

American Immunization Registry Association (AIRA)

STRATEGIC PLAN 2004-2006

I. EXECUTIVE SUMMARY

The American Immunization Registry Association (AIRA) promotes the development and implementation of immunization registries. A strong, unified voice for standards, policy and funding, AIRA is a resource for standards development, information sharing and education/training for registries.

The AIRA 2001-2003 strategic plan accomplishments are a tribute to the commitment and work of the volunteer Board of Directors, staff and AIRA membership. Some highlights include the development of the Programmatic Registry Operations Workgroup (PROW) *Standards of Excellence* approved by the CDC and endorsed by NVAC, development and distribution of resources for registry coordinators and staff that include a special provider participation edition of the SnapShots for use in outreach and marketing to providers, workshops held at the Immunization Registry Conference and establishment of an AIRA Bioterrorism Committee in response to the issues related to the use of registries in bioterrorism preparedness activities.

As AIRA sets its priorities for the 2004-2006 timeframe it remains committed to promoting and supporting the use of standards, sharing collective knowledge and successes, representing immunization registry programs on emerging public health issues that may impact registries and to ensuring advocacy for immunization registry funding through legislation and policy development.

In addition, AIRA remains committed to the development of strategic partnerships that it views are critical to the accomplishment of its mission and goals. To that end it will further its partnerships with key stakeholders such as CDC, The Institute (AKC), CIRSET and ECBT as well as begin cultivating relationships with organizations that are potential allies and supporters such as AAP, ASTHO, NACCHO, CMS, HRSA, and AAHP.

The strength of AIRA as a membership movement committed to preventing and controlling vaccine preventable disease has the potential to increase the overall visibility of registries as integral to the infrastructure of all immunization efforts. AIRA will leverage its volunteer membership strength through the ongoing work of its committees and ad hoc workgroups to position the organization as the central point of presence for immunization registry initiatives and information.

II. MISSION STATEMENT AND VISION STATEMENTS

Mission Statement

The American Immunization Registry Association (AIRA) is a membership organization to promote the development and implementation of immunization registries as an important tool in preventing and controlling vaccine preventable diseases. The Association provides a forum through which registry programs, interested organizations and individuals and communities combine efforts and share knowledge that promotes registry activities as a resource for IIS and immunization programs.

Vision Statement

The **vision** of the Association is a nationwide network of population based immunization registries that demonstrate/ensure that all people are appropriately protected against vaccine preventable diseases.

III. ORGANIZATION HISTORY AND PROFILE

The American Immunization Registry Association (AIRA) is a volunteer membership organization founded in July 1999 to advocate for immunization registry development and sustainability. The organization is governed by a volunteer Board of Directors and carries out its work through a committee structure. There are currently nearly 150 members of AIRA representing both public and private sectors including public health, managed care, community coalitions, computer consultants and hardware manufacturers.

AIRA is affiliated with the Medical Health and Research Association (MHRA) of New York City that acts as the fiscal agent for the Association. The current AIRA Board of Directors is composed of officers including the President, Vice-President, President-Elect, Treasurer, and Secretary, six Board of Director members, two Ex-Officio members and two Advisory Members. In addition ad hoc membership of partner organizations including ECBT, CIRSET and AIM, participate in AIRA Board activities. An Executive Director and Resource Developer/Knowledge Manager staff the organization.

Association activities are carried out by members who participate on AIRA standing and/or ad hoc committees. Current standing committees include the AIRA Board Executive Committee, the Bylaws Committee, the Nominating Committee, the Education Committee and the Technical Committee. These committees are responsible for carrying out the business of the organization to ensure that the mission and vision are met. Active ad hoc committees currently include the PROW Implementation Team Committee, the Provider Participation Committee, the Bioterrorism Committee and the Urban/Cities Committee. These

committees are involved in activities that support the organizations goals and objectives and address issues and initiatives that are more immediate in nature.

IV. STRATEGIC ISSUES AND CORE STRATEGIES

Working with private providers requires more than a technological solution.

Immunization provider participation is critical to the success of IIS. Strategies to increase participation by providers that address provider needs and expectations must be identified. Education and marketing efforts need to address the benefits of registries as indispensable tools that should be used by providers to improve overall healthcare delivery. Strategies to address this issue include the following:

- Establish an AIRA Provider Participation Committee to identify provider marketing strategies and best practices for development of national marketing and education strategies as recommendations to the CDC.
- Educate AIRA members through “how to” workshops that focus on provider participation utilizing the AKC Provider Toolkit and a companion Communications Guide.
- Engage physicians in education efforts.
- Cultivate relationship with organizations such as AAP, AAHP, CMS and enlist support for provider participation through collaborative efforts.
- Utilize the AIRA website and the *SnapShots* Newsletter as mechanisms to communicate the benefits of provider participation and to discuss key issues.

Promoting the use of registries in support of immunization program core functions.

Developing highly functional, flexible, and effective immunization registries that provide timely and accurate immunization data through the development and use of standards will further highlight the importance of registries as a tool to ensure that all children and/or adults are protected against vaccine preventable diseases. Strategies to address this issue include the following:

- Working with CDC and AIM actively promote, evaluate and refine the PROW *Standards of Excellence* as a means to increase the utility of registries to immunization programs.
- Leverage use of PROW to help strengthen AIRA’s role as a resource for IIS and immunization programs.
- Participate in the National Health Information Infrastructure (NHII) initiative and Public Health Informatics Network (PHIN) to give visibility to and highlight importance of registries as core elements of these initiatives.
- Leverage NVAC endorsement of the concept of the PROW Standards of Excellence as a means to educate and market the use of registries.

Advocacy

Strategies identified to strengthen AIRA as a unified voice for standards, policy, funding and other resources and inclusion in emerging public health information infrastructure activities at the national level include the following:

- Enhance the effectiveness of AIRA as a national and state advocate through ongoing collaboration with ECBT on the development of strategies that give greater visibility to registries as a valuable public resource.
- Leverage best practices in local coalition building activities to enhance local advocacy efforts.
- Increase AIRA visibility with other government infomatic entities such as NHII, PHIN, HRSA, NAPHT, NCHQ.
- Create a structure for continuous information sharing on policy and advocacy issues related to registries.
- Enhance AIRA's visibility as an advocate through conference presentations and white papers on relevant issues that are widely distributed.

Governance and Structure. The ongoing development of AIRA as an organization that promotes partnerships and collaborative work, use of standards and sharing of collective knowledge and successes is important to its continued growth and sustainability. Strategies identified to address this issue include:

- Build a network of AIRA volunteer members to strengthen participation in AIRA committee projects.
- Improve accessibility of existing knowledge and resources.
- Ensure diversified funding for AIRA through ongoing fundraising efforts that include outreach to foundations, government sources, private sector groups and other organizations aligned with the AIRA mission and vision.
- Strengthen existing organization relationships and build new relationships with national organizations that have common goals and infomatics agendas.
- Maintain a strong Board of Directors and professional staff.

V. STRATEGIC GOALS

Strategic goals that incorporate core strategies for the 2004-2006 period include the following:

PROGRAM GOALS

1. To promote, advocate for, develop, and help disseminate immunization registry standards that are consistent with other relevant national standards.
2. To contribute to the ongoing development and evolution of immunization registries through knowledge sharing and exchange.
3. To advocate for immunization registries and for immunization registry funding through legislation, policy development and public information.
4. To build stronger partnerships with and between current partner organizations and to build new public/private partnerships with other national organizations on issues of common concern to immunization registries.

5. To increase AIRA visibility as a voice for immunization registry policy and best practices.

MANAGEMENT GOALS

1. To maintain qualified staff to carry out AIRA services and activities.
2. To maintain an effective, active and informed Board of Directors whose governance and support roles help achieve the AIRA mission.
3. To seek and secure diversified funding to ensure sustainability of the organization.
4. To ensure that AIRA services and activities meet the needs of its members.
5. To build a network of AIRA volunteer members that support AIRA project activities through committee participation.