Infrastructures of Trust: The Case for Community Leadership in Vaccine Demand Work

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National Adult and Influenza Immunization Summit
May 9-11, 2023

Rockefeller Foundation $20 million investment in community organizations serving low-wage BIPOC individuals in 5 cities

Demonstration sites in:
Newark
Baltimore
Chicago
Houston
Oakland
Anchor partners selected CBOs in their cities

**Oakland**
- Allen Temple Baptist Church
- Building Opportunities for Self-Sufficiency
- Centro Legal de la Raza
- East Oakland Youth Development Center
- Hard Knock Radio
- Legal Services for Prisoners w/ Children
- True Vine Ministries
- Young Women's Freedom Center

**Houston**
- Avenue
- Baker Ripley
- Bonding Against Adversity
- CRECEN
- Culture of Health-Advancing Together
- Department of Transformation
- East Harris Empowerment Council
- EMGAGE
- Greenhouse International Church
- Gulf Coast Leadership Council
- Houston Justice
- HTX Art
- Intercultural Center for Health, Research, and Wellness
- The Links-Houston Chapter
- MECFA
- Mi Familia Vota Educational Fund
- Pure Justice
- Urban Community Network
- Vietnamese Culture and Science Association
- Wesley Community Center
- Young Invincibles

**Chicago**
- Access Living of Metropolitan Chicago
- After School Matters
- Arab American Family Services
- Austin Coming Together
- BUILD Incorporated
- Community Health
- Corazon Community Services
- Equal Hope
- Free Spirit Media
- Greater Auburn Gresham Development Corporation
- Illinois Coalition for Immigrants & Refugee Rights
- Increase the Peace
- Inner City Muslim Action Network
- Howard Brown Health Center
- Mujeres Latinas en Acción
- Northwest Side Housing Center
- Phalanx Family Services
- Respond Now Inc.
- Southwest Organizing Project
- True Star Foundation Inc.
- Young Invincibles
- Youth Crossroads

**Newark**
- Bridges Outreach
- La Casa de Don Pedro
- Clinton Hill Community Action
- FOCUS
- Greater Newark Health Care Coalition
- Ironbound Community Corporation
- Newark Emergency Services
- North Jersey AIDS Alliance / NJCRI
- Project Ready
- Sarah Ward Nursery
- South Ward Children's Alliance
- Tree House Cares
- United Valisure Service Organization
- United Community Corporation

**Baltimore**
- Act Now
- B-360
- Baltimore City Public Schools
- Baltimore Corps
- Baltimore Healthy Start
- Baltimore Safe Haven
- Behavioral Health Leadership Institute
- Black Girls Vote
- B- Mom
- CASA
- Center for Urban Families
- Charm City Care Connection
- Civic Works
- Clergy United for the Transformation of Sandtown
- The Franciscan Center
- Free State Justice
- The Movement Team
- Next Generation Scholars
- No Boundaries Coalition
- Older Women Embracing Life
- Sisters Together and Teaching
- SPARC Women's Center
- Wide Angle Youth Media
- The Y In Central Maryland

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*The EVI: A collective action approach*
Community-based organizations moved the needle on vaccinations and vaccine equity.
CBOs did so by expanding the public health workforce. (We need to keep it that way!)

Only 14% of EVI partners are part of the traditional healthcare or public health sectors.

Only 26% of EVI partners mission statements mention “health” or “well-being”.

Community organizations succeed by addressing barriers holistically.

**BEHAVIORAL & SOCIAL DRIVERS**
- What People Think and Feel
- Trust/Mistrust
- Social Norms
- Biases and Attitudes

**INFORMATION**
- Data Deficits
- Quality Information
- Engagement
- Platforms
- Mis- & Disinformation
- Delivery Mechanisms

**STRUCTURAL FACTORS**
- Access
- Cost
- Supply
- Logistics
- Racism
- Housing
- Education
- Employment & Benefits
- Trustworthiness

Demand
For example, CBOs embed vaccination efforts in overall health promotion and SDoH work

- CBOs ask community members: “Where does the vaccine fit into your life?”

Join us on Saturday, June 26th at the South Ward Gives Summer Kick Off Community BBQ, where we will give away FREE summer sneakers, laptops, and bookbags filled with summer learning materials. Enjoy some great BBQ catered by Celebrity Chef Ameer Natson, good music, games and more!

BRICK Education Network
June 8, 2021 at 8:11 PM · 0

We hope to see you there!! #southwardgives #communitybbq #brickbybrick #summerfun #freeresources #swpn

![Image of a BBQ event]

CBOs listen to community members, all the time

“I realize that communication is cyclical. For each new authorization of vaccines for a different age group, we need to start with listening again.”

CHRIS VALDEZ
DIRECTOR OF COMMUNICATIONS, HOUSTON IN ACTION
By doing all these things consistently, CBOs build Infrastructures of Trust over time.

Community organizations know trust better than we do. Our job is to be trustworthy, and to trust them.
What community organizations need from you

- **Empower communities to lead** and become co-creators of interventions
- **Flexibility**: commitment to goals and joint learning, not to a fixed process
- **Ongoing relationships**, technical assistance, data support & sustainable funding
- Support in **making small CBOs fundable**
- **Getting out of silos**. Can you work with a health equity committee? Other health promotion programs? ...
- Collaboration in **adapting success metrics** to measure what matters

By letting community lead, the EVI ...

- Provided more than **65,000 vaccinations** in 9 months
- Provided assistance to get vaccinated **140,000 times**
- Held over **5,000 events** at which vaccines were offered
- Made more than **13.7 million** connections with community members to provide information about vaccines
- Bringing the protection of vaccines to some of the hardest hit communities in the nation.
Thank you!

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Learn more at:
buildingvaccinedemand.org
sites.brown.edu/informationfutures

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