



Immunisation Advisory Centre

The Immunisation Advisory Centre's vision is for all communities in Aotearoa New Zealand to be equitably protected from vaccine-preventable diseases.

The Immunisation Advisory Centre (IMAC) are **trusted experts in immunisation**, with a team that runs from vaccinators, educators, clinicians and scientists through to global experts.

Over the past 27 years, IMAC has helped shape New Zealand's immunisation landscape and played a **critical role in the delivery and progression of the country's immunisation programme** in partnership with Health New Zealand and the Ministry of Health.

We provide **comprehensive support to the immunisation workforce** through education, mentoring, clinical guidance, professional development and resources, which assist the workforce in delivering an effective and equitable immunisation programme across the country.

Our specialists **provide the health sector, Government, policy makers and media with expert clinical advice and evidence-based information** on vaccines, vaccine-preventable diseases and immunisation best practice.

IMAC supports and delivers **vital clinical and service coordination advice at a national, regional and local level**, including management of significant events such as cold chain failures, vaccine errors and outbreak/pandemic responses.

We also **undertake research to inform policy on vaccine-preventable diseases** and behavioural practices that will **support immunisation uptake**. We are based at the School of Population Health at the University of Auckland, with national partnerships with other academics and academic institutions.

The strength of IMAC's role in immunisation in New Zealand was brought to the fore during the COVID-19 pandemic. We worked collaboratively with Health New Zealand and the Ministry of Health, and **helped grow and upskill the vaccinating workforce to deliver new vaccines**. We created critical new resources to assist vaccinators to deliver the COVID-19 immunisation programme in NZ as well as Pacific countries, and provided essential expert clinical guidance during an unprecedented time.

IMAC has an integrated approach to immunisation delivery, and an **extensive – and growing – network of partners**, specifically including Māori and Pacific health services and research organisations. We continue to embed Te Tiriti into all levels of IMAC's work.

We are agile, responsive and progressive in our thinking and our way of working, and able to **deliver critical information to assist the health sector and workforce quickly and effectively**.

Our dedicated, stable team have decades of **highly valuable expert knowledge and experience in immunisation**.

BY THE NUMBERS

36,000+

Clinical queries addressed by IMAC's Clinical Communications Centre (nearly 700 cases per week)

37,000

Subscribers to IMAC's e-newsletter, which provides latest clinical information for vaccinators - with high open rate of between 45-69%

30,000+

Completions of IMAC's COVID-19 vaccinator course since 2021

1.2 million+

IMAC website views in the past 6 months

80,000+

Downloads of IMAC factsheets by health professionals in the past 6 months

2550+

Health professionals who attended IMAC immunisation webinars in the past 5 months

400+

Members of the health workforce who attended face-to-face education sessions in the past year

CLINICAL SUPPORT UNDERPINNED BY ACADEMIC RIGOUR

IMAC provides extensive day-to-day clinical support to frontline vaccinators and policy makers. This ranges from our expert clinical advice, education, research and communications, to our resources, 0800 phone line, website and workshops & conferences. The impact of our work is evident in the numbers:

- 36,000+ clinical queries addressed by our Clinical Communications Centre in 2023
- 1.2 million+ page views on our IMAC website in 6 months
- 80,000+ downloads of our factsheets by health professionals in 6 months

Science underpins everything we do. We undertake academic reviews of new vaccines to provide detailed information to the sector on how they are best delivered. This rigour contributes to safety and trust in New Zealand's immunisation programme.

We provide day-to-day support to the health workforce and Health New Zealand for clinical queries, with specialist medical advisors providing additional fast, effective advice.

We are finding new ways to extend the reach of our advice – from podcasts for health professionals, to tailored communications for specific groups.

EDUCATION, TRAINING & MENTORING

A well-educated, confident vaccinator is key to increasing immunisation coverage.

Their knowledge, engagement and communication skills can make the difference between whānau choosing whether to immunise or not.

This is why IMAC's education, training and mentoring are so vital.

We create and deliver tailored courses for all vaccinators, including nurses, pharmacists, Vaccinating Health Workers and midwives.

We are continuously reviewing our courses to ensure accuracy, uptake and completion.

CRITICAL NETWORK

One of IMAC's greatest strengths is its extensive professional network and collaborative partnerships across all aspects of the immunisation programme and related health workforce.

Our national, regional and local staff have touchpoints across clinical needs and service delivery, giving us unique insight right from the individual vaccinator level up to national policy.

Our clinical support and education activities mean we receive real-time feedback on immunisation issues or concerns that we can share with our Health New Zealand partners to use to support a better functioning system. We continue to build and deepen partnerships with Māori and Pacific health services and providers, and with refugee and migrant partners, along with research networks.

RESOURCES TO SUPPORT VACCINATORS

Our factsheets provide vital clinical information for vaccinators on everything vaccine-related.

IMAC's website has more than 110 current factsheets for health professionals. They are regularly updated and added to as vaccines are introduced, and schedules change. In the past six months, our clinical and communications team created or revised more than 55 factsheets, including those to support the 2024 influenza immunisation programme, and the roll-out of new COVID-19 vaccines.

IMAC webinars are another essential resource for vaccinators. We have hosted 11 webinars over the past year, with more than 3100 total attendees, and we often collaborate with our Health NZ colleagues on these. All webinars are posted on our website within 24 hours for free viewing, and shared in our e-newsletter to ensure maximum reach.

WORKING TOGETHER

In alignment with Health New Zealand and the Ministry of Health, IMAC continues its commitment to helping improve immunisation coverage. We will expand and develop our services as needed – including education and training, expert clinical advice, communications to the workforce, research, and events such as conferences and workshops.

We will continue to provide clear and consistent communication to the health sector, upskill and educate our workforce, and always ensure attention on equity and gaps.

RESEARCH TO SUPPORT THE PROGRAMME

Our research projects run alongside the University of Auckland and answer translational research questions to support NZ's immunisation programme.

Example: a current research project on barriers and enablers for non-enrolled, non-engaged infants both at provider level and Māori whānau level.

- **We champion** and use the latest scientific research and successful innovations to best inform immunisation policy, standards and service delivery.
- **We advocate** for immunisation services to be woven into preventative healthcare across health, education & social services sectors.
- **We foster** collaboration with stakeholders to meet challenges and achieve common goals in immunisation.