



## Lay the Foundation (Needs Assessment)

Successful programs require thoughtful and strategic planning. A critical part of the planning process is reviewing past and existing programs, assessing needs and resources, and determining clear goals. Therefore, a needs assessment should be the first step in the planning process. Conducting a needs assessment will give you a better understanding of the current immunization situation. This understanding will help you lay the foundation and ensure the effectiveness and impact of your NIIW activities. The needs assessment can also help ensure that the activities you are planning for NIIW fit into your long-term immunization program goals.

### Start with Assessing the Current Situation

- ❖ What are the needs in your community related to infant immunization?

Consider:

- Areas or populations with low immunization rates
- Hard to reach populations
- Barriers for parents and caregivers
- Barriers for healthcare professionals

### Review What Worked and What Didn't Work in the Past

- ❖ What has your department or coalition done in past years to promote infant immunization?
- ❖ What have other departments or coalitions across the country done in past years?

Visit <http://www.cdc.gov/vaccines/events/niiw/activities.html> to learn about activities and events in 2015 and

<http://cdc.confex.com/cdc/nic2011/webprogram/Session10759.html> to see how Washington, Connecticut, and Las Vegas used NIIW as a strategy to strengthen and build their year-long childhood immunization programs.

- ❖ What resources do you have available for NIIW?

Consider:

- Staff time
- Funding
- Facilities
- Expertise
- Partners



- ❖ What resources are available in the community for infant immunization?
- ❖ What resources do your current partners have available for NIIW and to support year-long immunization efforts for infants and young children?

Other groups that might provide support for NIIW activities include:

- Local affiliates of national and state immunization-related organizations
- Local hospitals
- Community health clinics
- Organization serving specific groups (ethnic, religious, professional, etc.)
- Volunteer organizations (Rotary, Kiwanis, etc.)
- Businesses
- Media

\*Community mapping is a valuable tool that your coalition can use to identify potential assets and partners in your neighborhood. Mapping can help you better understand how your community is structured and how resources are distributed. You can also use this tool to help you develop strategies to reach specific groups by geographic target. Mapping can help you visualize which areas in your community have the lowest immunization rates and where pockets of under- and un-immunized people are mainly concentrated. For more information, see [Appendix A](#).

## Determine Your Objectives

Once you have an understanding of what the needs and resources related to infant immunization are in your community, determine your objectives for the upcoming NIIW. Being clear about your objectives will facilitate the planning process and increase effectiveness.

Although there are broad national goals for NIIW, every community has its own unique combination of people, organization, needs, and resources. Your department or coalition's objectives for NIIW 2016 will depend on a number of factors:

- ❖ How is your current program meeting your immunization goals for infant and young children?
- ❖ What needs to happen in your community to achieve those goals?
- ❖ Where or among whom does that change need to happen?
- ❖ How can NIIW 2016 assist in meeting your program and community immunization goals?



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When you develop your objectives make sure they are SMART:

- ❖ **Specific**  
Be specific on what you want to achieve during NIIW, while this is a national event, focus on specific objectives that will assist you in conducting a successful NIIW at the local level.
- ❖ **Measurable**  
Make sure that you are able to measure your objectives you have established.  
Example: During the first two days of NIIW we plan to immunize 15 infants.  
Example: We plan to schedule 25 new appointments for children who are behind on their shots during NIIW.
- ❖ **Achievable**  
Are the objectives you set achievable during NIIW? Be mindful of possible barriers, etc. that may prevent you from reaching your goals/objectives.
- ❖ **Realistic**  
Consider the resources that you have available for NIIW in order to determine if you have set realistic (achievable) objectives.
- ❖ **Time-bound**  
Work towards achieving some of your annual program objectives during the week of NIIW.  
Example: During the week of NIIW, we will engage 2 new partners that can assist with promoting infant immunizations during NIIW and throughout the year.

After you complete the questions in the “Lay the Foundation” planning guidance document, consider filling out the related sections in the Sample NIIW Strategy Template.



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## Appendix A: Community Mapping

Community mapping is a valuable tool that you can use to identify potential assets and partners in your neighborhood. Mapping can help you better understand how your community is structured and how resources are distributed. You can also use this tool to help you develop strategies to reach specific groups by geographic target. Mapping can help you visualize which areas in your community have the lowest immunization rates and where pockets of under and un-immunized people are mainly concentrated.

Building a community map is not as hard as you may think. You can either draw a map by hand or create one using simple online tools, such as [Google Maps](#). In order to use Google Maps, you will need to [create a Google Account](#) (you can create an account using your existing email address). To begin creating your map, go to <http://maps.google.com/> and log onto your account. Once you are logged on, click on the tab for “My Maps” and then “create a new map.”

Here are some examples of what you can do using Google Maps:

- Suppose that your coalition is interested in reaching out to organizations serving Hispanic seniors in your neighborhood. Using the “Find businesses” option, you can type in the words “Hispanic” and “seniors”, along with the city you are located in. This tool will create a map of the businesses that serve or work on issues related to Hispanic seniors in your area. You can use this option to identify sites for immunization clinics and places to distribute informational materials.
- If you already know the immunization rates in your community or where your target population is concentrated, you can use the “Draw a shape” function to draw and shade those areas on your map. This is a great way to show your funder which areas your program will be targeting and highlight some of the program’s key goals.
- You can use the “Add a placemark” function, to mark a specific address on your map or the “Draw a line” option to connect various locations on your map.
- Once you have created a map, you can add descriptive text, embed photos and videos in your map, share your maps with others, and even open it in Google Earth. (Google Earth is a more advanced tool that combines Google Search with satellite imagery, maps, terrain, and 3D buildings. To learn more about Google Earth, please visit: <http://earth.google.com>).

This document can be found on the CDC website at: <http://www.cdc.gov/vaccines/events/niiw/index.html>