



Top Takeaways from Paths to Vaccine Equity Community of Learning October 12, 2023



Lessons Learned from Vaccination Toolkits and Educational Materials

Best Practices from a UIO Perspective

- The Be a Good Relative (BAGR) campaign from NCUIH was very effective.
- Partner with NCUIH, IHS, CDC, and local health departments for educational materials.
- Attend as many community events as possible.
- Build a community partner network.
- Learn how to communicate with your community in an engaging and purposeful way.

CDC Vaccination Campaigns

- Coming into the 2023-2024 season, there were declines in flu vaccinations.
 - Ongoing COVID vaccines are needed.
 - There is an introduction of RSV vaccinations.
- The goal of the campaign was to catch up on all immunizations.
- The 2023-2024 digital campaign is "Wild to Mild".
- There is a juxtaposition of wild, ferocious animals to milder, meeker animals.
 - Focus groups agreed that the campaign delivered a new message that the vaccine can lessen symptoms or severity.





- CDC commented that one reason animals were selected as a design choice was so that the materials can be representative of all types of people. These materials will not have to be changed to serve specific populations.
- Sharable resources can be accessed here: <https://www.cdc.gov/flu/resource-center/index.htm>
- Resources on COVID-19, flu, and RSV can be accessed here: [Protect yourself from COVID-19, Flu, and RSV \(cdc.gov\)](#)

Review the entire presentation here:

[https://mcusercontent.com/97bf83f5514a3035e7978c5b2/files/08543262-f567-ebf0-e404-d80e5667a15a/Paths to Vax Equity Slides 10 12 23.pdf](https://mcusercontent.com/97bf83f5514a3035e7978c5b2/files/08543262-f567-ebf0-e404-d80e5667a15a/Paths_to_Vax_Equity_Slides_10_12_23.pdf)

