



# 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



Current MPH student with emphasis in  
Infectious Diseases and Zoonoses

# 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.<sup>1</sup>
- **Vaccination:** The physical act of administering any vaccine.<sup>1</sup>
- **Vaccine Hesitancy:** Delay in acceptance or refusal of vaccines despite availability.<sup>2</sup>
- **Vaccination acceptance:** Decision to accept or refuse when presented with an opportunity to vaccinate.<sup>3</sup>

# COVID-19 Impact



**472** million  
cases globally

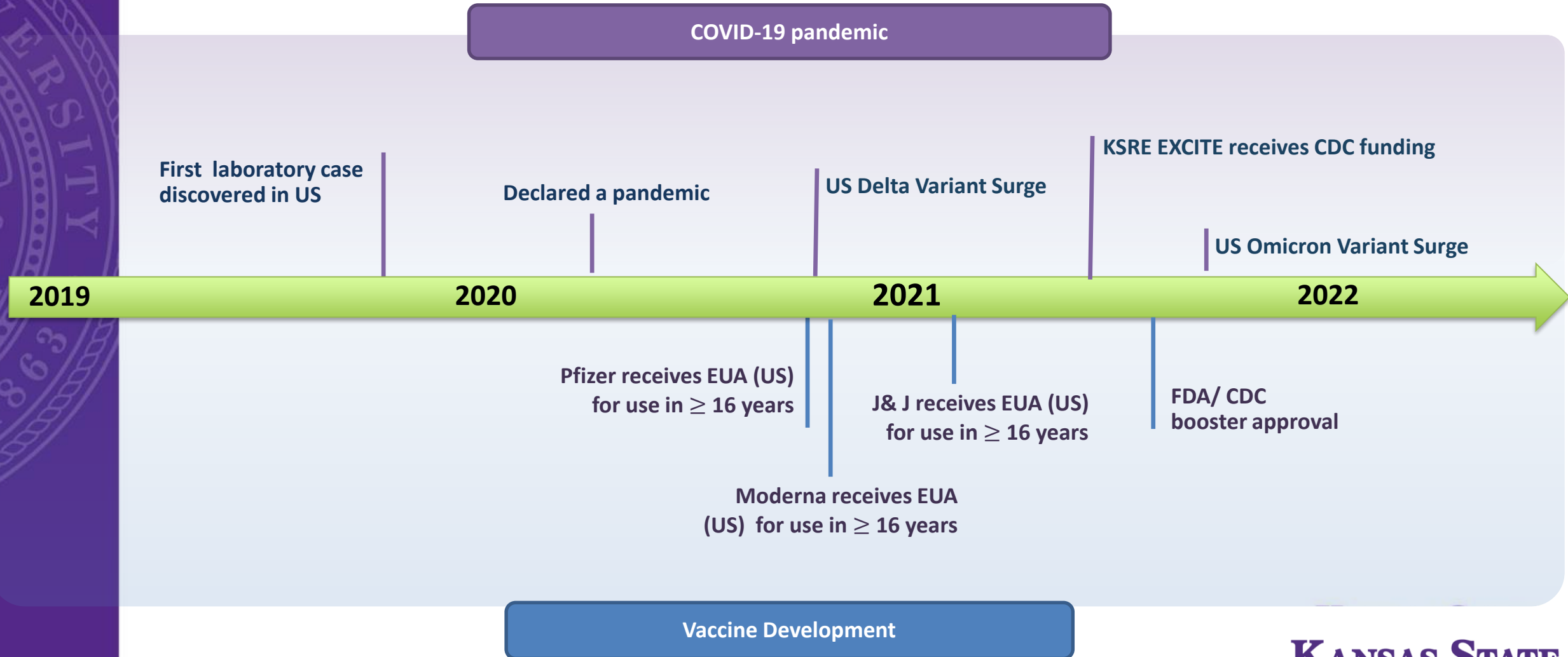
**6.09** million  
global deaths



**79** million  
cases in US

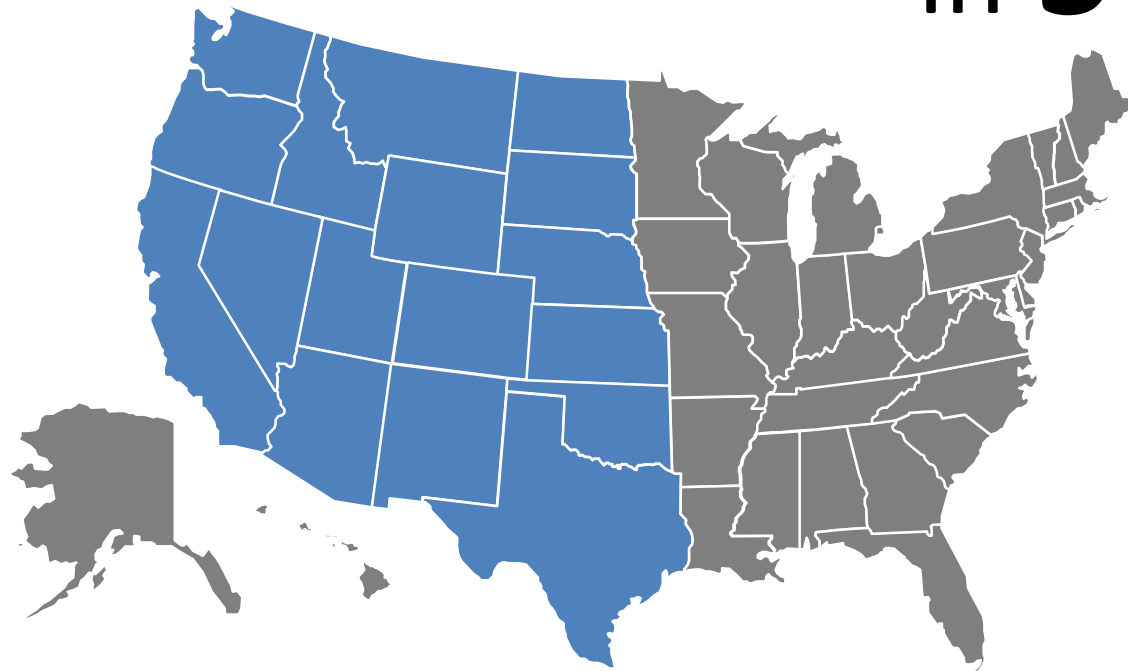
**974,000**  
US deaths

# 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**

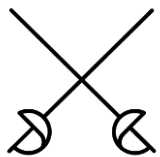
# Factors contributing to hesitancy



Misinformation



Distrust in Medical / Scientific Community




Politicization of vaccines



EXCITE project description

# **APPLIED PRACTICE EXPERIENCE**

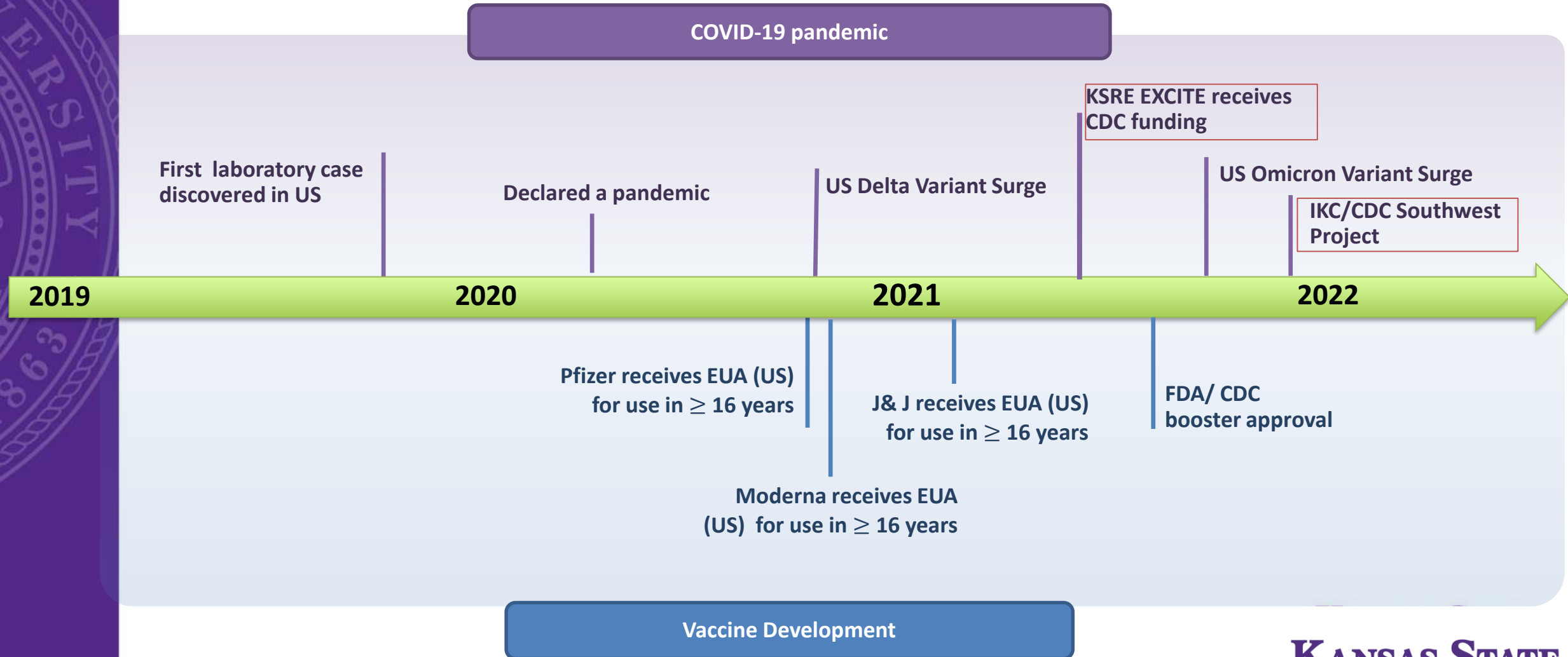


**K-State Research and Extension** is a statewide network committed to **addressing the state's challenges**: global food systems, water, health, developing tomorrow's leaders, and community vitality

# 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

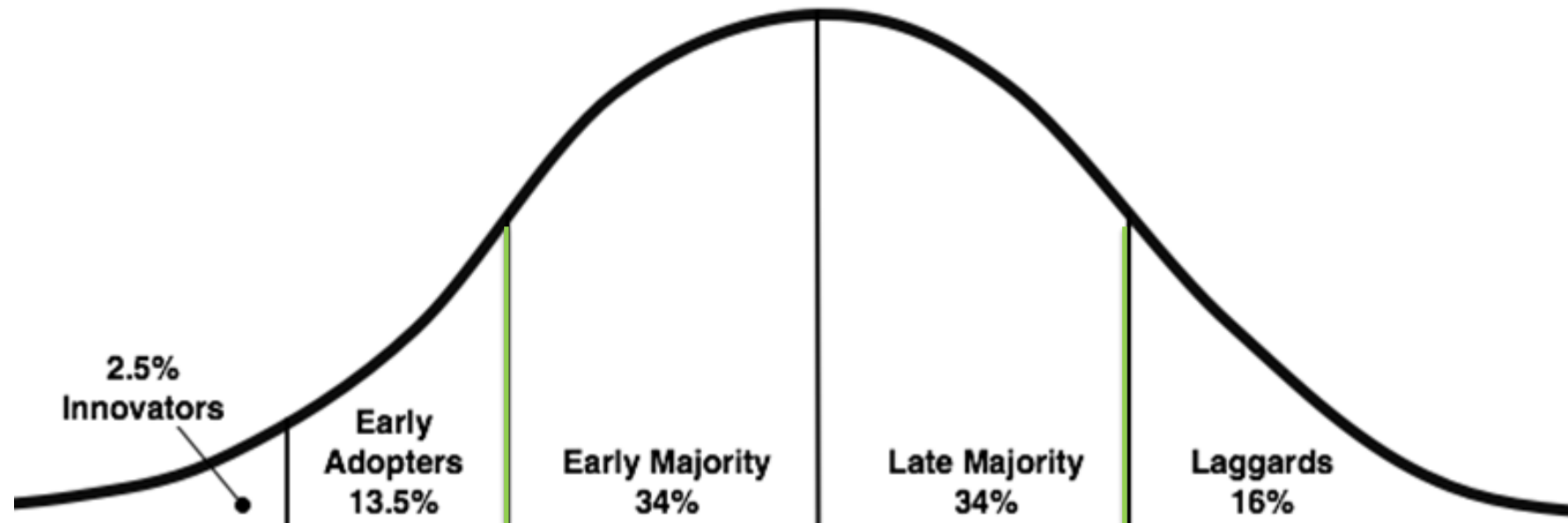






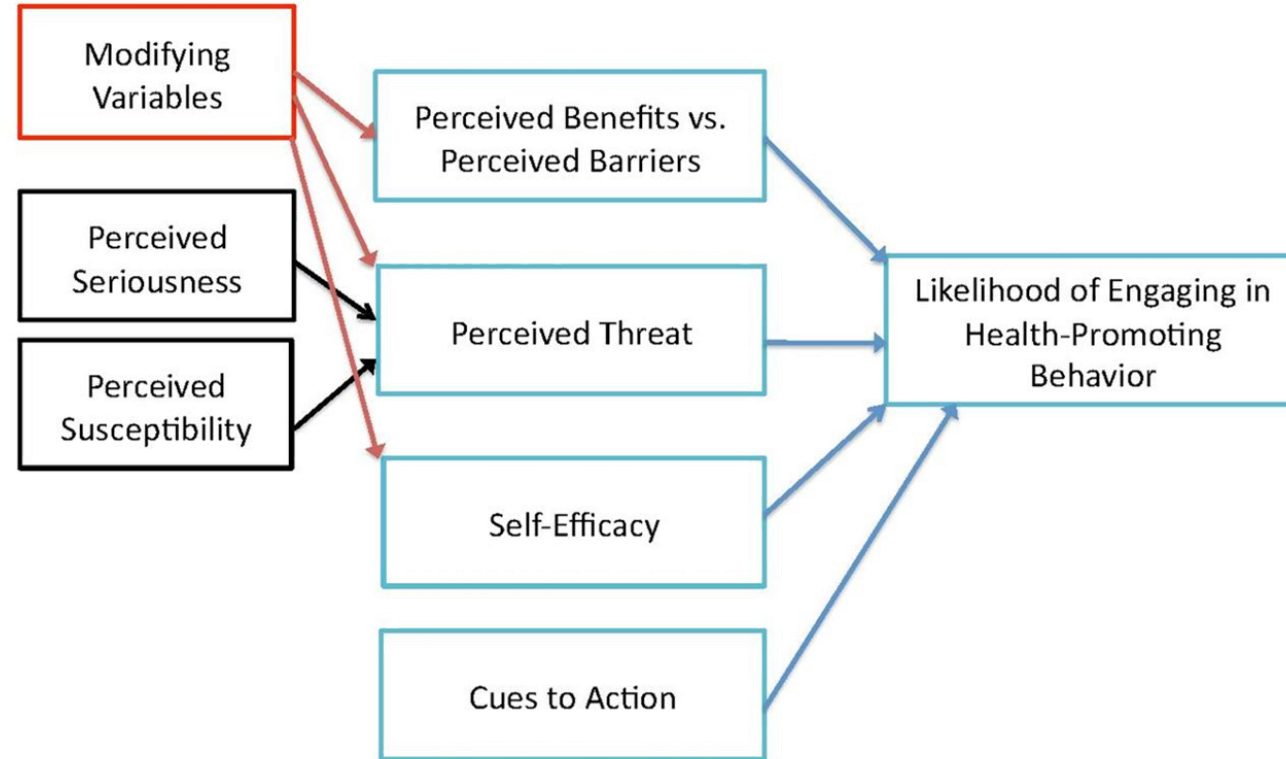
The purpose of the **EXCITE campaign** was to provide vaccination communication to **increase adult vaccination uptake** in Kansas, specifically for COVID-19.

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
2. **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

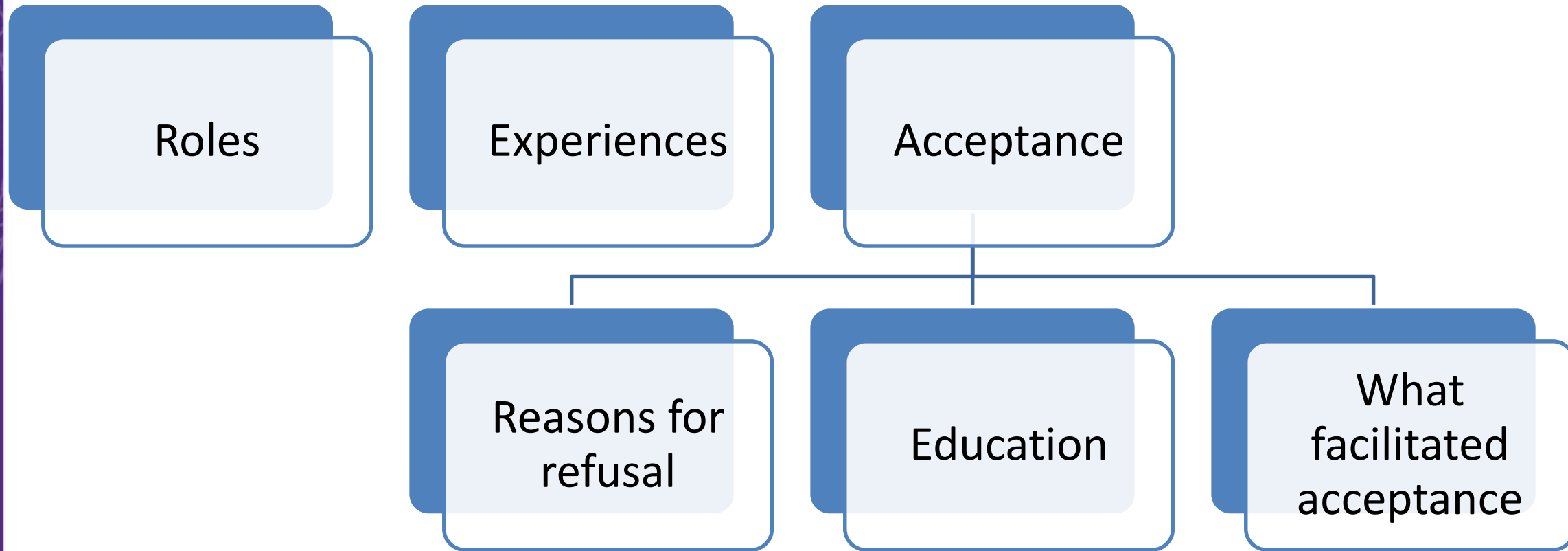
- March 12, 2022



# Pilot Research Study

- 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.

# Pilot Research Study





# 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



Personal Health



Civic Duty



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



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

- **Pilot Research Study**
- EXCITE campaign

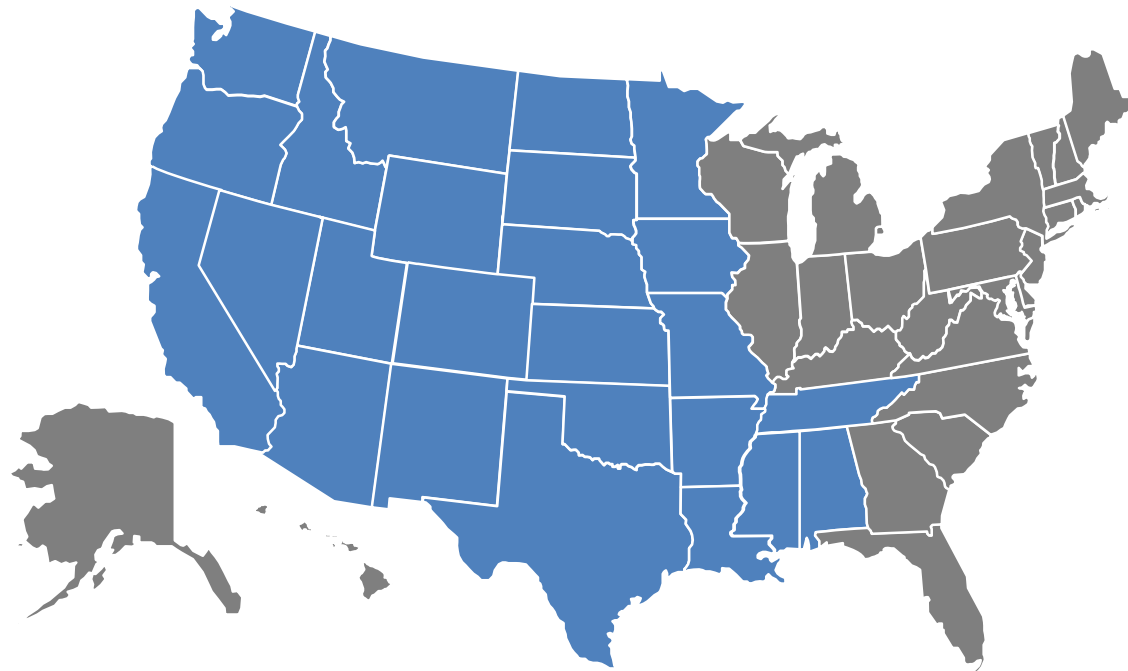
- **Pilot Research Study**
  - How this would inform future studies
    - Sample size
      - Diverse demographics
      - Geographics
    - Larger research team
      - Control for bias
    - Length of study

- 
- **Pilot Research 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 21<sup>st</sup>, 2022
      - Maternal Vaccine Flipbook





# Competencies

# MPH Foundational Competencies

2

**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.

4

**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.

8

**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.

19

**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.

21

**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.

# Acknowledgments

## **Preceptor**

Dr. Elaine Johannes

## **Graduate Committee**

Dr. Ellyn Mulcahy

Dr. Nancy Muturi

Dr. Paige Adams

## **MPH Program**

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# GET CAUGHT UP ON VACCINES

for yourself, your family, and your community!



## HOW TO MAINTAIN A HEALTHY YOU!

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

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• Women are often the managers and promoters of their family's overall health.

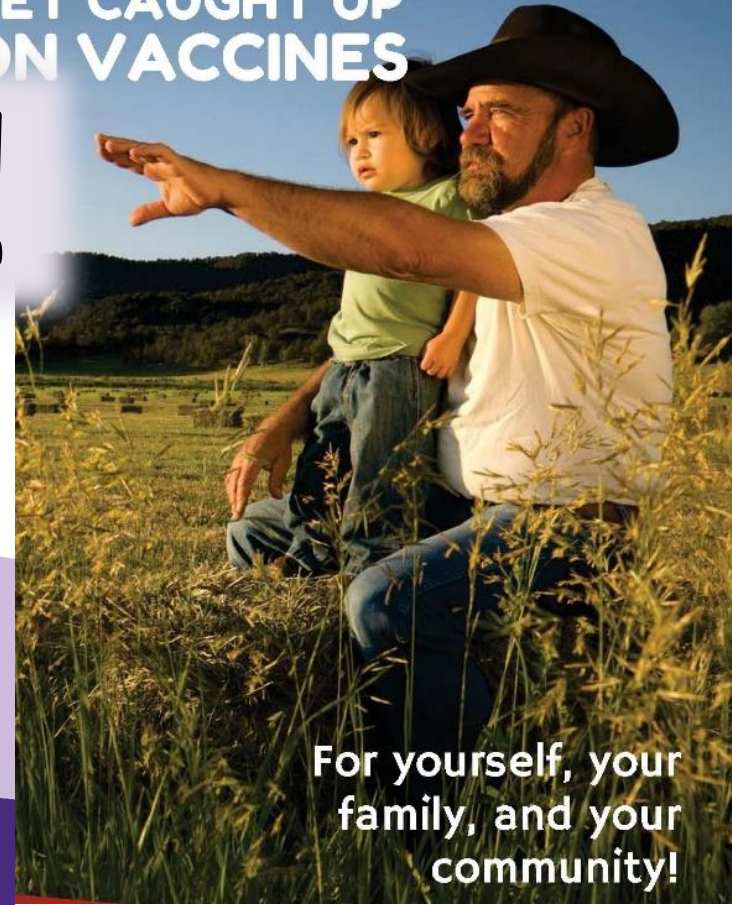
## GET CAUGHT UP ON VACCINES

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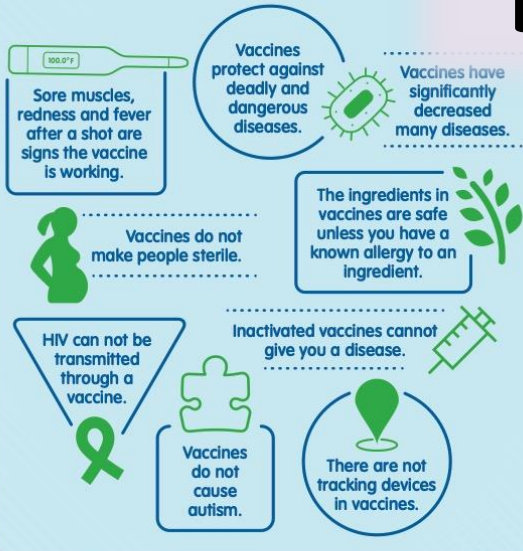
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## GET CAUGHT UP ON VACCINES



For yourself, your family, and your community!

### Truth about Vaccines



Children's Mercy  
KANSAS CITY

# Thank you!

## GET CAUGHT UP ON VACCINES

for yourself, your family, and your community!



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