

Partnering for Vaccine Equity

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Partnering for Vaccine Equity

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Today's Webinar

- I. Share information about the Partnering for Vaccine Equity (P4VE) program.
- II. Explain the challenges and barriers community-based organizations have faced during program implementation.
- III. Discuss promising practices to address vaccine equity.

P4VE is an investment in **community health, knowledge sharing, and evidence-building to effectively increase vaccination rates** now and in the future.

The Larger Picture

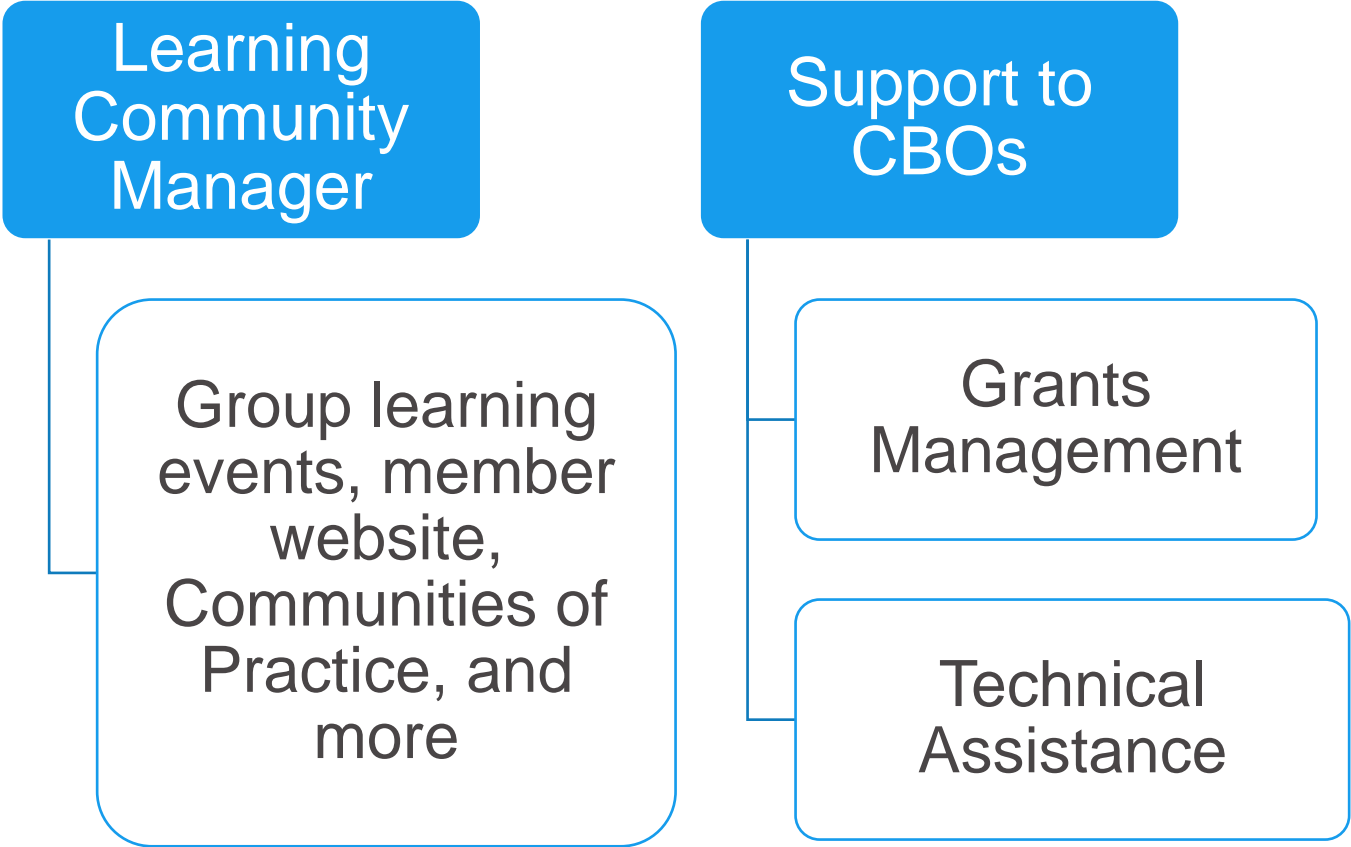
Partnering for **Vaccine Equity**



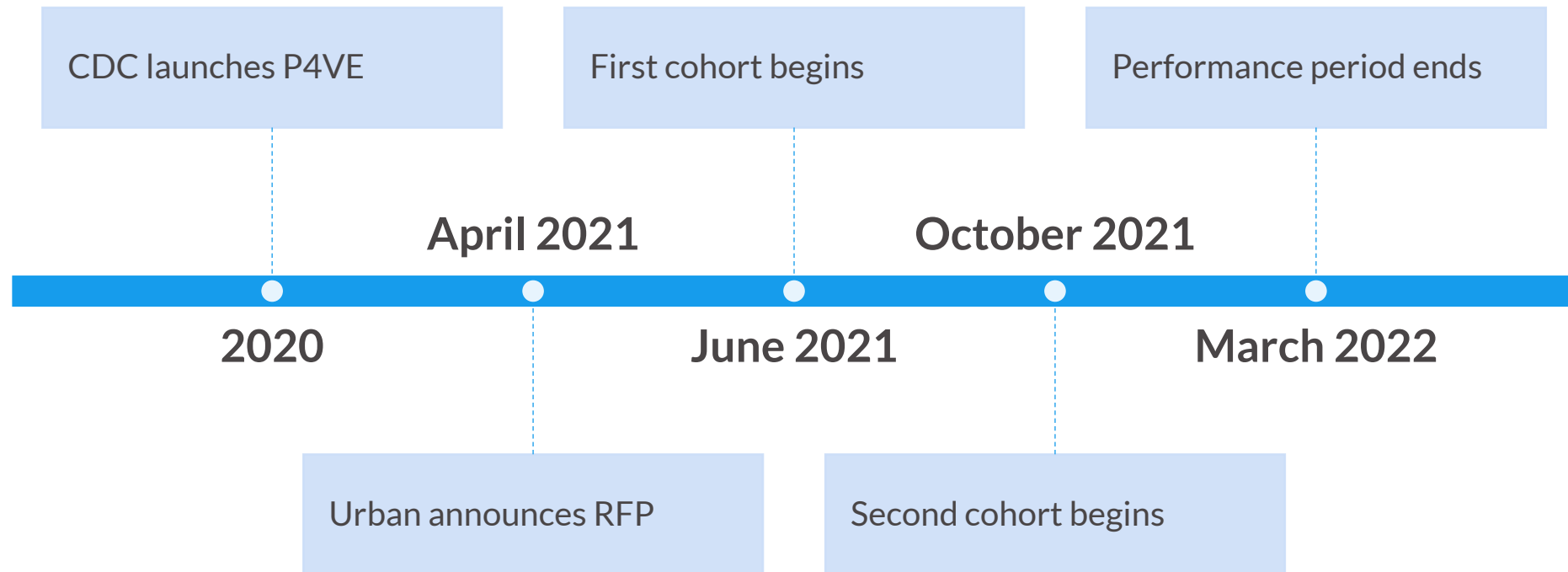
- Conceptualized in 2019 – launched in 2020 – to increase equity in adult immunization (particularly for COVID-19 and influenza)
- Part of larger Health Equity effort recognizing that many factors create health barriers for people of color
- In Y1, program provided over \$156 million in funding and support to 500+ national, state, and community organizations

Source: <https://www.cdc.gov/vaccines/health-equity/index.html>

Urban's Role

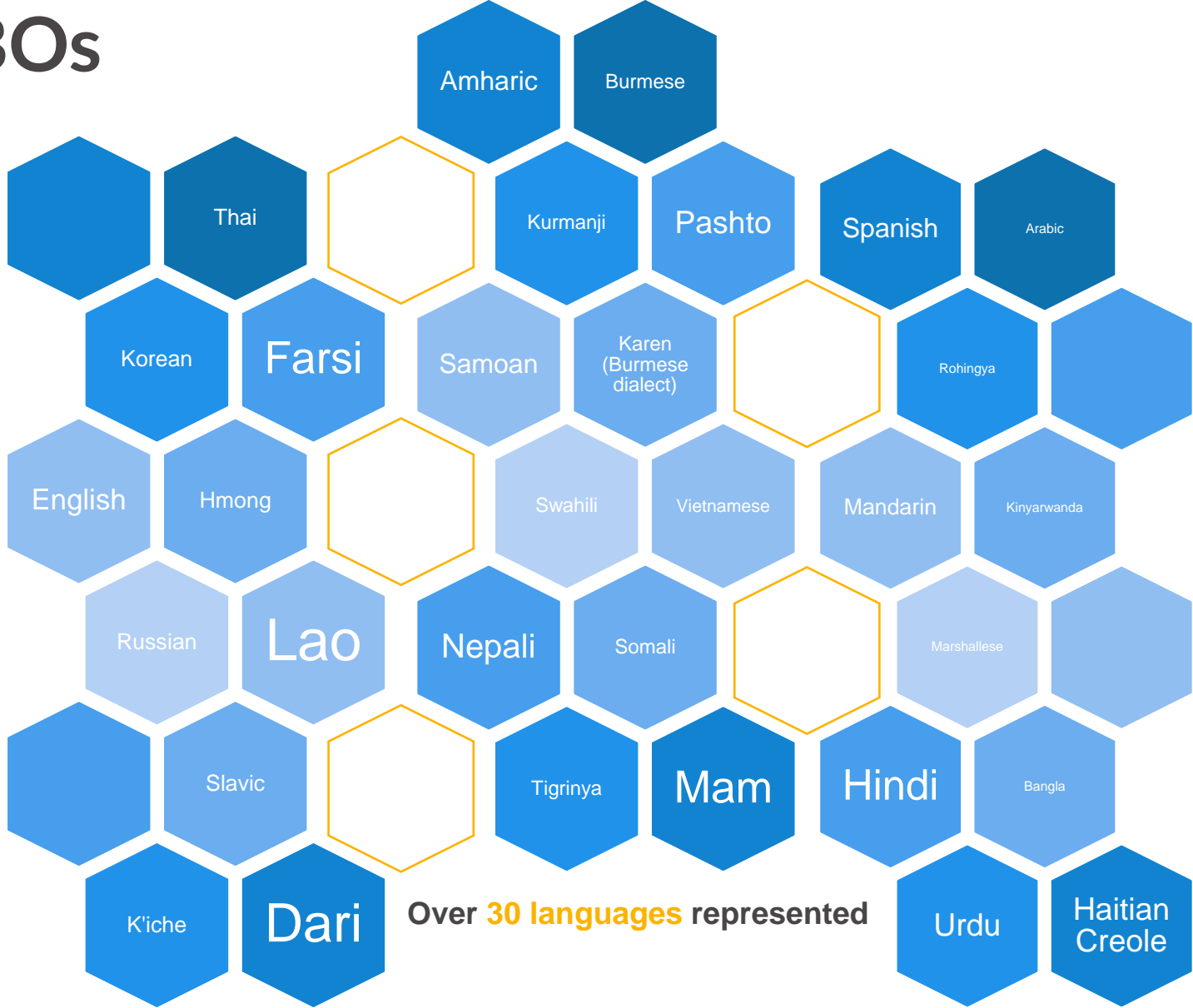


P4VE Timeline



Populations Served by CBOs

% CBOs working with:	
African American/ Black	90%
Hispanic/ Latinx	86%
American Indian/ Alaskan Native	14%
Asian American/ Pacific Islander	41%



Year One Performance

Outcome Indicator	Total
# of Trusted Messengers Trained	7,708
# of Communication Products Developed	13,916
# of Events	1,243
# of Event Attendees	98,634
# of Campaigns Promoting Vaccines	1,131
Estimated # of People Reached through Campaigns	5,386,776
# of Partnerships made to Promote Vaccine Confidence	481
# of Partnerships Developed with Vaccine Providers	167
# of New Vaccination Sites Developed	2,251
Total Number of Vaccines Delivered	105,669

Total Number of Vaccines Administered: 105,669

Lessons Learned

Challenges & Barriers of Vaccine Uptake

Mistrust of government institutions and medical establishments

Access to vaccines

Misinformation and myths

Social determinants of health

Mistrust of Government Institutions & Medical Establishments

- Community members lack trust in government and other institutions that have historically failed or actively harmed them because of systemic racism
- Among certain refugee, immigrant, and migrant populations, there was also distrust in mainstream Western medicine, including vaccination

Access to Vaccines

- Vaccination opportunities did not accommodate long or nontraditional work schedules
- Lack of paid time off
- Lack of transportation
 - ***“...the local health department advertises on social media ... [but people] in rural areas or with limited internet access do not know ahead of time to schedule transportation into the cities for [vaccination] clinics.” (CBO program staff)***
- Need for childcare post-vaccination

Information, Misinformation & Myths

“Lack of information in one's home language...[was an] additional barrier. And reliable information was not coming from a source they trusted or in a format that could be readily understood by the diverse communities we work with.” (CBO program staff)

- Misinformation and myths spread on social media or through word of mouth within community
- Ex: vaccines cause infertility, side effects more harmful than virus, cost to access
- Science of vaccines not accessible
- Absence of culturally responsive materials
- Low literacy levels
- Lack of access to/limited familiarity with technology

Social Determinants of Health

- Many of the barriers to getting vaccinated are considered social determinants of health
- CBOs took a holistic approach by addressing community member's immediate needs before discussing vaccination

Social Determinants of Health



Source: <https://www.cdc.gov/visionhealth/determinants/index.html>

Promising Practices

Building Strong Community Partnerships

Hosting Community-Focused Events

Engaging Trusted Messengers

Building Strong Community Partnerships

Mississippi Immigrants Rights Alliance (Jackson, MS)

- Created strategic partnerships with Latinx faith leaders throughout MS to increase vaccination confidence and set up vaccination sites



Hosting Community-Focused Events

Arab-American Family Support Center (Bronx, NY)

- Worked with the Iman at a local mosque to provide Arabic-speaking people disseminating information and vaccines after religious services



Engaging Trusted Messengers

Eden Youth and Family Center (Hayward, CA)

- EYFC's Promotoras are trusted messengers from the community, for the community. They educate and support a person's vaccine journey via intentional 1-on-1 conversations, tailored and culturally-appropriate messaging.



Looking Forward

Year Two and Beyond

Supporting 28 CBOs developing capacity to implement these promising practices

Expanding to promote equity across recommended adult vaccines with some CBOs

Ongoing partnership with CDC

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