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♥ Boost Oregon thanks our loyal donors who have donated for 3 or more consecutive years.

# 2021

# ANNUAL REPORT

## INFORMED - PEOPLE HEALTHY - COMMUNITIES



## DEAR BOOST OREGON SUPPORTER,

When Boost Oregon began nearly seven years ago, the world looked very different. Most people had never heard the term “vaccine hesitant” and had no idea that Oregon’s immunization rates among kindergartners was the lowest in the nation. But we saw a growing problem with parents refusing or delaying their children’s vaccines due to fear, distrust, and misinformation. We had the foresight to do something about it.

To this day, Boost Oregon remains the only independent, parent-led vaccine education organization in the United States. Public health officials and medical providers look to our expertise in understanding vaccine hesitancy and effectively communicating with the public. The pandemic brought our subject matter to the forefront, and rarely a day goes by without hearing or reading about it in the news. We appreciate that most people now understand the threat that vaccine hesitancy presents, though we wish that realization had occurred without a pandemic.

**The demand for our services has never been greater, and we work hard to meet the need.**

Thank you for helping to expand our programs and serve diverse communities across Oregon. We focused the majority of 2021 on COVID-19 vaccines: Educating the public, advising clinics and local public health authorities, and creating culturally-specific materials for immigrant and BIPOC populations. We also pursued our pre-pandemic efforts regarding influenza and children’s routine immunizations.

**Unprecedented times call for unprecedented responses, and we are so grateful that community foundations and individual donors like you answered our call.**

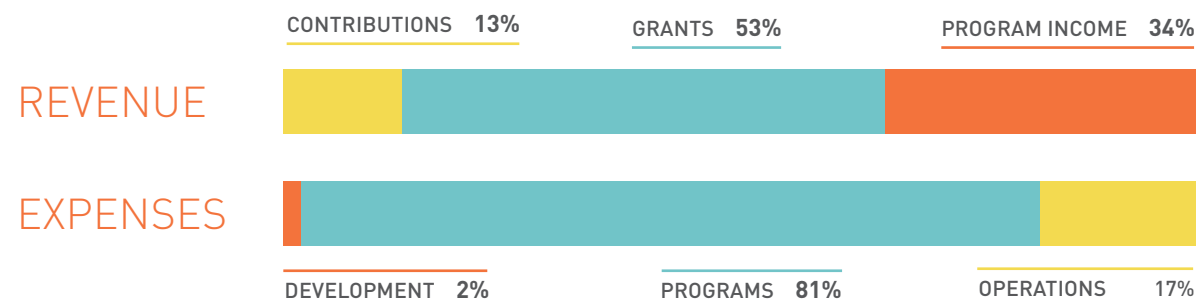
Boost Oregon imagines a future in which no one is limited by a vaccine-preventable disease. Thank you for partnering with us to achieve that dream.

In good health,

*Nadine A. Gartner*

Nadine A. Gartner  
Founding Executive Director

## FINANCIALS



\* Boost Oregon does not accept contributions from pharmaceutical companies.

## 2021 AT-A-GLANCE



12 different COVID-19 public service announcements played statewide and reached hundreds of thousands of people

BOOSTOREGON.ORG

80k PAGE VIEWS 55k UNIQUE VISITORS 62k VISITS

240 SOCIAL MEDIA POSTS

Seventy-six COVID-19 vaccine workshops with 4,679 Attendees

16 counties served  
BENTON, CLACKAMAS, CROOK, DESCHUTES, DOUGLAS, HOOD RIVER, JEFFERSON LAKE, LANE, LINN, MARION, MULTNOMAH, POLK, TILLAMOOK, UNION, WASHINGTON

trained 1,382 medical providers on effective communication with patients

Slavic & rural hosted 2 interns who developed new initiatives for faith communities

12,145 PRINTED MATERIALS DISTRIBUTED

Translated our fact sheets into



14 Different Languages

54 RECRUITED & TRAINED PEER ADVOCATES

PRESENTED AT Four NATIONAL WEBINARS

65 children's immunization workshops attended families

BOOST BLOG 24 POSTS

CONDUCTED two MARKET RESEARCH STUDIES to TEST EFFECTIVE MESSAGING