Welcome

Michelle S. Rodgers
Project Director, EXCITE

EXCITE
Extension Collaborative on
Immunization Teaching & Engagement

Agenda

- Welcome, Introductions and Goals
- Vaccinate with Confidence Professional Development
- National Landscape Database tool
- Activity 1 Application Process
- Activity 2 Next Steps

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Home | Health & Well-Being | Co

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Apps | My Drive - Google... | Canvas | RWJF Culture of He... | Concur | new RWJF sharepoint | County Health Rank... | Blackboard Collabo... | ECOP Monday Min... | ECOP Resources | Google | Other bookmarks

Health & Well-Being

This group is designed for Extension faculty and staff as well as other agency professionals who are working to ensure that all people have the opportunity to experience health and well-being at all stages of life. We subscribe to the notion of a holistic approach to health, including a multidimensional focus on one's physical, mental, emotional, and spiritual health.

Please login or join Connect Extension to access the content within this subgroup. The join or login button can be found in the main navigation.

Calendar Events

March 10, 2021

IMMUNIZATION EDUCATION

Extension Collaborative on Immunization Training & Engagement: Vaccinate With Confidence

3:00 PM - 5:00 PM

1 Going

All times EST.

COMPLETE CALENDAR →

Post

Leave Subgroup

About This Subgroup

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INVITE OTHERS TO THIS SUBGROUP →

Im

Type here to search

12:52 PM
3/10/2021

Alexi Piasecki, MPH

Deployed, CDC Vaccine Task Force, Rural Health
Immunization Services Division
National Center for Immunization and Respiratory Diseases
Centers for Disease Control and Prevention

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Goal of the Project

- Precision immunization program
- Founded on needs assessments and local partnerships and linkages
- To immunization opportunities to selected socially vulnerable audiences
- To building trust, empowering health care personnel, and engaging with communities and individuals.

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Training Topics

- The State of Vaccinate with Confidence
- Key concepts and how to build Vaccinate with Confidence in your community
- Key message points
- How to assess your state for key audiences

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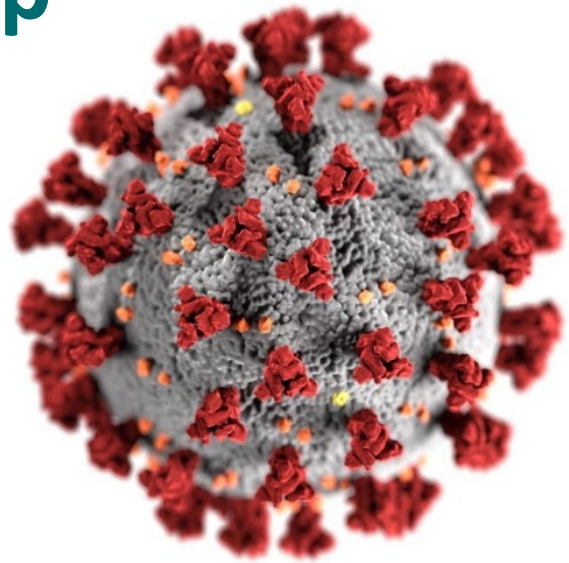
Community Extension Service (CES)
Essentials of Vaccine Confidence Bootcamp



March 10, 2021

CDC COVID-19 Response

Vaccine Task Force

Vaccinate with **Confidence**

cdc.gov/coronavirus

Agenda Overview

Time	Topic
3:00-3:05 PM	1. Welcome
3:05-3:40 PM	2. State of Vaccine Confidence in the US 3. Vaccine confidence concepts 4. Building vaccine confidence in your community 5. Rapid Community Assessments 6. CDC Social Vulnerability Index
3:40-3:50 PM	Q&A
3:50-4:15 PM	Breakout Groups to complete “Walk a Mile” exercise
4:15-4:30 PM	Lightning round show-and-tell
4:30-4:40 PM	CDC resources and closing
4:40-5:00 PM	CES wrap-up and next steps

Learning Objectives

By end of 90-minute workshop, participants will be able to:

- Communicate key messages about COVID-19 vaccines to different constituents
- Define vaccine confidence and describe supply, equity, access, individual, social, systems and vaccine-specific factors that impact vaccine decision-making
- Learn about the rapid community assessment guide and how to use this tool to understand and address community concerns regarding COVID-19 vaccine confidence and uptake
- Identify barriers and enablers to immunization on the “Walk a Mile” scenario
- Describe how to build vaccine confidence in their community

State of COVID-19 Vaccine Confidence in the United States

Defining Vaccine Confidence

- Vaccine confidence is the **trust** that patients, parents, or providers have in:
  - recommended vaccines;
  - providers who administer vaccines; and
  - processes and policies that lead to vaccine development, licensure, manufacturing, and recommendations for use.

Why Do We Need to Reinforce Confidence in COVID-19 Vaccines?

- **71%** of the general public said they would receive a COVID-19 vaccine

  (Data from December 2020 KFF poll)

Factors weighing on acceptance:

- What are the side
- effects?
- How well does it work?
- How safe is it?
- How much does it cost?

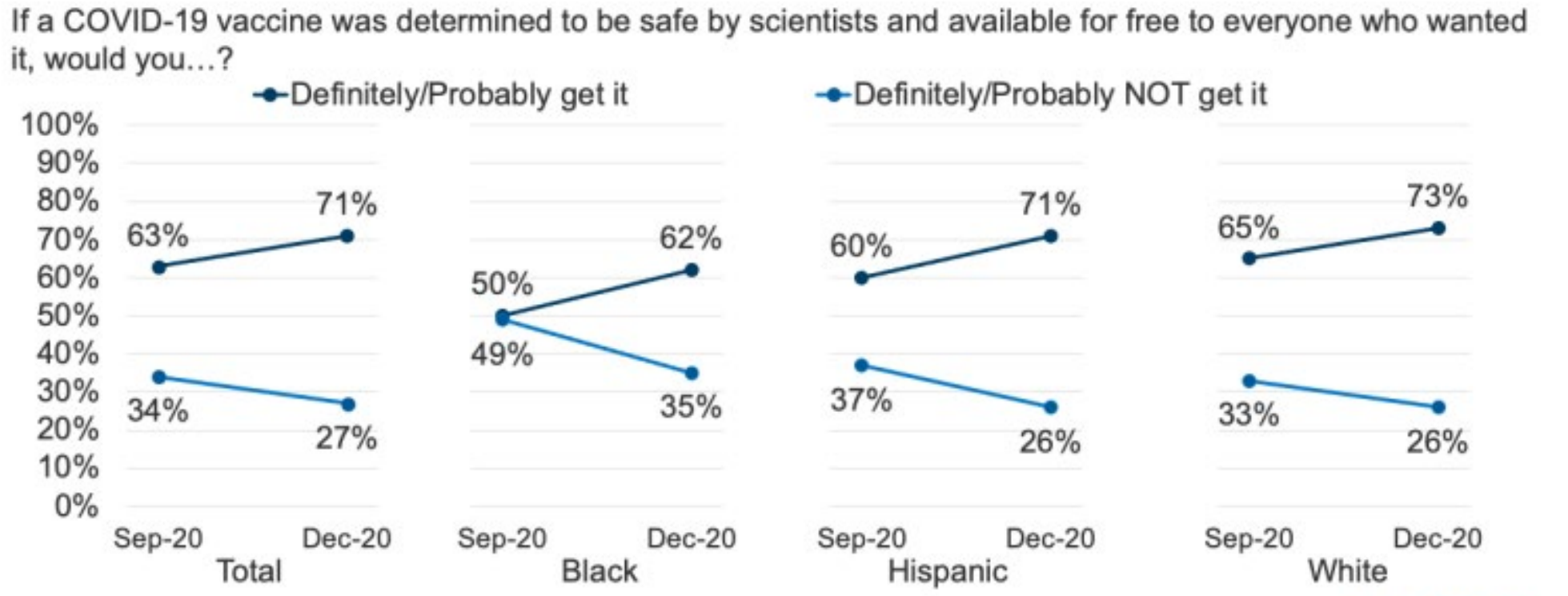
COVID-19 vaccine more acceptable if:

- Healthcare team said it was safe
- No costs to the individual
- Would facilitate getting back to school and work
- They could get it easily

Tyson, A, Johnson, C, & Funk, C. (2020, September 17). *U.S. Public Now Divided Over Whether to Get COVID-19 Vaccine.* Pew Research Center. https://www.pewresearch.org/science/2020/09/17/u-s-public-now-divided-over-whether-to-get-covid-19-vaccine/

Jackson, C., & Newall, M. (2020, September 29). *Despite COVID-19 spike, few individual behaviors are changing.* Ipsos. https://www.ipsos.com/en-us/news-polls/axios-ipsos-coronavirus-index/

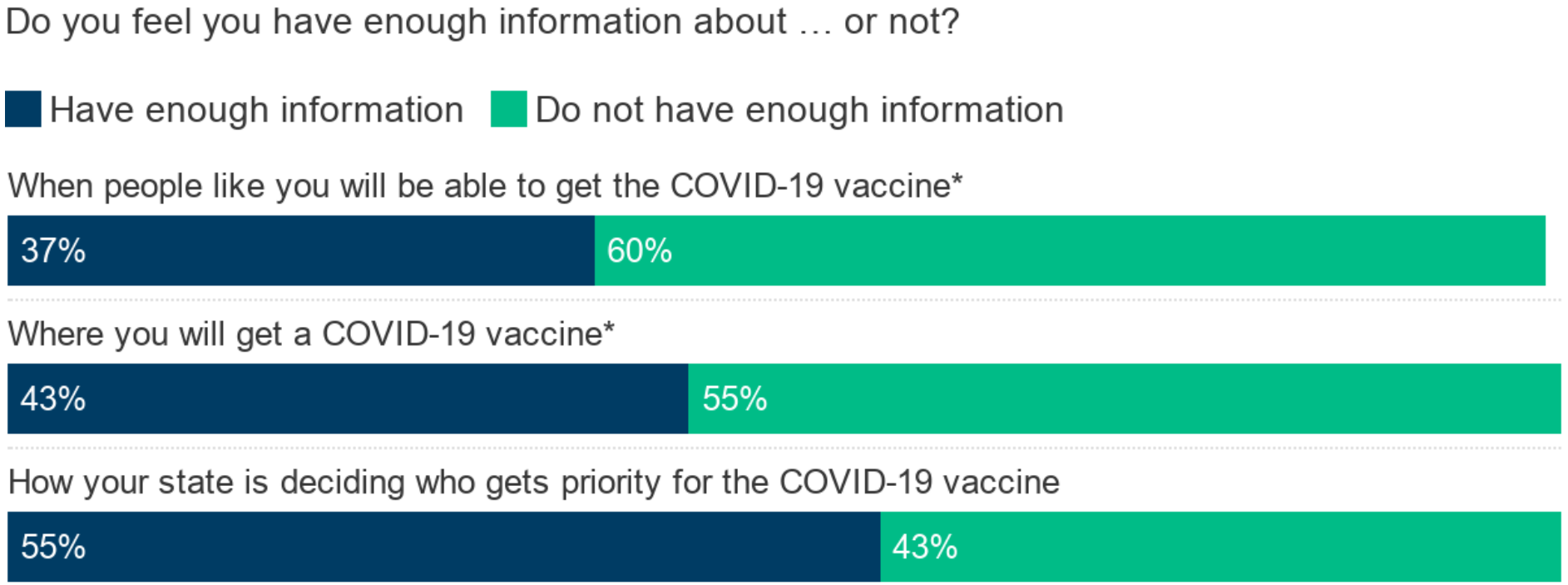
Vaccine confidence is lower among Black/African-American and Hispanic populations. We need to do more work to build trust.



SOURCE: KFF COVID-19 Vaccine Monitor (KFF Health Tracking Poll, Nov. 30-Dec. 8, 2020); KFF/The Undefeated Survey on Race and Health (conducted Aug. 20-Sept. 14, 2020). See topline for full question wording.

KFF COVID-19 Vaccine Monitor

But many people still need to know when they can get the COVID-19 vaccine, where they can get it, and how their state is prioritizing groups.

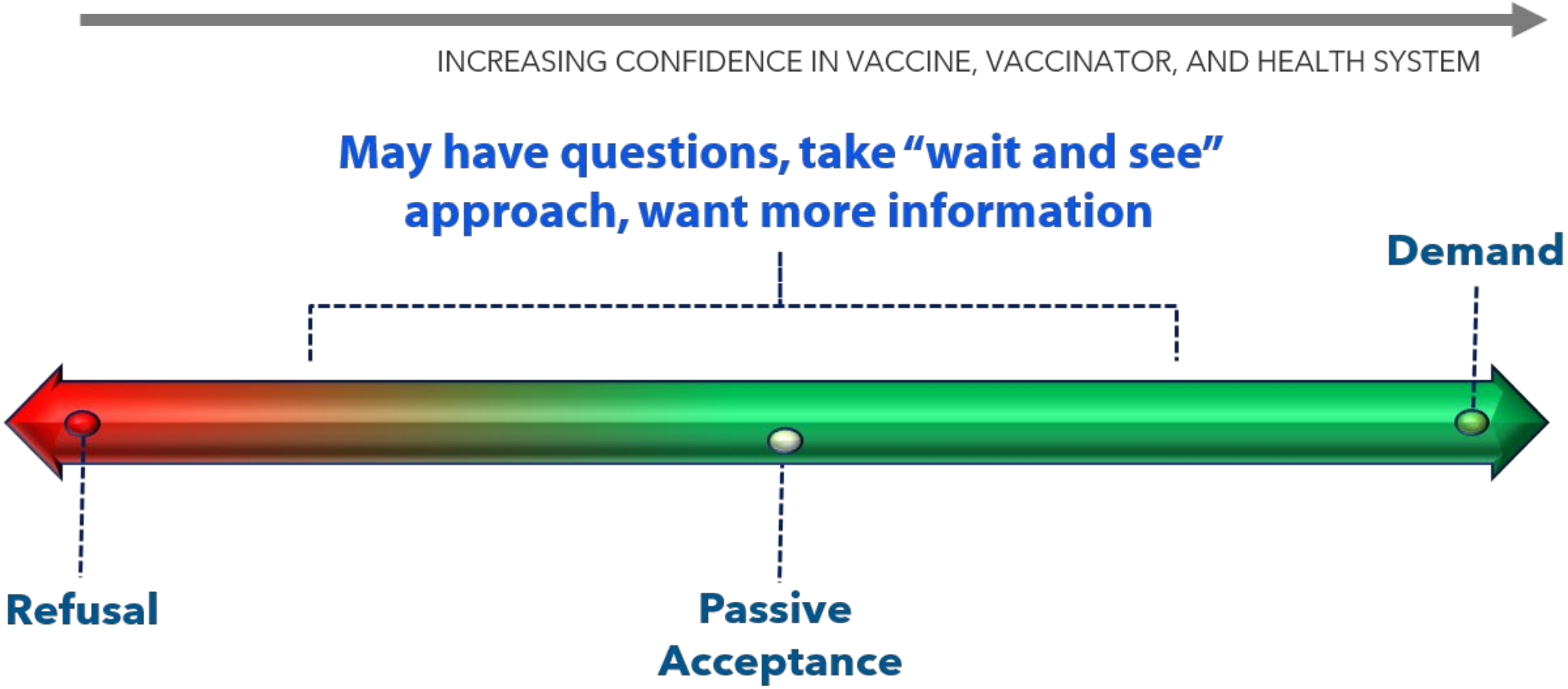


NOTE: *Item asked only of those who have not received the COVID-19 vaccine (94% of adults). See topline for full question wording.
SOURCE: KFF COVID-19 Vaccine Monitor (Jan. 11-18, 2021)

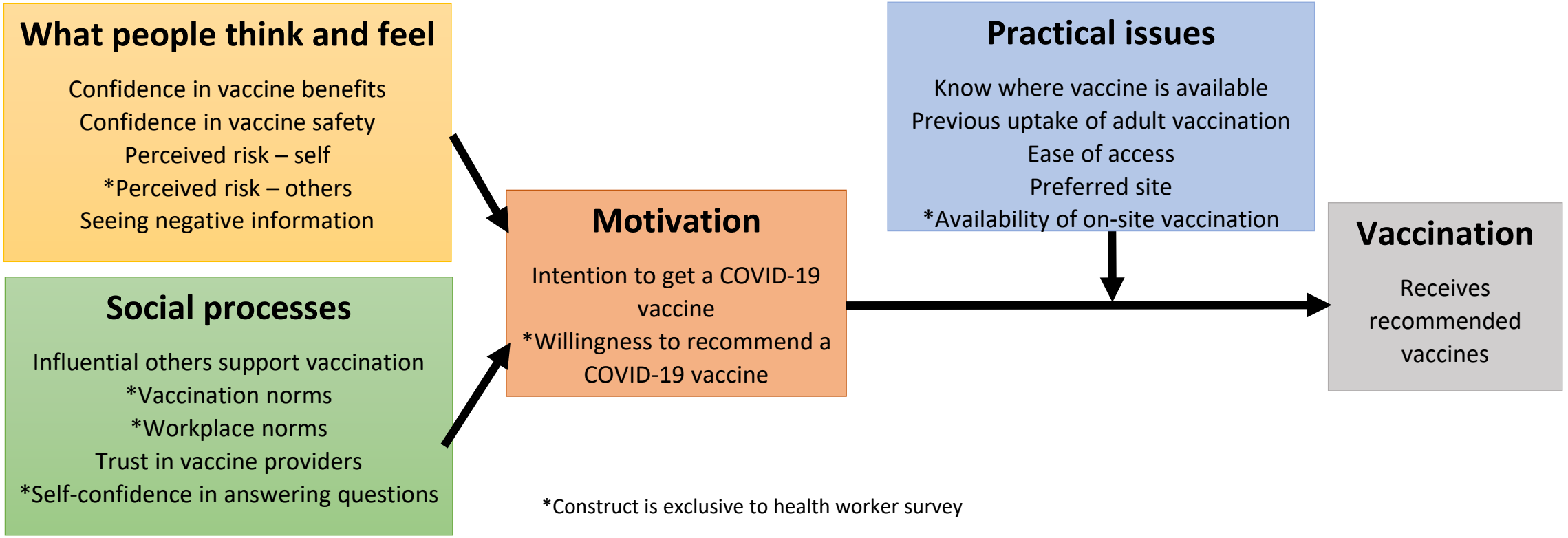
KFF COVID-19 Vaccine Monitor

Vaccine Confidence Concepts

Vaccine demand falls on a continuum



What are the social and behavioral factors that drive COVID-19 vaccine uptake?



*Construct is exclusive to health worker survey

Citation: The BeSD expert working group. Based on Brewer NT, Chapman GB, Rothman AJ, Leask J, and Kempe A (2017). Increasing vaccination: Putting psychological science into action. *Psychological Science for the Public Interest.* 18(3): 149-207

High uptake of COVID-19 vaccines requires adequate supply meeting sufficient demand, mediated by access, equity, and vaccine confidence.

High Uptake

Vaccine Confidence (trust)

Equity (population prioritization)

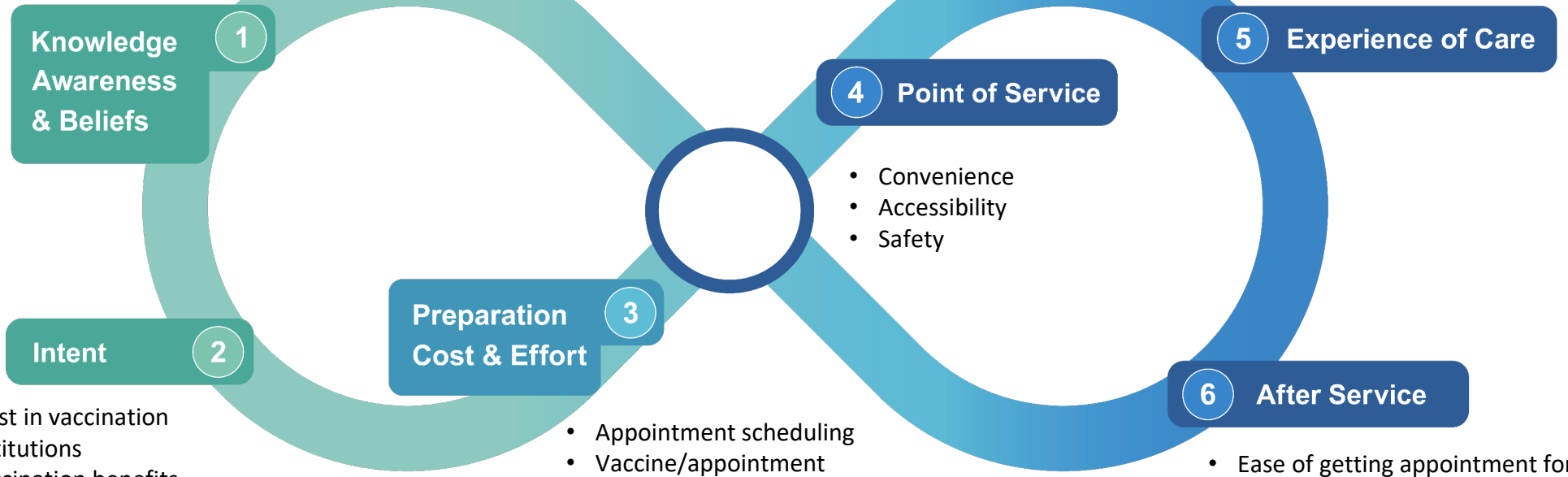
Access (physical proximity)

Supply

Demand

Putting it all together into the "Walk a Mile" diagram:

- COVID-19 susceptibility & severity
- Vaccine safety & efficacy
- Vaccine recommendations



- Trust in vaccination institutions
- Vaccination benefits
- Vaccination norms

- Appointment scheduling
- Vaccine/appointment costs
- Logistics to get to/from appointment
- Time spent at appointment

- Convenience
- Accessibility
- Safety

- Education about vaccine
- Explanation of what to expect/do (side effects)
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- Ease of getting appointment for second dose
- Adverse event monitoring
- Positive reinforcement

Modified from UNICEF Journey to Health, ESARO Network Meeting 2019

Building vaccine confidence in your community

Vaccinate with **Confidence**

CDC's Strategy to Reinforce Confidence in COVID-19 Vaccines

Build Trust

Objective: Share clear, complete, and accurate messages about COVID-19 vaccines and take visible actions to build trust in the vaccine, the vaccinator, and the system in coordination with federal, state, and local agencies and partners.

- ✓ Communicate transparently about the process for authorizing, approving, making recommendations for, monitoring the safety of, distributing, and administering COVID-19 vaccines, including data handling.
- ✓ Provide regular updates on benefits, safety, side effects and effectiveness; clearly communicate what is not known.
- ✓ Proactively address and mitigate the spread and harm of misinformation via social media platforms, partners, and trusted messengers.

Empower Healthcare Personnel

Objective: Promote confidence among healthcare personnel* in their decision to get vaccinated and to recommend vaccination to their patients.

- ✓ Engage national professional associations, health systems, and healthcare personnel often and early to ensure a clear understanding of the vaccine development and approval process, new vaccine technologies, and the benefits of vaccination.
- ✓ Ensure healthcare systems and medical practices are equipped to create a culture that builds confidence in COVID-19 vaccination.
- ✓ Strengthen the capacity of healthcare professionals to have empathetic vaccine conversations, address myths and common questions, provide tailored vaccine information to patients, and use motivational interviewing techniques when needed.

Engage Communities & Individuals

Objective: Engage communities in a sustainable, equitable and inclusive way—using two-way communication to listen, build trust, and increase collaboration.

- ✓ Empower vaccine recipients to share their personal stories and reasons for vaccination within their circles of influence.
- ✓ Work with health departments and national partners to engage communities around vaccine confidence and service delivery strategies, including adaptation of vaccination sites to meet community needs.
- ✓ Collaborate with trusted messengers—such as faith-based and community leaders—to tailor and share culturally relevant messages and materials with diverse communities.

*Personnel = All staff working in healthcare settings, including physicians, PAs/NPs, nurses, allied health professionals, pharmacists, support staff, and community health workers

Trusted Messengers

- Effectively deliver messages and strategies
- Validate the credibility of information
- Address mis- and disinformation
- Help create a feedback loop for addressing questions and concerns
- Bridge the gap between healthcare providers and patients

Building trust is a process, not an end state

- It is our job to let communities know that it is *okay and valid* to have questions, especially *for those that have been hurt by societal systems.*

It will take more than one conversation to change minds

- Vaccine hesitancy, especially when rooted in lack of trust rather than lack of information, is best addressed through trusted messengers in trusted spaces

Be prepared to address equity and access barriers that are identified

- Encourage two-way dialogue and allow space for people to ask questions and be heard.

Key Messages about COVID-19 Vaccination

1. **You** can help **stop** the pandemic by getting a COVID-19 vaccine.
2. COVID-19 vaccines are safe ***and*** effective.
3. COVID-19 vaccine will be **free** for you.
4. After COVID-19 vaccination, you **might** have some side effects. These are normal signs that your body is building protection.
5. **For now,** you will still need to wear a mask and socially distance, even after getting vaccinated.
6. Once you are fully vaccinated, you may be able to start doing some things that you had stopped doing because of the pandemic, such as gathering indoors with family, friends, and other people without wearing a mask.

Rapid Community Assessment

Rapid Community Assessment Guide: Objectives

Better understand and address community needs around COVID-19 vaccines.

- **Identify populations** at risk for low COVID-19 vaccine uptake.
- Continually **document lessons learned** to inform subsequent phases.
- **Identify community leaders**, trusted messengers, and important message channels.
- **Assess barriers** to COVID-19 vaccine uptake.
- **Identify, implement, and evaluate strategies** to increase COVID-19 vaccine confidence and uptake.

RCAs currently being planned in: Alabama, Kentucky, New Mexico and interest expressed by NRC-RIM, REACH grantees and essential worker-focused teams

Rapid Community Assessment Guide: Process

1. Identify objectives and communities of focus
2. Plan for the assessment
3. Collect and analyze data
4. Report findings and plan for action
5. Evaluate your efforts

Rapid Community Assessment Guide: Tools

- Vaccine rollout learning template
- Key informant interview guide
- Listening session guide
- Observation form
- Vaccine confidence survey question bank
- Social listening and monitoring tools
- Insights synthesis tool

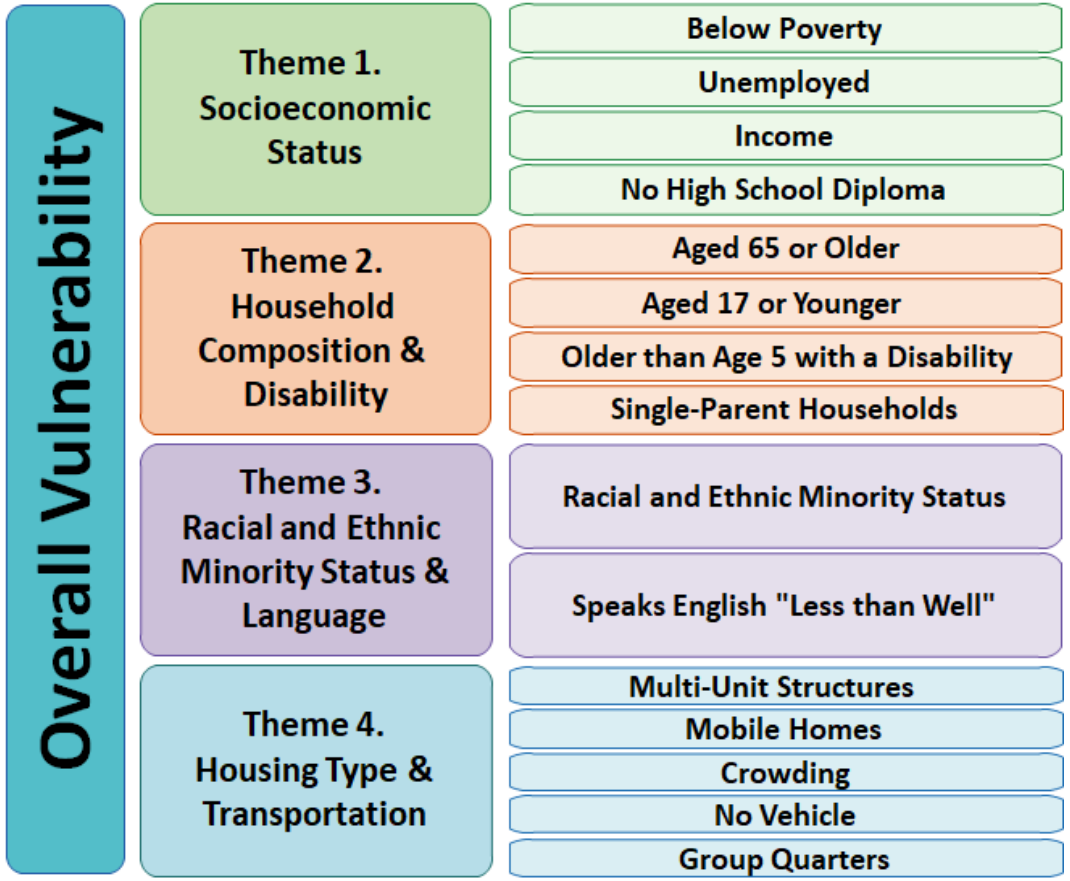
CDC Social Vulnerability Index

The Purpose of the CDC Social Vulnerability Index

Hurricane Sandy, Breezy Point, NY, October 2012
Photographer: Pauline Tran

- Social vulnerability refers to the demographic and socioeconomic factors that adversely affect communities that encounter hazards.
- The CDC SVI tool was developed as a database, index, and mapping tool to assist disaster management and public health officials with identifying locations of their most socially vulnerable populations before, during, and after disasters and public health emergencies.

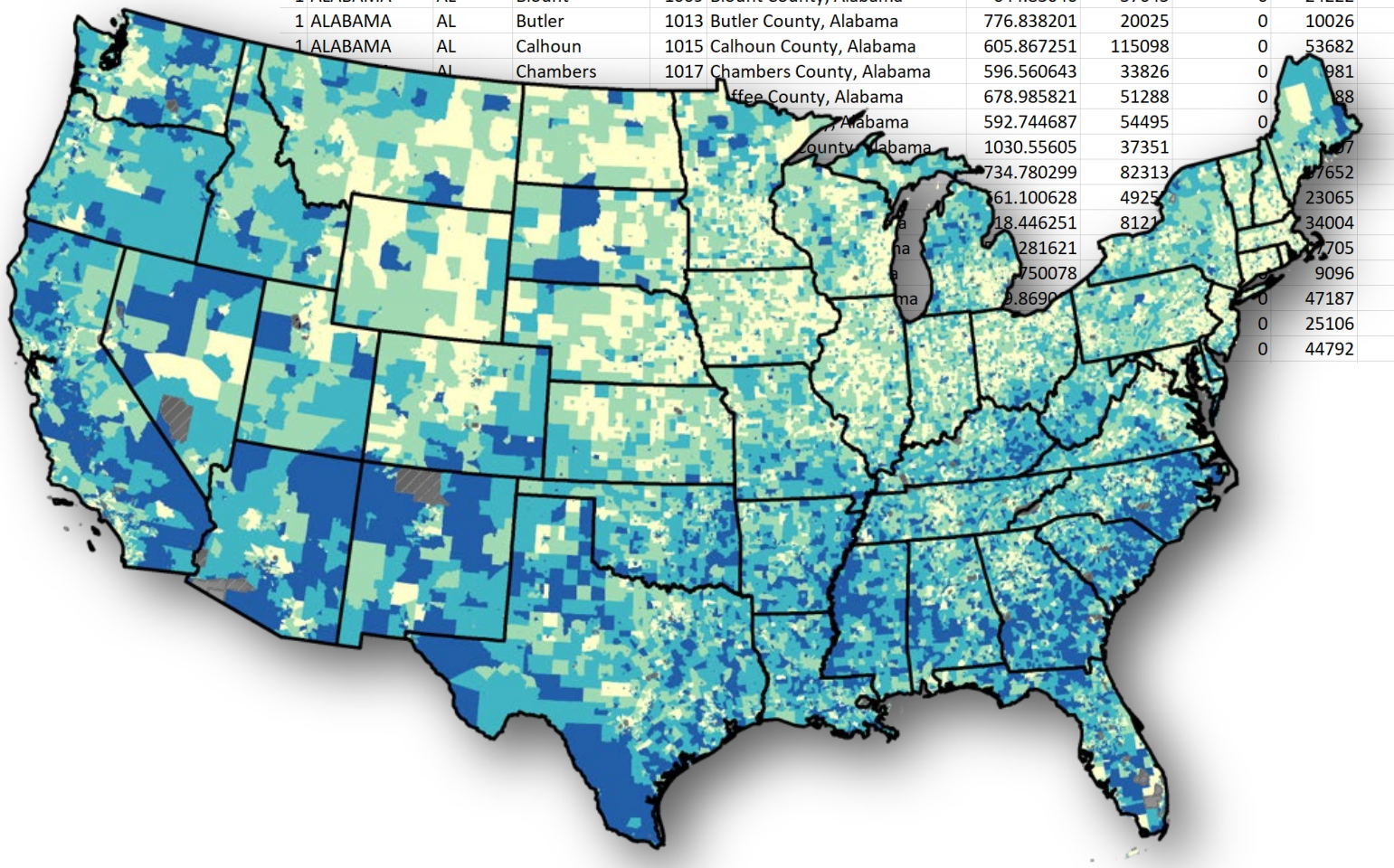
CDC SVI Data and Methodology



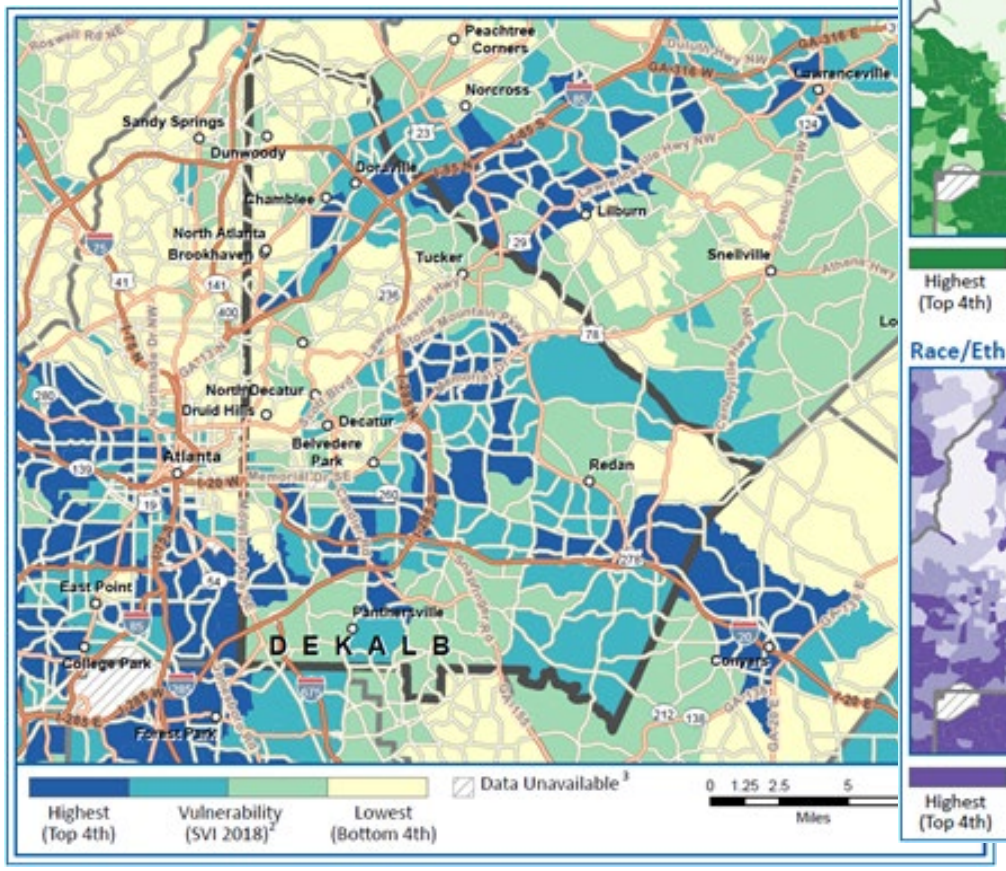
- Composed of Census Bureau data on 15 variables grouped into four themes and a measure of overall SVI
- Constructed using percentile ranks to score areas from 0-1 on vulnerability
- Developed for the U.S. and each state at census tract and county levels
  - Puerto Rico & tribal tracts
- Available for 2000, 2010, 2014, 2016, and 2018

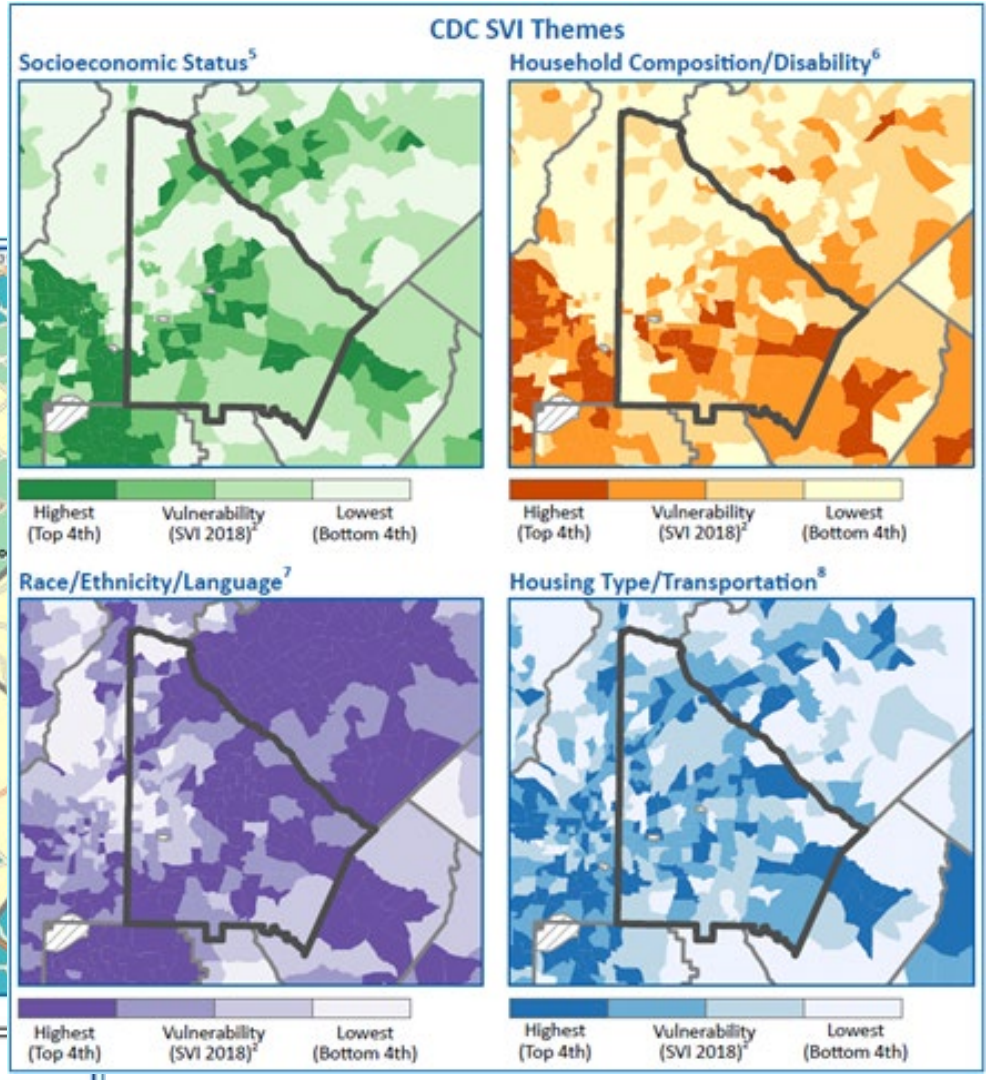
CDC SVI: A Complete Toolbox

ST	STATE	ST_ABBR	COUNTY	FIPS	LOCATION	AREA_SQMI	E_TOTPOP	M_TOTPOP	E_HU	M_HU	E_HH
1	ALABAMA	AL	Autauga	1001	Autauga County, Alabama	594.443459	55200	0	23315	71	21115
1	ALABAMA	AL	Blount	1009	Blount County, Alabama	644.83046	57645	0	24222	55	20600
1	ALABAMA	AL	Butler	1013	Butler County, Alabama	776.838201	20025	0	10026	51	6708
1	ALABAMA	AL	Calhoun	1015	Calhoun County, Alabama	605.867251	115098	0	53682	184	45033
1	ALABAMA	AL	Chambers	1017	Chambers County, Alabama	596.560643	33826	0	981	72	13516
					ffee County, Alabama	678.985821	51288	0	88	57	19789
					Alabama	592.744687	54495	0		58	21799
					ounty, Alabama	1030.55605	37351		7	85	15008
						734.780299	82313		7652	92	30730
						61.100628	4925		23065	110	18670
					a	18.446251	8121		34004	192	29143
					na	281621			2705	75	38777
					a	750078			9096	44	6669
					ma	9.8690		0	47187	110	39253
								0	25106	90	20626
								0	44792	164	38514



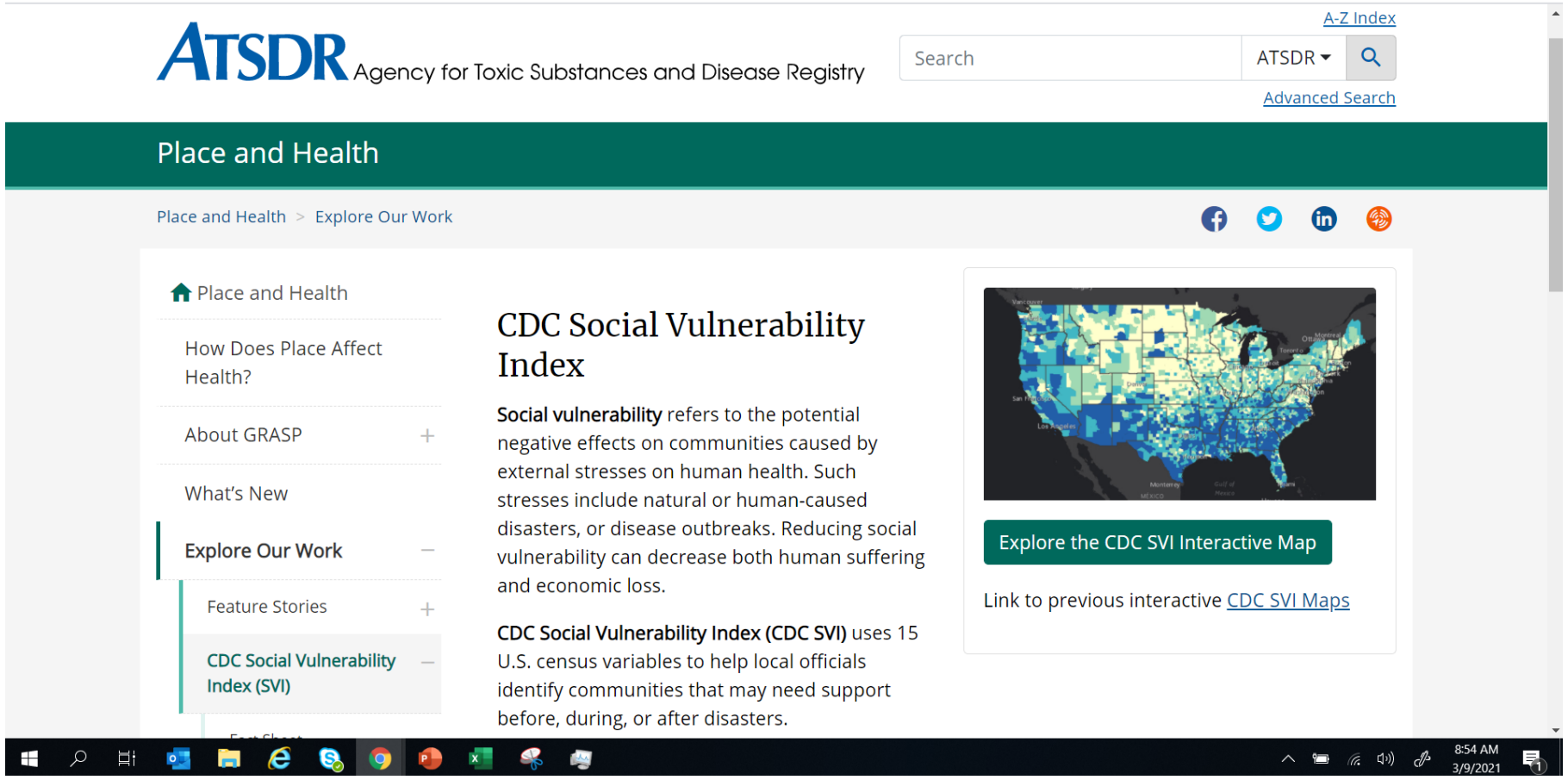
CDC SVI Prepared County Maps





CDC SVI: A Quick Demonstration

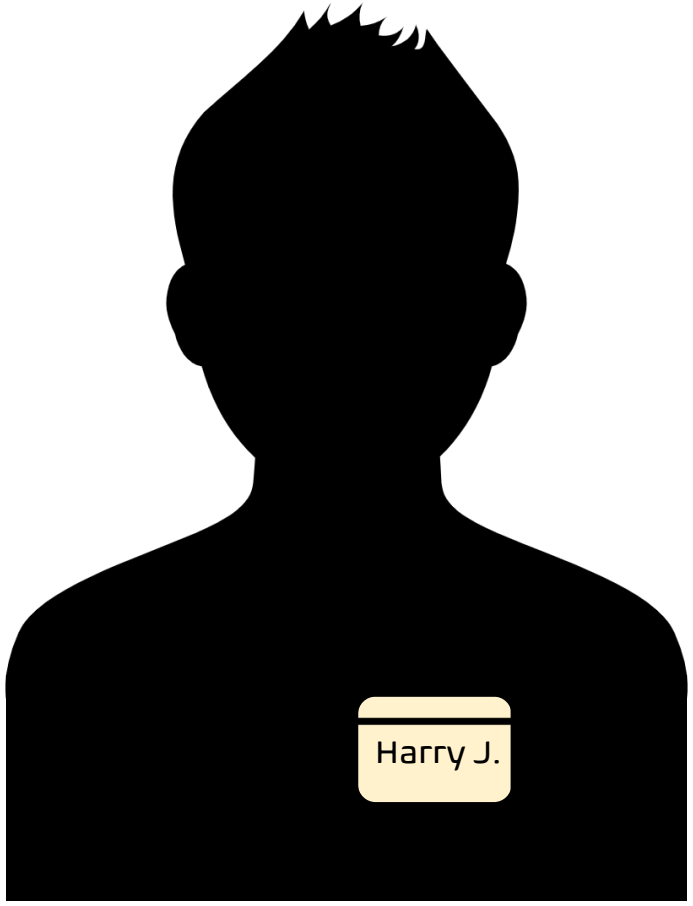
- Website link: https://www.atsdr.cdc.gov/placeandhealth/svi/index.html



Q&A

Walk a Mile Exercise

“Walk a Mile” Exercise: Meet Harry



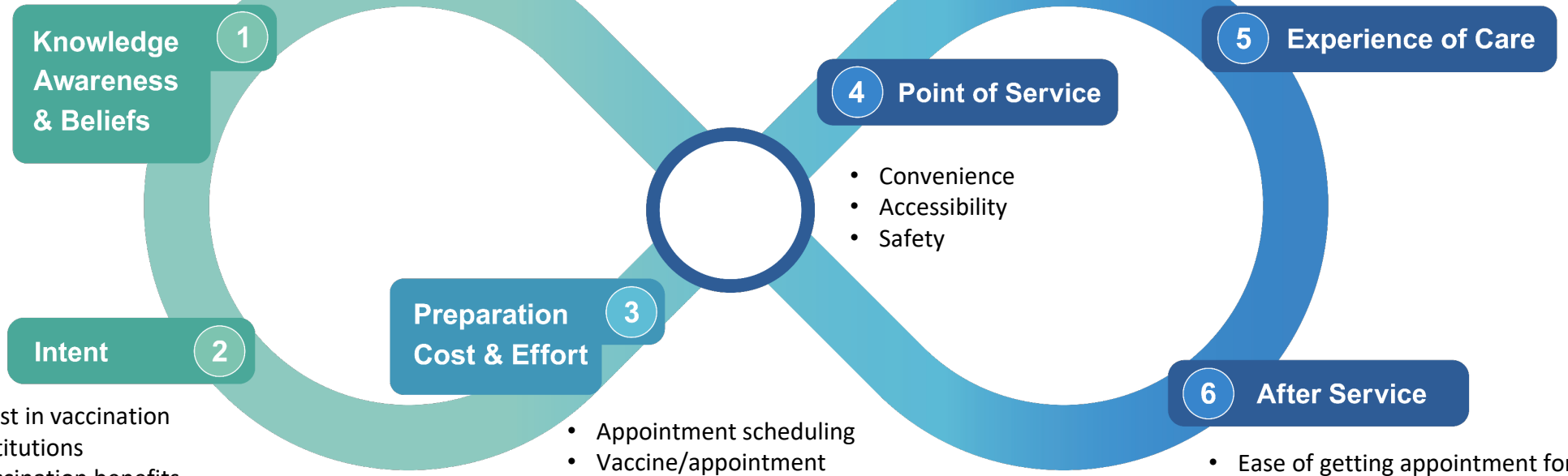
- Meet Harry, an essential worker in a grocery store in your community. His job is in phase 1c of your state’s vaccine rollout plan—planned for next month!
- Harry faces a lot of barriers to seeking or getting a COVID-19 vaccine.
- You have a lot of people like Harry in your community.

“Walk a Mile” Exercise: Map Harry’s Journey

- Guided by your facilitator and working as a team of 10 participants in a Zoom breakout room, you will accomplish the following tasks: (25 minutes)
  1. Discuss what strategies are in place in your community to get essential workers vaccinated. (7 min)
     - Consider access, equity and confidence strategies
  2. Facilitator will map barriers that Harry may encounter on **RED** stickies along the journey. (8 min)
  3. Facilitator will map enablers that Harry may take advantage of on **GREEN** stickies that make the journey easier. (8 min)

Mapping barriers and enablers on the “Walk a Mile” diagram:

- COVID-19 susceptibility & severity
- Vaccine safety & efficacy
- Vaccine recommendations



- Trust in vaccination institutions
- Vaccination benefits
- Vaccination norms

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- Education about vaccine
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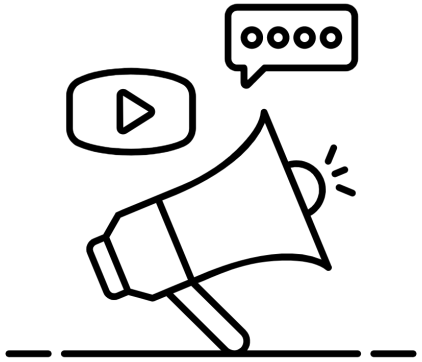
- Questions answered

- Ease of getting appointment for second dose
- Adverse event monitoring
- Positive reinforcement

Modified from UNICEF Journey to Health, ESARO Network Meeting 2019

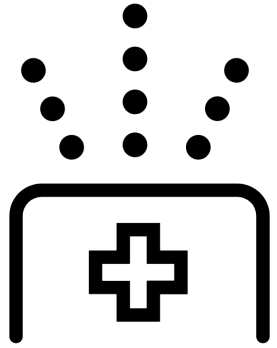
“Walk a Mile” Exercise: Report Back

Evidence-Based Strategies for Increasing Vaccine Uptake



Public Communication

- Education campaigns that increase vaccine confidence
- Messages
  - that increase perceived risk of disease
  - that focus on social norms
  - that promote individual or community benefits
- Social-network interventions that make vaccination norms visible
- Asking questions that prompt anticipated regret

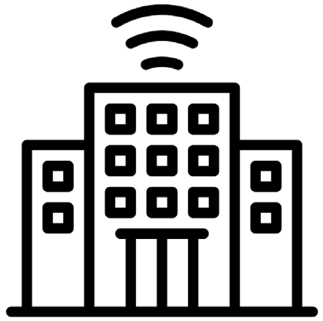


Health System

- Healthcare provider recommendations
- Presumptive healthcare provider recommendations
- Motivational interviewing
- Reminder/recall systems
- Default appointments

Brewer NT, Chapman GB, Rothman AJ, Leask J, Kempe A. Increasing Vaccination: Putting Psychological Science Into Action. Psychol Sci Public Interest. 2017 Dec;18(3):149-207. doi: 10.1177/1529100618760521. PMID: 29611455.

Evidence-Based Strategies for Increasing Vaccine Uptake



Workplace

- Incentives
- Vaccination requirements

Individual

- Making a small commitment
- Decision aids

Brewer NT, Chapman GB, Rothman AJ, Leask J, Kempe A. Increasing Vaccination: Putting Psychological Science Into Action. Psychol Sci Public Interest. 2017 Dec;18(3):149-207. doi: 10.1177/1529100618760521. PMID: 29611455.

What you can do right now

- Activate your network and connect with your community.
- Expand your bench of trusted messengers.
- Try out promising new approaches to build vaccine confidence.
- Let health officials and emergency planners know where there are gaps in access.
- Amplify the facts and address misinformation.
- Build feedback loops to listen to and address community's concerns.

Communication Resources

www.cdc.gov/coronavirus/2019-ncov/vaccines/index.html

COVID-19

ACT NOW!

Your Health | Vaccines | Cases & Data | Work & School | Healthcare Workers | Health Depts | More

- Vaccines
- Key Things to Know
- Information for Specific Groups
- What to Expect at Your Vaccine Appointment
- Benefits of Getting Vaccinated
- Different Vaccines
- Ensuring the Safety of Vaccines
- Ensuring Vaccines Work
- How Vaccines Get to You
- Communication Resources
  - Toolkits

Get Email Updates

To receive email updates about COVID-19, enter your email address:

Email Address

What's this? Submit

Communication Resources for COVID-19 Vaccines

Updated Feb. 23, 2021 Languages Print

Communication Toolkits

Find resources to guide vaccination planning and communication resources for specific populations.

Communication Toolkits

Vaccine Social Media Toolkit

Social media resources to encourage your community to roll up their sleeve for a COVID-19 vaccine.

Social Media Toolkit

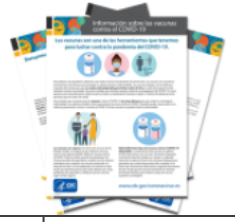
On This Page

Print resources
Printable stickers
Graphics
Videos
Web widgets

Print resources

Navigate to the Print Resources webpage and search by the language or audience you are looking for, **or click on one of the options below:**

Spanish | Other Languages | Add Your Own Logo



Vaccine materials are available for the following audiences:

- General Public
- Healthcare Professionals
- Employers, Business Owner, and Community Leaders

Printable stickers

Printable stickers for staff to handout to people who have received a COVID-19 vaccine. **Compatible with full-sheet sticker paper or standard precut 1 2/3" labels.**

1 2/3" inch stickers, 24 per page:

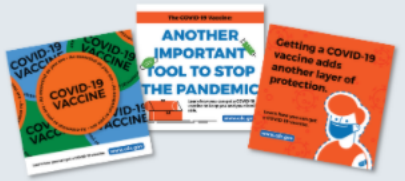
- I Got My COVID-19 Vaccine [115 KB, 1 page]
- SleeveUp Sticker [397 KB, 1 page] (Available in Spanish [98 KB, 1 Page])
- Orange stickers [95 KB, 1 page] (Available in Spanish [160 KB, 1 Page])
- White stickers [236 KB, 1 page] (Available in Spanish [159 KB, 1 Page])

View all Stickers

Top of Page

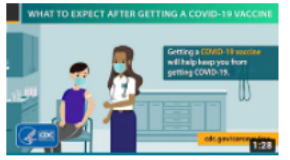
Graphics

Download All Portrait-Style Graphics
English [9 MB] | Spanish [9 MB]



Download All Text-Style Vaccine Graphics [ZIP - 4 MB]
English [4 MB] | Spanish [3.6 MB]

Videos



What to Expect After Getting a COVID-19 Vaccine

After getting a #COVID19 vaccine, you may have some side effects, which are normal signs that your body is building protection against COVID-19. Call your healthcare provider if redness or tenderness increases after 24 hours, if your side effects are worrying you, or if they do not seem to be going away after a few days.

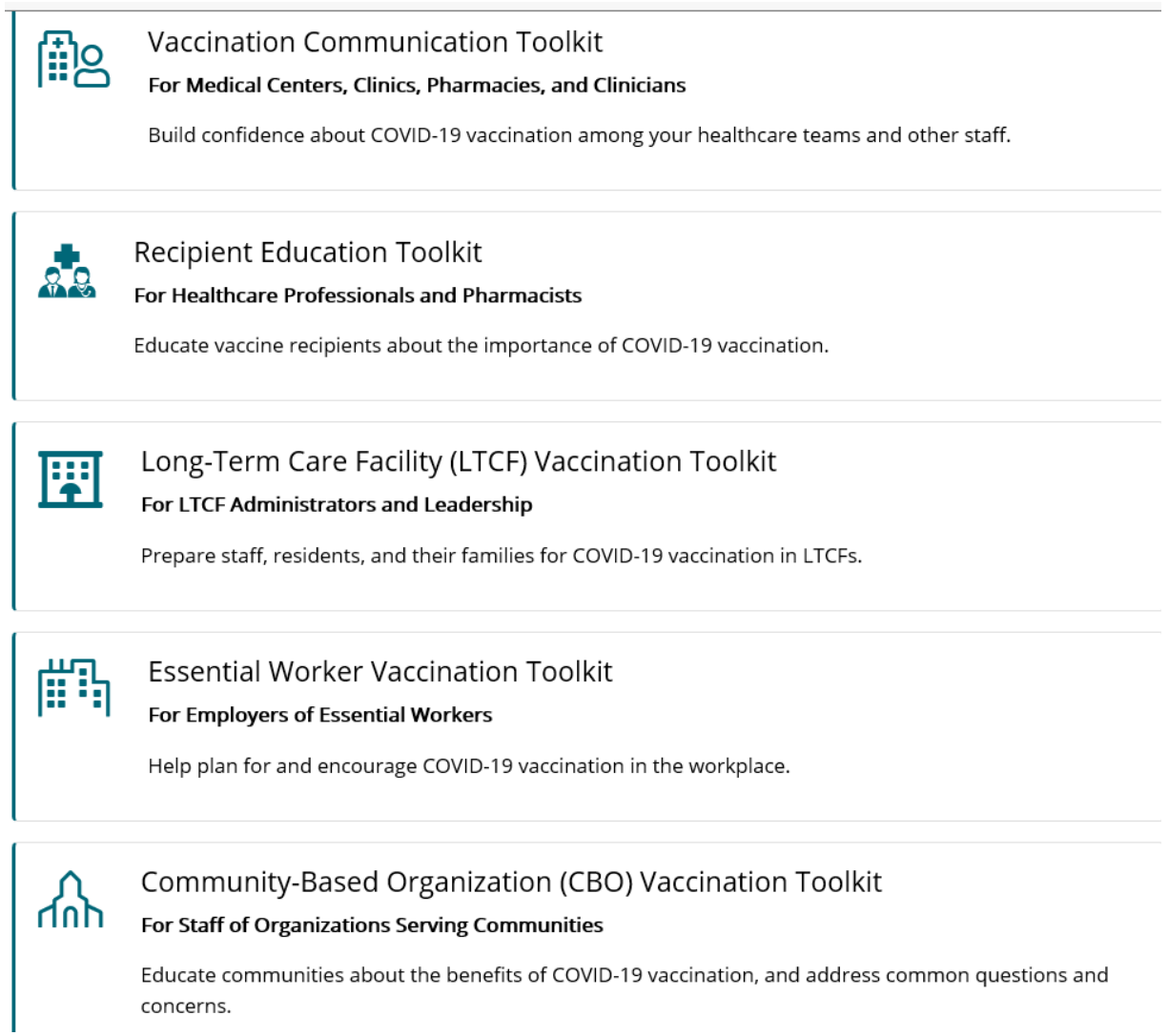
Date: 12/17/20

Transcript [113 KB, 1 page] | View Low Resolution Video [MP4]

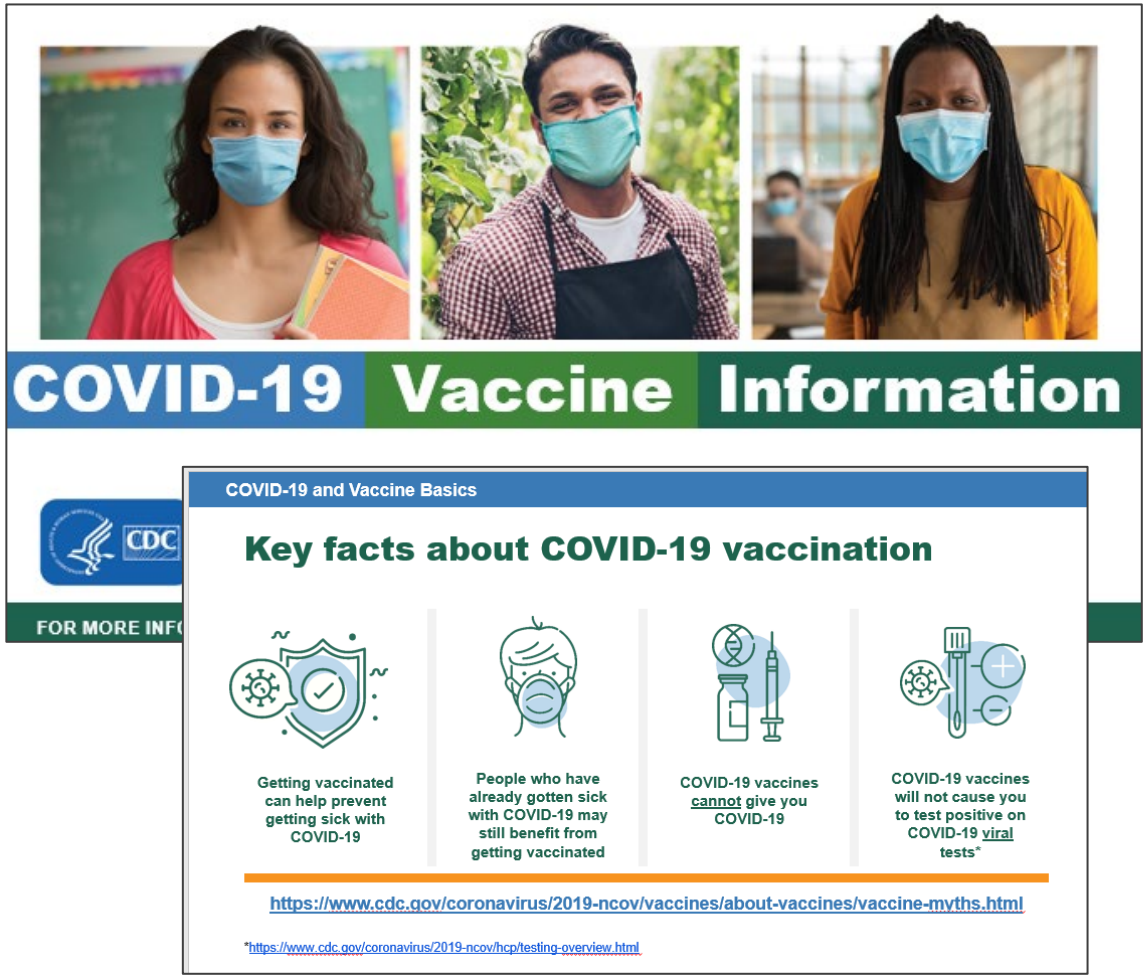
www.cdc.gov/coronavirus/2019-ncov/vaccines/resource-center.html

COVID-19 Vaccine Communication Toolkits

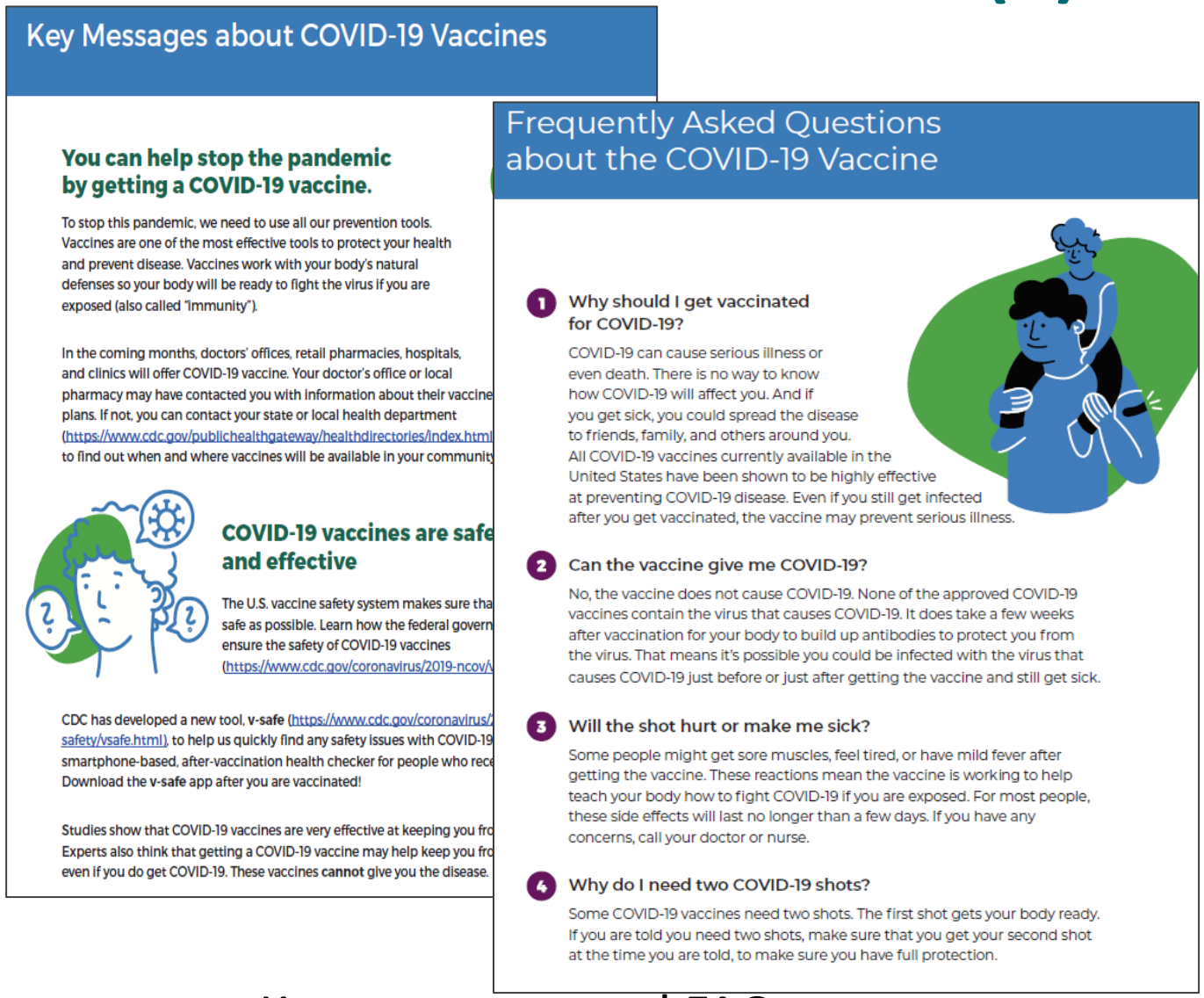
- Key messages
- Frequently asked questions
- Slide deck
- Plain language fact sheet in several languages
- Printable stickers
- Customizable newsletter content
- Customizable letters
- Posters
- Social media images and sample messages
- Fotonovela



COVID-19 Vaccine Communication Toolkit Materials (1)



Slides



Key messages and FAQs

COVID-19 Vaccine Communication Toolkit Materials (2)

Customizable COVID-19 Vaccine Content for Community-Based Organizations

Updated Feb. 12, 2021 Languages Print

Community-Based Organizations and Leaders can use the following materials to encourage COVID-19 vaccination. You can add your own logos and customize the text to make it appropriate for your organization.

On this Page

Introductory letter
Letter to members
Newsletter content

Introductory letter

This letter can be sent to branches, chapters, or affiliates to encourage review and use of the toolkit materials.

Dear Community-Based Organization Leader:

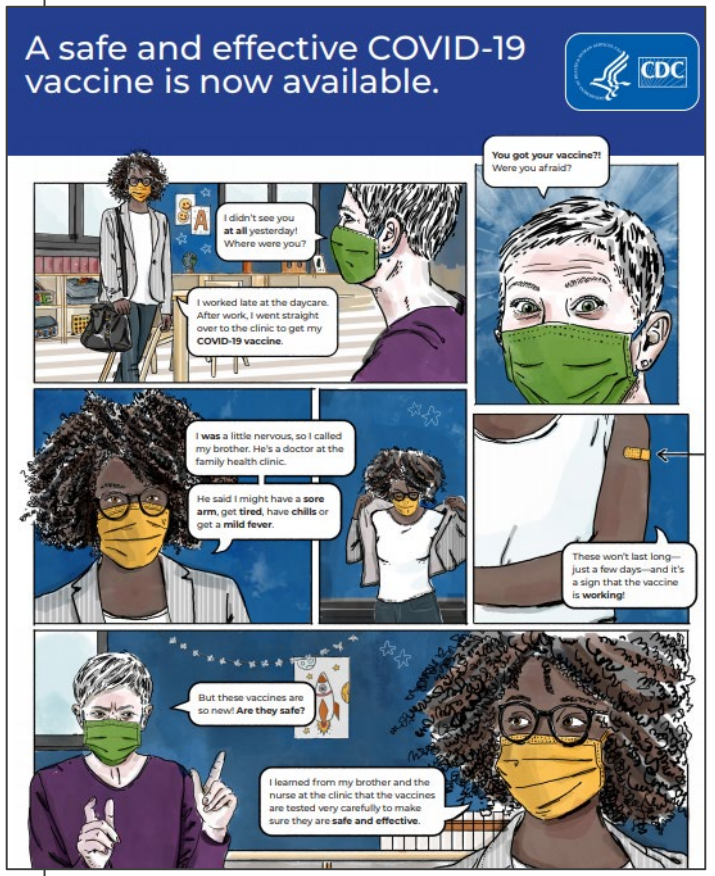
Soon the communities you serve will have access to vaccines to help protect them against COVID-19. All COVID-19 vaccines currently available in the United States have been shown to be highly effective at preventing COVID-19. Vaccination is one of our many important tools to help stop the pandemic.

Some community members may be hesitant to get the vaccine. Before they agree to be vaccinated, they will want answers to their questions about the process for developing these vaccines and information about safety and effectiveness. Your organization can help inform communities about the vaccines and help people feel confident when they decide to get vaccinated.

This COVID-19 Vaccine Communication Toolkit for Community-Based Organizations was created by the Centers for Disease Control and Prevention (CDC) to help you provide clear, consistent, and credible information about COVID-19 vaccines to your communities. We encourage you to review and customize these materials.

- Letter to members: Customize this letter about COVID-19 vaccination to send to your members.
- Newsletter content: This short newsletter-style blurb can be widely distributed to share information on COVID-19 vaccines.
- Key messages: Use these key messages about COVID-19 vaccine to educate your communities.
- Frequently Asked Questions (FAQs): Use these to help answer questions about COVID-19 vaccine in your communities.
- Slide deck: These basic slides about COVID-19 vaccines are for virtual town halls or other informational meetings within your communities. You can use all or part of the set or also include

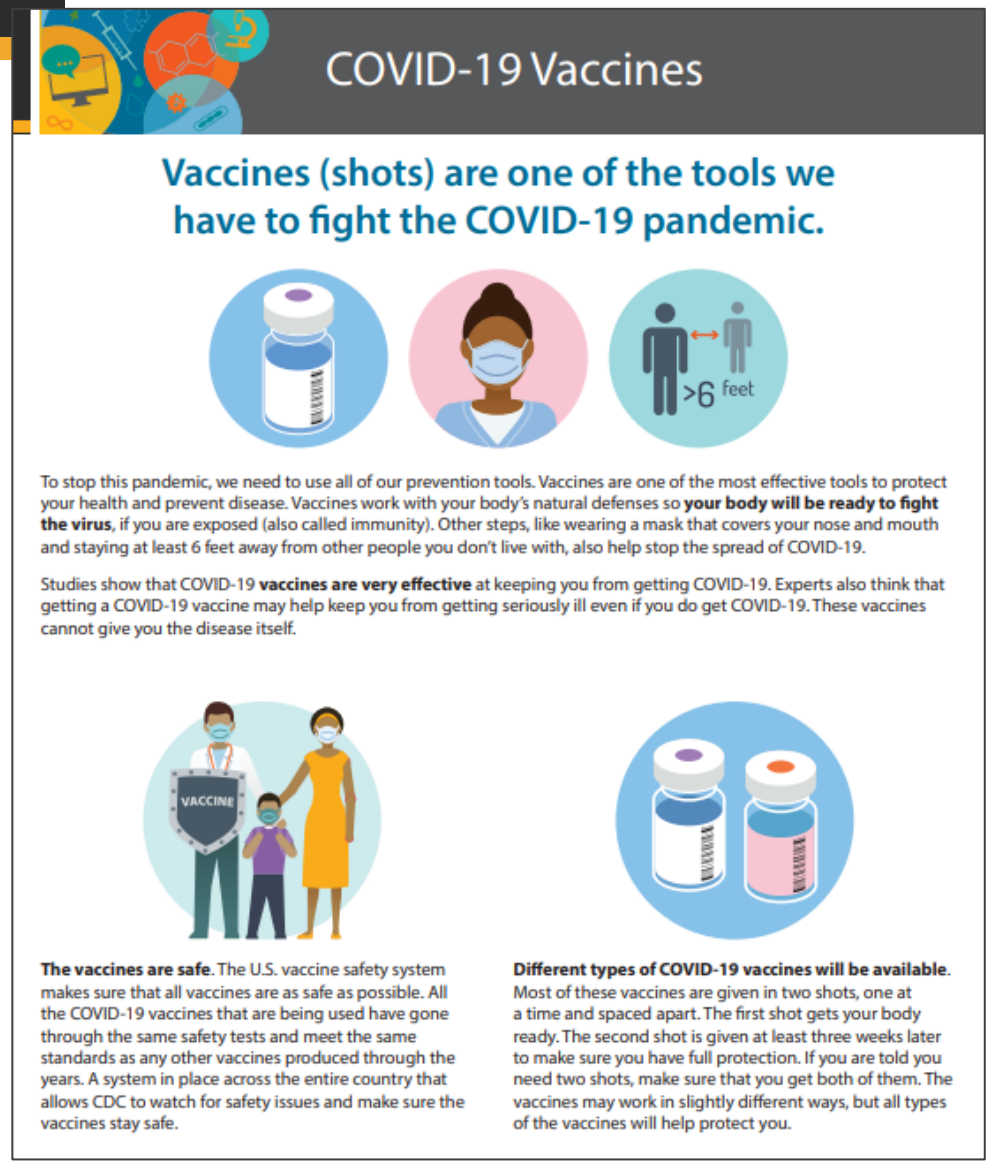
Customizable content



Fotonovela

Social media

COVID-19 Vaccine Communication Toolkit Materials (3)



COVID-19 Vaccines

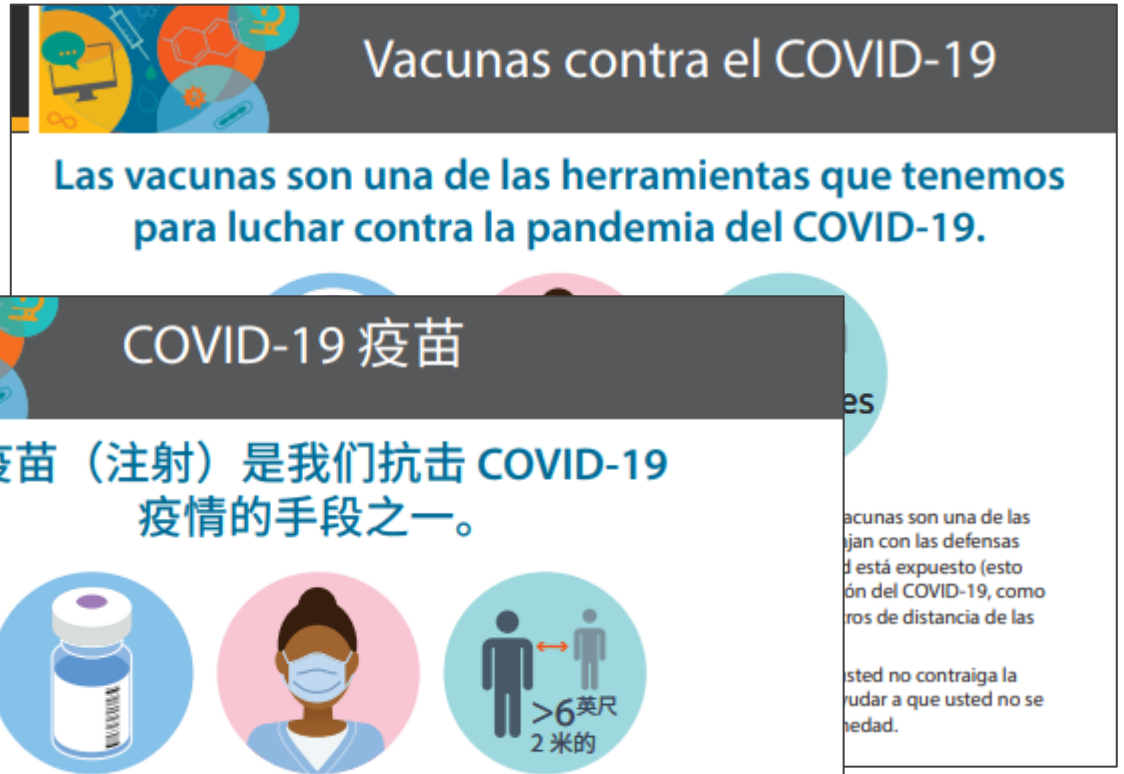
Vaccines (shots) are one of the tools we have to fight the COVID-19 pandemic.

To stop this pandemic, we need to use all of our prevention tools. Vaccines are one of the most effective tools to protect your health and prevent disease. Vaccines work with your body's natural defenses so **your body will be ready to fight the virus**, if you are exposed (also called immunity). Other steps, like wearing a mask that covers your nose and mouth and staying at least 6 feet away from other people you don't live with, also help stop the spread of COVID-19.

Studies show that COVID-19 **vaccines are very effective** at keeping you from getting COVID-19. Experts also think that getting a COVID-19 vaccine may help keep you from getting seriously ill even if you do get COVID-19. These vaccines cannot give you the disease itself.

The vaccines are safe. The U.S. vaccine safety system makes sure that all vaccines are as safe as possible. All the COVID-19 vaccines that are being used have gone through the same safety tests and meet the same standards as any other vaccines produced through the years. A system in place across the entire country that allows CDC to watch for safety issues and make sure the vaccines stay safe.

Different types of COVID-19 vaccines will be available. Most of these vaccines are given in two shots, one at a time and spaced apart. The first shot gets your body ready. The second shot is given at least three weeks later to make sure you have full protection. If you are told you need two shots, make sure that you get both of them. The vaccines may work in slightly different ways, but all types of the vaccines will help protect you.



Vacunas contra el COVID-19

Las vacunas son una de las herramientas que tenemos para luchar contra la pandemia del COVID-19.

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jan con las defensas
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udar a que usted no se
edad.

COVID-19 疫苗

疫苗（注射）是我们抗击 COVID-19 疫情的手段之一。

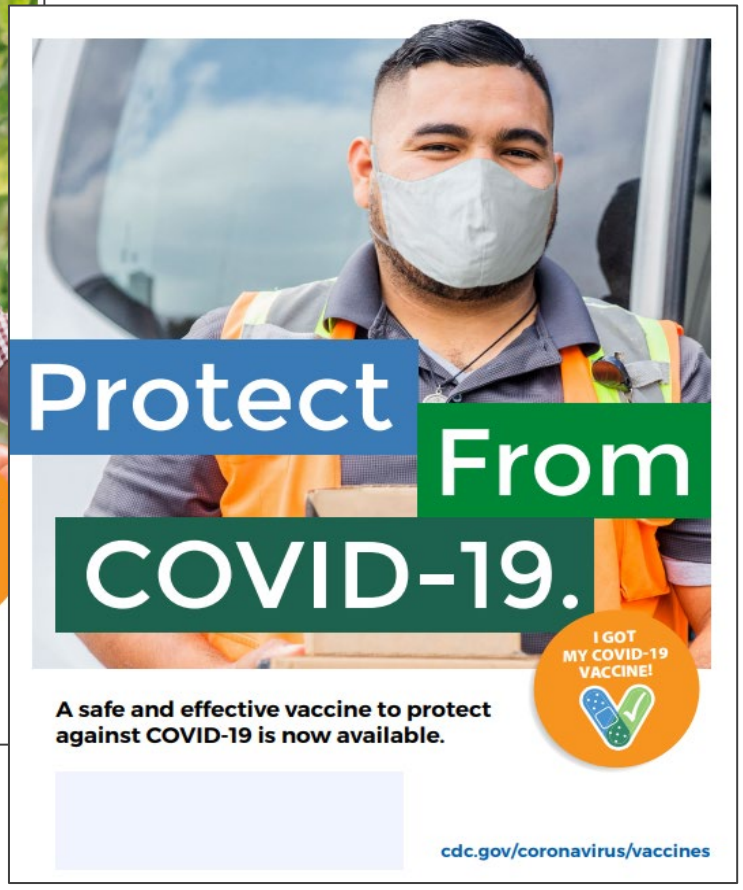
为了遏制疫情蔓延，我们需要使用所有可用的预防手段。疫苗是保护健康和预防疾病的最有效手段之一。疫苗将与您的身体自然防御系统一起工作，因此，如果您暴露在病毒下，**您的身体将准备好对抗病毒**（也称为免疫）。其他措施，如戴口罩遮住口鼻，与其他不住在一起的人保持至少 6 英尺的距离，也有助于阻断 COVID-19 的传播。

研究表明，COVID-19 **疫苗**在防止您感染 COVID-19 方面**非常有效**。专家还认为，即使您感染了 COVID-19，接种 COVID-19 疫苗也可以帮助您避免染上严重疾病。这些疫苗本身不能给您带来疾病。

Alternative Languages: Arabic | Spanish | Korean | Russian | Simplified Chinese | Tagalog | Traditional Chinese | Vietnamese

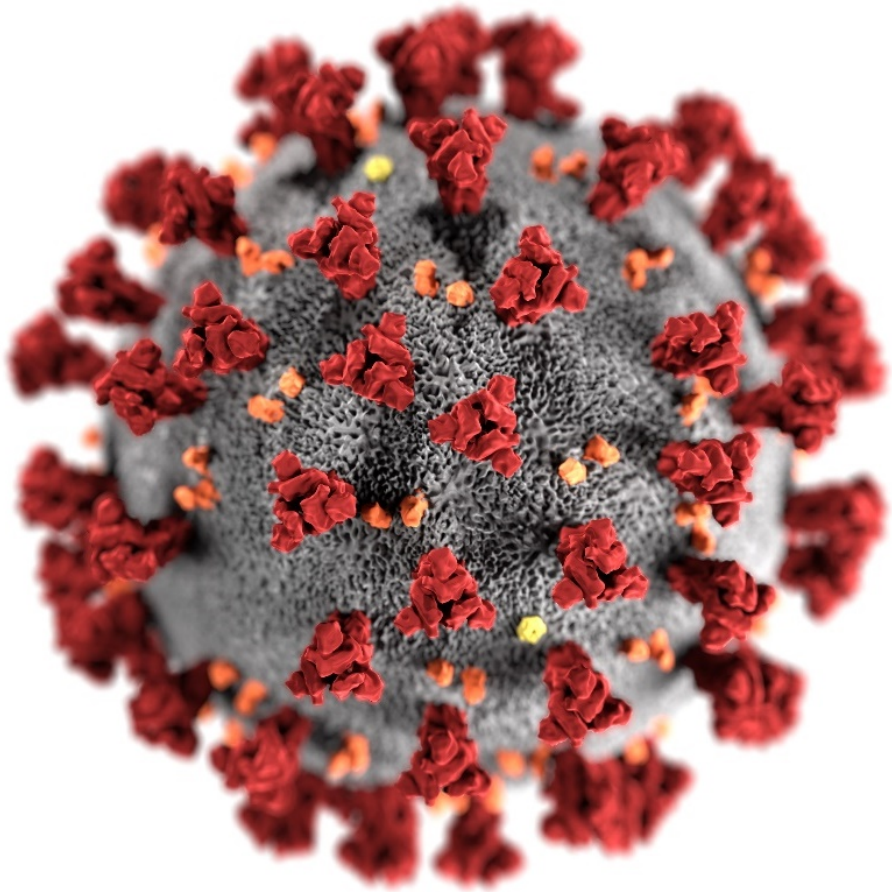
COVID-19 Vaccine Communication Toolkit Materials (4)

Stickers



Posters

Thank you!



For more information, contact CDC
1-800-CDC-INFO (232-4636)
TTY: 1-888-232-6348 www.cdc.gov

The findings and conclusions in this report are those of the authors and do not necessarily represent the official position of the Centers for Disease Control and Prevention.

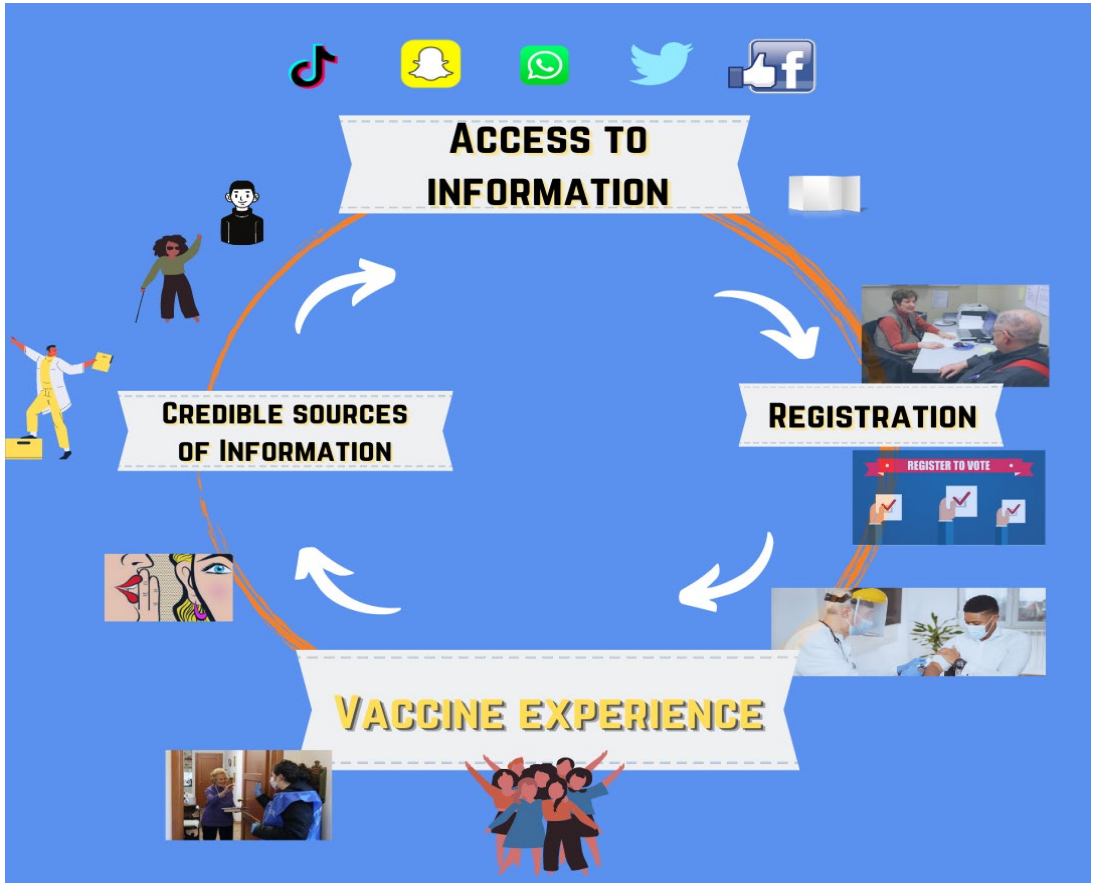
Backup Slides

New Mexico RCA Preliminary Findings – Group 1

- **Title:** Assessing Vaccine Confidence in ABQ's Immigrant and Refugee Populations
- **Methods:** Identified key community partners, conducted listening sessions
- **Sample:** 5 listening sessions; 58+ participants; multiple languages
- **Findings:**
  - Vaccine info not readily available or accessible
  - Word of mouth is invaluable, i.e. WhatsApp, Snapchat
  - Community leaders are most trusted
  - More likely to get vaccine if located in familiar site

New Mexico RCA Preliminary Findings – Group 1

- **Recommendations**
  - Increase information distribution
  - Provide vaccine registration assistance
  - Make less intimidating
  - Include community partners



New Mexico RCA Preliminary Findings – Group 4

- **Title:** CBPR Project 4 - Vaccinating the Mobile Population (commercial sex workers)
- **Methods:** Interviews
- **Sample:** N=11
- **Findings:**
  - **Ambivalence to vaccine and self-protection:**
    - *"I have asthma and bronchitis, it's hard to breath alone, let alone with a mask, I wasn't infected."*
    - *"I heard vaccine gets you sick for 4-5 days, those most at risk getting it."*
  - **Vaccine hesitance:**
    - *"No, I wouldn't get it, I don't need it, I already got the flu shot, so I'm okay, I haven't been sick, if I get symptoms I'll go to the hospital."*
    - *"Undecided if I will get it, not sure if I will get the good one or the lesser one, the good one the president got, there are 3 kinds I think."*
    - *"Later on it might be required to enter public places or catch a bus, we will be forced to take it, get it now.*

New Mexico RCA Preliminary Findings – Group 4

- **Recommendations**
  - Create opportunities for CSWs to receive vaccine and other health services
  - Offer motel/bus vouchers
  - Create mobile vaccination clinics
  - Address underlying racism/stigmas through vaccine policy decisions

National Landscape

EXCITE
Extension Collaborative on
Immunization Teaching & Engagement

Application Process

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Immunization Teaching & Engagement

Activity 2

Innovative Precision Pilot Programs

EXCITE
Extension Collaborative on Immunization Teaching & Engagement

Pilot Application Workshop

April 21 OR April 22
2:00-4:30 ET

- Up to $200K per project selected
- Innovative program ideas targeting hard-to-reach vaccine-hesitant local population(s)

Timeline

Activity I Communication/Education
All LGU's Funded

- Application Assist Workshop
  - **March 25, 3-4 pm Eastern**
- Application available week of March 15
- Application Due: April 30

Activity 2 2-Year Pilot Efforts
Competitive (Must participate in Activity 1)

- Application Assist Workshop - Either date **Choose 1: April 21 or 22, 2-4:30 Eastern**
- Application Available week of April 12
- Application Due: May14
- Announce Finalists End of May
- Precision Programming Methods and Innovation, Consult with Experts in content and marketing, final development for implementation.

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