

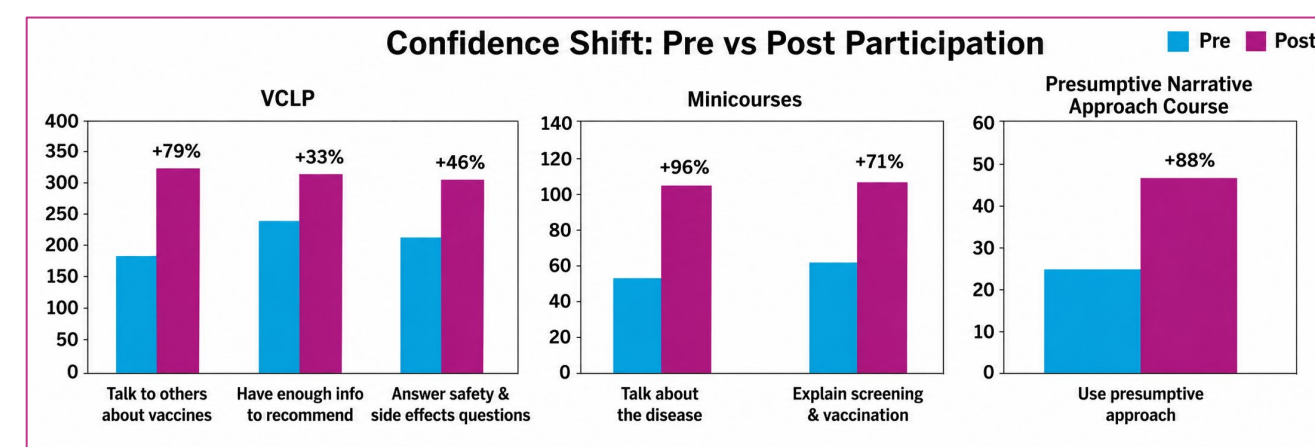
Improving vaccine confidence and uptake requires coordinated, multi-level strategies. In 2025 and early 2026, VYF deployed a multi-pronged approach to strengthen vaccine confidence and reduce vaccination barriers at individual, local, state, and national levels through four complementary areas.

Education

Five free, online educational courses launched in 2025 to increase vaccine knowledge and confidence among advocates, community health workers, and immunization partners and providers.

In early 2026, a sixth course was added.

1. Vaccination Community Learning Program (VCLP)
2. COVID-19: What's New and What You Need to Know
3. Protecting Our Communities From the Flu
4. RSV: The Facts You Need to Know to Stay Protected
5. Effective Vaccine Conversations: The Presumptive Narrative Approach
6. Stop the Spread: What Everyone Should Know About Hepatitis B



Go to VYF University

91%
Average module quiz score for VCLP

94%
Average minicourse quiz score

98%
Average knowledge check score for Effective Vaccine Conversations

Government Affairs

The VYF team is a member of seven coalitions and has brought advocates to Capitol Hill to share their stories in multiple partner Hill briefings and the first inaugural SQUAD™ Hill Day. Across individual and coalition efforts, VYF made over 50 Hill contacts in FY2026.



The Vaccine Intelligence Report (VIR) sends weekly updates on vaccine policy and research to over 370 congressional offices and 1,200 public subscribers.



The 2026 State of the ImmUnion® calls on Congress to act to improve core immunization policies, including increased funding and the Vaccine Injury Compensation Program (VICP).

Sign up for the VIR

500
Congressional staffers

300
Partner organizations

1000+
Healthcare providers

Communications

The fall/winter respiratory campaign, #RootedInProtection, ran from November 2025 to March 2026. This was extended, due to the sustained RSV season. The campaign relied on VYF's signature balance of empathy and facts to encourage people to make informed decisions. The campaign consisted of a web landing page with a social media toolkit for easy sharing of graphics, posts, and text.

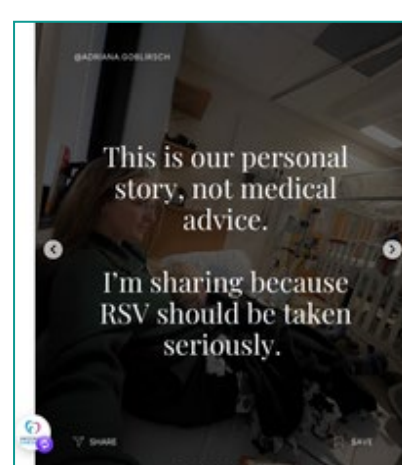
#RootedInProtection
2025-2026 Bi-lingual Social Media Respiratory Campaign



684
Mentions

384
Participating accounts

2.5M
Max potential reach



Adriana Goblirsch, mom, content creator, and motherhood & postpartum advocate, shared her family's experience with RSV for the campaign, along with resources from the American Academy of Pediatrics (AAP) and the American College of Obstetricians & Gynecologists (ACOG) in a carousel-style post.

46.3K
Adriana's follower count

12K
Post views on Instagram & Facebook

instagram.com/adriana.goblirsch

Partnerships

SQUAD™ \$100,000+ in direct support for 16 community activations

The SQUAD™ Program connects, trains, engages, and sustains people to lead with empathy and evidence to champion vaccines and science in their communities. The 2025-2026 program has supported:

80+ Patient advocates with lived experiences

70+ Personal stories on VYF website

10 New advocate story videos

25 Earned media placements

1 Congressional testimony

19 Hill meetings

Join the SQUAD™

Join the Vaccination Collaborative

The Vaccination Collaborative
Bringing Everyone to the (Virtual) Vaccine Table

The Vaccination Collaborative is a broad community of organizations dedicated to advancing immunization, public health, and family well-being.

445+ Organizations represented

~100 Monthly meeting attendees

From 2025-26, the Vaccination Collaborative reignited a culture of immunization through its member-only monthly calls, partner listserv, and resource portal.

970+ People engaged

35 Expert presentations & patient stories