



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



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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.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

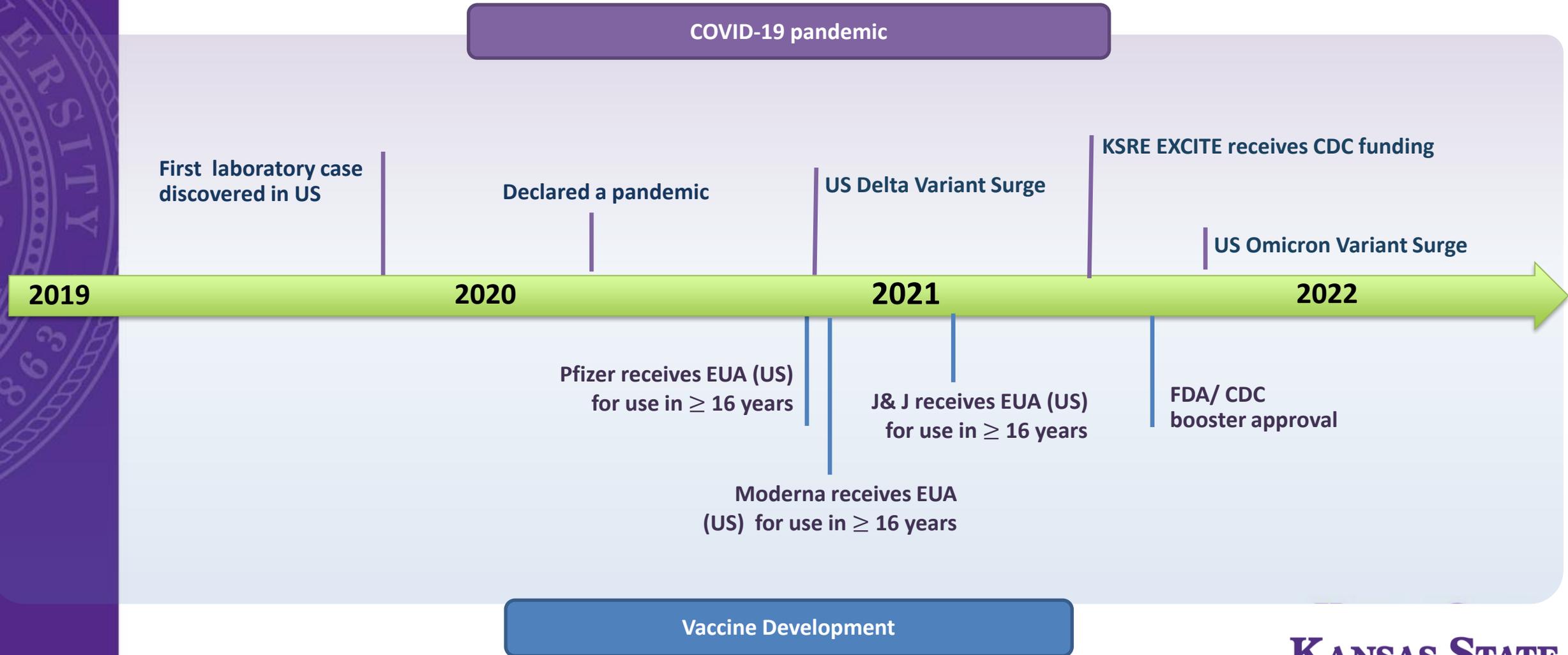
6.09 million
global deaths



79 million
cases in US

974,000
US deaths

Timeline of COVID-19 Pandemic





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**

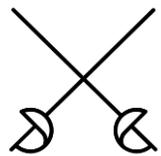
Factors contributing to hesitancy



Misinformation



Distrust in Medical / Scientific Community



Politicization of vaccines



EXCITE project description

APPLIED PRACTICE EXPERIENCE

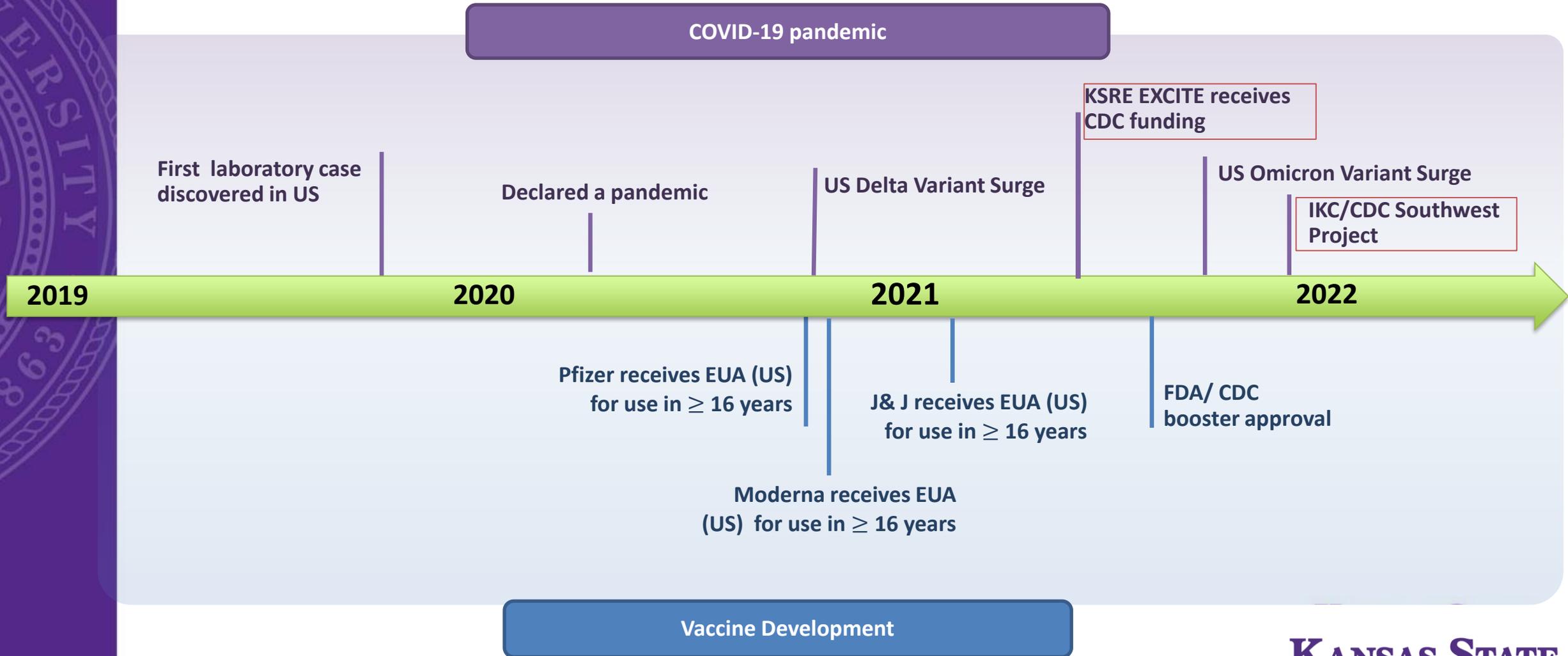


K-State Research and Extension is a statewide network committed to **addressing the state's challenges**: global food systems, water, health, developing tomorrow's leaders, and community vitality

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

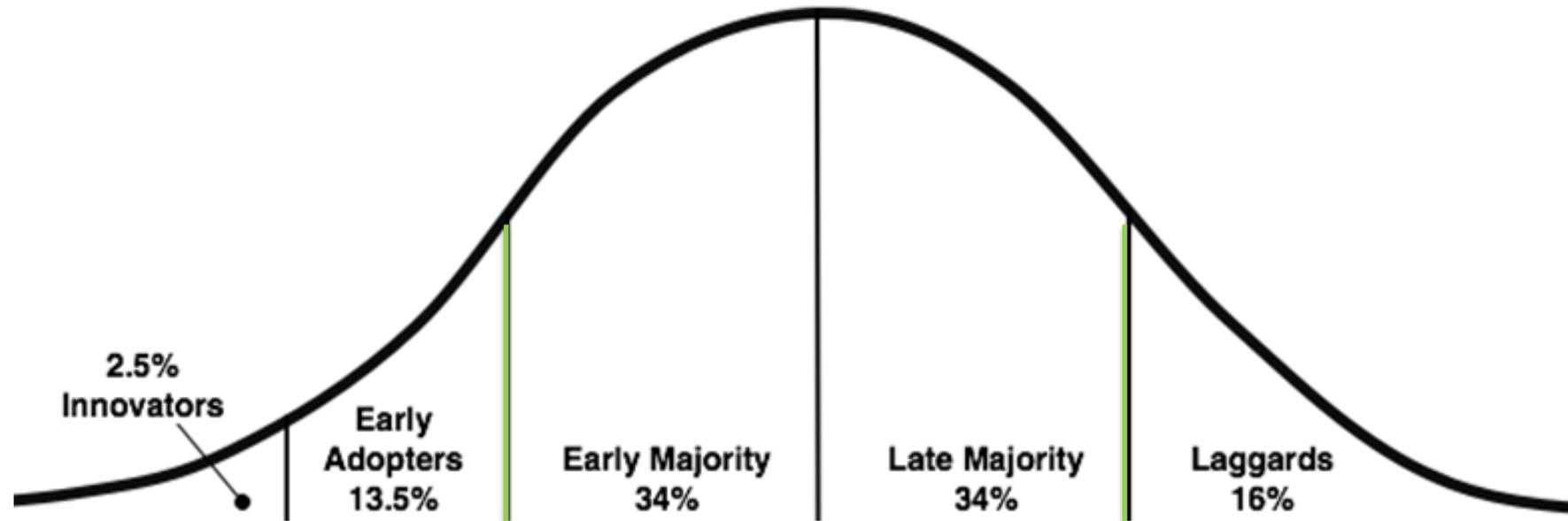
Timeline of COVID-19 Pandemic





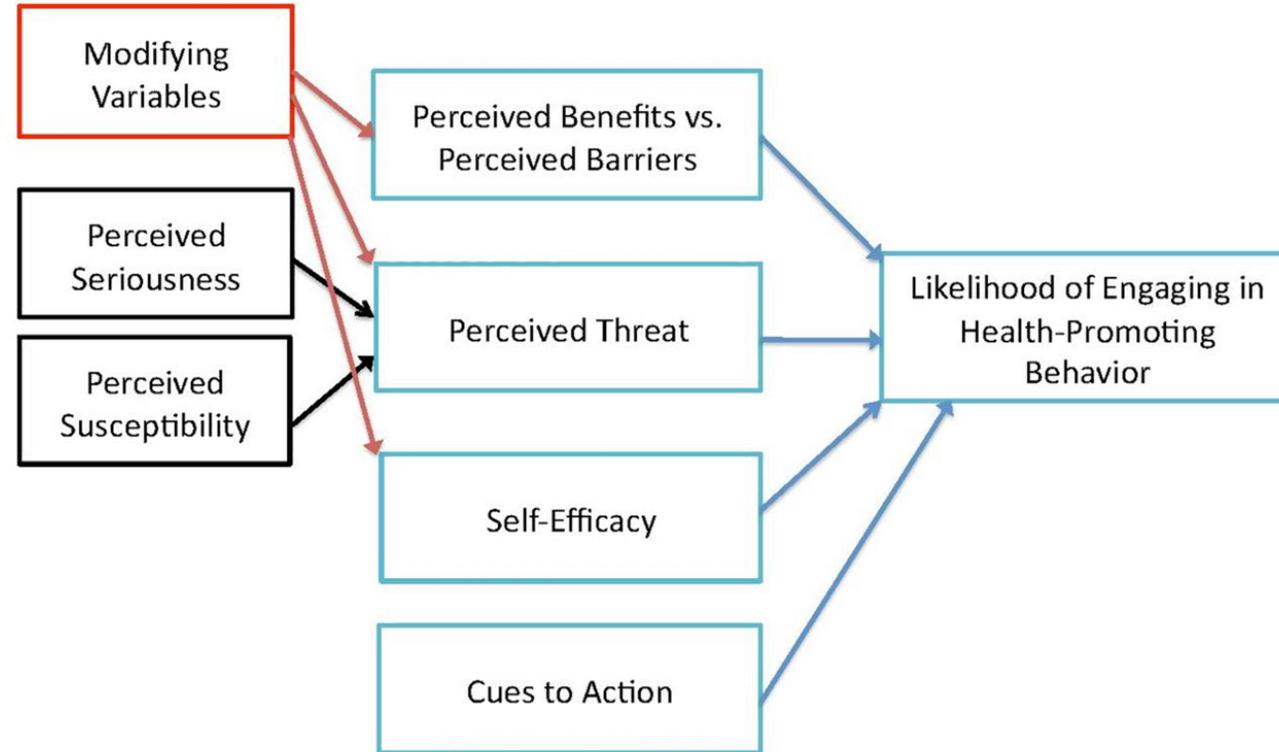
The purpose of the **EXCITE campaign** was to provide vaccination communication to **increase adult vaccination uptake** in Kansas, specifically for COVID-19.

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!

A diverse family of five people (grandfather, mother, daughter, father, grandmother) smiling together.

 **IKC** IMMUNIZE KANSAS COALITION
www.immunizekansascoalition.org

 **K-STATE**
Research and Extension

Supported by a grant from the Immunize Kansas Coalition (IKC). K-State Research and Extension is an equal opportunity provider and employer.



Support Community Events

Pumpkin Patch Arts and Crafts Fair

- October 8th and 9th of 2021



Safe Sleep Community Baby Shower

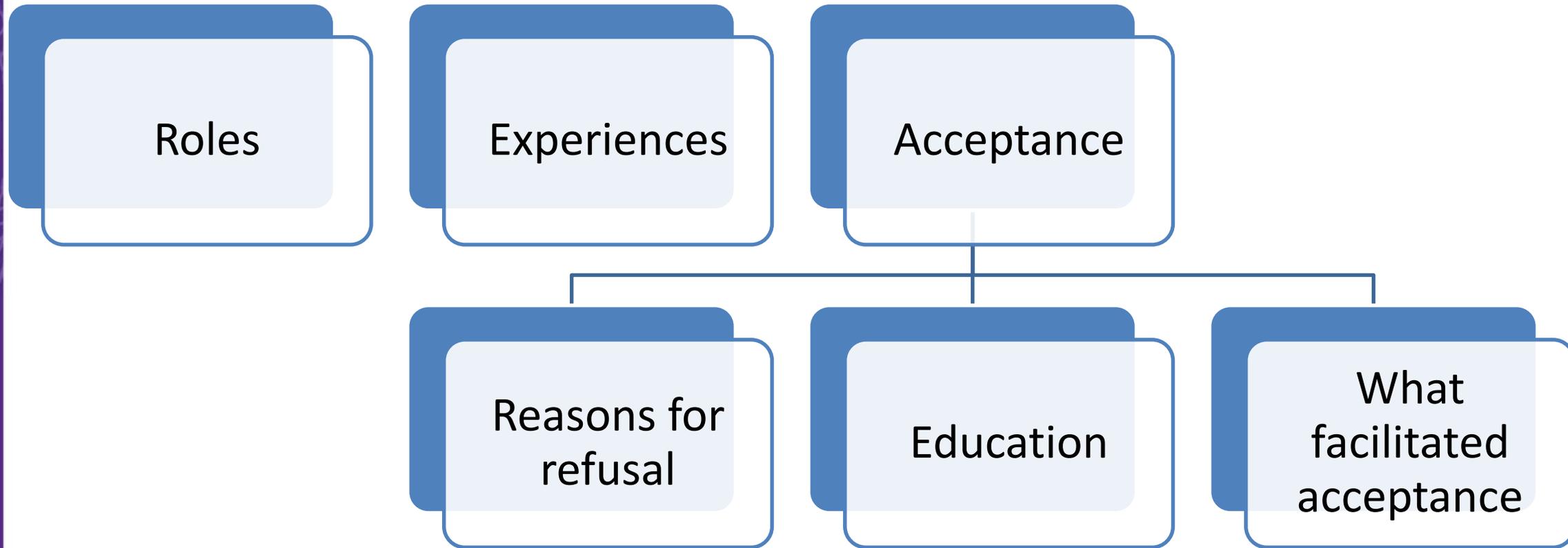
- March 12, 2022



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

Seward, 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 21st, 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.

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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.

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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

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Graduate Committee

Dr. Ellyn Mulcahy

Dr. Nancy Muturi

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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.



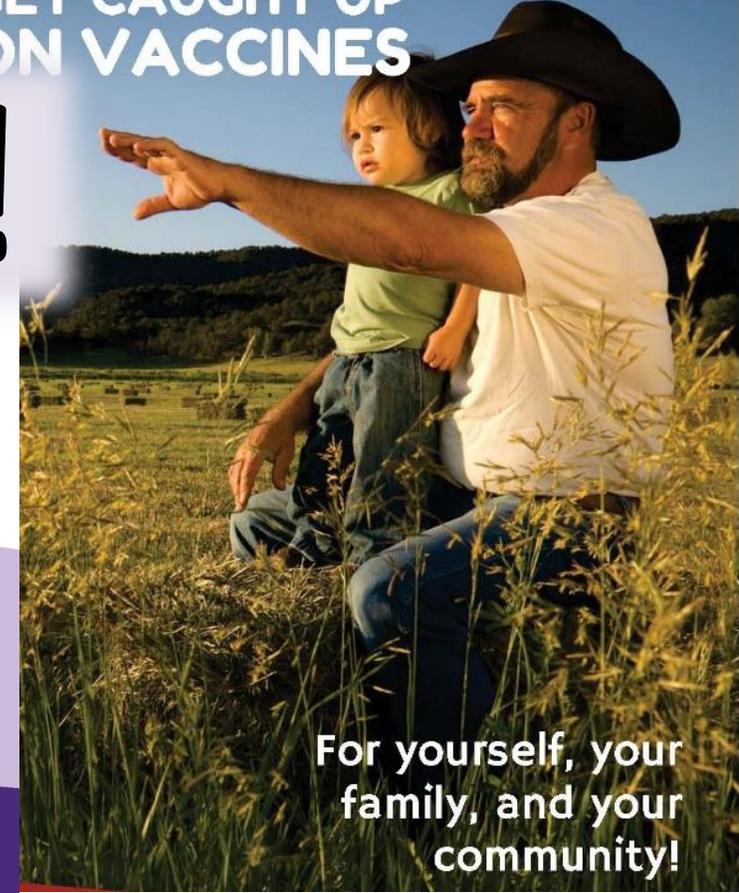
• Women are often the managers and promoters of their family's overall health.

GET CAUGHT UP ON VACCINES

for yourself, your family, and your community!



GET CAUGHT UP ON VACCINES



For yourself, your family, and your community!

Truth about Vaccines

- Sore muscles, redness and fever after a shot are signs the vaccine is working.
- Vaccines protect against deadly and dangerous diseases.
- Vaccines have significantly decreased many diseases.
- Vaccines do not make people sterile.
- The ingredients in vaccines are safe unless you have a known allergy to an ingredient.
- HIV can not be transmitted through a vaccine.
- Inactivated vaccines cannot give you a disease.
- Vaccines do not cause autism.
- There are not tracking devices in vaccines.

Thank you!

GET CAUGHT UP ON VACCINES

for yourself, your family, and your community!

