

# Hot Topics in Public Health: The Power of Prevention *Webinar Summary*



Community of Practice  
for US Advocacy Groups  
*Webinar Series*

US Public Affairs and Patient Advocacy  
September 25<sup>th</sup>, 2025

**sanofi**

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## Featured Speakers – Vaccinate Your Family



**Amy Pisani**  
**Chief Executive Officer**



**Serese Marotta**  
**Deputy Chief Executive Officer**



**Dana Howe**  
**Communication Director**



**Lecia Imbery**  
**Government Affairs Director**



**Barry Wilhelm**  
**Education Director**



**Marshall Hayes**  
**Development Director**

## Why it Matters

All advocacy organizations can play a part in supporting informed decision-making and maintaining trust in necessary vaccinations for key populations. As vaccine-preventable diseases re-emerge and public health guidance evolves, advocacy organizations face new opportunities to engage communities and reinforce confidence in immunization. This webinar launched a three-part series on **Hot Topics in Public Health**, beginning with a focus on prevention and immunization. The session featured leaders from Vaccinate Your Family (VYF), who shared strategies, tools, and resources to help advocates respond effectively.

## Key Themes & Takeaways

### 1. Navigating a Challenging Vaccine Landscape

- Shifts in public health guidance and communication have created challenges in ensuring consistent understanding across communities.
- Changes in federal leadership and updates to the Advisory Committee on Immunization Practices (ACIP) have prompted discussion around how best to support clarity and continuity in vaccine policy.

### 2. VYF's 2025–2026 Respiratory Season Campaign

- Offers clear, evidence-based messaging on COVID, flu, and RSV vaccines.
- Aims to depolarize vaccine conversations and reframe wellness through inclusive language and influencer partnerships.
- Includes myth-busting content addressing mRNA, vaccine effectiveness, and safety.

### 3. Education for All Learners

- **Vaccination Community Learning Program (VCLP):** A foundational, self-paced course covering vaccine science, safety, confidence-building, and overcoming barriers.
- **Mini-Courses on COVID-19, flu, and RSV:** Designed for quick learning and myth-busting, launched with support from Sanofi.

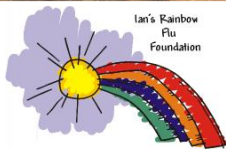


### 4. Community Activation

- VYF supported 16 community-based vaccination events in 2024–2025, partnering with local advocates, health workers, and coalitions.
- These activations demonstrate the power of grassroots engagement in increasing vaccine access and trust

## SQUAD™ COMMUNITY ACTIVATIONS

18<sup>th</sup> Annual Ian's Rainbow  
Flu Foundation  
Walking to Fight the Flu &  
Vaccination Clinic  
**Parkville, MO**



~200 participants, 70 vaccinations

© Vaccinate Your Family, 2025



Flu Vaccination Clinic  
**Coos Bay, OR**

*As a teacher in our local school district, I have been able to coordinate with a community-based health service to bring flu shot clinics to our schools each fall since Blake's death.*

—Becky Crane

142 vaccinations

JJ's JAB-oree  
COVID & Flu  
Vaccination Clinic  
**Minneapolis, MN**



153 vaccinations



Toiletry Bags for  
Hospitalized Patients  
**Ongoing Distribution**

*Hopefully, after reading Callie's story it will be another reminder to explain the importance of a Tdap vaccination to everyone who'll listen.*

—Katie Van Tornhout

~30K bags distributed  
In 17 states



### 5. Policy Advocacy & Real-Time Resources

- **State of the ImmUnion Report:** Annual publication outlining vaccination gaps and policy recommendations for Congress.
- Viral Truths Initiative:
  - Weekly **Vaccine Intelligence Report** newsletter
  - Upcoming **microsite** with curated policy and safety content
  - Targeted campaigns to preserve vaccine coverage and ACIP credibility in the DMV region

### 6. Building a Collaborative Ecosystem

- The **Vaccination Collaborative** includes 500+ members from 400+ organizations.
- Monthly calls and an active listserv foster real-time sharing of resources, updates, and advocacy opportunities.

## Insights from the Community

The session surfaced several timely concerns from advocacy leaders across the CoP:

- **Trust and Transparency:** Participants emphasized the importance of clear, accessible education around vaccine safety systems and how they function, such as the Vaccine Adverse Event Reporting System (VAERS). There was a clear call for stronger public education on how vaccine safety is monitored and communicated.
- **Data Access:** With changes at the CDC and ACIP, advocates emphasized the need for reliable, up-to-date surveillance data to inform their work and support communities.
- **Cultural and Religious Considerations:** Attendees highlighted the growing influence of personal beliefs and cultural contexts in vaccine hesitancy, particularly in rare disease communities. VYF reinforced that many major religions support vaccination and encouraged respectful, informed dialogue.
- **Patient Empowerment:** Advocates stressed the importance of empowering patients and caregivers to ask providers about vaccination status in healthcare settings to protect vulnerable populations.

Polling during the session provided additional context into how CoP participants currently engage on vaccine issues:

- **58%** share vaccine-related educational materials
- **53%** participate in vaccine policy advocacy through sign-on letters and policymaker outreach
- **49%** collaborate with local organizations on vaccine issues
- **14%** haven't engaged in vaccine advocacy yet but want to start, highlighting potential for community growth

These insights underscore the urgency of coordinated advocacy and the value of equipping organizations with trusted resources and messaging strategies.

***“The most important thing we can do is to help each individual make a decision based on the best science they possibly have.”***



**Amy Pisani, CEO**  
Vaccinate Your Family



## Call-to-Action: How can you get involved?

-  **Respiratory Season Toolkit:** <https://vaccinateyourfamily.org/respiratory-season/>
-  **Soapboxx Video Platform:** <https://vaccinateyourfamily.soapboxx.com/landing>
-  **Share Your Story:** <https://vaccinateyourfamily.org/why-vaccinate/personal-stories/>
-  **State of the ImmUnion Report:** <https://vaccinateyourfamily.org/the-2025-state-of-the-immunion-report/>
-  **Educational Resources:** <https://vaccinateyourfamily.org/news-resources/vaccine-resources/>
-  **VYF University Courses:** <https://vaccinateyourfamily.org/vyf-university/>
-  **Follow & Amplify:** Facebook, Instagram, X (Twitter), LinkedIn, Bluesky, TikTok
-  **Subscribe to the VYF Vaccine Intelligence Report:**  
[https://secure.everyaction.com/AH\\_c9yU75EmbCoxrR3Sosw2](https://secure.everyaction.com/AH_c9yU75EmbCoxrR3Sosw2)
-  **Join the VYF Vaccination Collaborative:**  
<https://us02web.zoom.us/meeting/register/tZYqcemvqD4vGtaXZY1nX2SgRPWJtdmi1-1r#/registration>

## Additional Resources Discussed

-  **CDC Flu Surveillance Tools:** [CDC FluView](#) and [CDC FluVaxView](#)
-  **VAERS Education & Safety Systems:** [CDC VAERS Overview](#)

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