



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



Welcome





Housekeeping

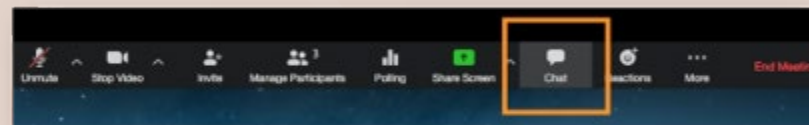
- Turn on video



- Mute your microphone when not speaking



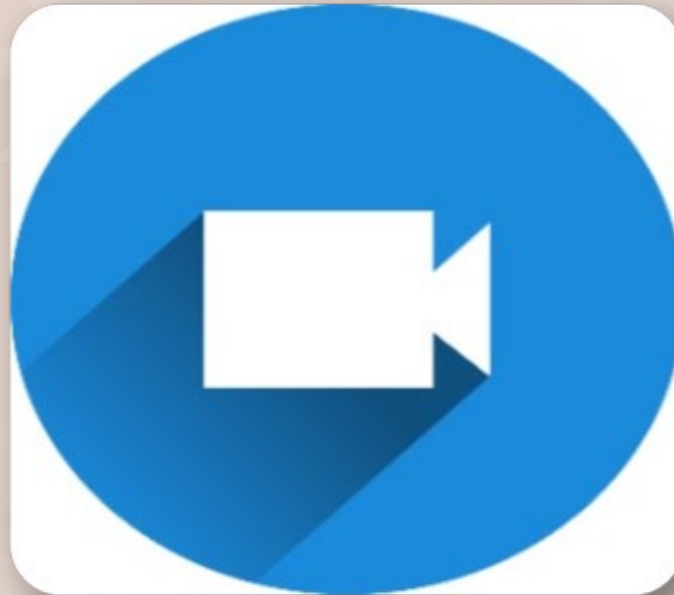
- Enter your name and organization into the chat box





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.



ABOUT



NATIONAL COUNCIL *of* URBAN INDIAN HEALTH

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



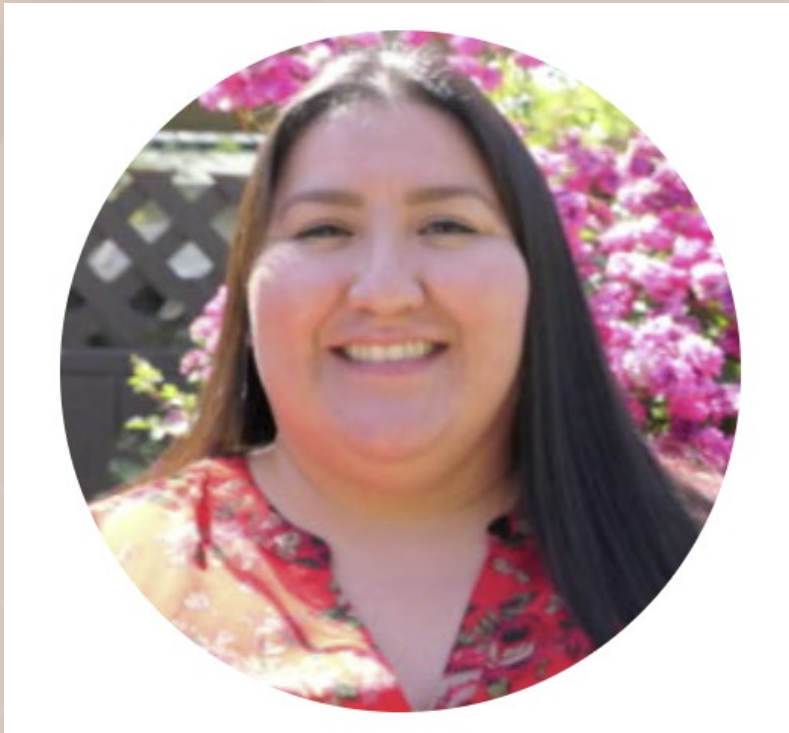


Agenda

- 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.



Bakersfield American

B·A·I·H·P

Indian Health Project

Our Feathers Soaring Higher

Ruby Guzman
Infection Prevention and Human Resources
Coordinator



Bakersfield American
B·A·I·H·P
Indian Health Project

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.

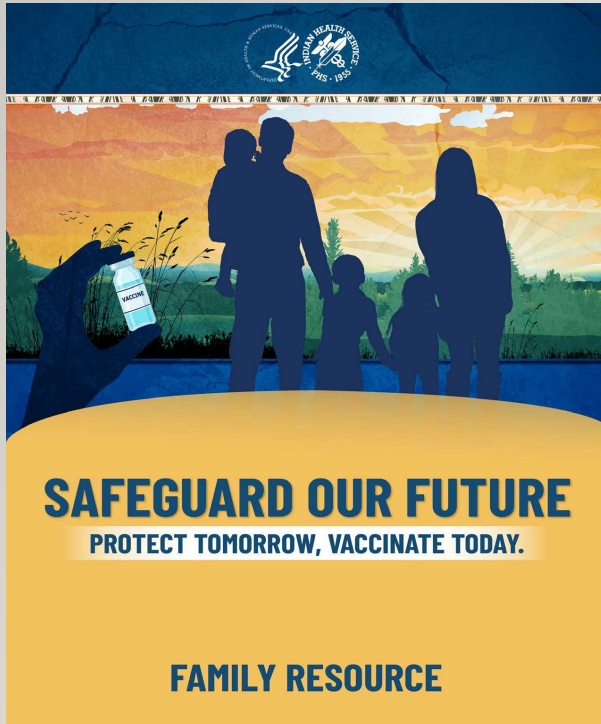
BEST PRACTICES TO HELP SUPPORT VACCINE TOOLKIT AND EDUCATIONAL MATERIAL DEVELOPMENT



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 tool kit
 - 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

Winter Health Fair Gathering

for AMERICAN INDIANS and ALASKA NATIVES residing at or near LAKE ISABELLA (South and North Fork, Squirrel Mountain Valley and Kern Valley region, in Kern County.



- 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, CDC Influenza Division

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.



Centers for Disease Control and Prevention

National Center for Immunization and Respiratory Diseases



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


FLU VACCINES PROTECT




CHILDREN
who got a flu vaccine
were about

70% LESS LIKELY
to be **hospitalized** with
flu illness or related
complications compared to
children who had not been
vaccinated.

According to CDC data from the NVSN network through February 22, 2023,
during the 2022-2023 season.

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FLU VACCINES PROTECT



ADULTS
who got a flu vaccine
were about

1/2 AS LIKELY
to be **hospitalized** with
flu illness or related
complications compared to
adults who had not been
vaccinated.

According to CDC data from the IVY network and VISION VE network
through February 22, 2023, during the 2022-2023 season

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2023-2024 Flu Vaccination Campaign

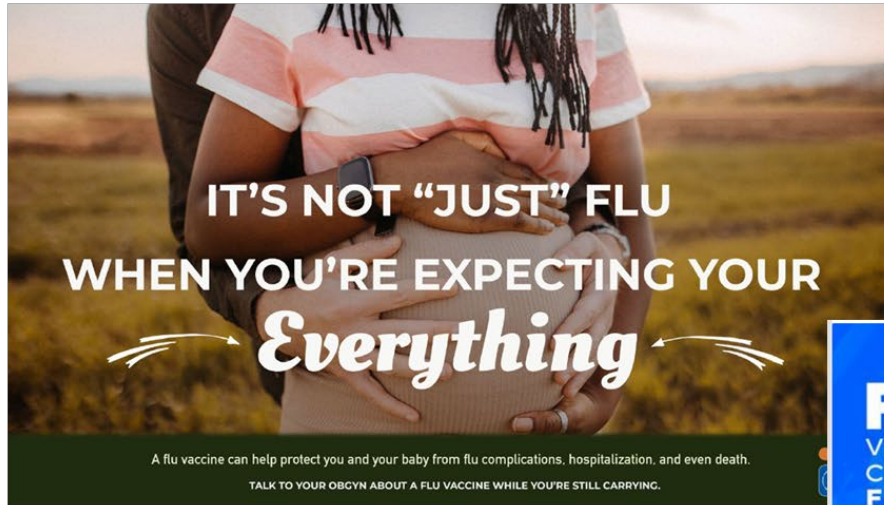
Campaigns with Weber Shandwick and the Ad Council/AMA **to address drops in flu vaccine uptake across key audiences** including:

- 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



2023-2024 Digital Campaign

Testing Creative Concepts



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



“Wild to Mild” Creative Assets (Cont.)



News Coverage of Wild to Mild

CAMPAIGNS

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.

Lecia Bushak | September 11, 2023 | 9:59 AM



☰ **CNN** health Life, But Better Fitness Food Sleep Mindfulness Relationships

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"



BY ALEXANDER TIN
SEPTEMBER 25, 2023 / 11:57 AM / CBS NEWS



Wild to Mild Sharable Resources



Digital assets available at: [Seasonal Flu Partner Resources Center | CDC](https://www.cdc.gov/flu/partners/)

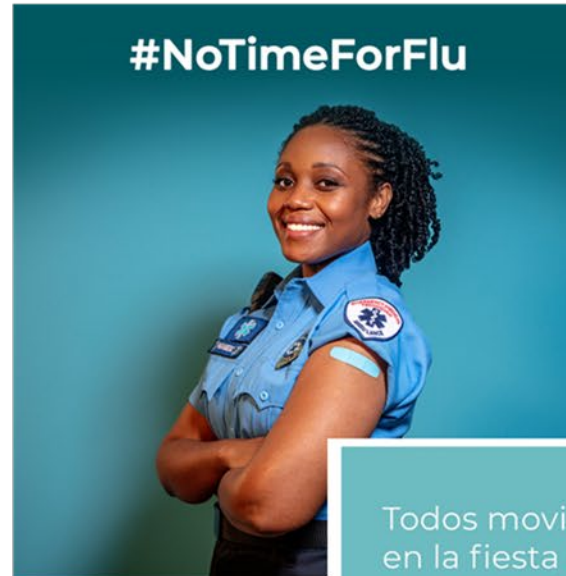
2023-2024 Flu Vaccine Campaign: Ad Council, AMA Collaboration

- Encourage vaccination through earned and **donated media** (print, television, radio, social media, out-of-home and digital channels)

This Season:

- “No Time for Flu”
- “Flu FOMO”
- “Doctor’s Orders”
- Micro-influencer Outreach
- New: Macro-influencer Outreach

No Time for Flu



Flu FOMO



Advertising agency fluent360 created the campaign's ad pro bono.

<https://getmyflushot.adcouncilkit.org/psas/>

Informed Audience Social Content

September and October are the best times to get **vaccinated against flu.**



#FIGHT FLU
CDC

When it comes to flu vaccination, **there's power in numbers.**



#FIGHT FLU
CDC

It's time to start talking to parents about flu vaccines.



#FIGHT FLU
CDC

Don't let flu catch us off guard.

#FIGHT FLU
CDC

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

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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_0ob8TmU4Rs5uqEu



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/>



NCUIH

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