessed continuous growth in its healthcare infrastructure, with the construction and expansion of hospitals, clinics, and research facilities to meet the needs of the expanding population.





- Houston is the most populated city in Texas and the fourth largest city in the United States.
- Houston has a diverse population with over 145 languages spoken.
- One in four residents are foreign born.
- Houston has many nicknames, including "Bayou City", "Space City", "H-Town", and "the 713".
- Houston is known for its connection to space exploration, sports teams, energy industry, museums, and cultural institutions.
- "Houston" was the first word heard from the moon.
- NRG Stadium was the world's first domed stadium.
- Houston is home to the first traditional Hindu temple in the nation.



- Beyonce Knowles
- Patrick Swayze
- The Undertaker
- Phylicia Rashad
- Travis Scott
- Jennifer Garner
- Kenny Rogers
- Michael Strahan
- Wes Anderson
- Anna Nicole Smith
- Jim Parsons
- Solange Knowles
- Hilary Duff
- Jimmy Butler
- Debbie Allen





# Sports Teams

- Houston Texans Football
- Houston Rockets Basketball
- Houston Astros Baseball
- Houston Dynamo Soccer





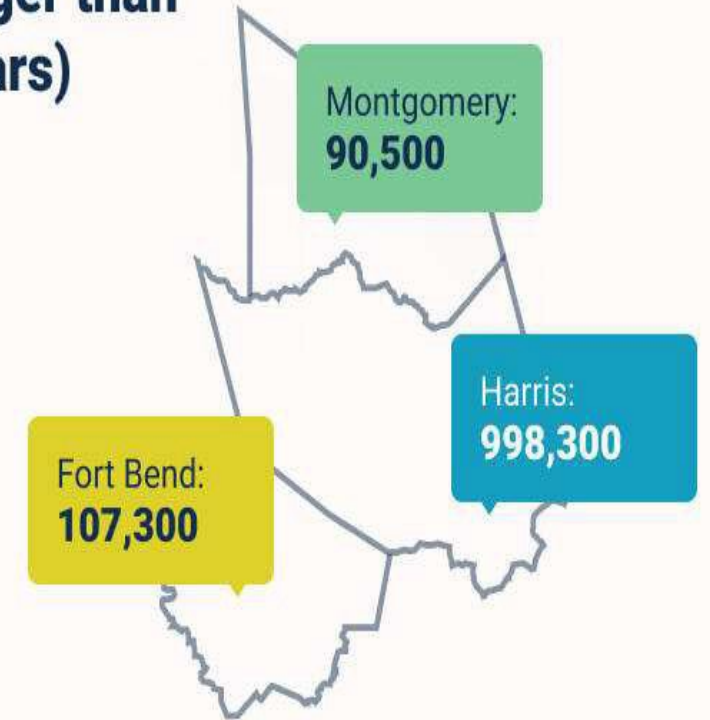
# Talk Like a Houstonian

- **Ain't** - Another way of saying aren't and isn't.
- **Ain't My First Rodeo** - Not your first time doing something.
- **All Git-Out** - You use it to emphasize something else. It's another way of saying "very" or "extremely."
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- Crime
- Crumbling infrastructure
- Budget shortfalls
- A lack of affordable housing.
- Flooding
- A large proportion of the population lacks health insurance
- Houston has the highest poverty rate among large U.S. metros
- Poverty is highest among children under 18 years of age;
- Both poverty and lack of health insurance are highest among minority populations

## Uninsured (younger than 65 years)





# Impact of HHD Immunization Program

- The Houston Immunization Program saw a 4% (78.9% to 82.9%) increase from BY3 to BY4 in coverage of the 4:3:1:3:3:1:4 vaccination series among those 24-35 months of age at Houston Health Department WIC sites. The program is trending for another improvement this budget year as well.
- All providers (84/84) from BY4 selected for Immunization Quality Improvement for Providers (IQIP) Program initial visits received 2- and 6-month follow-ups. The success the Houston Immunization Program has had with the IQIP Program continues
- Currently have 464 TVFC/ASN Providers
- # of Clients HHD Served (between 10/01/2022 to 9/30/2023) among IZ Bureau, MVU, and 4 Health Centers
  - 9,271 children
  - 6,035 adults
  - 15,306 total clients



# Immunization Managers





# Immunization Staff





# Thank you and Enjoy Your Stay: Houston

## Explore



Arboretum



AVEVA Stadium



Civic Art



Discovery Green



NASA



NRG Stadium



Shell Energy  
Stadium



Sam Houston  
Park



Downtown



Fertitta  
Center



Golf



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Toyota Center



Tunnel System





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# Houston



**Houston Skyline**



# Houston



**Sam Houston Monument in Hermann Park**



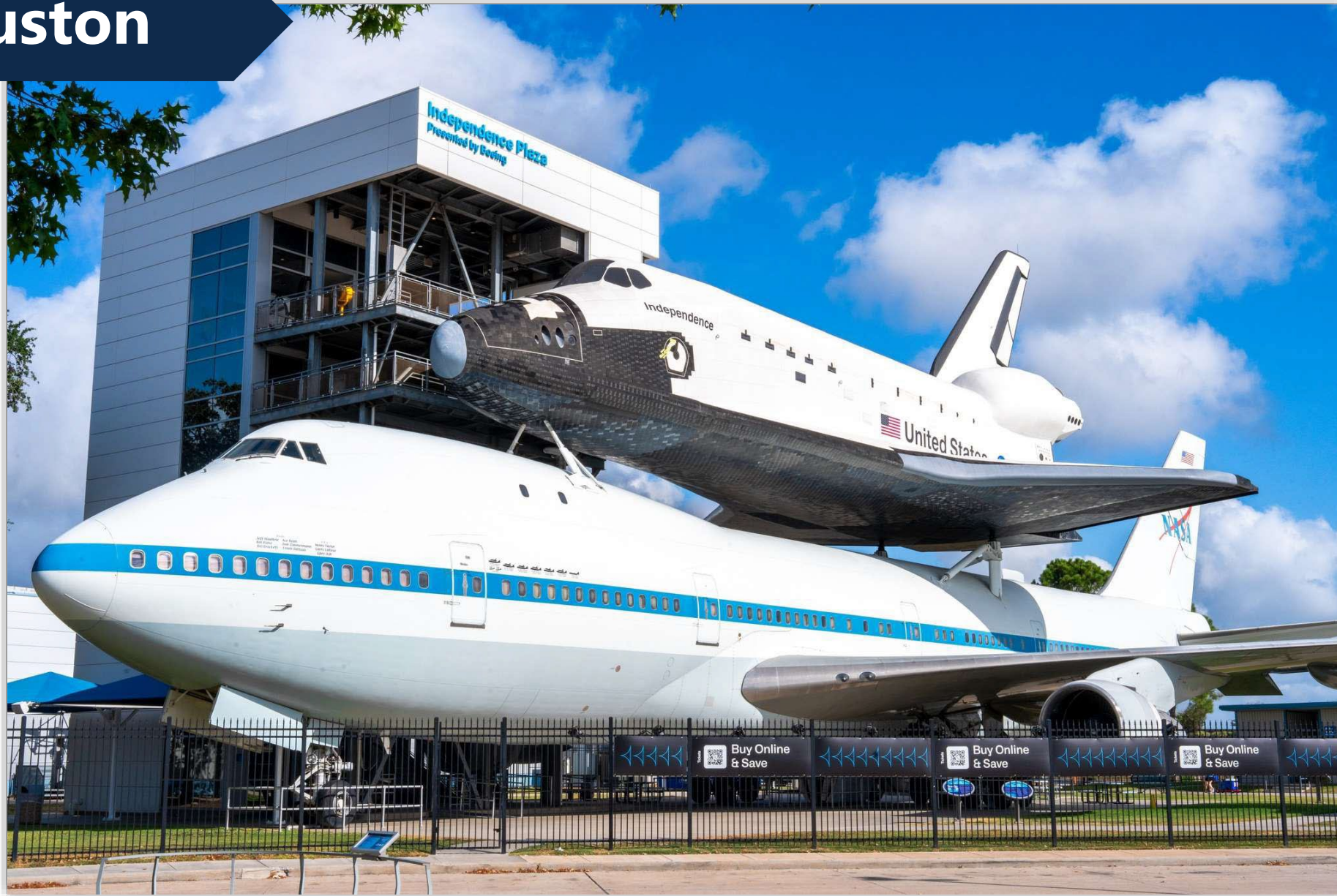
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# Talk Like a Houstonian

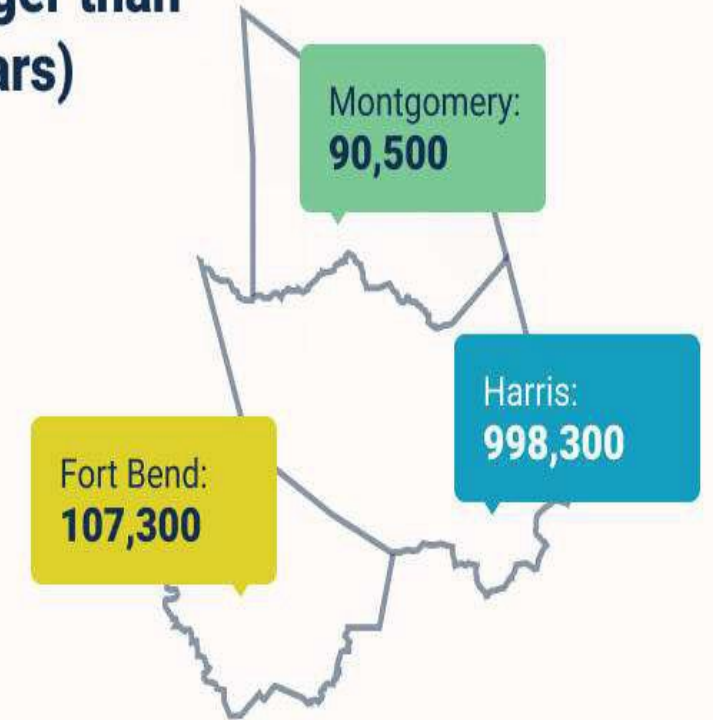
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# Houston's Challenges

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Toyota Center



Tunnel System



# 2023 AIM Leadership in Action Conference

Jill Moses, MD, MPH

Deputy Director for Program Implementation

CDC Immunization Services Division



Association of  
Immunization  
Managers



# Increasing Vaccination Coverage to Support Healthier Living For All

**Georgina Peacock, MD, MPH, FAAP**

Director, Immunization Services Division

National Center for Immunization and Respiratory Diseases

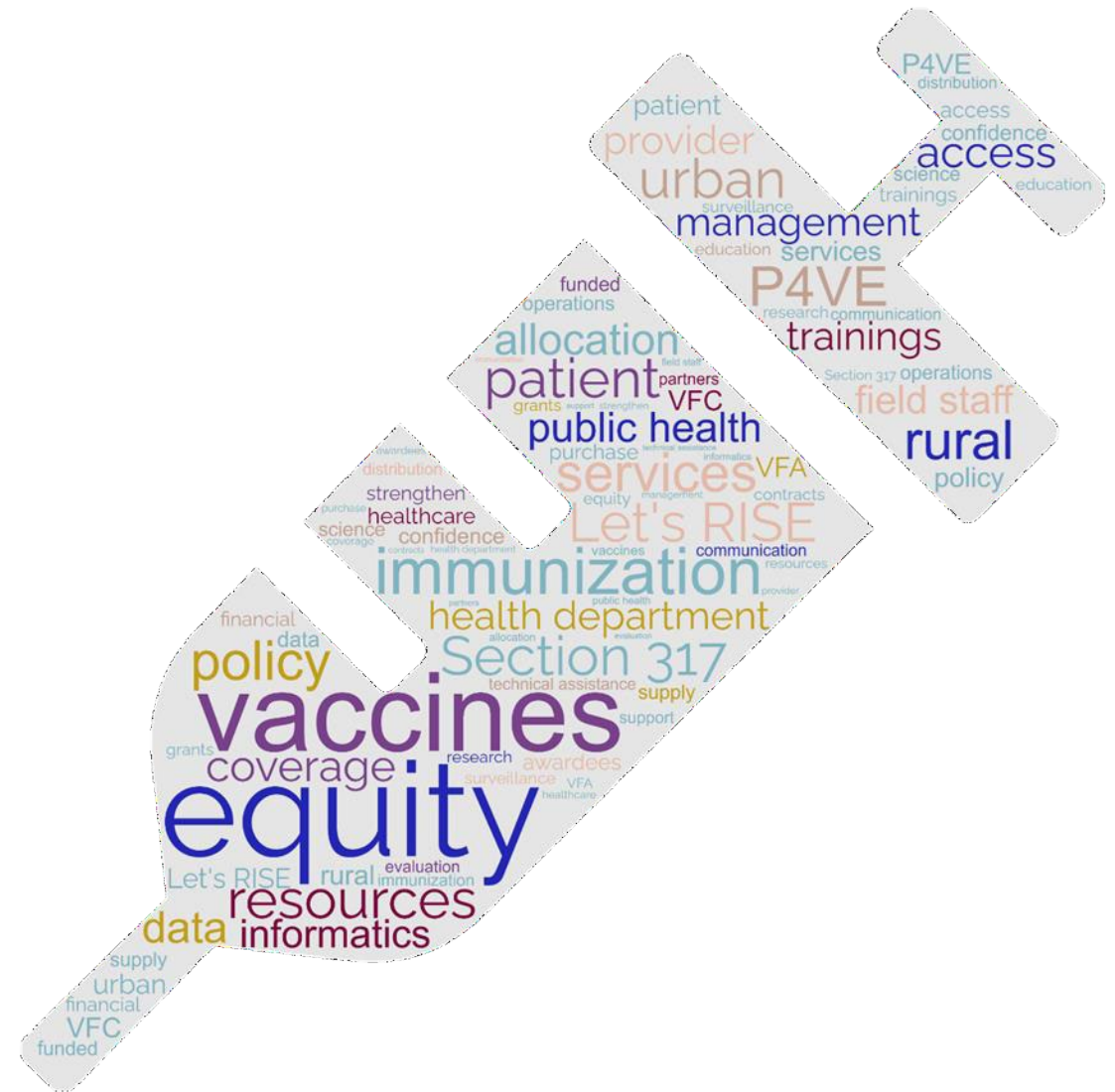
Centers for Disease Control and Prevention (CDC)





**Vision:** Increase vaccination coverage to support healthier living for all

**Mission:** Protect individuals and communities from vaccine-preventable diseases





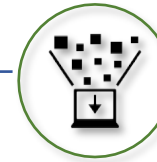
# Immunization Services Division (ISD) Goals



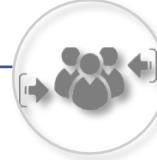
Increase Vaccine Access



Promote Vaccine Confidence & Demand



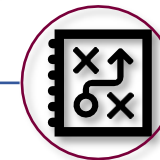
Enhance Data, Research, and Evaluation



Strengthen Program Support for Partners

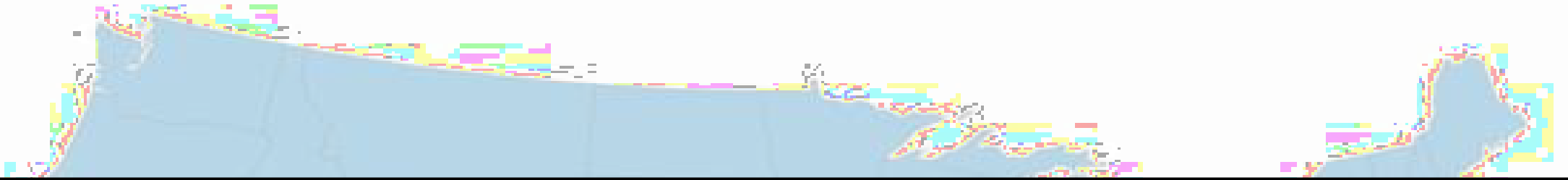


Improve Vaccine Equity

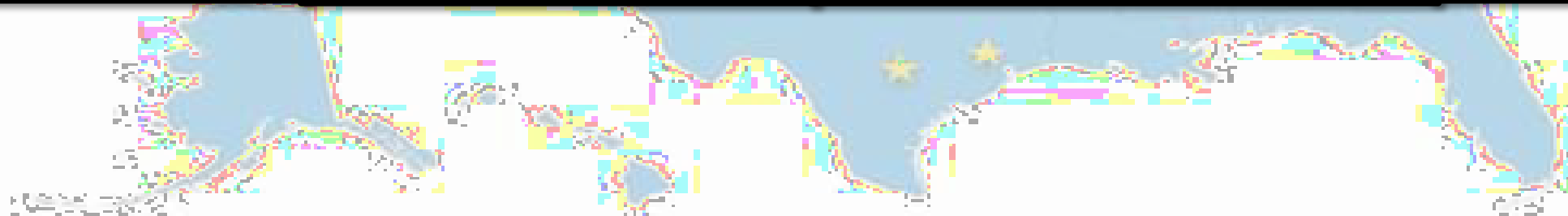


Enhance Vaccination Response Readiness

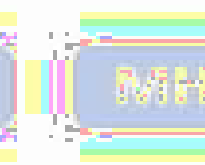




**Together, our work protects people across their lifespan from vaccine-preventable diseases.**



Islands





# Spotlight on Houston

## *Summit Honorable Mention Award Winner*

### "Immunization Neighborhood" Champion Award





# THE VACCINE EQUITY PROJECT

Pwoje Egalite Nan Vaksen

疫苗公平项目

El Proyecto de  
Equidad de Vacunas

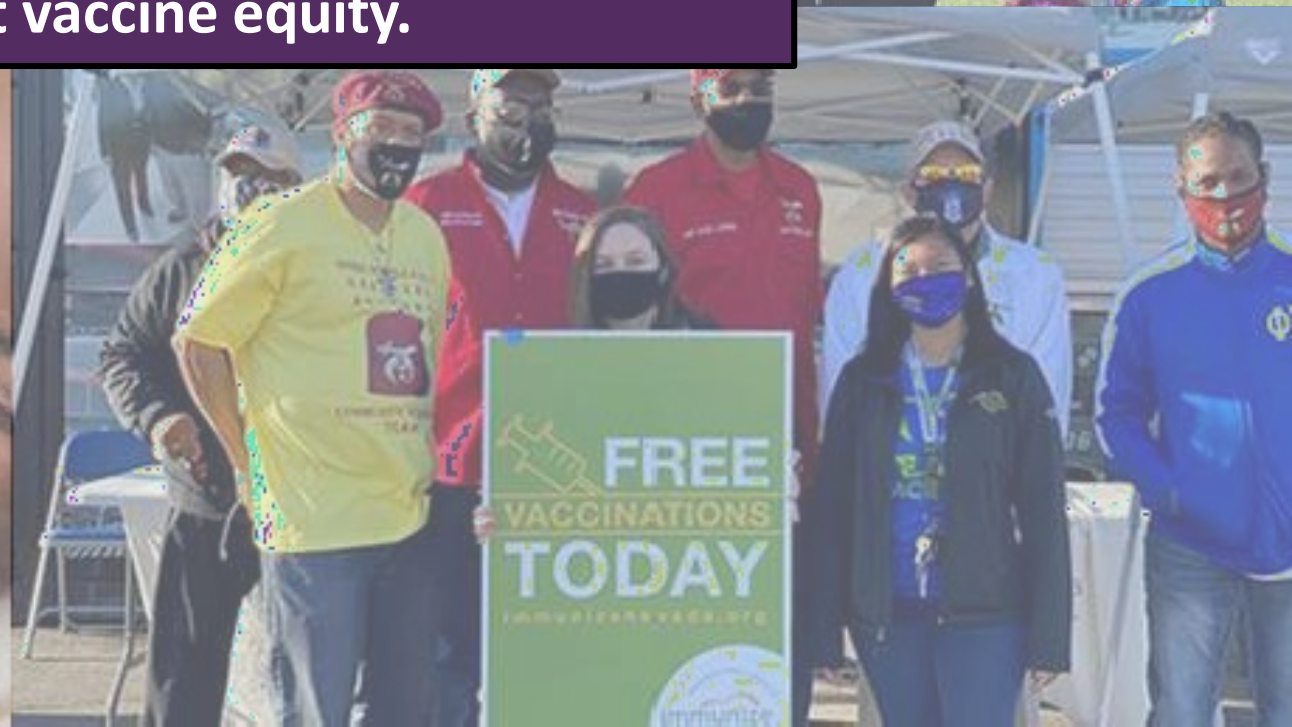


National Network  
of Public Health Institutes

**We're partnering with you to improve  
child and adult vaccine equity.**



**Get Your  
Flu Vaccine For Me**







**We remain focused on promoting and facilitating routine vaccination.**



# Vaccines for Children

Protecting America's children every day

The Vaccines for Children (VFC) program helps ensure that all children have a better chance of getting their recommended vaccines. VFC has helped prevent disease and save lives.



CDC estimates that vaccination of children born between 1994 and 2021 will:

prevent **472 million** illnesses  
*(29.8 million hospitalizations)*



more than the current  
population of the entire U.S.A.

help avoid  
**1,052,000**  
deaths



greater than the  
population of Seattle, WA

save nearly **\$2.2 trillion** in total  
societal costs  
*(that includes \$479 billion in direct costs)*



more than \$5,000 for each American

Updated 2021 analysis using methods from "Benefits from Immunization during the Vaccines for Children Program Era—United States, 1994–2021."

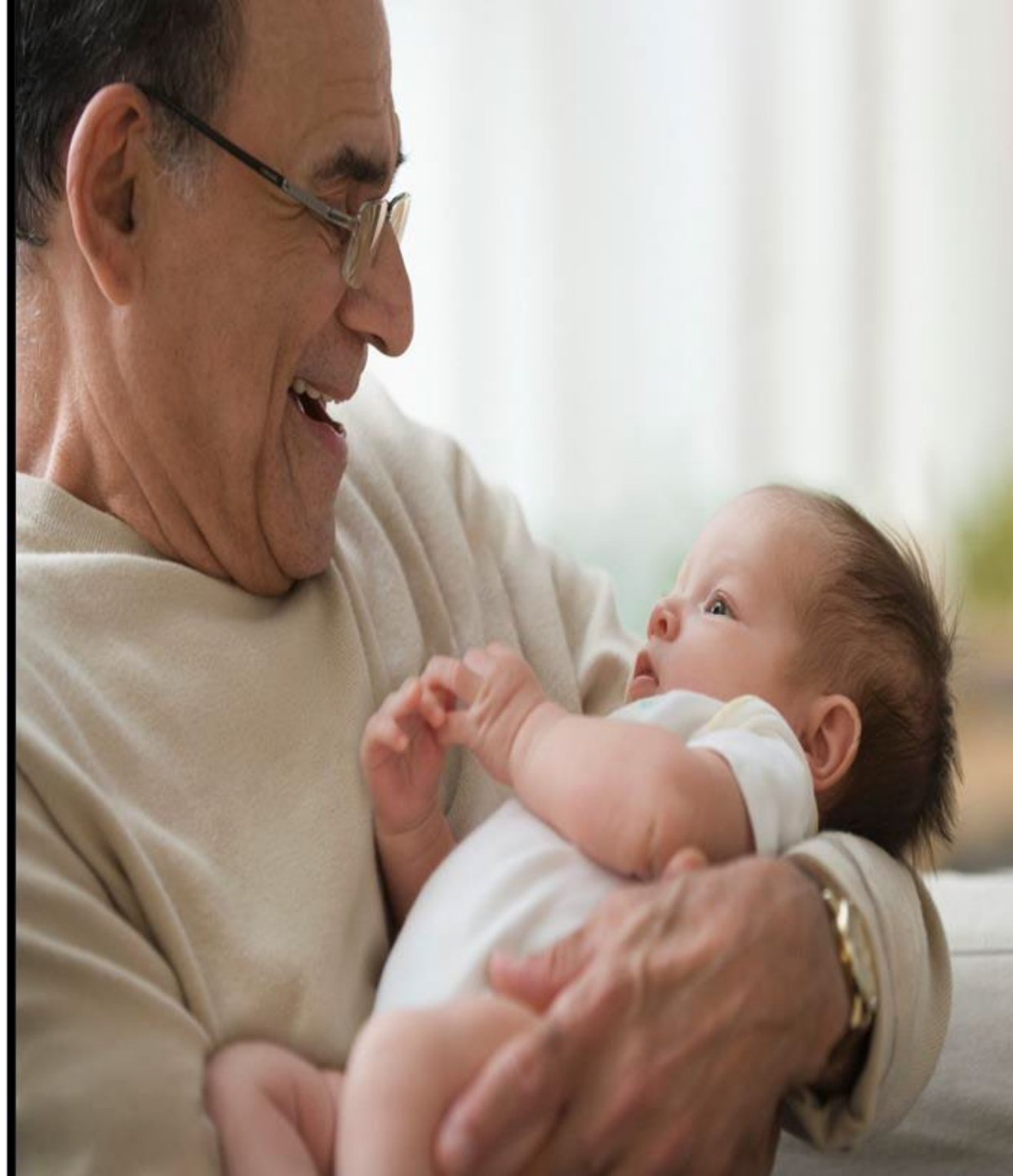


U.S. Department of  
Health and Human Services  
Centers for Disease  
Control and Prevention

[www.cdc.gov/vaccines/vfcprogram/](https://www.cdc.gov/vaccines/vfcprogram/)

NCIRDWTLIC | 10/28/22





## CDC Goals for the Fall/Winter Respiratory Viral Season

- Raise awareness of possible seasonal respiratory viral surge
- Educate public regarding need for immunization against COVID-19, influenza and RSV
- Mitigate worst effects of COVID-19, influenza and RSV illnesses



**Protégete con  
una vacuna contra  
el COVID-19  
actualizada sin  
costo alguno para ti.**

**Encuentra una vacuna contra el  
COVID-19 actualizada en [Vacunas.gov](https://www.vacunas.gov)**



**Protect yourself  
with an updated  
COVID-19 vaccine  
at no cost to you.**

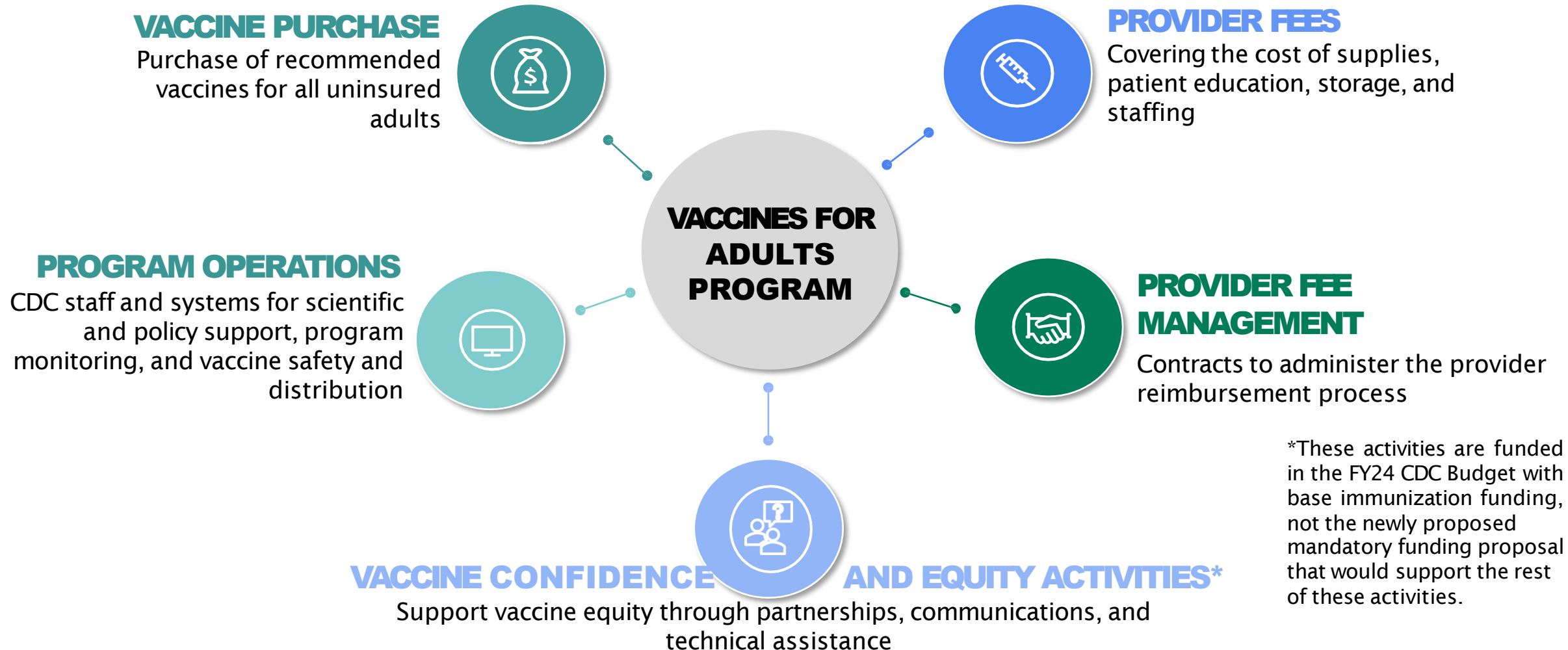
**Find an updated COVID-19  
Vaccine at [Vaccines.gov](https://www.vaccines.gov)**





# The proposed Vaccines for Adults program would reduce the spread of vaccine-preventable diseases and pave the way to greater health equity

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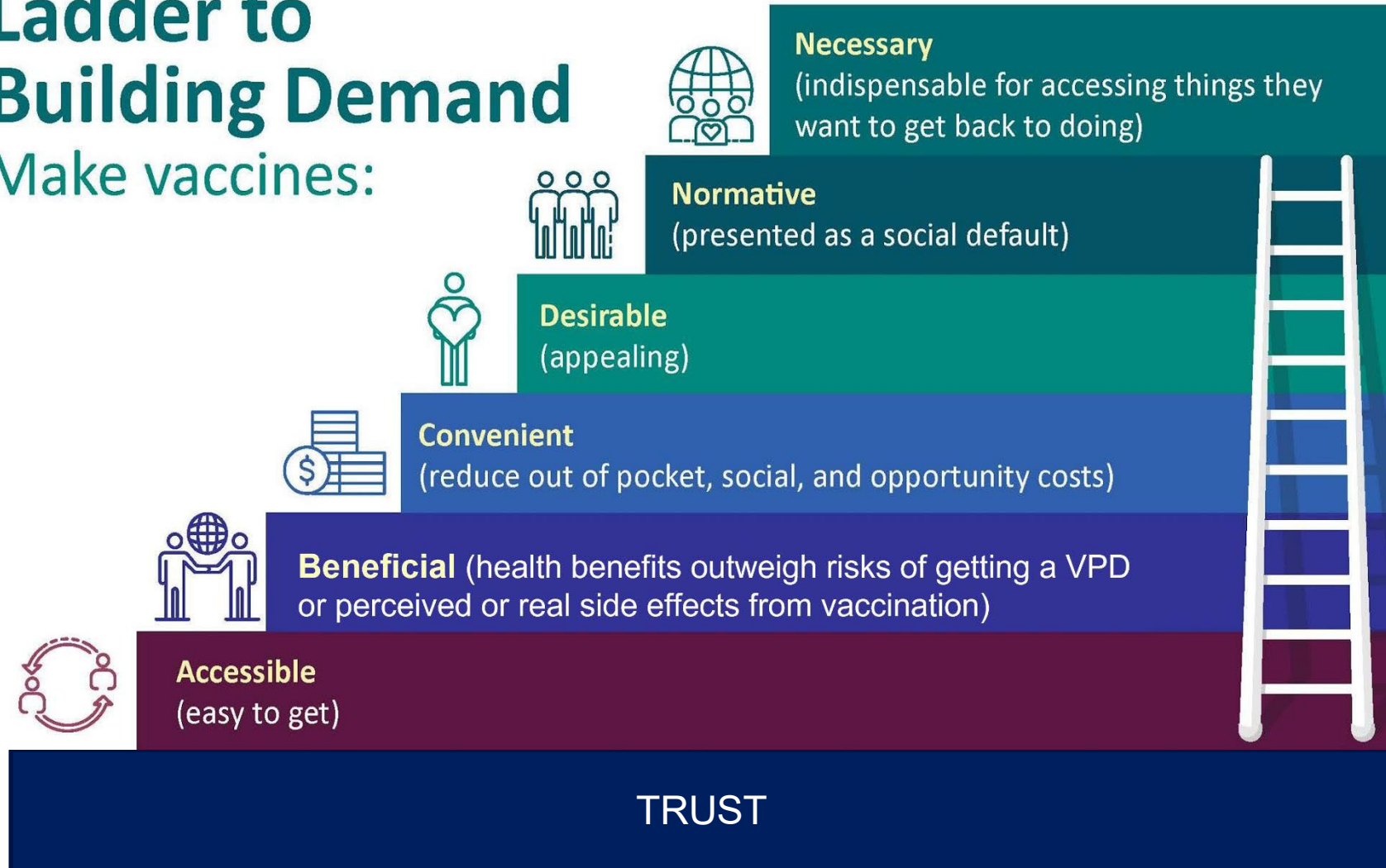






# Vaccinate with **Confidence**

## Ladder to Building Demand Make vaccines:







WHEN FAMILY IS YOUR

# *everything*

PROTECT THEM WITH VACCINES AND MORE



Vaccination can help you and yours avoid the worst of COVID-19, flu, and RSV.  
Find out what's recommended for your family at [cdc.gov/Respiratory-Viruses](https://www.cdc.gov/Respiratory-Viruses)

