Summit National Award Winner

"Health Equity & Access" Award
Recipient: CDC Foundation

Accepting Award:
Michele Borgialli
Director of Infectious Disease Federal Programs
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

HEALTHY, RESILIENT AND THRIVING COMMUNITIES

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](https://www.cdcfoundation.org/HealthEquity)
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.
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

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

- **25,641** Influential Messengers Trained!
- **81,652** Communication Products Developed!
- **10,395** Events Hosted, Supported, and Sponsored!
- **2,885** Partnerships with Local organizations!
- **1,475** New Temporary/Mobile Vaccination Clinics!
- **810** Partnerships with Vaccine Providers!
- **174,481** COVID-19 Vaccines Administered!
- **10,235** Influenza Vaccines Administered!
Together Our Impact is Greater

P4VE – Social Media Projects

- Bi-weekly Misinformation Reports
- Project VCTR Reporting
- Misinformation Snapshot

Detect and Assess Misinformation Online (Social Listening)

- Influencer Campaigns
- Traditional Campaigns (ad buys, videos, billboards)
- Call to Action Videos
- Events (virtual and in-person)

Develop Effective Communication and Outreach Strategies

- Policy with SM Platforms
- Meetings and Reporting with platforms
- Policy Recommendations document

Addressing misinformation at the source through media and social media platform policy

Reactively Intervene on Misinformation

- Real-time Talking Points
- Weekly newsletter
- Videos
- Graphics
- Assets
- Toolkits
- Learning Community Webinars on Social Media

CDCFoundation
Misinformer Archetypes

The Raw Revolutionary
"This vaccine is just another agency designed to suppress our own autonomy and jeopardize our health, like the safety of the laws they claim to make us safer and the realization that it was made with our youth."

The Pulpit Protester
"Vaccines mandate are a new form of oppression and control. If the government really cared about Black people, they wouldn’t need for a steady voice to protest our needs."

The Skeptical Scholar
"When I realize what’s happening with COVID, and the vaccine program, it feels like history repeating itself. I see the same community to draw the whole and speak up so that it doesn’t happen again."

The Cultural Curator
"I say that everyone else is thinking it, but I’m not that. The events make people laugh, which is something we could all use more of right now. We’re anti-vaccine, but I understand why people feel the way they do."

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

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

PGP sends out a weekly newsletter with talking points and graphics in both English & Spanish that are developed from social listening
P4VE – Influencers

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

AmazingGrace_xoxo
Platform: TikTok
3.2M Followers
388K Likes

Dr. Asher (MD)
Platform: TikTok
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
P4VE Program – Additional Resources for CBOs

Newsletters to subscribe to:
Partnering for Vaccine Equity e-Newsletter: Published by P4P, 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.
Shorten e-Newsletter: Published by P4P, 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://publichealthcommunications.org/about/
  - Check out their Daily Digest – new unbranded social media content you can use every day!
  - How to answer tough questions about Covid 19 boosters, vaccines, mandating, etc.
  - They also track misinformation that is spreading and recommendations on how to respond
Covid-19 Community Resources: Open source, downloadable materials, key messaging, updated weekly, and toolkits
Ad Council and COVID Collaborative: tool kits, factsheets, community vaccine toolkit, Hispanic community vaccine toolkit, community education & strategic messaging, getvaccinated.org, vaccine fact library

Resources for Influenza
- Ad Council’s various flu toolkits, FAQs, and key messaging: https://getmyflu shot.adcouncil.org/
  - CDC FluView: Weekly National Flu Vaccination Dashboard

P4VE Vaccine Resource Hub Overview

- Our website URL is: www.vaccinesourcehub.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.
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

Like & Follow the VRH Facebook Page:
https://www.facebook.com/VaccineResourceHub

VRH - P4VE
@vaccineresourcehub | 3.3K members | Medical & health

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