Leading the Way for Community-Driven Health Transformation: Lessons Learned from the Vaccine Equity Project

November 20, 2024

2:00 PM ET | 1:00 PM CT | 12:00 PM MT | 11:00 AM PT

Community Action 60 Years





Land Acknowledgement

Every community owes its existence and vitality to generations from around the world who contributed their hopes, dreams, and energy to making the history that led to this moment. Some were brought here against their will, some were drawn to leave their distant homes in hope of a better life, and some have lived on this land for more generations than can be counted.

"This meeting is being held on the traditional and ancestral homeland of the _____and I pay my respect to elders both past and present, who have stewarded this land throughout the generations."

Please take a moment to consider the many legacies of violence, displacement, migration, and settlement that bring us together here today.

Labor Acknowledgement

We acknowledge that much of what we know of this country today, including its culture, economic growth, and development throughout history and across time, has been made possible by the labor of enslaved Africans and their descendants.

Additionally, we acknowledge the Chinese immigrants who built railroads that allowed for westward American development, Japanese Americans whose properties and livelihoods were taken from them while incarcerated during World War II, and migrant workers from the Philippines, Mexico, and Central and South America who have worked Pacific Northwest farms and canneries.

We recognize the immigrant and American-born workers of African, Asian, and Central and South American descent whose labor remains hidden in the shadows but still contributes to the wellbeing of our collective community and who have fostered the conditions for us to be able to access our current quality of life, those who have gathered, prepared food, and provided essential services.

The Promise Of Community Action

Community Action changes people's lives, embodies the spirit of hope, improves communities, and makes America a better place to live. We care about the entire community and we are dedicated to helping people help themselves and each other.

Agenda

- Partnering for Vaccine Equity Overview
- Vaccine Equity Project Overview
- Introducing the Vaccine Equity Resources
- Q & A
- Resources and Upcoming Events

Introductions

NCAP Team



Lillie Seels
Director, Practice Transformation



Karis Manus
Senior Associate, Learning and Dissemination



Tayla Daniel
Project Director, Practice Transformation

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ASTHO Team



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Director, Chronic Infectious Diseases
ASTHO



Shalini Nair, MPH
Senior Analyst, Infectious Disease
ASTHO

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Partnering for Vaccine Equity

A Public Health-Community Action Framework

November 20, 2024

Mission

To support, equip, and advocate for state and territorial health officials in their work of advancing the public's health and well-being.

Project Goals

ASTHO was funded by the CDC to:

- **Build the evidence base** of effective interventions to improve vaccination coverage.
- **Identify and implement strategies** to reduce racial and/or ethnic disparities in adult vaccination coverage.

Community Action and Public Health

Public health and community action can work together to address the social determinants of health (e.g. **economic stability, education, healthcare, built environment and social context**) and achieve better health outcomes.

CAAs are a beneficial partner to public health due to their **existing reach** in the community and **network of nontraditional partners.**



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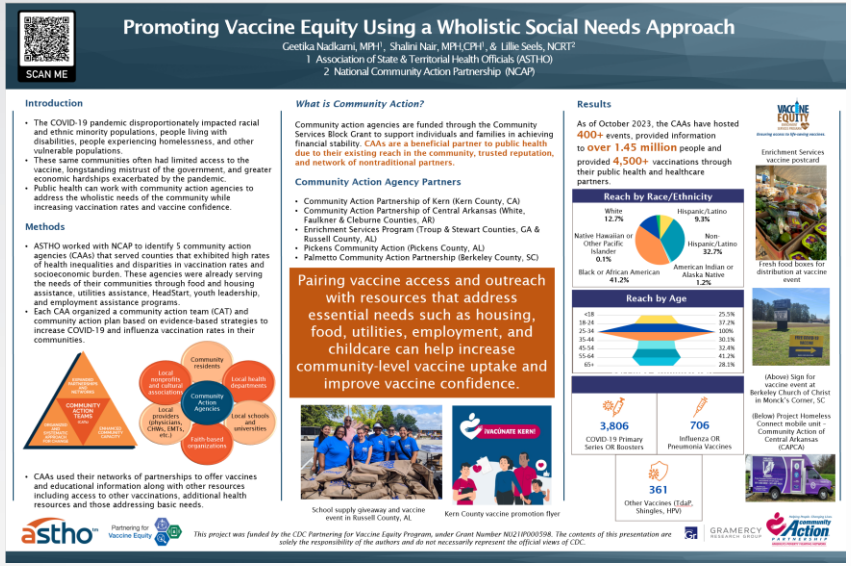
Community Action Sites



- Alabama
- Arkansas
- California
- Georgia
- South Carolina

Impacts to Date





Home / Communications / Newsroom / 2023 / **ASTHO Earns Two National Awards for Public Health Program Innovation**

ASTHO Earns Two National Awards for Public Health Program Innovation

THE POWER OF ASSOCIATIONS 2023 GOLD AWARD WINNER
asae The Center for Association Leadership
THE POWER OF ASSOCIATIONS PURPOSE. COMMUNITY. IMPACT.

Home / Communications / Blog / **Partnering with Community Action Agencies Can Improve Trust in Vaccines**

Partnering with Community Action Agencies Can Improve Trust in Vaccines

Home / Communications / Blog / **Public Health and Healthcare Partner to Promote Influenza Vaccination**

Public Health and Healthcare Partner to Promote Influenza Vaccination

PUBLIC HEALTH REVIEW MORNING EDITION

Public Health Review Morning Edition FOLLOW SHARE

332: Public Health Polling, Flu Vaccine Strat

0:00 6:14 1x

PUBLIC HEALTH REVIEW

PUBLIC HEALTH REVIEW

Bridging the Gap: Ensuring Vaccine Equity for Native Communities

30 00:00:00 / 00:28:12 30 libsyn

Home / Communications / Blog / **Forming Partnerships to Increase Rural Immunization Rates**

Forming Partnerships to Increase Rural Immunization Rates

Home / Our Work / Toolkit / **Championing Change: A Toolkit for Addressing Vaccine Equity Through Community Mobilization**

Championing Change: A Toolkit for Addressing Vaccine Equity Through Community Mobilization

PUBLIC HEALTH REVIEW MORNING EDITION

Public Health Review Morning Edition FOLLOW SHARE

286: Creative Vaccine Strategies

0:00 5:27 1x

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Vaccine Equity Project Overview

Background

- In 2020, CDC launched the Partnering for Vaccine Equity program to provide funding support to over 500 national, state, local, and community-level organizations to reduce disparities in vaccination rates among racial and ethnic communities.
- ASTHO received funds to work with local communities across the US to increase vaccine access and uptake among adults in minority populations.
- Working in collaboration with NCAP and ASTHO, five Community Action Agencies were funded under this agreement and meet routinely to share strategies and lessons learned. All organizations are members of the CDC learning community.

Partnering for Vaccine Equity



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Community Action Sites

Enrichment Services Program
Troup and Stewart Counties, GA and Russell County, AL

Pickens County Community Action Committee
Pickens County, AL

Community Action Program for Central Arkansas
White County, AR

Palmetto Community Action Partnership
Berkeley County, SC

Community Action Partnership of Kern
Kern County, CA



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Enrichment Services Program

- **Troup and Stewart Counties, GA and Russell County, AL**

- **<u>Strategies Implemented</u>**
  - Engaging Families in their Head Start Program.
  - Partnering with faith-based organizations to build a team of trusted messengers.
  - Working with large employers.
  - Embedding vaccine availability into larger scale community events.

Enrichment Services Program, Inc.
A Community Action Agency

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Pickens Community Action

- **Pickens County, AL**

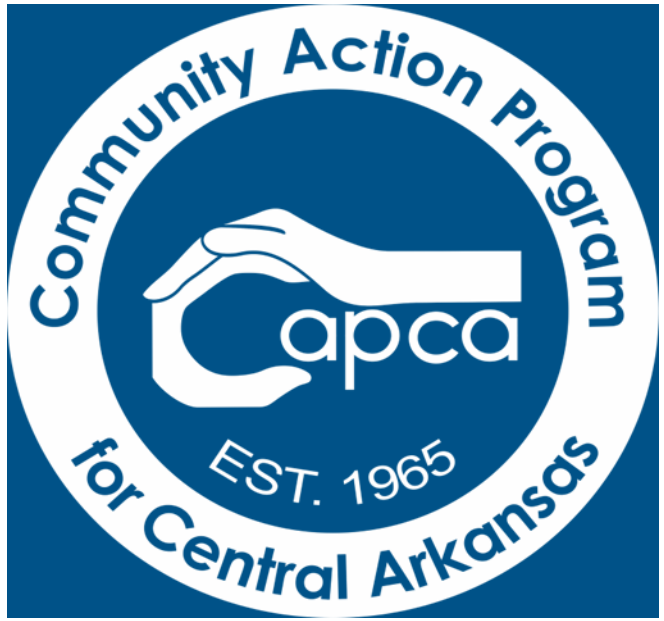
- **<u>Strategies Implemented</u>**
  - Working with local medical and nursing schools to train students on becoming vaccine champions.
  - Engaging young adult males through the Head Start fatherhood program.
  - Conducting home-based vaccinations through outreach workers.



Community Action Program for Central Arkansas

- **White County, AR**

- **<u>Strategies Implemented</u>**
  - Used community survey to identify attitudes and barriers to receiving vaccines and using data to develop outreach strategies with their partner organizations.
  - Conducted mobile clinics at community events and offered multiple vaccines such as COVID-19, influenza, and shingles.
  - Offered gift card incentives.



Community Action Partnership of Kern

- **Kern County, CA**

- **<u>Strategies Implemented</u>**
  - Used Medicaid data to target specific zip codes with most vaccine inequity.
  - Partnering with local community owned businesses to reach different sectors of the community.
  - Using multi-faceted approach to address misinformation through engagement of trusted messengers and different types of media.
  - Engaging the community at local events and popular community venues.

capk
Community Action Partnership of Kern

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Palmetto Community Action Partnership

- **Berkeley County, SC**

- **<u>Strategies Implemented</u>**
  - Working with partners such as both the state and local health departments, the local university, and nonprofits to develop outreach strategies including a shared calendar of events.
  - Using vaccine ambassadors to conduct outreach, trusted messengers to conduct storytelling through videos.
  - Utilizing a case manager to connect community members to other services.

PALMETTO
Community Action Partnership

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Community Action Sites



- Community Action Agencies are a beneficial partner to public health due to the existing reach in the community and network of nontraditional partners

- Public health and Community Action worked **together** to address social determinants of health (economic stability, education, healthcare, built environment and social context) and achieved better health outcomes.

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Community Action Team (CAT) Approach

CAT Approach Background

- Selected CAAs used a community action team model (CAT) to increase awareness, acceptance, access to, and uptake of COVID-19 and other immunizations.

- A CAT is a coalition of new and existing partners across various sectors of the community with the shared mission of advancing equity priorities.



CAT Approach Background

- Each Community Action Agency partnered with their state or local health department and local providers including:
- Federally Qualified Health Centers (FQHCs)
- Pharmacies
- Local Emergency Medical Services
- Local faith-based, cultural, and other community leaders to serve as trusted messengers to increase awareness and acceptance of vaccines.



Expanding Partnerships and Networks

Building community partnerships is critical to successfully addressing and improving the health of a population. Community organizations and leaders are invaluable sources of knowledge and information whose insights can help to expand outreach and communications with populations in target communities.



Organized and Systemic Approach for Change

Most public health issues or barriers are multifaceted and complex, involving political, environmental, social, behavioral, and physical factors. CATs provide an opportunity for stakeholders from a variety of sectors, backgrounds, and experiences to work together toward a common goal in a systematic and organized fashion.



Enhanced Community Capacity

In addition to providing a platform for building and expanding partnerships, CATs can also help strengthen capacities and capabilities within communities to support and sustain a healthier population.



Enrichment Services Program Inc.

Enrichment
Services Program, Inc.
A Community Action Agency

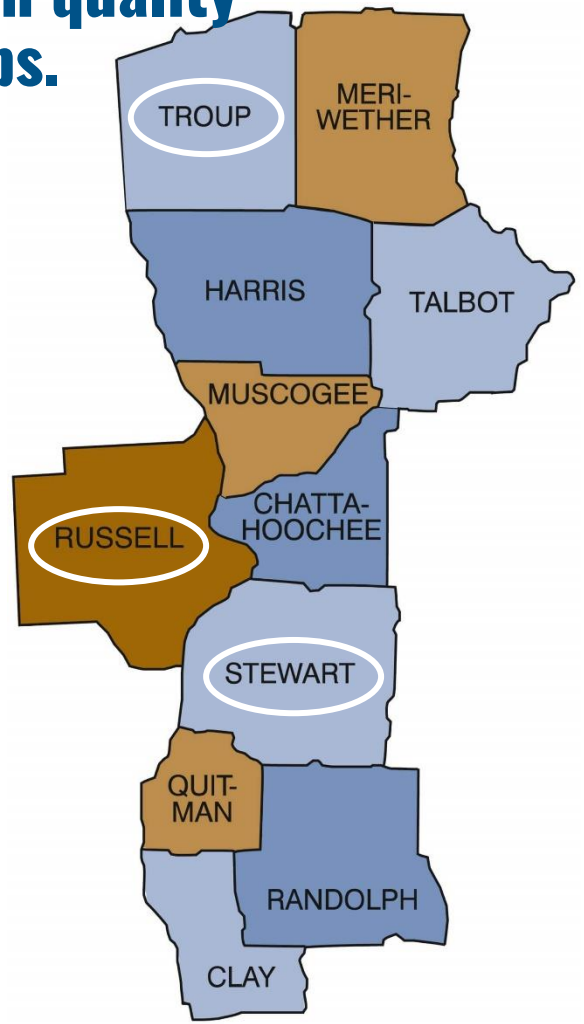
Belva Dorsey-Mott, CCAP – CEO
Jamie Thomas, CCAP – Sr. Director of Mission Advancement
Dr. Le-Quita Booth – Project Lead

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Mission: Empower families to thrive through quality Education, Services, and Partnerships.

- 11 County Service Area – 10 counties in Southwest Georgia, 1 county in East Alabama
- Service area poverty rate = 19.4%
- ASTHO target counties include Russell County, AL and Troup & Stewart Counties in GA
- We serve over 1,300 children & families with our Early Childhood Education Programs
- Interesting fact – we serve 3 counties in the top 10 Georgia counties with both aging and declining populations and 2 counties are in the top 10 Georgia counties with the highest poverty rates



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Core Services



- **Education**
  - Head Start
  - Early Head Start
  - Pre-K
  - Child Care Partnership



- **Employment Training**
  - CNA
  - CDL
  - Facilities Maintenance
  - Customer Service



- **Stabilizing**
  - Energy Assistance
  - Water Assistance
  - Food Distributions



- **Family Strengthening**
  - Assessments
  - Individualized Family Case Plans
  - Case Management
  - Family Centered Coaching
  - Financial Capability Services

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Why Vaccine Equity?

VACCINE EQUITY
ENRICHMENT SERVICES PROGRAM

Ensuring access to life-saving vaccines.

To ensure everyone in our service area has equitable access to knowledge, services, and resources.

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Team Formation

Development of our Community Action Team

- Steering Committee
  - Key Stakeholders
  - Community Leaders
  - Subject Matter Experts
- Local Area Teams
  - Connections to Community
  - Relationships with Public
  - Trusted Among Groups

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Goals



- Increased vaccination rates
- Increased trust among customers and partners
- Positive messaging surrounding COVID-19 and other vaccinations

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CAT Strategy

- Trusted Messengers
- Participate in Existing Events
- Faith Based Outreach

Palmetto Community Action Partnership



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Community Action Partnership

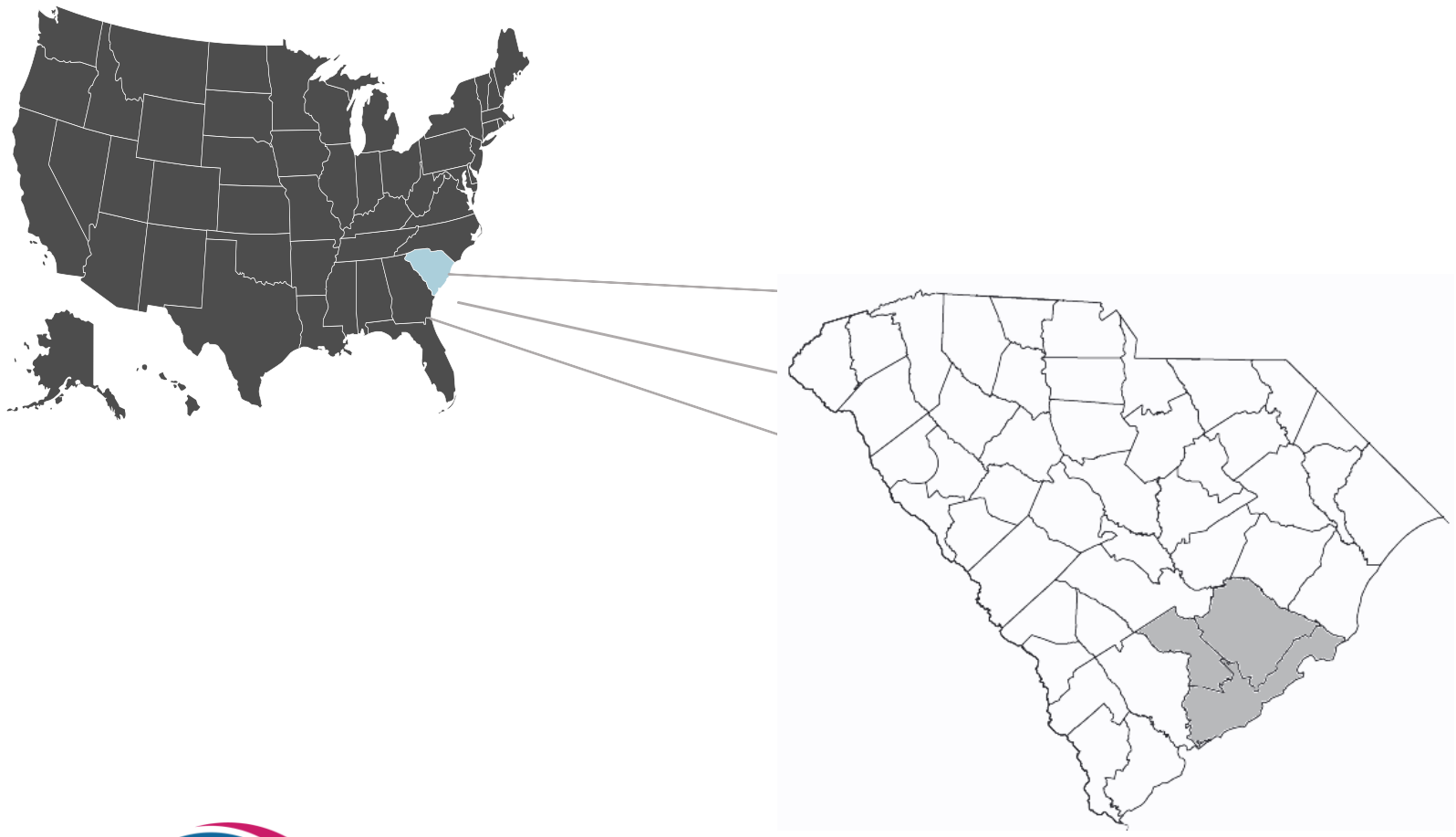
Protect Berkeley County
Vaccine Equity Project

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ABOUT PALMETTO CAP

PALMETTO
Community Action Partnership



OUR MISSION

The mission of Palmetto Community Action Partnership is to serve the economically underserved residents of Berkeley, Charleston, and Dorchester Counties by promoting economic independence through programs and partnerships.

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ABOUT PALMETTO CAP

01 Established in 1985

02 Serve Berkeley, Charleston, and Dorchester Counties in South Carolina

03 Service Area Population (2022, Census Estimate): 830,529 Residents*

04 Agency: 40 employees +/-

05 Funding from combination of federal grant programs, local businesses and private citizens

06
- Asset Building
- Emergency Services
  - Energy, Water, & Rent Assistance
- Employment & Education
- Affordable Housing
- Home Weatherization

07 2023: Served 17,651 individuals in 9,596 families

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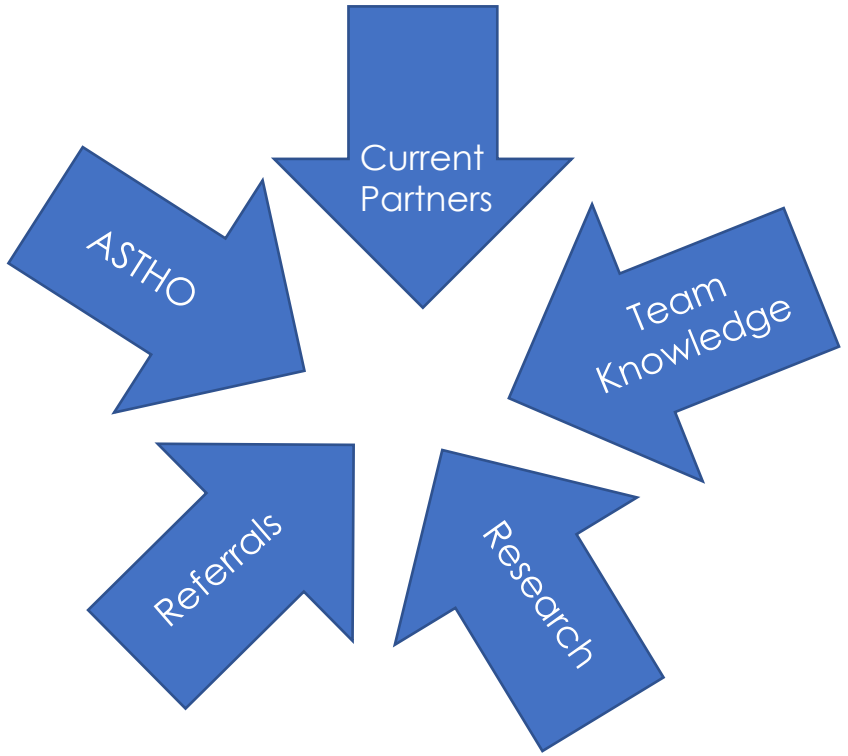
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EXPANDING OUR EQUITY FOCUS INTO THE HEALTH SECTOR

- **Core Value of Equity**
  Palmetto CAP has always prioritized equity, particularly in areas like food assistance, housing, and community support.
- **Opportunity to Extend Reach**
  The Vaccine Equity Project allowed us to broaden our equity work into the health sector—an area that had not been a focal point.



COMMUNITY ACTION TEAM



Keys to Success:

- Personal Ask
- Group Meetings
- One-on-One Meetings

COMMUNITY ACTION TEAM

PALMETTO Community Action Partnership



Health Department



Lived Experience



Community & Faith-Based Organizations



"Out of the Box" Options

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GOALS

- **Access & Education**
  - Media Campaign
  - Small Events
  - Large Events
- **Broadening Our Impact**
  - Trusted Messengers
  - New Partnerships
  - Sustainability

OUTCOMES

PALMETTO Community Action Partnership





Events: 42

Education/ Engagement: 5000 +/-

Total Vaccines: 1100+

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LESSONS LEARNED

PALMETTO Community Action Partnership

Relationships are KEY	Partnerships provide opportunity	Persistence pays
Large events build awareness and trust	Small events yield more vaccinations	Location, Location, Location

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THANK YOU

PALMETTO
Community Action Partnership

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Questions?



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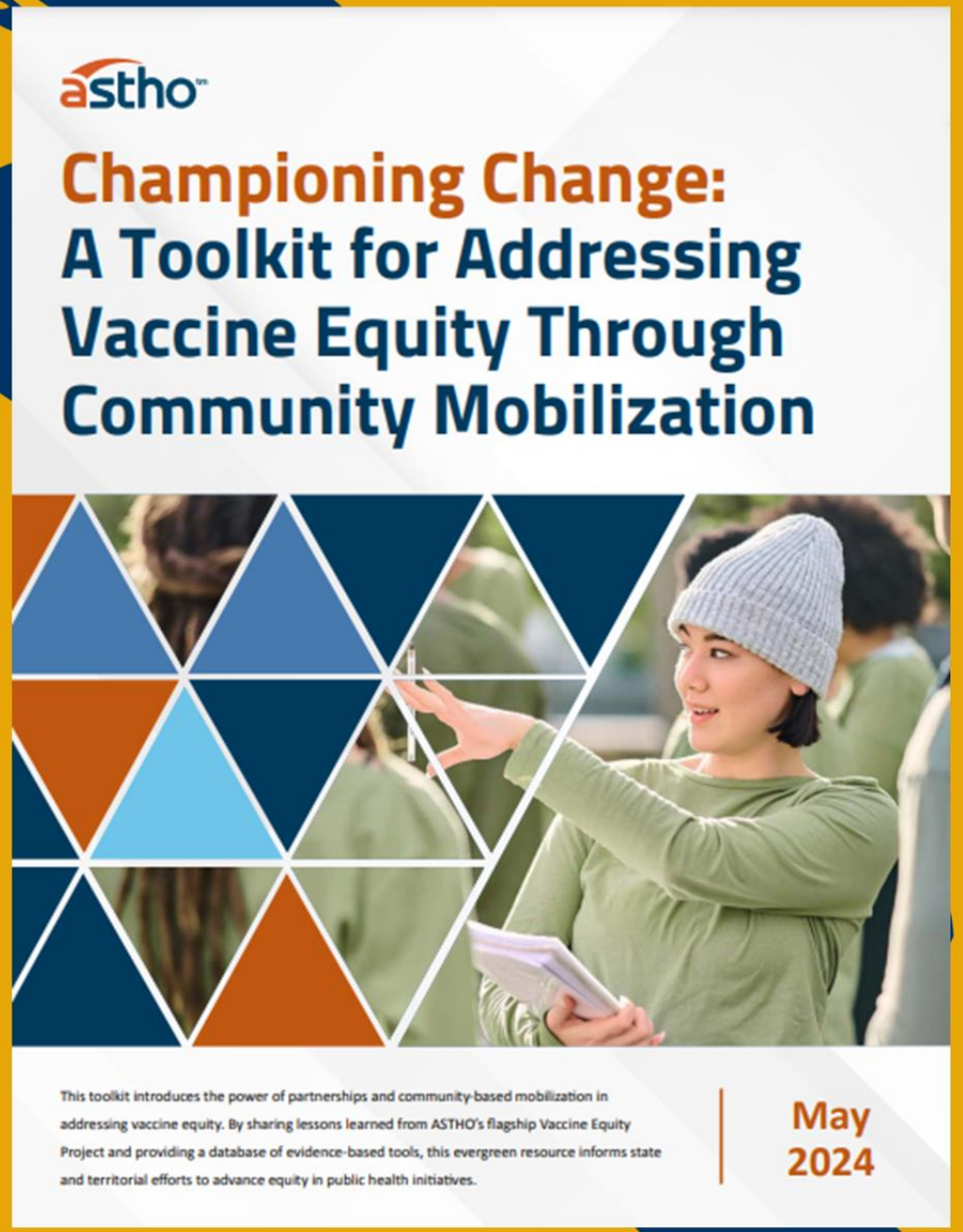
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Vaccine Equity Resources

ASTHO:
CHAMPIONING CHANGE TOOLKIT

This toolkit introduces the power of partnerships and community-based mobilization in addressing vaccine equity. By sharing lessons learned from ASTHO's flagship Vaccine Equity Project and providing a database of evidence-based tools, this evergreen resource informs state and territorial efforts to advance equity in public health initiatives.

To access the toolkit and learn more, please visit QR Code:



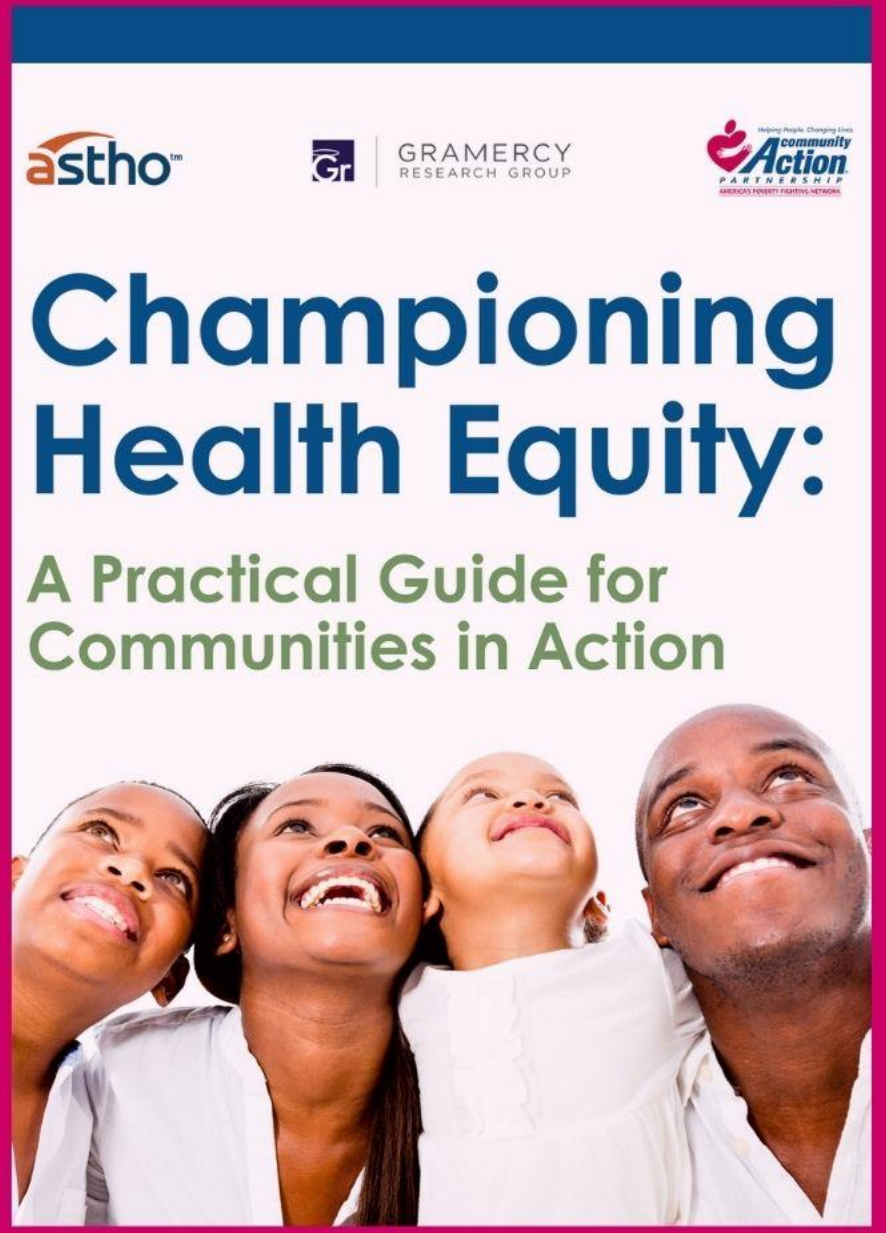
Championing Health Equity Toolkit

NCAP is excited to announce the launch the Championing Health Equity: A Practical Guide for Communities in Action. This resource is the culmination of insights from Community Action Agencies who participated in the Vaccine Equity Community Action Team (CAT) project.

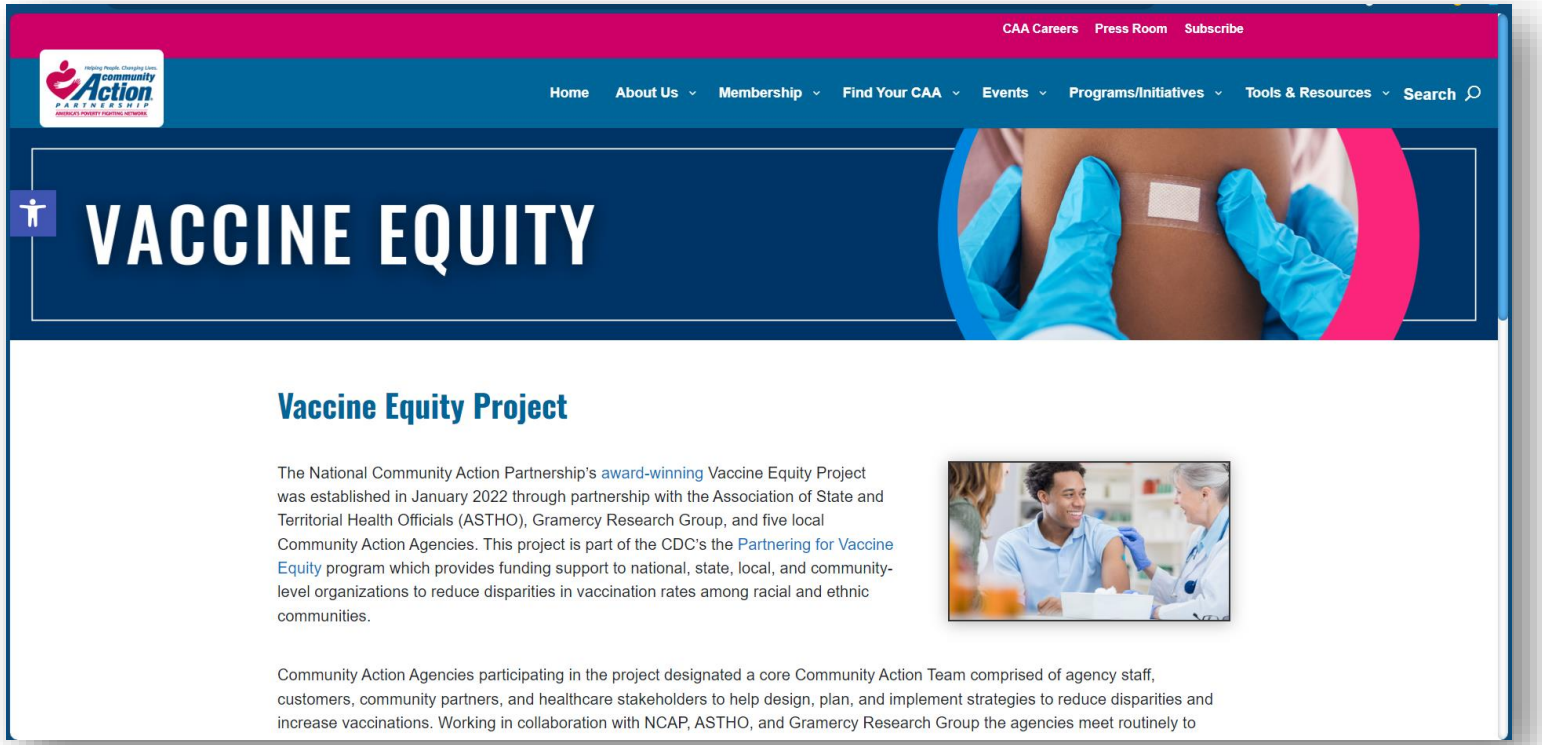
Key Features:

- Addressing Systemic Disparities: Identifying and addressing barriers to vaccine access and uptake.
- Community-Centered Outreach: Strategies for engaging and mobilizing communities.
- Best Practices: Proven methods for improving vaccine delivery and health equity.

To access the toolkit and learn more, please visit QR Code:



New Vaccine Equity Webpage!



tinyurl.com/NCAPVaccineEquity2024

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ADVANCING HEALTH EQUITY:
LESSONS FROM THE VACCINE EQUITY PROJECT

NCAP is excited to announce its new four-part learning series: Advancing Health Equity: Lessons from the Vaccine Equity Project!

By utilizing this learning series, you can:

- Understand the goals and objectives of the Vaccine Equity Project
- Explore the role of Community Action Teams in addressing health disparities
- Gain tools to build strong partnerships with diverse stakeholders

To access the Advancing Health Equity: Lessons from the Vaccine Equity Project learning series visit: https://tinyurl.com/2mj4j2pd

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Resources

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NCAP's 2025 Management & Leadership Training Conference

January 29–31 (Pre-Con: Jan. 28)

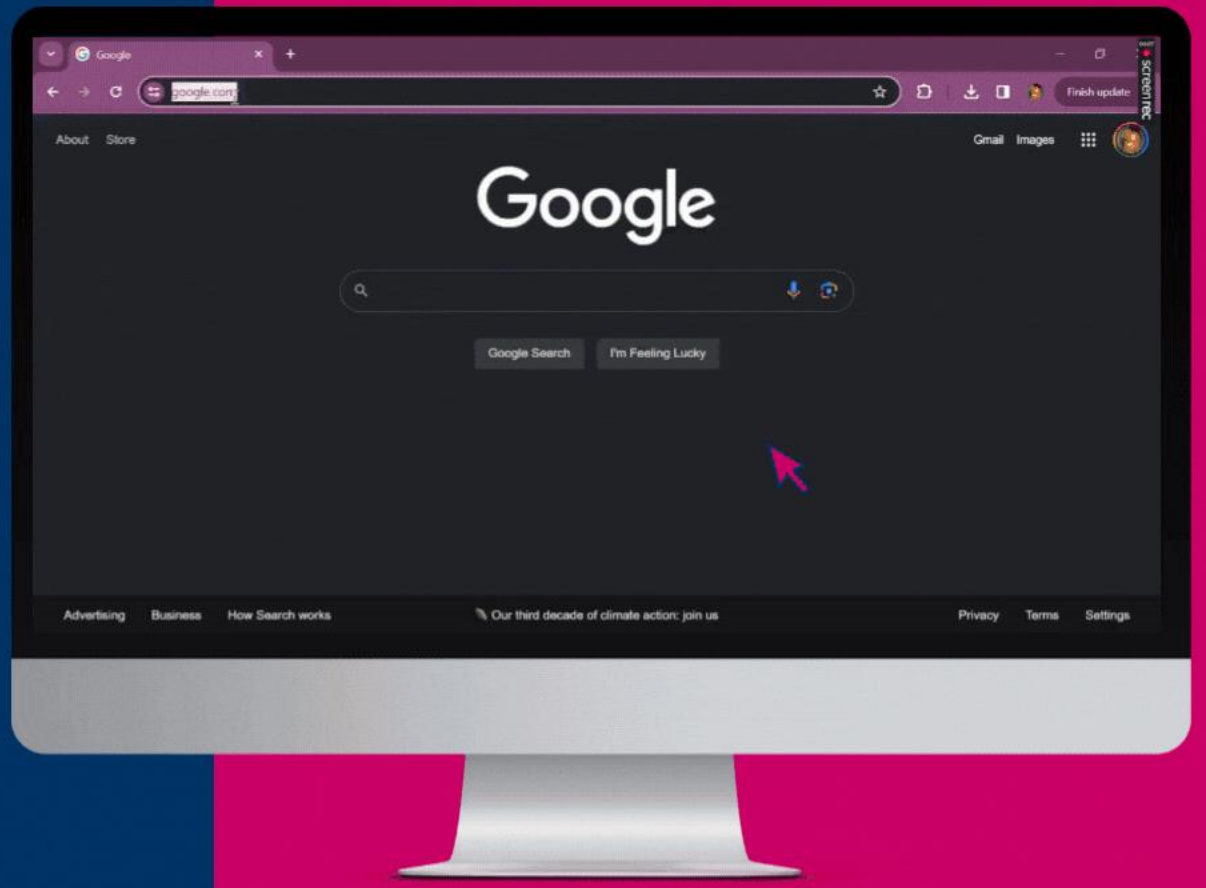
New Orleans, Louisiana

Hilton New Orleans Riverside



COMMUNITY ACTION ACADEMY

Access on-demand eCourses that include videos, resources, activities, quizzes, as well as engage with peers across the nation in Community Action Academy!



EXPLORE HERE!

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Help Shape NCAP Public Policy Priorities
Review Process for 2025-2026

CLICK HERE for Event & Survey Links

Listening Sessions

October 10, 2024 @ 1PM ET / 12PM CT

November 18, 2024 @ 1PM ET / 12PM CT

Anonymous Survey

September 27 – November 22

Network Webinar – Process Update & Feedback Opportunity

December 10, 2024 @ 1PM ET / 12PM CT

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FRESH FINDS

THE LATEST ANTI-POVERTY RESOURCES

Explore the latest resources, webinars, and funding opportunities from other organizations engaging in anti-poverty efforts. The list is updated periodically to ensure "freshness!"



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Contact Information

For more information or questions please contact:

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Thank You!

