

Summit National Award Winner

"Health Equity & Access" Award

Recipient: **CDC Foundation**



Accepting Award:
Michele Borgiali
 Director of Infectious Disease Federal Programs






Public Health in Action

Together Our Impact Is Greater

The **CDC Foundation** is an independent nonprofit. We are also the go-to organization authorized by Congress to mobilize philanthropy and partnerships in support of CDC's **critical health protection mission**.

- Unleashing the **power of collaboration**
- Aligning diverse interests and leveraging strengths = **greater impact**

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HEALTHY, RESILIENT AND THRIVING COMMUNITIES

Our Work on Health Equity


Health Equity Principles

- Community inclusion
- Understanding historic and systemic racism
- Individual and community health.
- Changing systems
- Cross-sector collaboration
- Lessons learned

Strategic Priorities

- Support a trusted, diverse public health sector with skills, capacities and competencies necessary to lead
- Build capacity of **community-based organizations** to promote vibrant, healthy and resilient communities
- Enhance integration of public health and other public and private sector partners to support a holistic community wellbeing movement

Learn more at <https://www.cdcfoundation.org/HealthEquity>

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Partnering for Vaccine Equity (P4VE) Program Overview



Total Award Amount: \$48.3 million (*so far*)

Program Goals:

- Increase access and acceptance of influenza and COVID-19 vaccines
- Build the capacity and resiliency of CBOs around: vaccine misinformation, vaccine opportunities, and vaccine coverage.

Vaccine Confidence

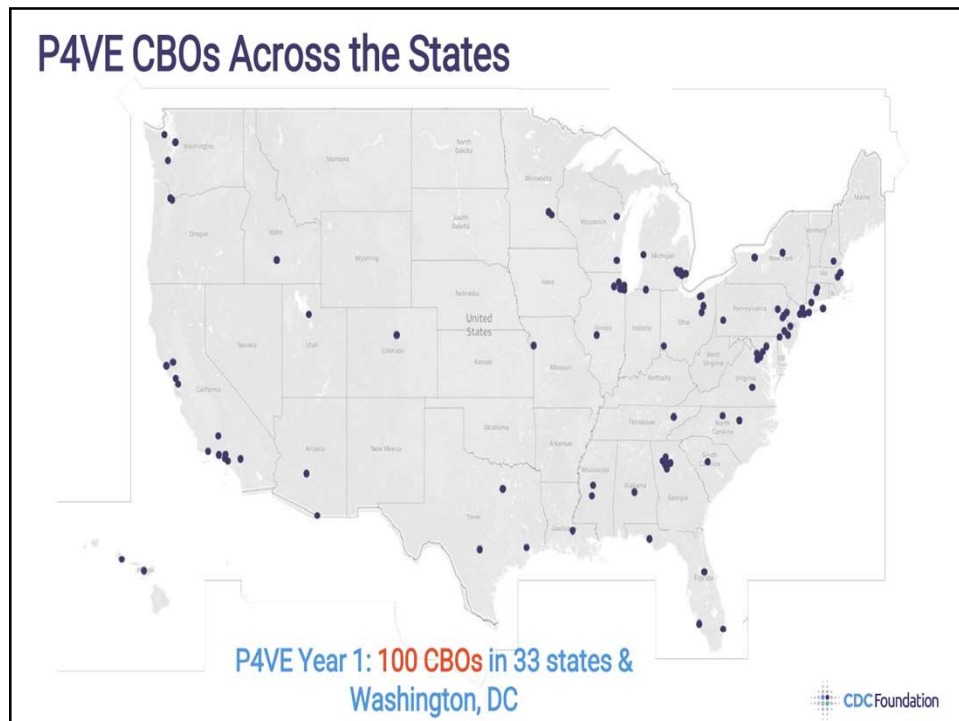
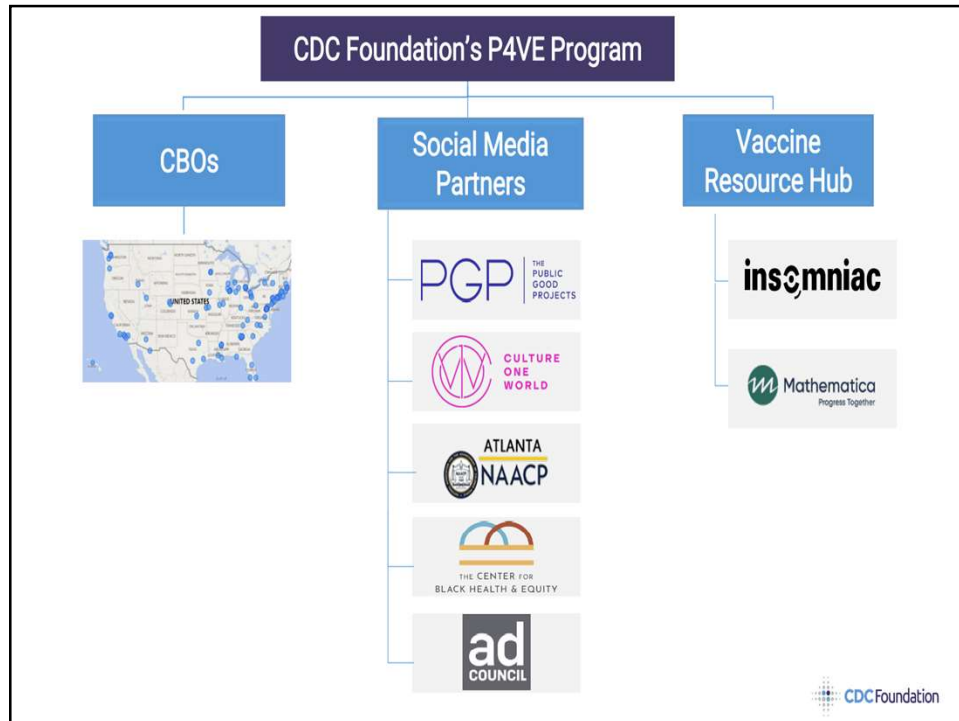
Building trust in the vaccine, the vaccinator, and the system



Demand Generation

Mobilizing individuals and communities to seek, support, and advocate for vaccines





The critical work of CBOs

CBOs make vaccines:

- **Accessible** & easy to get
- **Beneficial**: the health benefits outweigh the risk of getting sick or real/perceived side effects of the vaccine
- **Convenient** by reducing out of pocket, social, and opportunity costs
- **Desirable & appealing**
- **Normative**: Vaccines are presented as the social default
- **Necessary & indispensable** for accessing things your community wants to get back to doing



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CDC Foundation's P4VE CBOs have generated Vaccine Demand by so far by...

25,641
Influential Messengers
Trained!

10,395
Events Hosted, Supported,
and Sponsored!

1,475
New Temporary/Mobile
Vaccination Clinics!



81,652
Communication Products
Developed!

2,885
Partnerships with
Local organizations!

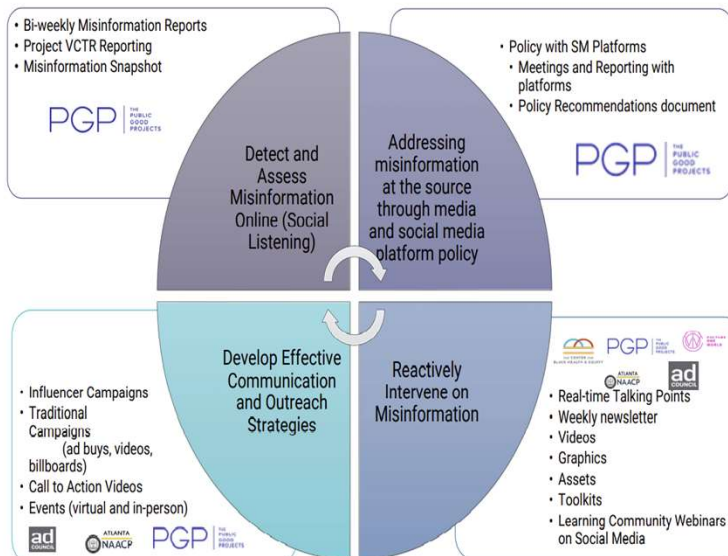
810
Partnerships with Vaccine
Providers!

174,481 COVID-19 Vaccines Administered!
10,235 Influenza Vaccines Administered!

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P4VE – Social Media Projects



Misinformer Archetypes



The Raw Revolutionary

"This 'vaccine' is just another poison designed to suppress our divine intuition and jeopardize our health, like the fake 'food' they use to make us sick and the 'education' that brainwashes our youth."



The Pulpit Protester

"Vaccine mandates are a new form of oppression and control. If the government really cared about Black people, they wouldn't wait for a deadly virus to prioritize our needs."



The Skeptical Scholar

"When I analyze what's happening with COVID and the vaccine passports, it feels like history repeating itself. I owe it to my community to blow the whistle and speak up so that it doesn't happen again."



The Cultural Curator

"I say what everyone else is thinking, it's just that I'm much funnier. My memes make people laugh, which is something we could all use more of right now. I'm not anti-vaccine, but I understand why people feel how they do."

Cultural Connections

- ↓ **Mark of the Beast**

Many Black Christians see mandatory vaccine passports as Biblically based proof that COVID-19 is a sign of The End Times. Refusing it is a testament to their faith in God.

-6%
- ↓ **Laughter is the best medicine**

In these mentally and emotionally trying times, Black Americans are coping with feelings of disappointment, dread, and confusion the best way they know how - with daily doses of humor.

-19%
- ↓ **Better hygiene offers protection**

Assuming that they bathe more often and more thoroughly than their White counterparts, some Black Americans believe cleanliness protects them from COVID germs.

-3%
- ↑ **Cultural remedies offer protection**

From Vitamin D and elderberry syrup to tea, moss, smoothies and raw garlic, some Black Americans feel that layering home remedies is safer and more effective than any man-made vaccine.

+93%

P4VE – Social Media Resources

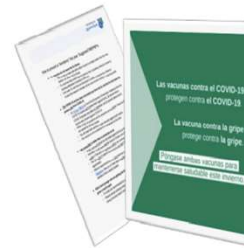
Culture One World

Creating assets and campaigns to reach Black/African American communities



NAACP Atlanta

Creating assets and campaigns to reach Black/African American communities



PGP sends out a **weekly** newsletter with talking points and graphics in both English & Spanish that are developed from social listening

The Center for Black Health & Equity created an e-learning course that promotes **media literacy**



P4VE – Influencers

Partnered with over 1,500 influencers

Darius DK (Comedian)
Platform: Instagram
1M Followers
185K views

AmazingGrace_xoxo
Platform: Tik Tok
3.2M Followers
388K Likes

Dr. Asher (MD)
Platform: Tik Tok
50K Followers
Went viral w/600K views
Grace Kelly "trend"
In a Mashable article

P4VE – Social Media Campaigns

102M+
Content Clicks

1.2M
Engagements on social media (shares, saves, or reposts)

315M+
people reached by social media campaigns

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P4VE Program – Additional Resources for CBOs

Newsletters to subscribe to:

Partnering for Vaccine Equity e-Newsletter. [Subscribe:](#) Launched by PGP, it provides the latest COVID-19 vaccine information, trending misinformation, talking points, and relevant social media content to combat the current misinformation in both English and Spanish in one place.

Stronger e-Newsletter. [Subscribe:](#) Launched by PGP, it provides alerts on tracking misinformation, flagging misinformation, and how to respond to it. You can sign up for the newsletter in English or Spanish.

Project VCTR: Vaccine Communication Tracking & Response (pronounced "vector") is the only platform in the US that monitors vaccine-related media conversations 24 hours a day, 365 days a year. Project VCTR is designed like a disease surveillance system: Initiated in 2019 by the Public Good Projects and the New York State Health Foundation, the platform provides data and insights to public health practitioners, researchers, communicators, and members of the press. Project VCTR's data and surveillance platform is available in English and will soon be available in Spanish.

Truth Check: Launched by the Center for Black Health and Wellness and **provides training/tools on social media fact-checking** on the COVID-19 illness and vaccines. Sign up for their free interactive Media Literacy e-Learning course.

Resources for Covid-19

CDC's Vaccinate with Confidence – building confidence in the Covid-19 vaccines page with strategies, toolkits, and reaching specific populations:

Public Health Communications Collaborative: <https://publichealthcollaborative.org/about/>

- Check out their **Daily Download** – new unbranded social media content you can use every day!
- **How to answer tough questions** about Covid-19 boosters, vaccines, mandates, etc.
- They also track **Misinformation** that is spreading and recommendations on how to respond

Covid-19 Community Resources: [Download center:](#) Open source, downloadable materials; [Key Messaging](#) updated weekly; and [Toolkits](#)

Ad Council and COVID Collaborative: [rural toolkit](#), [black community vaccine toolkit](#), [Hispanic community vaccine toolkit](#), [community education & strategic messaging](#), [getvaccineanswers.org](#), [vaccine fact library](#)

Resources for Influenza

- Ad Council's various flu toolkits, PSAs, and key messaging: <https://getmyflushot.adcouncilkit.org/>
- CDC FluView: [Weekly U.S. Influenza Surveillance Report](#)
- CDC FluVaxView: [Weekly National Flu Vaccination Dashboard](#)



P4VE Vaccine Resource Hub Overview

- Our website URL is: www.vaccineresourcehub.org
- The Resource Hub is a **website repository** created to support all CBOs and strengthen their community engagement activities by providing access to **trainings, webinars, toolkits, social media graphics, fact sheets, and other helpful resources.**
- **Purpose of the Vaccine Resource Hub:** To provide resources that are scientifically evaluated, relevant, and engaging to CBOs, clinicians, promotoras, and other health agencies that can be used in their offices or on their social media. *Meeting the needs of CBOs by supporting the dissemination of communications content.*



Language ▾

Race / Ethnicity Focus ▾

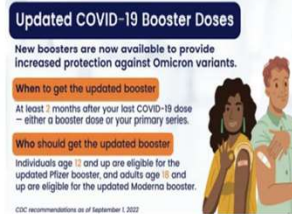
Hesitancy Area ▾

Format ▾



P4VE Vaccine Resource Hub – Materials & Assets

- If interested in adding to the site, CBOs can upload content created themselves. The public can email relevant links and assets to info@vaccineresourcehub.org
- The website is public, and downloads are available to all.
- Viewers can search over **900** resources using a comprehensive and dynamic search functionality that will surely meet the priorities of your organization.
- Resources are available in over **50+** languages (25% of overall resources are in the Spanish language).
- Each asset is evaluated for accuracy, relevance, and scientific rigor.



For more information about the VRH: Megan Fields | Program Officer | mfields@cdcfoundation.org



P4VE Vaccine Resource Hub Facebook Page



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<https://www.facebook.com/VaccineResourceHub>



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