

Be Immune Kansas, a Statewide Coalition of Healthcare Professionals, Aims for a Healthier Kansas

OVERLAND PARK, Kan. (April 6, 2023) – A group of esteemed healthcare organizations and physicians in Kansas have joined together as a new coalition. Known collectively as Be Immune Kansas, their mission is to create healthier communities across the state by promoting the value of primary care and vaccination.

Be Immune Kansas is a multi-year public awareness initiative by the Kansas Academy of Family Physicians, the Kansas Chapter, American Academy of Pediatrics, the Kansas Medical Society, and the Kansas Hospital Association. Over the next two years, the coalition will launch multiple campaign phases, each designed to reach specific populations and align with various seasonal aspects of vaccination. For example, Be Immune Kansas launched in August 2022 with a back-to-school campaign, followed by a flu campaign spanning the winter months.

“We want all Kansans to know that primary care physicians are their strongest allies for lifelong health,” said Tarah Remington Brown, Chief Executive Officer for Kansas Academy of Family Physicians. “Primary care physicians share every patient’s goal for staying healthy through the years, which includes personalized, informed recommendations about immunizations and so much more.”

Primary care physicians – such as family medicine physicians, internal medicine physicians, pediatricians and others – help navigate people toward taking charge of their own health and well-being. They make sure that physical exams, screenings, medications and immunizations are up to date to prevent many illnesses from occurring in the first place. When people have access to preventive care, they are better equipped for good health – and when individuals are in good health, entire families and communities benefit.

The campaign has produced impressive results so far. While it’s too soon to assess impact on vaccination rates and primary care utilization, performance analytics show that in the first three months, the campaign’s public service advertisements were seen nearly 30,000,000 times. Those views drove more than 60,000 visits to the website, BelImmuneKansas.org, which offers tools and information about safe vaccination and regular primary care. Some tools, such as the [online immunization assessment](#) and [educational resources](#), are for patients and families. Others – like the [digital toolkit](#) of flyers, posters, infographics, images and social posts – are for physicians and other healthcare professionals to get involved in promoting healthy vaccination. There is also a large gallery of [videos](#) featuring Kansas pediatricians and family medicine doctors discussing specific vaccines.

“Safe, effective immunizations are among the most powerful tools we have to prevent many serious illnesses. We know that through years of proven, reliable medical and scientific study,” said Mallory Laur, Vaccine Liaison for the Kansas Chapter, American Academy of Pediatrics. “And when it comes to making sure health concerns are detected and addressed early, that’s the shared goal of all primary care physicians – helping people live long and healthy lives.”

For more information, visit BelImmuneKansas.org.

About Be Immune Kansas

Funded by a grant from the Kansas Department of Health and Environment (KDHE), Be Immune Kansas is a coalition of the Kansas Academy of Family Physicians, the Kansas Chapter of American Academy of Pediatrics,

the Kansas Medical Society, and the Kansas Hospital Association. As healthcare professionals, the members of Be Immune Kansas want all Kansans to live healthy lives, free from unnecessary threats of serious illnesses like whooping cough, polio, measles, pneumonia, chickenpox, HPV, meningitis, and many others. The goal of Be Immune Kansas is to spread the word that safe, effective immunization and primary care are two essentials for staying healthy. Visit BelImmuneKansas.org and follow @BelImmuneKansas on Facebook and Instagram to learn more.

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