Vaccination Communication Efforts with K-State Research and Extension

Master of Public Health Applied Practice Experience & Integrated Learning Experience Report

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MPH Candidate



A glimpse of your candidate



From Kansas City, KS



Graduated from K-State with B.S. Biology



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Outline

- Background
 - Terms
 - Intro to COVID-19
- Public Health issue
 - Vaccine hesitancy
- Applied Practice Experience
- Conclusions



Terms and Introduction to COVID-19 and Surrounding Issues

BACKGROUND



Terms

- Vaccine: induces immunity and prevent infectious diseases.¹
- Vaccination: The physical act of administering any vaccine.¹
- Vaccine Hesitancy: Delay in acceptance or refusal of vaccines despite availability.²
- Vaccination acceptance: Decision to accept or refuse when presented with an opportunity to vaccinate.³



COVID-19 Impact

472 million cases globally

6.09 million global deaths

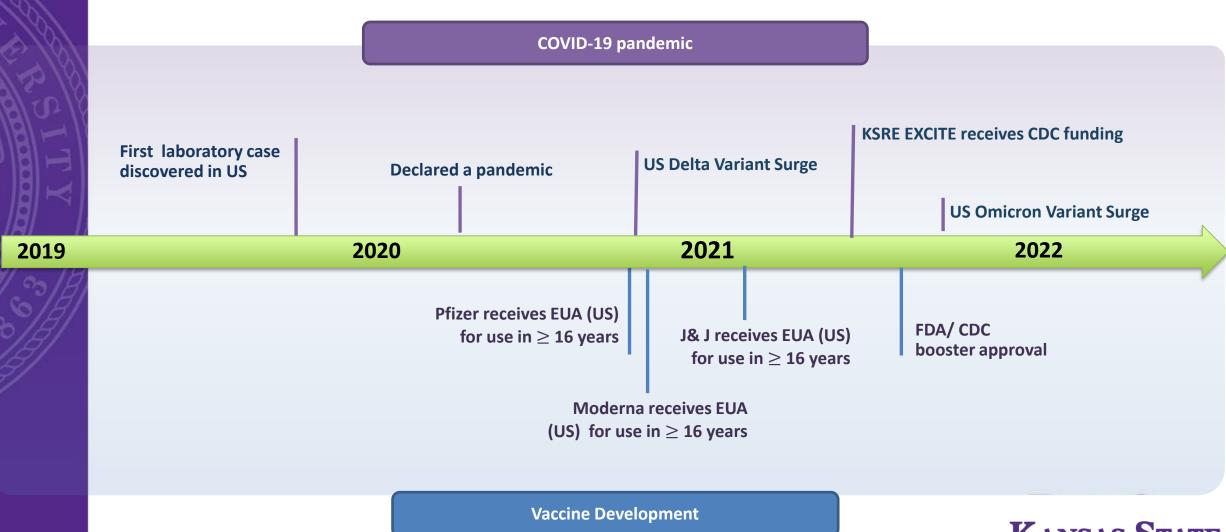
79 million cases in US

974,000

US deaths

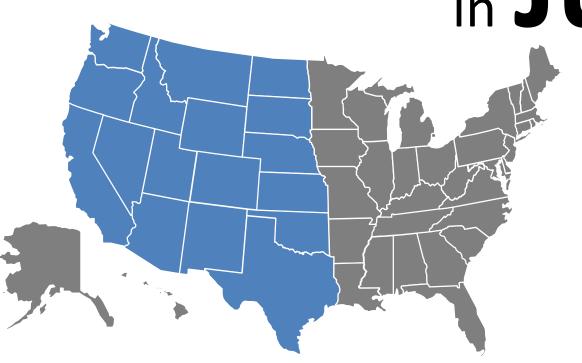
KANSAS STATE

Timeline of COVID-19 Pandemic



49.1% US population NOT fully vaccinated

in July 2021





COVID-19 Vaccine Hesitancy

PUBLIC HEALTH ISSUE



In 2019, the World Health Organization (WHO) declared vaccine hesitancy as one of ten main threats to global health



Factors contributing to hesitancy



Misinformation



Distrust in Medical / Scientific Community



Politicization of vaccines



EXCITE project description

APPLIED PRACTICE EXPERIENCE



K-State Research and Extension is a statewide network committed to addressing the state's challenges: global food systems, water, health, developing tomorrow's leaders, and community vitality

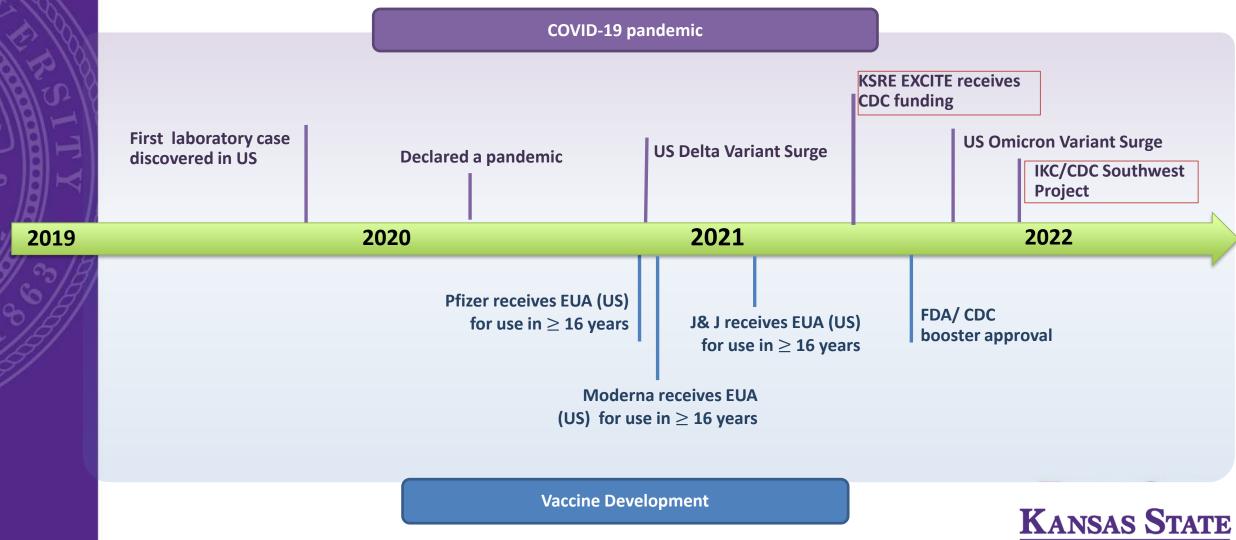


Extension Collaborative on Immunization Teaching & Engagement (**EXCITE**)

- Preceptor: Dr. Elaine Johannes
- Period: May 2021- May 2022
- CDC funded 82 extension systems in US
- Research and Extension agents, State specialists, representatives from the Immunize Kansas Coalition (IKC), and student consultants



Timeline of COVID-19 Pandemic

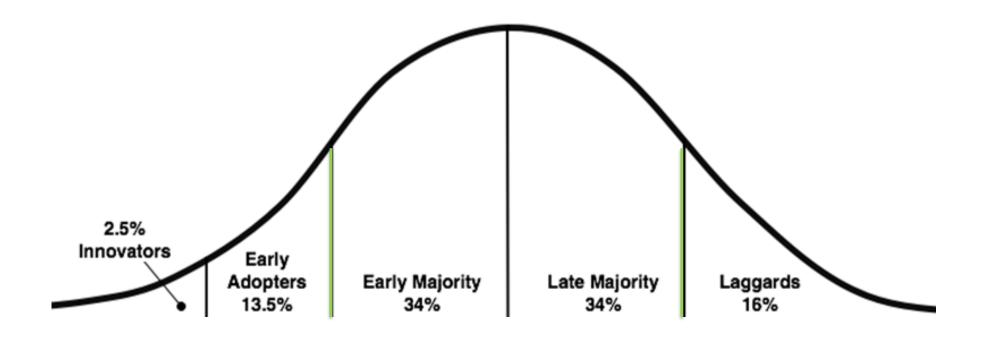


UNIVERSITY

The purpose of the **EXCITE campaign** was to provide vaccination communication to **increase adult vaccination uptake** in Kansas, specifically for COVID-19.



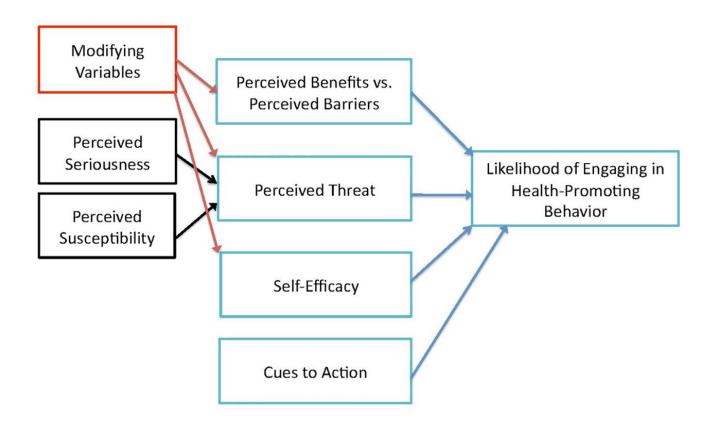
Focused on the "movable middle"



Diffusion of Innovation Theory



The Health Belief Model



Used to determine plan of action



Guided chosen outreach techniques



Social Determinants of Health



Learning Objectives

- 1. Gain knowledge of the Diffusion of Innovation Theory
- Write and develop health communication outreach materials
- 3. Facilitate one-on-one vaccination communication
- 4. Engage and collaborate with local and state health agencies
- 5. Conduct a pilot of an applied research project that contributes to the field of public health



EXCITE Activities

- Interdisciplinary Team Meetings
 - Get Caught Up Campaign
- Community Events
 - Pumpkin Patch Arts and Craft Fair
 - Safe Sleep Community Baby Shower
- Pilot Research Study
- Community Health Corners Newsletter



Interdisciplinary Team Meetings

- Develop, plan, select material, and share news
- Composed of Research and Extension agents, State specialists, representatives from the Immunize Kansas Coalition (IKC), and student consultants



Get Caught Up Campaign

GET CAUGHT UP ON VACCINES

for yourself, your family, and your community!









Support Community Events

Pumpkin Patch Arts and Crafts Fair

October 8th and 9th of 2021



Safe Sleep Community Baby Shower

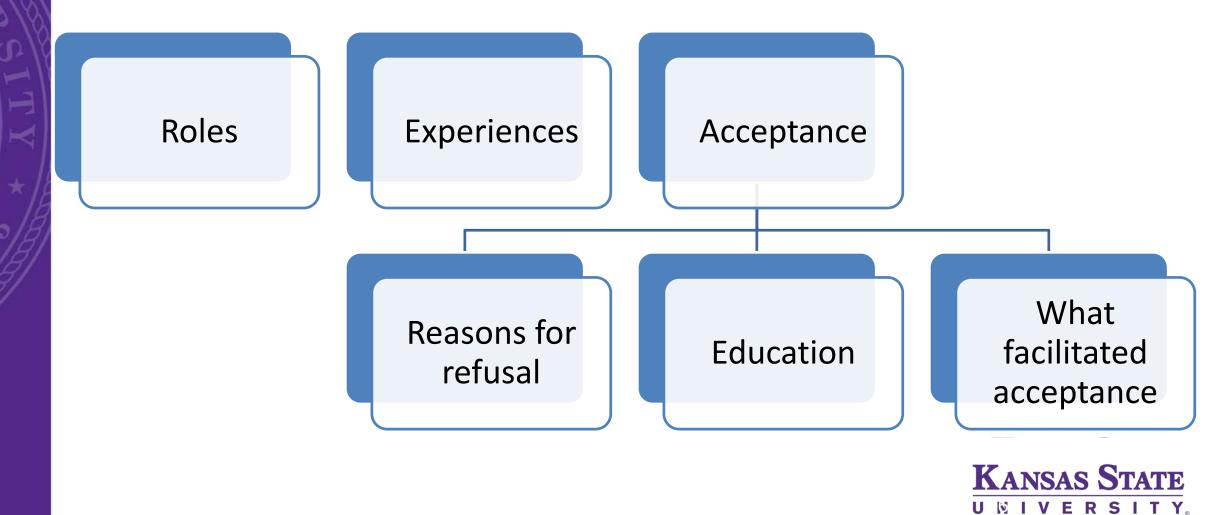
March 12, 2022





- IRB approval was obtained as class project
- Pilot tested script and interview
- Conducted 4 interviews with providers
- Focused providers' roles, experiences and perspectives on COVID 19 vaccine clinics.





Reasons for Refusal

Political agenda	Fear
Vaccine development	Confusion
Religion	Ethical issues related to unethical history
Fertility	Side effects (known and unknown)
Too much information	

"...media's not telling you the truth, politically motivated..."
- Interviewee 1

"There is legitimate fear of the healthcare system based on true travesties that we have imparted on African-American individuals in the past."

— Interviewee 2



Education

"First trying to listen and to understand the situation, to be kind and respectful."

- Interviewee 3

"I think you have to recognize the fear and acknowledge that."
- Interviewee 2

"I'm probably not the best, I try to listen to them."

- Interviewee 4



What facilitated acceptance?



Family



Civic Duty



Personal Health



Personal Experience

"...for protection of those who are vulnerable..."
- Interviewee 3

"...a couple have said their doctor recommended it...I saw a family member get really sick and I don't want to end up like that."

- Interviewee 1



Community Health Corners Newsletter



HK

A Mont

Healthy He

healthiar heart are needed

Heart disease is a leading ca Kansas who have CVD (card with age among all women suffers a <u>heart attack</u>, Havii artery or a leaking, bursting heart attack, and stroke witl

A healthy lifestyle includes and coping with stress. Sett walking more, filling half yo and taking deep, slow breat better heart health. Making heart disease in half, It's new towards heart health, so inc stress management, and he

Another important step to a factors. For women, heart d smoking, diabetes, high cho history of these while pregn risks and making choices to family, and your community

Vaccination.

How Vaccines Reach You

Vaccines have been around for a long time. The first vaccine was developed in 1798 to fight small pox, and since that time, vaccines have become a trusted way to fight and prevent disease. Today, vaccines help reduce illnesses like the flu, HIV, COVID-19, chickenpox, and shingles across all people.

Vaccines are an essential step towards staying healthy, but few know how vaccines get to you and your family. The process starts with laboratories worldwide tracking viruses, bacteria, and antibodies and using other information to develop safe and effective vaccines.

So, how does the vaccine get from the lab to you? After many tests by experts, the vaccine gets produced in large amounts, packaged, and shipped to access points so it can be distributed for use.

Access points like hospitals, health departments, pharmacles, doctor's offices, and FQACS Federally Qualified Health Centers) place vaccine orders to national agencies like the Centers for Disease Centrol and Prevention (CDC) or state agencies. In Kansas, the Department of Health and Environment (KDHE) manages much of the vaccines for access points. The amount of vaccine each access point receives depends on how many people live in the area, their ages, health conditions, and other factors. When vaccines arrive in communities, they are tested to ensure they remained effective and safe during their journey to you.

Find a vaccine near you: Search vaccines.gov Text your ZIP code at 438829 Call 1-800-232-0233





Where Does Health Come From?

Healthy Affordable Food.

Many Kansans are not sure it they will have enough food to feed their family each day. Many also wish they had better food options to pick from that are healthy and appropriate for their cultural and traditional ways of cooking. These are examples of food insecurity, which impacts over 350,000 people in Kansas each year.

Food insecurity has been magnified by the COVIDppandemic and high unemployment rates in recent years. Many people lack the foods important to their families. Every culture is unique and celebrates their traditions and history through food preparation, seasonings, and special foods at special events. Many Hispanic and Latino cultures have a rich history of fresh, plant-based meals that are good for health and cultural connections in communities, For some, maca powder, chia seeds, spirulina, and cacao are considered 'superfoods' that can lead to whole-body health and increase comfort and appreciation among cultures.

Many who lack food can benefit from community resources like <u>food pantries</u>, community gardens, blessing boxes, farmers' markets, and programs that support getting food.

You can become an advocate for accessible and appropriate food by helping to grow client-choice food pantries in your community. In a traditional food pantry, clients are offered a bag or bow of preselected tiems with limited opportunity to pick items for their culture and cooking styles. Client-choice models allow families to choose their own items. Find out more about client-choice food pantries and how you can take action to increase access to food with the help of the Kansas Healthy-food intilative at: https://dx.nasahealthyfood.org,







Goal to inform stakeholders on issues facing the Latina population

Sewerd, Meade, Haskell, Stevens, Ford, Finney, and Scott

- Composed on 3 sections
 - Women's health issue
 - Cancer screening
 - Vaccination communication
 - Misinformation
 - Social Determinant of Health
 - Access to transportation



Pilot Research Study and EXCITE campaign

CONCLUSION



EXCITE campaign



- How this would inform future studies
 - Sample size
 - Diverse demographics
 - Geographics
 - Larger research team
 - Control for bias
 - Length of study



- How this would inform future studies
 - Sample size
 - Larger research team
 - Length of study
- Implications
 - Potential to inform Extension system



- Pilot Research Study
- EXCITE Campaign
 - Lessons Learned
 - Importance of building trust
 - Capacity building and balance
 - Professional values
 - Understand overall Extension structure

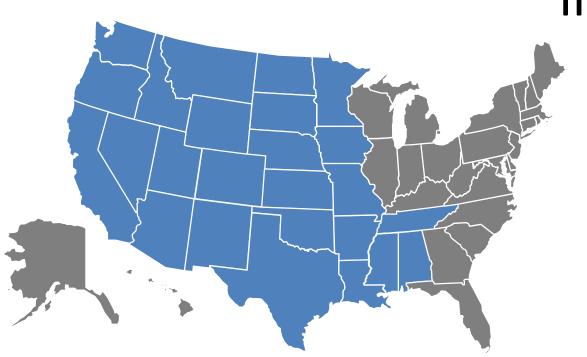


- Pilot Research Study
- EXCITE Campaign
 - Lessons Learned
 - Next Steps
 - Senior Expo April 21st,2022
 - Maternal Vaccine Flipbook



66.3% US population fully vaccinated

in 2022







Competencies



MPH Foundational Competencies

Select quantitative and qualitative data collection methods appropriate for a given public health context

Investigate perspectives and experiences of Providers for COVID-19 vaccine clinics by performing interviews.

Interpret results of data analysis for public health research, policy or practice

A content analysis was performed following interviews to gather themes and synthesis results.

Apply awareness of cultural values/practices to the design/implementation of public health policies or programs

The community health corners newsletter was written and distributed in 7 counties in southwest Kansas to provide health education for Latina women.

Communicate audience-appropriate public health content, both in writing and through oral presentation

The community health corners newsletter was written and distributed in 7 counties in southwest Kansas to provide health education for Latina women.

Perform effectively on interprofessional teams

The EXCITE task force was composed of Research and Extension Agents, State Specialists, and representatives from the Immunize Kansas coalition.

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Acknowledgments

Preceptor

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GET CAUGHT U ON VACCINE

for yourself, your family, and your community!



Brought to you by K-State Research and Extension, Immunize Kansas Coalition, and local partners.





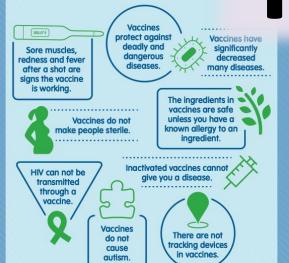


ET CAUGHT UP N VACCINES yourself, your family, 1 your community!



Truth about Vaccin

Thank you!



GET CAUGHT UP ON VACCINES

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