

# EXCITE: Pre-Decisional Activity

## One Application for Covid-19 Focus: Vaccinate with Confidence Assist Workshop

Welcome!

Please introduce yourself in the chat:  
name, title, institution



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Extension Collaborative on  
Immunization Teaching & Engagement

# Welcome to EXCITE: Pre-Decisional Activity One Application for Covid-19 Focus: Vaccinate with Confidence Assist Workshop

## Agenda

- Introduce Engagement Coordinators
- Update on Partnerships
- Assistant Director Position
- Pre-Decision Application Tool-Tira Adelman
- Rapid Community Assessment Tools-Vaccinate with Confidence Team
- Questions and Answers



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# EXCITE: Pre-Decisional Activity One Application for Covid-19

## Focus: Vaccinate with Confidence Process

- Survey Monkey Apply online application
- 5 Application Sections
  - Institutional and Contact Information
  - Office of Sponsored Programs
  - Project Information
  - Budget
  - Agreements
- Contracts



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# EXCITE: Pre-Decisional Activity One Application for Covid-19

## Focus: Vaccinate with Confidence Process

What you need before you apply:

- See Application Guide
- Latest EXCITE information
- Join Connect Extension
- Partnerships
- Agreements
- Letter of support
- Contact information for OSP
- Institutional Review Board (IRB)

Contract process:

Linked within the application to an external site.

Currently in “coming soon” status.

Each institutional designation will have an individual specialized contract.



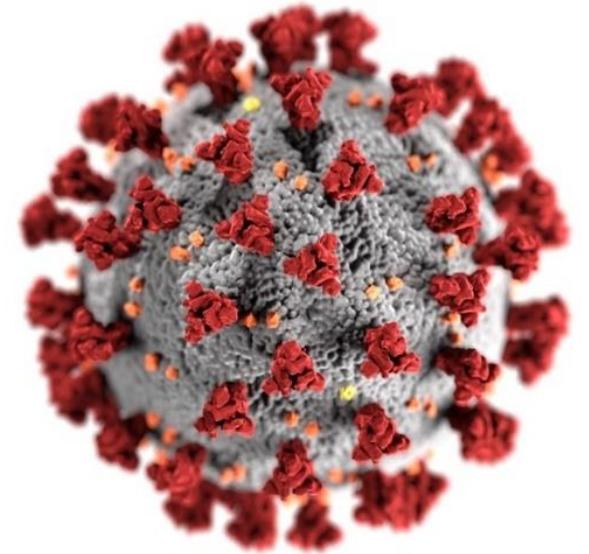
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# COVID-19 Vaccine Confidence Rapid Community Assessment Guide

A guide to help you understand your community's needs regarding COVID-19 vaccines in three weeks

CDC COVID-19 Response  
Vaccine Task Force



Vaccinate with **Confidence**

[cdc.gov/coronavirus](https://cdc.gov/coronavirus)

# How Can This Guide Help My Organization?

- Identify communities at risk for low uptake of COVID-19 vaccine.
- Get an early understanding of what communities of focus are thinking about COVID-19 vaccine.
- Document lessons learned from each phase of the COVID-19 vaccine rollout to inform subsequent phases.
- Identify community leaders, trusted messengers, and other important channels through which you can reach communities.
- Identify areas of intervention and prioritize potential intervention strategies to increase confidence in and uptake of COVID-19 vaccine.



# 5 Steps to the Rapid Community Assessment

1. Identify Objectives and Communities of Focus
2. Plan for the Assessment
3. Collect and Analyze Data
4. Report Findings and Identify Solutions
5. Evaluate Your Efforts



# Step 1: Identify Objectives and Communities of Focus

- Identify Your Objectives
- Identify Your Community(ies) of Focus
- Review Existing Data



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# Step 2: Plan for the Assessment

- Identify Stakeholders
- Get Buy-In
- Form Your Assessment Team
- Identify Resources



# Step 3: Collect and Analyze Data

- Human Subject Considerations
- Participant Recruitment
- Data Collection Tools and Analysis
- Data Synthesis
- Choosing Assessment Methods

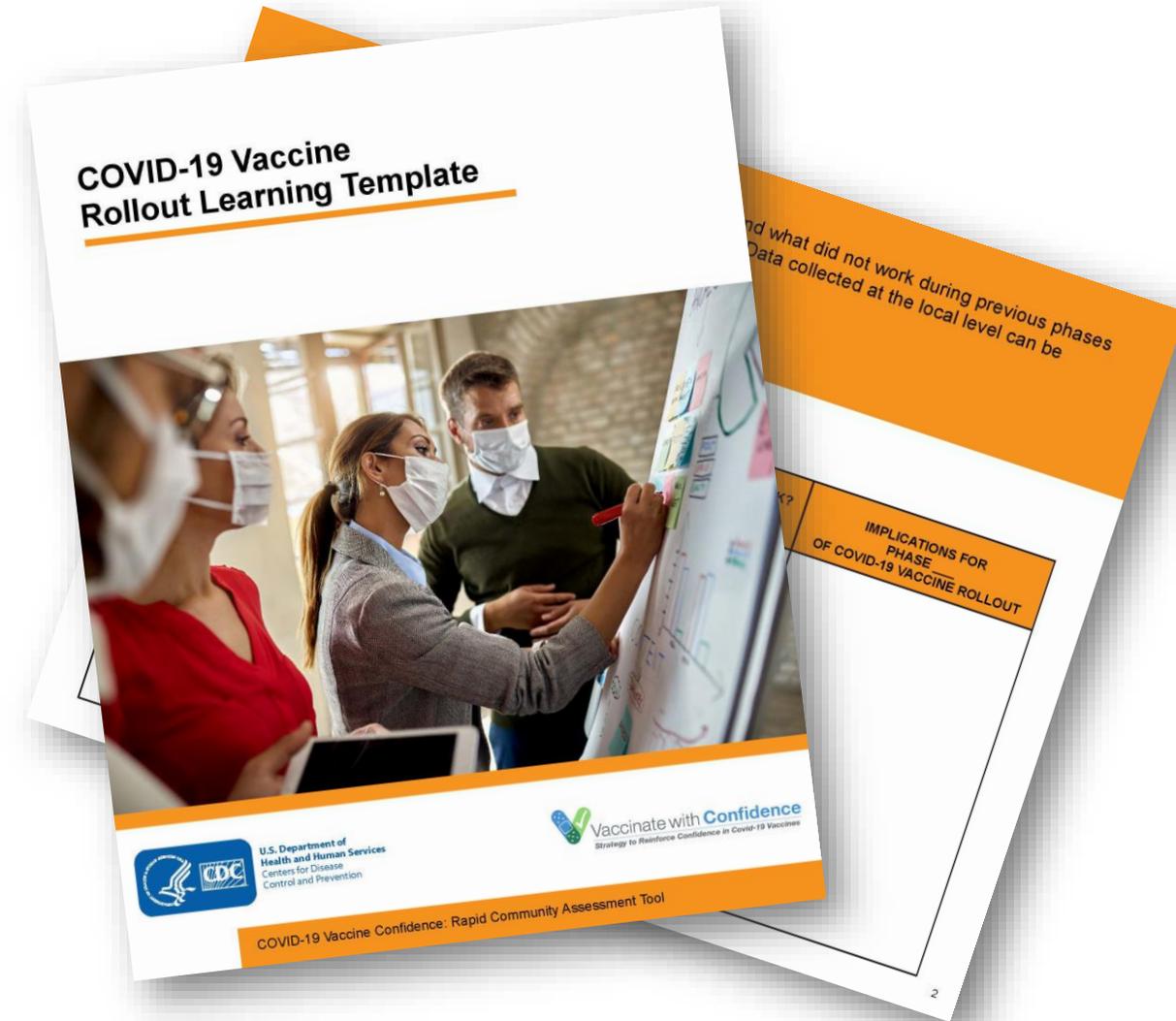


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# Step 3: Collect and Analyze Data

## COVID-19 Vaccine Rollout Learning Template

These tables can be used to summarize what worked and what did not work during previous phases of COVID-19 vaccine rollout to prepare for next phases. Data collected at the local level can be consolidated to give a high-level summary.



# Step 3: Collect and Analyze Data

## Key Informant Interviews (KIIs) & Listening Sessions

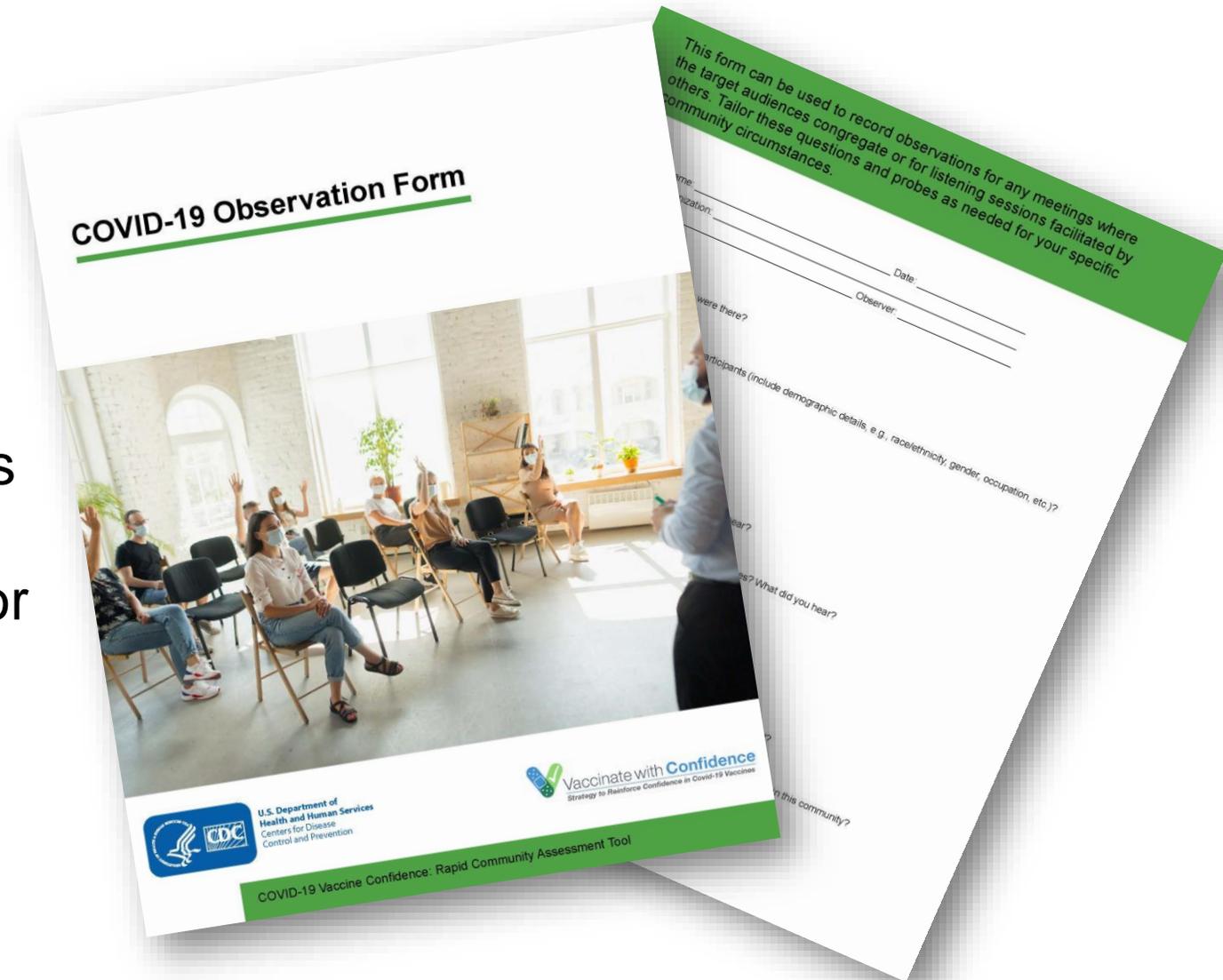
Use the guide to plan and implement KIIs and/or listening sessions with key individuals or small groups from the community. The selected individuals should provide information on community perceptions of the COVID-19 vaccine and highlight key barriers and enablers related to COVID-19 vaccine confidence and uptake.



# Step 3: Collect and Analyze Data

## COVID-19 Observation Form

This form can be used to record observations for any meetings where the target audiences congregate or for listening sessions facilitated by others. Tailor these questions and probes as needed for your specific community circumstances.



# Step 3: Collect and Analyze Data

## Vaccine Confidence Survey Question Bank

Select questions that are relevant to the population or study design.

**Vaccine Confidence Survey Question Bank**  
Select questions that are relevant to the population or study design

|      | (B) CORE ITEMS FOR ADULTS WHO HAVE BEEN VACCINATED | (C) CORE ITEMS FOR HCP WHO HAVE NOT YET BEEN VACCINATED | (D) CORE ITEMS FOR HCP WHO HAVE BEEN VACCINATED |
|------|--|---|---|
| Same | Same   | Same  | Same  |
| Same | Same   | Same  | Same  |
| Same | Same   | Same  | Same  |
| Same | Same   | Same  | Same  |
| Same | Same   | Same  | Same  |
| Same | Same   | Same  | Same  |

U.S. Department of Health and Human Services  
Centers for Disease Control and Prevention

Vaccinate with Confidence  
Strategy to Reinforce Confidence in Covid-19 Vaccines

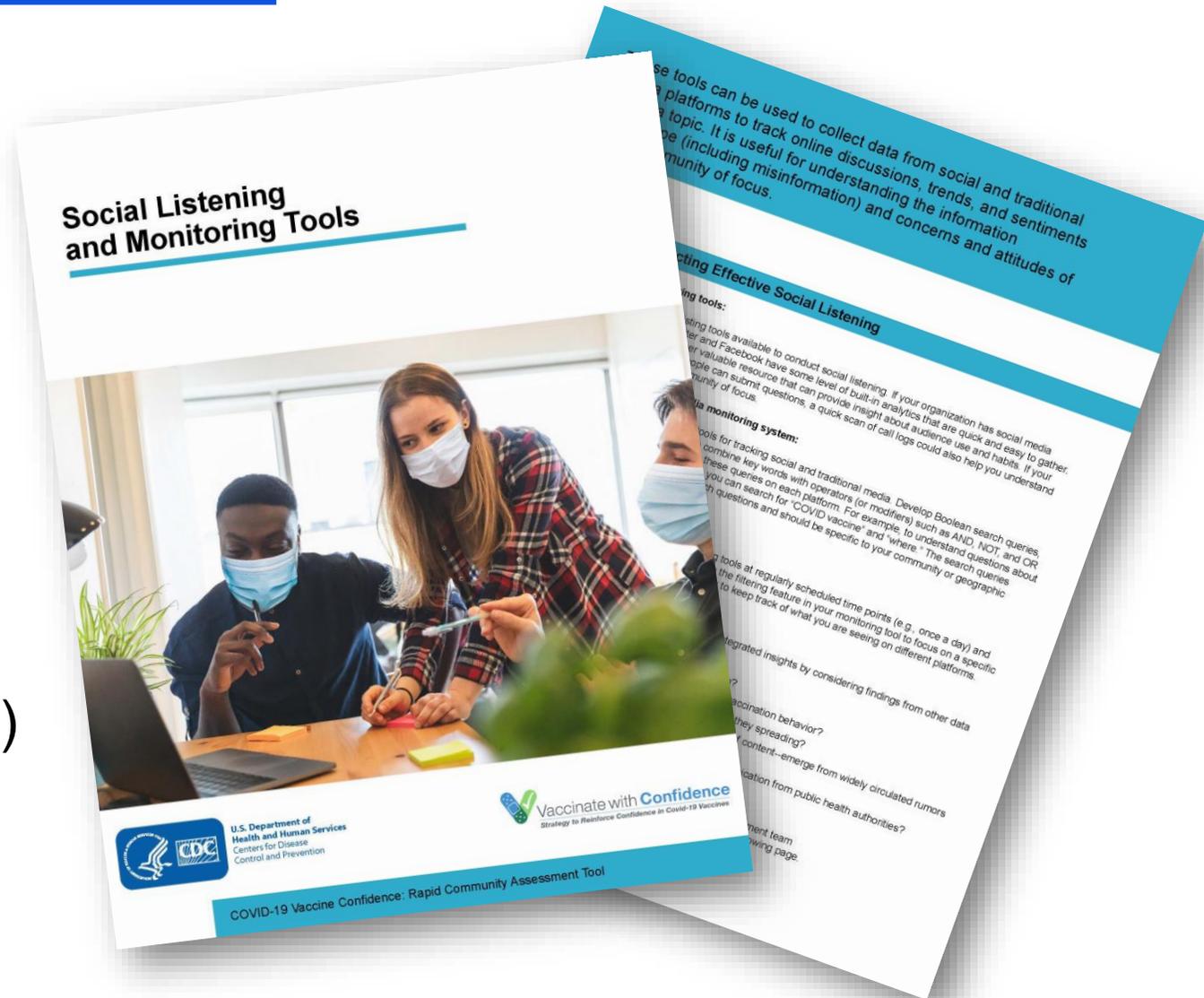
COVID-19 Vaccine Confidence: Rapid Community Assessment Tool



# Step 3: Collect and Analyze Data

## Social Listening and Monitoring Tools

These tools can be used to collect data from social and traditional media platforms to track online discussions, trends, and sentiments about a topic. It is useful for understanding the information landscape (including misinformation) and concerns and attitudes of your community of focus.



# Step 3: Collect and Analyze Data

## Vaccination Insights Synthesis Tool

Use this tool to compare and contrast your findings from surveys, interviews, focus groups, and observations.

- What themes can you identify across all findings?
- Which findings reinforce each other? Which ones contradict each another?
- Are there outliers or positive deviants that illustrate something working?



# Step 3: Collect and Analyze Data

## Choosing Assessment Tools

- A basic assessment can include completing the Vaccine Rollout Learning Template and social listening tools.
- To get a more nuanced understanding of issues affecting the community on acceptance of and access to COVID-19 vaccine, consider using a qualitative assessment method or survey.
- A more comprehensive assessment can include using the vaccine rollout template, social listening, qualitative methods, AND a survey.





# Where do I find information in the CDC Vaccine Confidence Rapid Community Assessment (RCA) Guide to help me with the EXCITE application?

| Application section          | RCA Guide Resources  |
|------------------------------|--|
| Explore existing data        | Pgs. 11-12 / Examples: <ul style="list-style-type: none"><li>• RWJ County Health Rankings</li><li>• Community health assessments by nonprofit hospital</li></ul>                                     |
| Identify priority population | Pgs. 10-11 / Examples: <ul style="list-style-type: none"><li>• People at ↑ risk of acquiring or transmitting COVID-19</li><li>• People with limited access to routine vaccination services</li></ul> |
| Identify stakeholders        | Pgs. 14-16 / Examples: <ul style="list-style-type: none"><li>• Leaders of local health systems</li><li>• Faith-based organizations</li><li>• Staff in congregate settings (e.g., jails)</li></ul>    |
| Rapid data collection        | Pgs. 20-21 / Examples: <ul style="list-style-type: none"><li>• Listening sessions</li><li>• Key informant interviews</li><li>• Monitoring local media</li></ul>                                      |



# RCA in Action: New Mexico Example



# RCA in Action: New Mexico Example

- Populations
  - Immigrant communities, essential workers, clinic patients, persons experiencing homelessness, commercial sex workers, elderly persons
- Tools Used
  - Surveys, key informant interviews, listening sessions
- Selected Vaccine Confidence & Uptake Themes
  - Improve vaccine accessibility
  - Simplify vaccine registration procedures
  - Create culturally appropriate vaccine information materials
  - Address misinformation



# New Mexico RCA Preliminary Findings – Group 1

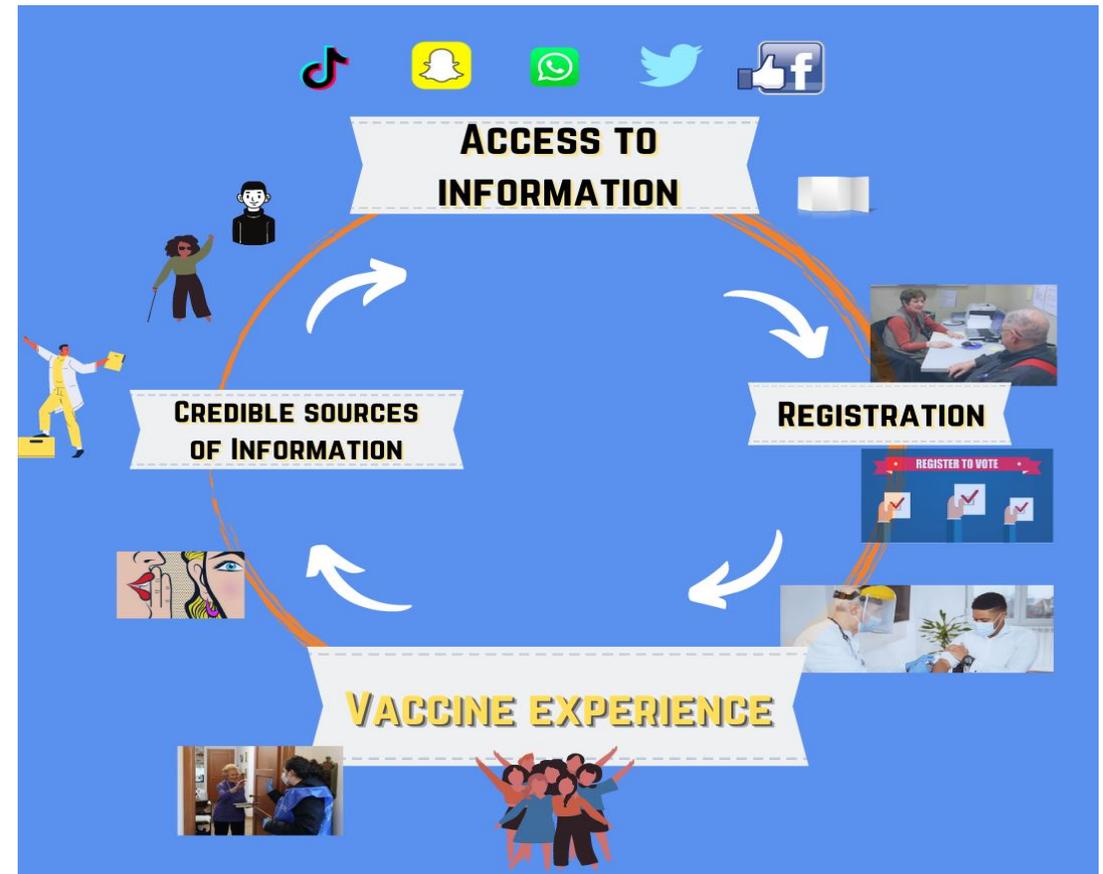
- **Title:** Assessing Vaccine Confidence in ABQ's Immigrant and Refugee Populations
- **Methods:** Identified key community partners, conducted listening sessions
- **Sample:** 5 listening sessions; 58+ participants; multiple languages
- **Findings:**
  - Vaccine info not readily available or accessible
  - 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 7

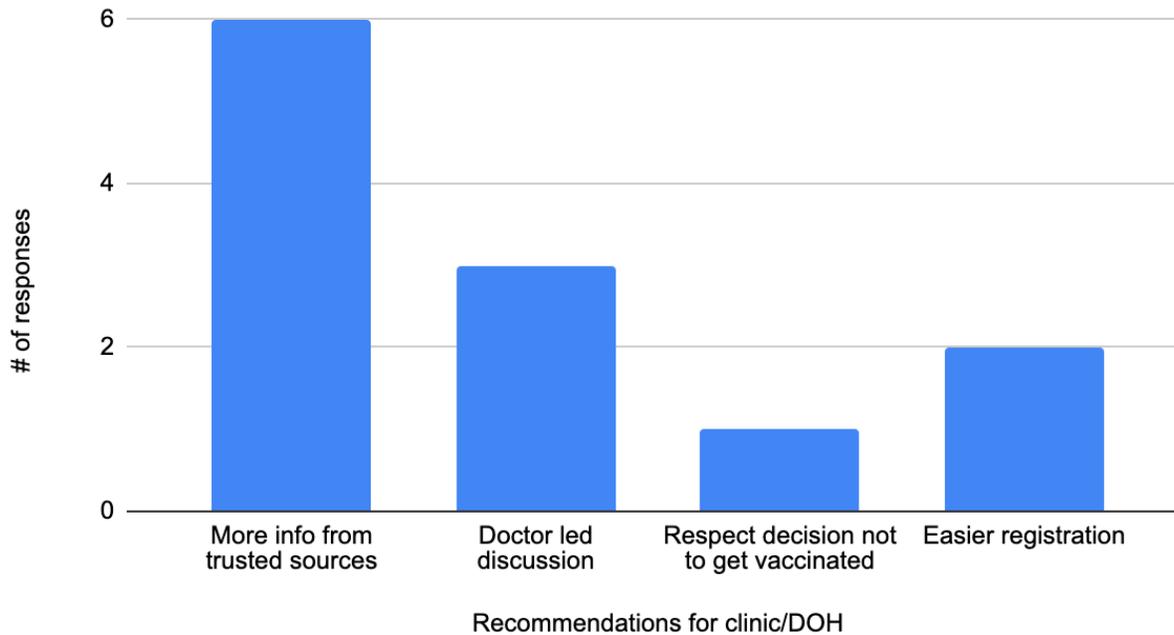
- **Title:** Vaccine Equity: First Choice South Valley Clinic
- **Methods:** Telephone interviews
- **Sample:** N=10 of 39 from COVID-19 Vaccine Outreach Patient List of Decliners
- **Findings:**
  - Reasons for declining vaccine
    - Fear of side effects (80%)
    - Misinformation (30%)
    - Distrust (30%)
    - Questioned efficacy (20%)
    - Religion, e.g., "leave it in God's hands" (20%)
    - Unnecessary (20%)



# New Mexico RCA Preliminary Findings – Group 7

## ■ Recommendations

Recommendations for clinic and DOH



# Strengths of the New Mexico RCA Approach

- Rapid timeline made possible by:
  - Existing health department/university linkages
  - Strong institutional support for RCA
- Multidisciplinary teams:
  - Community health workers
  - RWJ center for health policy doctoral fellows
  - Family medicine residents
- Utilized existing working relationships with disproportionately affected populations for RCA



Thank you!

CDC Vaccinate with Confidence Team  
Vaccine Task Force



# Q&A



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# Timeline

## Activity I Communication/Education

*All LGU's Funded*

- Pre-Decisional Application Assist Workshop  
March 25, 3-4 pm Eastern
- 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 Due: May14
- Announce Finalists End of May
- Precision Programming Methods and Innovation, Consult with Experts in content and marketing, final development for implementation.