EXCITE
Extension Collaboration
Immunization Teaching and Engagement

National Adult Influenza and Immunization Webinar
September 16, 2021
Dr. Michelle S. Rodgers
Project Director

Partnership 9.9 Million Dollars
What is Cooperative Extension?
September 16, 2021 NAIIS Summit Call

Two Projects

Vaccinate with Confidence
(non-competitive, 1 year)

Pilot Projects Adult Immunization Education
(competitive, 2 year)
Vaccinate with Confidence

Objective 1:

Decrease vaccine hesitancy among rural and medically underserved audiences.

Increase connection and communication between priority populations and healthcare systems.

Increase accessibility of vaccination clinics to priority populations.

What is Happening

- Vaccinate with Confidence 72 Land Grant Institutions
- Target Audiences-data informed
  - Agriculture workers
  - Faith based communities
  - Low resource individuals, families, or communities
  - Tribal communities
  - Rural communities
  - Communities of color
What is Happening Pilot Projects

- 24 Projects that include 32 institutions
- Target Populations
  - Meat Packers
  - Immigrant and Migrant farm workers
  - Limited resource communities
  - African American Communities
  - Latino Communities
  - Youth Leaders 4-H program-One Health
- Iterative Process that includes Rapid Community Assessment, Market Research and new approach

Michelle Rodgers
Project Director
Katie Stofer
Assistant Proj. Dir.
Molly Immendorf
Design Strategist
Laura Downey
Evaluation Lead
Beverly Coberly
Operations Mgr.
Lindsey Haynes-Maslow
Market Research Lead
Karl Bradley
Team Development Lead
Dawn Burton
1890s Engagement Coordinator
Maggie Grandon
1994s Engagement Coordinator
Alexi Piasecki
CDC Liaison
True Partnership - Other Partners
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[Chart showing Reach through Media]

Reach through Television
EXCITE Monthly Reports 06012021-09072021

[Chart showing People Reached]
Success Stories

The University of Vermont

LINCOLN UNIVERSITY MISSOURI

COOPERATIVE EXTENSION
Additional New Efforts

- LGU Vaccine Hesitancy
- Tribal Colleges-with a collaborative approach by region
- Further investment in Pilot Projects with impacts