Paths to Vaccine Equity:
Vaccine Toolkits and Educational Materials

NCUIH Host: Tiffani Stark, MHA

Presenters:
Ruby Guzman, Bakersfield American Indian Health Project
Nicole Richardson-Smith, CDC Influenza Division

10/11/2023
Welcome
Housekeeping

• Turn on video

• Mute your microphone when not speaking

• Enter your name and organization into the chat box
Audio and Video Recording

• Please note that this session will be recorded for educational and quality improvement purposes.
Acknowledgement

• This content was funded in part by a cooperative agreement with the Centers for Disease Control and Prevention (CDC-RFA-IP21-2107). The Centers for Disease Control and Prevention is an agency within the Department of Health and Human Services (HHS). The contents of this resource do not necessarily represent the policy of CDC or HHS and should not be considered an endorsement by the Federal Government.
The National Council of Urban Indian Health (NCUIH) is the national non-profit organization devoted to the support and development of quality, accessible, and culturally-competent health and public health services for American Indians and Alaska Natives (AI/ANs) living in urban areas.

NCUIH is the only national representative of the 41 Title V Urban Indian Organizations (UIOs) under the Indian Health Service (IHS) in the Indian Health Care Improvement Act (IHCIA). NCUIH strives to improve the health of the over 70% of the AI/AN population that lives in urban areas, supported by quality health care centers.
Evaluation

• https://ncuih.qualtrics.com/jfe/form/SV_0ob8TmU4Rs5uqEu
Agenda

• Welcome
• Housekeeping items
• Introductions
• Presentations
  • Ruby Guzman, Bakersfield American Indian Health Project
  • Nicole Richardson-Smith, CDC Influenza Division
• Open-Floor for Questions/Comments
• Conclusion
Ruby Guzman, Bakersfield American Indian Health Project

Human Resources Coordinator

Ruby hails from Coalinga, Ca., but was raised in Bakersfield as a young girl. She has worked in the medical field for over 14 years. She is a patient advocate and strives to compassionately serve others, whether it's at the bedside or in an administrative role. Ruby graduated from CSU, Bakersfield with a Bachelor of Arts degree in Biological Science and is currently working on her Master's in Business Administration with Western Governors University. She is excited to help grow the staff and cultural at BAIHP.
Ruby Guzman
Infection Prevention and Human Resources Coordinator

Serving Our Native Community

Originally established in 1997, The Bakersfield American Indian Health Project (BAIHP) is an Urban Indian health program funded by the Indian Health Service as an outreach and referral center. It is the only Indian health care facility in Kern County. BAIHP serves a client population representative of over 220 tribes across the nation, whom currently reside in Kern County.
BEST PRACTICES TO HELP SUPPORT VACCINE TOOLKIT AND EDUCATIONAL MATERIAL DEVELOPMENT
CONTINUALLY EDUCATE STAFF

- Storage and Handling SOPs
  - Review and update SOPs annually
  - Appoint an alternate vaccine coordinator to act in the absence of the primary coordinator
- Training Should Cover the Following:
  - Hand Hygiene
  - The Use of PPE
  - The Safe Use and Disposal of Sharps
  - Safe Handling and Disposal of Clinical Waste
  - Spillage of Blood and Bodily Fluids
EDUCATION MATERIAL DEVELOPMENT

- IHS
  - Safeguard our Future: Vaccine Toolkit for Parents and Families
  - COVID-19 vaccine confidence materials

- CDC
  - Vaccine Storage and handling toolkit
  - Immunization Courses: Webcasts and Self Study
BEST PRACTICES TO INCREASE COMMUNITY VISIBILITY OF VACCINES AND THE IMPORTANCE OF GETTING VACCINATED
COMMUNITY EVENTS

• Promote health and wellness with community partners
  • Spring Gathering
    • Nutrition
    • Garden
  • Back to School Backpack Giveaway
    • School Physicals
    • Vaccinations
• GONA
  • Flu
  • Wellness Veteran Services

• Native Heritage
  • Traditional Medicines
  • Health Promotion Flyers and Resources
  • Learning and Healing Circles
IMPORTANCE OF GETTING VACCINATED

• Recommendation from health worker
  • MD, FNP, RN, CHW, RD

• Patient Reminder-Recall

• Vaccine Clinics
  • Financial Incentives

• Access to vaccines

• Posters and flyers

Visit our Medical Clinic to receive your
FREE COVID-19 Vaccination
Every Thursday 1:00-3:00

Receive a $25 Gift Card

Recommended Adult Immunization Schedule
for ages 19 years or older

2023
LEARN HOW TO MAKE THE BEST USE OF THE VACCINE MATERIALS
BUILDING A COMMUNITY PARTNER NETWORK

• Partner with community-based partners
  • To support broad vaccine education and information sharing
  • Increase confidence and uptake in vaccine hesitant populations
  • Share up-to-date relevant information
• Understand how to communicate with your community in an engaging and purposeful way
  • Establish your organization as a trusted source
  • Hold an accessible vaccine clinic
    • Outreach
    • Transportation
Nicole Richardson-Smith, PhD, currently serves as the Campaign and Digital Outreach Lead in CDC's Influenza Division. In this position, she oversees the seasonal flu vaccine campaign, social media activities, and partner cultivation and outreach.

Most recently, Dr. Richardson-Smith served as the Health Communication Team Lead in CDC's Center for State, Tribal, Local, and Territorial Support, leading a team of nine.
Paths to Vaccine Equity: Vaccine Toolkits and Educational Materials
Seasonal Influenza Campaign Update

Nicole Richardson-Smith, PhD
Campaign and Digital Outreach Lead
Influenza Division, CDC
The Stage for 2023-2024 Season

- Declines in flu vaccinations
  - Significant drops in flu vaccine coverage among children and pregnant people
  - Ongoing racial/ethnic disparities
  - Growing rural/urban disparities
- Ongoing COVID-19 vaccination
- Introduction of RSV immunizations
- Catch-up on all immunization
2023-2024 Flu Vaccination Campaign

Campaigns with Weber Shandwick and the Ad Council/AMA to address drops in flu vaccine uptake across key audiences including:

- Parents of children 6 months – 17 years
- Pregnant people
- Other at-risk groups (adults 65+, and adults with certain chronic conditions)
- Black and Hispanic American adults
- Rural audiences
Fifteen focus groups were held to test and refine creative concepts and supportive messages among U.S. parents (18-59 years) with children (6 mos to 17 years) and pregnant people.
Flu Campaign Testing

15 focus groups: 9 parents/6 Pregnant People

Pros:
• “Wild to Mild” delivered a new message that participants said they rarely heard: flu vaccine can lessen symptoms/severity. This message was well received across parents and pregnant people, as it challenged the belief that flu vaccine is meant to prevent flu and reset expectations around flu vaccine.
• The information felt ‘truthful’ and ‘realistic’ to many, especially coming from CDC. The perceived honesty elevated impressions of CDC for many.
• The bright colors were eye-catching and appealing.

Cons:
• Some people thought animal puns were ‘too much’
• A few participants were confused by the animal images, wondering about their relevance to flu vaccination.
Flu Campaign Testing (Cont.)

Other Findings:

• Most pregnant participants were not concerned about flu and even fewer said they were likely to get vaccinated against flu during their pregnancy.

• Most pregnant women were unaware that getting a flu vaccine during pregnancy would protect their baby after birth and yet found that information very motivating.

• The word “death” was off-putting and seen as a scare-tactic to many.

• Audiences appreciated data points (e.g., "the virus sends up to 27,000 kids to the hospital each year.").

• While still highly regarded by most, there was growing suspicion/cynicism about CDC in many of the groups.
“Wild to Mild”
Creative Assets

Flu can be wild. But a flu vaccine can tame flu's more serious symptoms — reducing the risk of serious illness and flu-related hospitalization in children. #FluVAX}

Talk to your pediatrician about how flu vaccine can tame flu for kids.
“Wild to Mild” Creative Assets (Cont.)
CDC’s Wild to Mild campaign puts a playful spin on flu shots

Amid a decline in flu vaccinations among pregnant women and children, the CDC is launching a new campaign that it hopes will reverse the trend.

Exclusive: CDC hopes new ‘Wild to Mild’ ad campaign will tame skepticism about flu vaccines

In new effort to reset flu shot expectations, CDC to avoid messages that "could be seen as a scare tactic"
Wild to Mild Sharable Resources

Digital assets available at: [Seasonal Flu Partner Resources Center](https://www.cdc.gov)
This Season:
• “No Time for Flu”
• “Flu FOMO”
• “Doctor’s Orders”
• Micro-influencer Outreach
• New: Macro-influencer Outreach

2023-2024 Flu Vaccine Campaign: Ad Council, AMA Collaboration

• Encourage vaccination through earned and donated media (print, television, radio, social media, out-of-home and digital channels)
Informed Audience Social Content

- September and October are the best times to get vaccinated against flu.
- When it comes to flu vaccination, there’s power in numbers.
- It’s time to start talking to parents about flu vaccines.
- Don’t let flu catch us off guard.
Take 3 Messaging

**TAKE 3 ACTIONS TO PREVENT ILLNESS THIS WINTER**

1. **GET VACCINATED**
2. **HELP STOP THE SPREAD OF VIRUSES**
3. **TAKE TREATMENT DRUGS IF YOUR DOCTOR PRESCRIBES THEM**
Thank you!

- Questions?
Open-Floor for Questions/Comments
Contacts and Evaluation

NCUIH

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Evaluation link and QR Code:

https://ncuih.qualtrics.com/jfe/form/SV_00b8TmU4Rs5uqEu
Upcoming NCUIH Events

• Paths to Vaccine Equity series:
  • 11/9/2023 - Annual Vaccinations
  • 1/11/2024 - Mobile Clinics

• 10/17/2023 - Electronic Case Reporting (eCR) Implementation: Results, Successes, and Challenges
• 10/26/2023 - Integrated Healthcare Through an Indigenous Approach
• 11/1/2023 - Culturally Inclusive Healthcare: Honoring Traditions for a Healthier Tomorrow

https://ncuih.org/events/