

Equity in Every Shot: Unveiling the NNICE Vaccine Equity Toolkit



Learning objectives:

1. Understand how to create effective, culturally sensitive communication strategies to enhance public trust and support of public health programs and efforts.
2. Identify the challenges and opportunities related to forming vibrant cross-sector partnerships to develop and guide genuine community-based public health approaches.
3. Explore models for broad community engagement to strengthen public health interventions and improve health outcomes.

ICEBREAKER QUESTION:

WHAT IS YOUR FAVORITE WAY TO SPEND A DAY OFF?



AGENDA

Welcome & Introductions

Toolkit Background & Goals

Example Promising Practices & Case Studies

Challenges and Opportunities

Conclusion & Q/A

WELCOME & INTROS

INTRODUCTIONS



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Servant Leadership

We are all leaders and attend to the growth and well-being of each other.



Authentic Relationships

We engage with integrity and transparency to build trust.



Health Equity & Social Justice

We seek out what is unjust and remove barriers to achieving health and well-being.



Quality & Excellence

We deliver service that exceeds expectations and promotes positive change.



NNICE, TOOLKIT BACKGROUND AND GOALS

NNICE ORIGIN

NATIONAL
NETWORK TO
INNOVATE FOR
COVID-19 AND ADULT VACCINE
EQUITY

- Formation: Emerged in early COVID-19 days, focusing on health promotion and combat strategies.
- Strategic Partnerships & Collaborative Effort: Spearheaded by MSU, uniting community and academic partners (i.e., CBOs,) promoting equitable solutions and eight “promising practices” for vaccine equity.
- Vaccine Promotion: Shifted focus with FDA approval, addressing racial disparities in disease impact and vaccine uptake.
- CDC Funding: Supported initiatives to enhance vaccine access and equity in underserved populations.

Toolkit Goals

1

An introduction to Culturally Responsive Health Promotion, which is the foundation for the strategies and community work we talk about.

2

Ideas on how to use these health promotion strategies to support public health solutions (like vaccines).

3

Step-by-step guidance, real-life examples, and tips for three specific health promotion strategies that you can tweak to fit your community's unique needs and characteristics.

Intended Audience

- ❑ **Broad audience:** Healthcare providers, organizers, leaders, advocates
- ❑ **Focus on and in Latine & Black** communities primarily *(Note: In this toolkit, we adopt "Latine" and "Black" to refer to individuals from Latin and Spanish-descent and African-descent, respectively.)*

Toolkit Principles



Engagement: Engaging the community with local immunization champions.



Education: Sharing information in the community using health campaigns specific to their communities and culture.



Communication: Spreading the word throughout the community about vaccines through

Cultural humility

Continuously evaluating oneself, addressing power imbalances, and forming respectful partnerships with communities, focusing on individuals' and populations' needs without being paternalistic.

QUESTIONS?

1. What are some reasons why people in communities of color might not trust vaccines historically and today? How can we help rebuild that trust and make sure everyone gets vaccinated?
2. What parts of this section remind you of things you've seen in your own life or in the lives of people in your community, both now and in the past?

EXAMPLE STRATEGIES, PROMISING PRACTICES AND CASE STUDIES

Promising Practices

1

Community-based Vaccine Distribution/Vaccine Distribution Events

CBOs held vaccine distribution events in places where health workers traditionally provide services like health clinics and health fairs, and in non-traditional places like pop-up clinics at athletic events. Many used other promising practices to market their vaccine events.

2

Community-level Immunization Champion

Individuals within the community helped spread knowledge about vaccines to those who are unvaccinated.

3

Community-specific Public Health Education Campaign

Health workers shared vaccine info through community-specific methods like door drops and webinars.

Promising Practices (continued)

4

Electronic Health Record Vaccine Reminder

Medical providers used EHR reminders to prompt patients who haven't received recommended vaccines.

5

Mass Public Health Campaign

CBOs published visible reminders of key public health messages through mass media outlets like TV, radio, billboards, and newspaper ads. Community-level Immunization Champion

6

Medical System Immunization Champion

Healthcare staff provided accurate information about vaccines to individuals who were unvaccinated.

Promising Practices (continued)

7

Patient Vaccine Navigator

Coordinators helped individual patients access vaccines and overcome barriers to getting flu and/or COVID-19 vaccines.

8

Social Media Diffusion Campaign:

CBOs spread messages on social media platforms like Facebook, YouTube, WhatsApp, Instagram, TikTok, Snapchat, Reddit, Pinterest, Twitter, and LinkedIn to reach large audiences.

Addressing Vaccine Hesitancy through Community-Level Vaccine Champions

Community Engagement Through Community-level Immunization Champions

- **Community Engagement:** Utilizing local Immunization Champions to bridge vaccine knowledge gaps.
- **Trust Building:** Champions earn trust through representation, openness, and fairness.
- **Effective Communication:** Listening without judgment, sharing credible information, and personal vaccination experiences.
- **Partnerships:** Collaborating with medical professionals to enhance credibility and spread information.
- **Community Empowerment:** Encouraging informed health decisions and dispelling misinformation.
- **Consistent Presence:** Building relationships by fulfilling promises and providing accurate health information.

Case Study

Community Trust: Diane Young's approach with Sisters from Another Mother was to build trust by working in areas familiar to the community and addressing vaccine hesitancy with care and love.

Mission Alignment: Their mission to foster unity and improve community life was consistent with their non-profit's goals and was achieved through collaboration and resource provision.

Strategic Partnerships: They partnered with organizations like Michigan Works, Disability Rights Michigan, and the Berrien County Health Department to provide education and resources.

Culturally Responsive Engagement: Organized events with a positive atmosphere, food, and professionals on-site to answer questions and provide credible information.

Impactful Outreach: Their proactive approach led to increased access to holistic programs and higher vaccine uptake, showcasing a successful model for community engagement and empowerment.

QUESTIONS?

1. What seems most critical to the work of being a champion?
2. What would you need to consider if you include a champion in your or your organization's health promotion work?

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QUESTIONS?

1. What do you find most interesting about community-specific health education campaigns?

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QUESTIONS?

1. What elements of a social media campaign seemed most exciting to you?
2. What ideas or actions does this section spark for you? Now that you've got a sense of how this works, what are the first steps you can take to bring this into your work?

CHALLENGES AND OPPORTUNITIES

Challenges

- **Structural Racism & Distrust:** Root causes of low vaccine acceptance, including historical medical mistreatment and general mistrust in the healthcare system.
- **Media Misinformation:** Conflicting messages and misinformation leading to confusion and discomfort.
- **Adapting to Community Needs:** Challenges in addressing religious concerns, immigration fears, and resistance to mandates.
- **Evolving Attitudes & Alternative Health Beliefs:** Difficulty in managing changing information and understanding community members' beliefs about their vulnerability to COVID-19.
- **Resource Limitations:** CBOs faced staffing shortages, time constraints, and lack of funding, impacting their ability to promote vaccines effectively.
- **Logistical Hurdles:** Coordinating with vaccine vendors, health departments, and managing logistics for community events and vaccine supply.

Opportunities



Listen to community members' needs and concerns.



Acknowledge uncertainties on vaccines and institutional distrust.



Hear residents' healthcare priorities and interests to inform initiatives and practices built on locally gathered data.



Address misinformation through informed messaging and communication.



Take interventions and distribution to where residents live delivered by trusted community members.



Establish vaccine equity task forces.



Continue to invest in a structurally competent infrastructure for healthcare education and delivery.

CONCLUSION AND Q&A



Observation

What are some reasons why people in communities of color might not trust vaccines historically and today?



Reflection

What parts of this section remind you of things you've seen in your own life or in the lives of people in your community, both now and in the past?



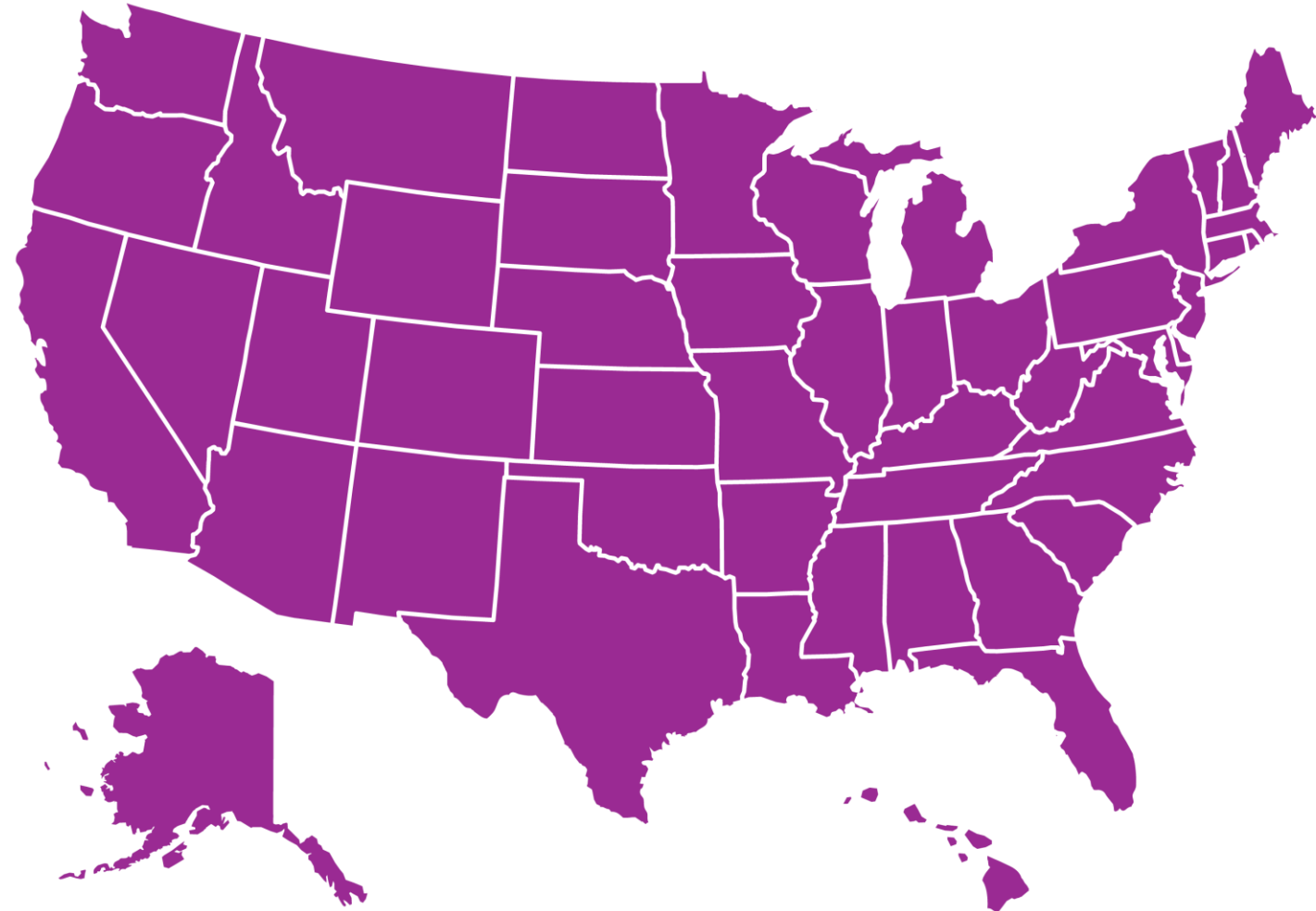
Interpretation

What are some of the historical and systemic factors that contribute to other health issues you or your organization deal with?



Decision

How do you plan to consider these factors in your programs, if at all



APPLICATION & Q/A

THANK YOU!