Reducing Racial and Ethnic Disparities in Adult Immunization with REACH

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Lieutenant Commander, US Public Health Service
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cdc.gov/coronavirus

Overview of REACH Program and Immunization Initiative

<table>
<thead>
<tr>
<th>PROGRAM</th>
<th># RECIPIENTS</th>
<th>ACTIVITIES</th>
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<tbody>
<tr>
<td>REACH: Base Award</td>
<td>36</td>
<td>Support culturally tailored interventions to address preventable risk behaviors, including tobacco use, poor nutrition, and physical inactivity.</td>
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<td>REACH: Flu Supplement</td>
<td>31</td>
<td>Increase flu vaccination coverage by equipping trusted messengers, increasing flu vaccination opportunities, and enhancing provider partnerships.</td>
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<tr>
<td>REACH: Flu/COVID-19 Supplement</td>
<td>34</td>
<td>Increase flu and COVID-19 vaccination rates by identifying drivers of vaccine hesitancy, equipping trusted messengers, increasing flu vaccination opportunities, and enhancing provider partnerships.</td>
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34 REACH Recipients Work with Many Populations and Partner Organizations

Each recipient implements vaccine awareness, access, and confidence activities tailored to meet the needs of the populations they serve.

Meet the 34 REACH Recipients

**LOCAL HEALTH DEPT.**
- City of Hartford
- City of San Antonio Metropolitan Health District
- Allegheny County
- Dekalb County Board of Health
- Health and Hospital Corporation of Marion County
- Houston County Board of Health / North Central Health District
- Multnomah County Health Department
- Pima County Health Department
- Seattle-King County Public Health Department
- County of San Diego, Health and Human Services Agency, Public Health Services
- Southern Nevada Health District
- Cuyahoga County District Board of Health

**NON-PROFITS**
- Alaska Native Tribal Health Consortium
- American Heart Association
- Cicatelli Associates, Inc.
- Health Partners Initiative DBA Partnership for a Healthy Lincoln
- Leadership Council for Healthy Communities
- Montgomery Area Community Wellness Coalition
- National Kidney Foundation of Michigan
- Presbyterian Healthcare Services
- RAO: Rosedale Assistance & Opportunities
- Young Men’s Christian Association of Coastal Georgia, Inc.
- Mississippi Public Health Institute
- Partners in Health
- Public Health Advocates

**STATE HEALTH DEPT.**
- California Department of Public Health

**FQHCs**
- Lowell Community Health Center
- The Institute for Family Health

**CITY GOVERNMENT**
- City of Miami Gardens
- City of Worcester, Massachusetts

**UNIVERSITIES**
- Eastern Michigan University
- Penn State Health Milton S. Hershey Medical Center
- Southern Connecticut State University
- University of Arkansas for Medical Sciences
Community of Partners That Can Scale Effective Approaches

Learning Support
Learning Support offers technical assistance, coaching, learning opportunities, and synthesized, organized resources. Recipients of the award may be asked to share materials, insights, or learning opportunities with the Learning Hub.

State and Community Health Media Center and Resource Center
CDC’s State and Community Health Media Center is an online repository of advertisements and marketing materials produced by state and local health departments, nonprofits organizations, and federal agencies. The Seasonal Influenza Resource Center is another online repository for flu-specific materials.

Data-Informed Technical Assistance
The Data-Informed Technical Assistance (DITA) provides the program with individualized data analysis and products to inform program activities.

Conducting Community Outreach

Partnership for a Healthy Lincoln (NE)
Integrated trusted messengers into communication campaign to promote flu vaccination. Each trusted messenger was featured using billboards, bus wraps, digital ads, bike panel ads, and videos shared across the community.

Multnomah County Health Department (OR)
Recruited and trained >500 trusted messengers for flu vaccination, leveraging partnerships within and across public health programs.

San Diego HHS PHS (CA)
Leveraged existing partners for community health workers and plan to integrate promotoras, patient navigators, and “cultural brokers” to expand community outreach for flu vaccination in both non-Hispanic Black and Hispanic communities.
Conducting Communication Activities

Penn State Health Milton S. Hershey Medical Center (PA)
• Developed and implemented “Protect yourself, Protect your community” campaign using community champions to increase flu vaccine acceptance and uptake in Hispanic communities.

Young Men’s Christian Association of Coastal Georgia, Inc. (GA)
• Designed and disseminated water bill insert that compared and contrasted symptoms of the flu, COVID-19, and allergies to 80,000 residents.

The Institute for Family Health (NY)
• As part of a “Black History and Black Health” campaign, developed a series of vignettes featuring important non-Hispanic Black figures in vaccination and immunology.

Engaging the Community

RAO: Rosedale Assistance & Opportunities (NC)
• Hosting ongoing virtual town hall meetings with community residents featuring non-Hispanic Black healthcare providers to address vaccine hesitancy among the non-Hispanic Black community members.

Mississippi Public Health Institute (MS)
• Hosted a community baby shower event in partnership with their WIC and Healthy Start programs; included a produce drop, diaper raffle, and mobile flu clinic.

Houston County Board of Health (GA)
• Partnered with local pastor to hold a pop-up flu vaccination clinic. The pastor was interviewed and filmed receiving his flu shot, which was later shared via social media platforms to increase vaccine acceptance in faith-based communities.
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<th>Numbers Show Promise in Early REACH Flu Effort Support</th>
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<td><strong>Over 1,900 Messengers Trained</strong>&lt;br&gt;Recipients recruited community health workers, faith leaders, and small business owners to increase attendance at vaccine events</td>
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<td><strong>Over 3,200 Communication Products Developed</strong>&lt;br&gt;Recipients translated promotional materials into 20+ languages and displayed these ads on transit spaces, radio, Instagram, Facebook</td>
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<td><strong>Over 93,200 Provider Partners Reached</strong>&lt;br&gt;Recipients reached out to many health professionals and pharmacy chains (e.g., Walgreens, CVS, locally-owned)</td>
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<td><strong>63,800 Community Members Vaccinated</strong>&lt;br&gt;Recipients, in collaboration with other local and state agencies, held close to 450 mobile clinics to increase flu vaccine opportunities for thousands of ethnic and racial minority community members.</td>
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34 REACH recipients are receiving an additional $20 million of funding over 18 months to drive support

*Progress from October 2020 to February 2021*