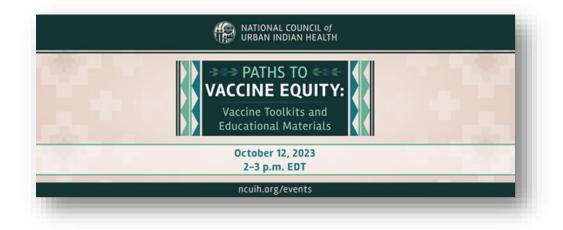


## Top Takeaways from Paths to Vaccine Equity Community of

# 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.
  - $\circ$   $\,$  Ongoing COVID vaccines are needed.
  - $\circ$   $\;$  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: <u>https://www.cdc.gov/flu/resource-center/index.htm</u>
- Resources on COVID-19, flu, and RSV can be accessed here: <u>Protect yourself from COVID-19, Flu, and RSV (cdc.gov)</u>

Review the entire presentation here:

https://mcusercontent.com/97bf83f5514a3035e7978c5b2/files/08543262-f567-ebf0-e404-

d80e5667a15a/Paths to Vax Equity Slides 10 12 23.pdf

