

# Community Awareness Committee Agenda

March 20, 2024 | 9:00am-10:00am



Welcome and Introductions..... Jazmin Michael

Executive Update..... James Washington

ADHS/AIPO Update..... Marcelina Lopez

Pregnancy and Vaccines Campaigns ..... Jazmin Michael

Advocacy and Social Media..... Denise Kesler Olson

Summer T.I.P.S..... Laura Smith

Big Shots for Arizona Awards Ceremony..... Laura Smith/Jazmin Michael


For those of you joining us in person, we invite you to stay for the ADHS Health Equity call at 10:00am.

### **NEXT MEETING DATE:**

**Community Awareness Committee Meeting**  
Wednesday, May 15, 2024  
9:00am - 10:00am

# Community Awareness Committee


March 20, 2024  
9:00am-10:00am



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## Welcome and Introductions

Jazmin Michael  
TAPI




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## TAPI Committee Page




<https://whyimmunize.org/committee-packets/>



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## TAPI Executive Update

James Washington  
TAPI





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## TAPI Executive Update

### Strategic Priorities


- Vaccine Congresses (March and October 2023)
- Steering Committee Meeting (January 2024)
- ADHS VFC Policy Workgroup

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## TAPI Executive Update

Community Awareness Committee	Strategic Priorities 2024-2027		
	Who	When	Staff Support
<b>Priorities the support Community Awareness</b>			
Update messaging using equity lens to appeal to the worldview of today's parents	Community Members	2024	Jazmin
Develop social media messaging & message maps that partners can use for outreach	Community Members	2025	Jazmin
Teach non-medical professionals to have peer-to-peer conversations and serve as advocates	Community Members	Quarterly	Laura
Involve public relations professionals of associations & plans in committee	Community Members	2024	Bianca
Develop education materials to answer general safety, coverage and schedule questions for babies, teens & adults. Review & update frequently based on emerging hesitancy.	Community Members	Monthly reviews	Jazmin
Partner with equity agencies on committee updates, messaging, events, and outreach	Community Members	2025	Bianca
Develop where to find vaccine locations map	Community Members	2024-2027	Jazmin
Develop centralized messaging, photo gallery and immunization talking points for cohesive outreach used by partners and AZ agencies (shots that look like me, AZ landscape)	Community Members	2025	Jazmin
Host and promote big show for AZ events event	Community Members	Annual	Bianca/Jazmin
Develop insurance coverage and VFC eligibility guides for patients	Community Members	2024	Jazmin
When possible include immunization education in community based events	Community Members	Monthly	Bianca
<b>TAPI Program Support/Staff Projects</b>			
30 Things Parents Need to Know about Why We Immunize	TAPI Staff	Quarterly	Laura
Dinner planning	TAPI Staff	Q3 annual	Bianca/Jazmin
Community events	TAPI Staff	On going	Bianca
Material Design/production/distribution (including custom materials for partners)	TAPI Staff	On going	Jazmin
Marketing & social media Management	TAPI Staff	On going	Jazmin
Building Bridges to health calls (every 2 weeks)*	TAPI Staff	Monthly	Bianca/Jazmin




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### TAPI Executive Update

**Priority Areas**

- Vaccine Community of Practice
- Primary Care Council (financing)
- Data & Assessment Workgroup
- Additional needs as identified by TAPI committees


Primary/Secondary Drivers & Approach	Timeline (Approx.)	Strategic Priorities 2024-2027
<b>VFC Policy Workgroup</b> <ul style="list-style-type: none"> <li>Facilitate dialogue with providers and ADHS leadership</li> <li>A review of VFC policies, best practices, and provider support needs</li> <li>Identify and address barriers to VFC vaccine management</li> <li>Develop a plan for the future with recommendations on policy, practice, and support</li> </ul>	Fall 2024	ADHS
<b>Vaccine Community of Practice</b> <ul style="list-style-type: none"> <li>A community of practice (CoP) is a group of people who share a common, a set of challenges, or a passion about a topic. They understand each other and support each other by sharing information, ideas, and best practices. A CoP connects people to resources, information, and support, and provides a safe space for learning, sharing, and best practices. A CoP connects people to resources, information, and support, and provides a safe space for learning, sharing, and best practices.</li> </ul>	March 2024	ADHS
<b>Primary Care Council</b> <ul style="list-style-type: none"> <li>Identify and address barriers to the primary care and high-need members to join. Given the number of people interested, the group may have to be split by region. Will convene in the next couple of weeks. Plans to send invites in April.</li> </ul>	2024	Medical Assurances & VFC
<b>Data and Assessment Workgroup</b> <ul style="list-style-type: none"> <li>Identify and address barriers to the primary care and high-need members to join. Given the number of people interested, the group may have to be split by region. Will convene in the next couple of weeks. Plans to send invites in April.</li> </ul>	Q2 2024	ADHS, Medical Assurances & VFC



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### ADHS/AIPOO Update

**Marcellina Lopez**  
ADHS





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### Vaccine Center Updates

03/20/2024

Presenting to TAPI

Marcellina Lopez | Immunizations Program Office Chief

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Registration is now open for our 31st Annual Immunization Conference on April 23rd & 24th!

**Early Bird will end on March 22nd**

**Don't miss out on:**

- Panel discussions
- Exciting speakers
- The Healthy Humorist!
- Networking opportunities
- Raffles & giveaways


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### BIZS Positions Filled

- Danielle Falcone - Immunization Data Quality Manager
- Melinda Fraser - Immunizations Data Analytics Manager
- A new Medical Director and CDC Public Health Advisor will join the team starting April 1st.

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### Flu Updates



- VFC and VFA flu doses are available to be ordered through ASIIS

As of 03/14/2023

- 186,180 flu doses ordered
- 85,960 doses available
  - FluMist, Fluarix, and Flucelvax syringes are no longer available to order and were restricted in the order set.
- 8,120 VFA Doses Ordered
- 1,330 doses available




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### Vaccine Changes/Updates:

**GSK**

- As of 03/01/2024 the new Hiberix® presentation is now available SDV; 10-pack, NDC: 58160-0726-15
- The vial-to-syringe presentation has replaced the current vial-to-vial presentation NDC 58160-0818-11.



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### Vaccine Changes/Updates:

**Sanofi**

- On 03/15/2024, Nirsevimab/Beyfortus™, a long-acting monoclonal antibody immunization, was restricted from ordering to align with ACIP Sunsetting of Pediatric administration for 03/31/2024.
  - Providers should use every opportunity to administer nirsevimab to eligible infants and children.
  - This immunization should **not** be returned to the warehouse and will need to remain in the refrigerator unit until further clarification is received from the CDC.
- VFC supply stocks **should be** prioritized for VFC-eligible children and **cannot** be utilized in private patient populations.

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### COVID-19 Reminders

**Updated 2023-2024 COVID-19 Vaccines**  
At this time, due to the uncertainty in COVID-19 vaccine demand, COVID-19 vaccines will not count towards a provider's 5% wastage for the VFC Program and will not be included in the VFC Provider Report Card.

**COVID-19 Returns**  
NEW\* updated 2023-2024 COVID-19 vaccines obtained through the VFC, VFA, or Bridge Access Program will need to be returned to McKesson if spoiled/expired, as is the case for other routine vaccines.

For up-to-date COVID-19 Presentations please visit:

- [COVID-19 Vaccine Presentations Available to Order in ASIIS](#)
- [Stay Up to Date with COVID-19 Vaccines and Boosters](#)

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### Communications Updates:

- The BIZS will send mass email updates (via granicus system) on pertinent VFC/VFA or COVID-19 vaccine information as well as provide regular clinical information on vaccine schedules and general vaccine reminders. The granicus library page can be accessed at any time for a historical record of previously sent updates at:  
[Healthcare Professionals and Immunization Staff - Publications & Documents](#)

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## QUESTIONS



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## THANK YOU

Marcellina Lopez | Immunizations Program Office Chief

[Marcellina.lopez@azdhs.gov](mailto:Marcellina.lopez@azdhs.gov) | 602-364-3953

azhealth.gov  
@azdhs  
facebook.com/azdhs

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TAPI Materials: Pregnancy Immunization Campaign

Jazmin Michael  
TAPI



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Pregnancy Immunizations Campaign

Campaign will include:

- Bilingual Flyer
- Bilingual Social Media Tiles
- Updated Webpage
- Partner Message Map

Finalized campaign will be emailed the first week of April!



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Upcoming Campaign



<https://www.surveymonkey.com/r/TAPIQ2>




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Upcoming Campaign

*Results*

What would you like to see for this campaign?


- Resource Types
- Talking Points
- Partner Collaboration



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Advocacy and Social Media


Denise Kesler Olson  
TAPI



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Advocacy and Social Media

Bills TAPI is Following at the Legislature



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Bills TAPI is Following

**HB2442 SCHOOL IMMUNIZATIONS; EXCLUSIONS**

Declares that an immunization for which an FDA EUA has been issued is not required for school attendance.

Transmitted to the Senate. Is still moving!

**TAPI is Opposed:** This legislation is unnecessary. Arizona law already allows parents to obtain an exemption from *any* school-required vaccine for personal belief reasons.



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Bills TAPI is Following

**HB2484 SCHOOLS; HEALTHCARE; WEBSITE POSTING –**

Each school shall post if they have a nurse, provider & credentials on the website.

Transmitted to the Senate. May still be moving.



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Can I get involved?

For further information reach out to me at [deniseo@tapi.org](mailto:deniseo@tapi.org)

The Advocacy Committee meets every other Friday at 1:00 pm.

Advocacy emails go out every Friday.



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Advocacy and Social Media

#ThinkMeasles Social Media Campaign



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Advocacy and Social Media

There are two sets of key messages.

Stop signs for providers and blue squares for the public.

These sets of social media images and key messages they were based on are available to download.



TAPI Toolkits - Arizona Partnership for Immunization ([tapiimmunize.org](http://tapiimmunize.org))



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Advocacy and Social Media

Don't forget our vaccine-related awareness weeks in April!



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Summer T.I.P.S.

Laura Smith  
TAPI



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Summer T.I.P.S.




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Summer T.I.P.S.

DATES & LOCATIONS	
<b>May 21</b> Sierra Vista Sierra Suites	<b>July 10</b> Flagstaff Double Tree Hilton
<b>May 22</b> Tucson Abrams Public Health Center	<b>July 11</b> Mohave County Location TBD
<b>May 30</b> Yuma Yuma Regional Medical Center	<b>July 18</b> Phoenix Central Ability 360
<b>June 20</b> Phoenix West Estrella Community College	<b>August 6</b> Phoenix East Chandler/Gilbert Community College - Pecos campus
<b>June 26</b> Show Low Summit Healthcare	


TAPI presents free trainings that improve immunization practices for public and private providers.

Participants will get useful insights into:

- Why we immunize
- Vaccine basics
- Understanding the ACIP Schedule
- Vaccine administration
- Vaccine Best Practices
- Overcoming objections
- The state immunization registry
- and MUCH MORE!

REGISTER NOW

<https://events.humanitix.com/tours/summer-tips-2024>



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Big Shots for Arizona Awards Ceremony

Laura Smith/Jazmin Michael  
TAPI



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Awards Ceremony Save the Date

**SAVE THE DATE**

**Big Shots for Arizona Awards Ceremony**

Honoring the Dr. Daniel T. Cloud Outstanding Practices & Arizona Big Shots

DoubleTree by Hilton Phoenix Mesa  
April 23, 2024  
5:00pm-8:00pm

Nominations open soon for Cloud & Big Shots awards

Cloud - Honors practices that have improved immunization coverage levels. Verified by ASIS assessments. Open 1/25

Big Shots - These awards recognize exceptional efforts of individuals & organizations. Open 2/8



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Awards Ceremony Tickets Now Available!


2024 Big Shots for Arizona Awards Ceremony  
Tue Apr 23, 2024, 5:00pm - 8:00pm MST

Choose your tickets

Cloud Award Winner	\$50
One ticket per practice. Ticket includes buffet dinner, dessert and 1 free drink ticket.	
Big Shots Award Winner	\$50
One ticket per winner. Ticket includes buffet dinner, dessert and 1 free drink ticket.	
General Admission	\$50
Ticket includes buffet dinner, dessert and 1 free drink ticket.	
Table of 10 tickets	\$500
Each ticket holder will be entitled to the buffet dinner, dessert and 1 free drink ticket.	
Table Sponsorship w/ 10 tickets	\$1200
Each ticket holder will be entitled to the buffet dinner, dessert and 1 free drink ticket. Also includes registration sign-in program and 10 presentation slides.	

Your order  
Total USD \$0.00

<https://events.humanitix.com/2024-awards-ceremony/tickets>



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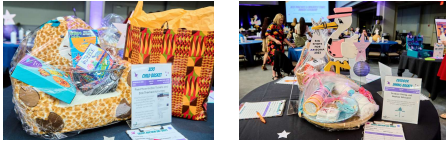
## Awards Ceremony Silent Auction

### TAPI Needs Your Help with the Awards Ceremony Silent Auction!

TAPI is looking for in-kind items and basket donations for the silent auction held during the **Big Shots for Arizona Awards Ceremony** on April 23rd. The buttons below have a blank in-kind solicitation letter if you wish to ask an organization for a donation and a TAPI Donation Form which is to be completed to provide information about the donation/basket for the event. If you or your agency is interested in providing a basket or item for the event, please email [jazminm@tapi.org](mailto:jazminm@tapi.org).

#### Some ideas for baskets:

- Family Fun Basket
- Date Night Basket
- Book Basket
- Sports Basket
- Outdoor Basket
- Art Basket
- Dinner Basket



<https://whyimmunize.org/wp-content/uploads/2024/01/TAPIS-2024-In-kind-Donation-Request-Letter.docx>

[TAPI-Silent-Auction-Donation-Form-2024.pdf](#) (whyimmunize.org)



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## Awards Ceremony Exhibitor/Sponsor

#### Available Opportunities:

- **EXHIBITOR** (Fee: \$800) Exhibit table during the event. Includes 2 reserved tickets/seats and name/logo included in the program.
- **TABLE SPONSOR** (Fee: \$1,200) Reserved table seating for 10. Name/logo included in program/slides.
- **EXHIBITOR + TABLE** (Fee: \$1,500) Exhibit table during the event. Reserved table seating for 10. Name/logo included in program/slides.
- **EVENT SPONSOR** (Fee: \$3,000) Reserved table seating for 10. Name/logo included in program/slides, signage, and website.

If you have any questions about the event, registration form, or exhibit/sponsorship opportunities, please contact Jazmin Michael at [jazminm@tapi.org](mailto:jazminm@tapi.org).

[2024 TAPI Exhibitor Form](#) (whyimmunize.org)



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## Volunteers Needed!

### TAPI Needs Your Help with the Awards Ceremony!

TAPI is looking for volunteers to help with different aspects of the awards ceremony. We are looking with volunteers to help with set up, tasks during the ceremony (registration, silent auction, etc.), and tear down. You do not have to be available for the full event time. Volunteers will have free admission into the event!

If you are interested in being a volunteer, please contact Jazmin Michael at [jazminm@tapi.org](mailto:jazminm@tapi.org).



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## TAPI Free Resources



Free Materials - Arizona Partnership for Immunization (whyimmunize.org)

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## Thank You!

Next

### Community Awareness Committee Meeting

May 15, 2024

9:00am- 10:00am



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## Join us for the Vaccine Equity Task Force Meeting

Virtually at 10:00am

[Meeting Link](#)



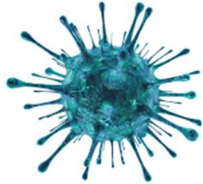
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# SAVE THE DATE

## Big Shots for Arizona Awards Ceremony

Honoring the Dr. Daniel T. Cloud Outstanding Practices & Arizona Big Shots



DoubleTree by Hilton Phoenix Mesa

April 23, 2024

5:00pm-8:00pm

### Nominations open soon for Cloud & Big Shots awards



**Cloud** - Honors practices that have improved immunization coverage levels. Verified by ASIIS assessments. **Open 1/25**



**Big Shots** - These awards recognize exceptional efforts of individuals & organizations. **Open 2/6**



WhyImmunize.org



January 16, 2024

Dear Donor,

Every day throughout the year hardworking individuals throughout the multiple spheres of public health and medicine have been putting their time, energy and dedication into vaccinating Arizonans, and The Arizona Partnership for Immunization (TAPI) once again would like to honor them with our Big Shots for Arizona Awards Ceremony. This awards ceremony is a chance for all the unsung heroes supporting our vaccination systems to finally get the appreciation they are due. Please help us make that possible again this year!

Our **Big Shots for Arizona Awards Ceremony** is a time to recognize and honor the excellent work of our immunization partners statewide. These awards highlight the outstanding efforts of individuals and organizations whose diligent work and innovative strategies have improved the health of and vaccination coverage of Arizonans over the past year. This event will be held at the DoubleTree by Hilton Phoenix Mesa.

#### **TAPI's Mission and Impact**

Our coalition is made up of over 500 partner organizations who address vaccine barriers and challenges we face in Arizona. TAPI's mission is to foster community wellness, and advocate for good public policy and best immunization practices. Our partners at medical practices, schools, childcare programs, and local health departments rely on our immunization messaging and educational resources to keep their populations healthy. Paramount to our messaging is our ability to partner with, train, and educate parents by dispelling vaccine myths so parents can make educated and informed vaccine decisions.

#### **Request for In-Kind Donation**

**We invite you to help us with the show by making an in-kind donation to a silent auction which will take place during our awards ceremony on April 23, 2024.** All proceeds raised by this event will help us achieve our goal of delivering age-appropriate immunizations beyond the year 2024 to Arizona's two-year-olds, teenagers, and broader community. Donations also support education and community-based trainings for parents, healthcare professionals, and other Arizonans. You and your organization will be prominently acknowledged alongside your generous contribution on the auction table. To donate, simply email the attached donation form to [jazminm@tapi.org](mailto:jazminm@tapi.org) or mail the form to TAPI at 700 E. Jefferson St. Suite 100, Phoenix, AZ 85034 by **April 12, 2024.**

Sincerely,

A handwritten signature in black ink, appearing to read "James Washington", written over a light blue horizontal line.

James Washington  
CEO  
The Arizona Partnership for Immunization



WhyImmunize.org

### Big Shots for Arizona Awards Ceremony Silent Auction Donation Form

DONOR INFORMATION (please print)		
Name of donor as you would like it to appear in program		Business name (if applicable)
<b>CONTACT</b>		Name
Mailing address		
City	State	Zip
Phone	Email	

DONATION INFORMATION		
Detailed description of donation		Estimated fair market value \$
May we add your item to a basket?	<input type="checkbox"/> Yes	<input type="checkbox"/> No

DONATION DETAILS (check all that apply)	
Delivery	Certificate
<input type="checkbox"/> I will deliver	<input type="checkbox"/> I will provide certificate
<input type="checkbox"/> Please contact me to arrange pick-up	<input type="checkbox"/> Please create certificate

If you or your agency is interested in providing a basket for the event, please return this form and email [jazminm@tapi.org](mailto:jazminm@tapi.org) for more information.

Baskets should be delivered to the TAPI office by April 12<sup>th</sup> or email us if you'd like us to pick-up.

### Thank you for your support!

The Arizona Partnership for Immunization (TAPI)  
700 E. Jefferson Street Suite 100  
Phoenix, AZ 85034  
602.288.7568

Your donation may be tax deductible. Please consult your tax advisor. Federal Tax ID No: 45-4185015

# Exhibitor Prospectus

## Big Shots for Arizona Awards Ceremony



Tuesday, April 23, 2024 | 5:00pm - 8:00pm | DoubleTree by Hilton Phoenix Mesa

Our Big Shots for Arizona Awards Ceremony is a time to recognize and honor the excellent work of our immunization partners statewide. These awards highlight the outstanding efforts of individuals and organizations whose diligent work and innovative strategies have improved the health of and vaccination coverage of Arizonans over the past year.

### Available Opportunities :

- **EXHIBITOR** (Fee : \$800) Exhibit table during the event. Includes 2 reserved tickets/seats and name/logo included in the program.
- **TABLE SPONSOR** (Fee : \$1,200) Reserved table seating for 10. Name/logo included in program/slides.
- **EXHIBITOR + TABLE** (Fee : \$1,500) Exhibit table during the event. Reserved table seating for 10. Name/logo included in program/slides.
- **EVENT SPONSOR** (Fee : \$3,000) Reserved table seating for 10. Name/logo included in program/slides, signage, and website.

### Event Information :

- Names of those attending the event will be collected at a later date closer to the event to ensure names for tickets and name tags are accurate.
- Please send a copy of your organization's colored logo to Jazmin Michael at [jazminm@tapi.org](mailto:jazminm@tapi.org) for printed materials.
- You will be able to arrive to the event earlier to help with set up for both the event and your booth. Details on times and additional information will be provided at a later date closer to the event. Event is expected to have 380 attendees.
- If you would like to purchase additional tickets than what your exhibitor/sponsor opportunity provides, please add the additional tickets under "Services Needed" on the next page.
- If you have any questions about the event, registration form, or exhibit/sponsorship opportunities, please contact Jazmin Michael at [jazminm@tapi.org](mailto:jazminm@tapi.org).

# Registration Form

## Big Shots for Arizona Awards Ceremony



Tuesday, April 23, 2024 | 5:00pm - 8:00pm | DoubleTree by Hilton Phoenix Mesa

### Select Exhibitor/Sponsor Options :

- Exhibitor (Fee : \$800)
- Table Sponsor (Fee : \$1,200)
- Exhibitor + Table (Fee : \$1,500)
- Event Sponsor (Fee : \$3,000)

### Services Need:

- Electrical Outlet
- Additional Ticket at \$85 Each  
Quantity Needed: \_\_\_\_ X \$85 = \$ \_\_\_\_ total

### Exhibit/Sponsor Information :

Contact Person Name :

Position / Title :

Business Organization Name :

Business Address :

Email :

Phone Number :

Website :

Business Phone Number :

### Payment Options :

- Check payable to:  
The Arizona Partnership for Immunization  
700 E Jefferson St Suite 100  
Phoenix, AZ 85034
- Credit Card  
(Invoice will be sent via email to be paid online.)

### Agreement :

Signature is confirmation of commitment. I am authorized by my company to make this commitment.

Signature :

Date :

Please submit completed form to Jazmin Michael at [jazminm@tapi.org](mailto:jazminm@tapi.org)

Interactive training  
for  
**medical assistants &  
vaccine coordinators**

**Training on Immunization  
Practice Strategies:  
T.I.P.S.**

Summer 2024

**tapi** The Arizona Partnership  
for Immunization  
WhyImmunize.org

**DATES & LOCATIONS**

**May 21**

Sierra Vista  
Sierra Suites

**May 22**

Tucson  
Abrams Public Health Center

**May 30**

Yuma  
Yuma Regional Medical Center

**June 20**

Phoenix West  
Estrella Community College

**June 26**

Show Low  
Summit Healthcare

**July 10**

Flagstaff  
Double Tree Hilton

**July 11**

Mohave County  
Location TBD

**July 18**

Phoenix Central  
Ability 360

**August 8**

Phoenix East  
Chandler/Gilbert Community  
College - Pecos campus



**TAPI presents free trainings** that improve immunization practices for public and private providers.

**Participants will get useful insights into:**

- Why we immunize
- Vaccine basics
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- Vaccine administration
- Vaccine Best Practices
- Overcoming objections
- The state immunization registry
- and MUCH MORE!

**REGISTER NOW**



SCAN ME



<https://events.humanitix.com/tours/summer-tips-2024>

**tapi** The Arizona Partnership  
for Immunization  
WhyImmunize.org

**For more information**

**visit [www.WhyImmunize.org](http://www.WhyImmunize.org) or call 602.288.7568**





# 31ST ANNUAL IMMUNIZATION CONFERENCE

**Registration Now Open**

**Mesa Convention Center**

**April 23-24, 2024**

**Join 500 Arizona immunization providers including physicians, nurses, medical assistants, pharmacists, public health personnel, and other interested partners at the 2024 Annual Arizona Immunization Conference.**

**Attendees will be provided professional development, immunization updates, and practical program guidance as we celebrate past successes and travel toward the future.**