

# Rural Vaccine Update

## NAIIS The Summit Weekly Update

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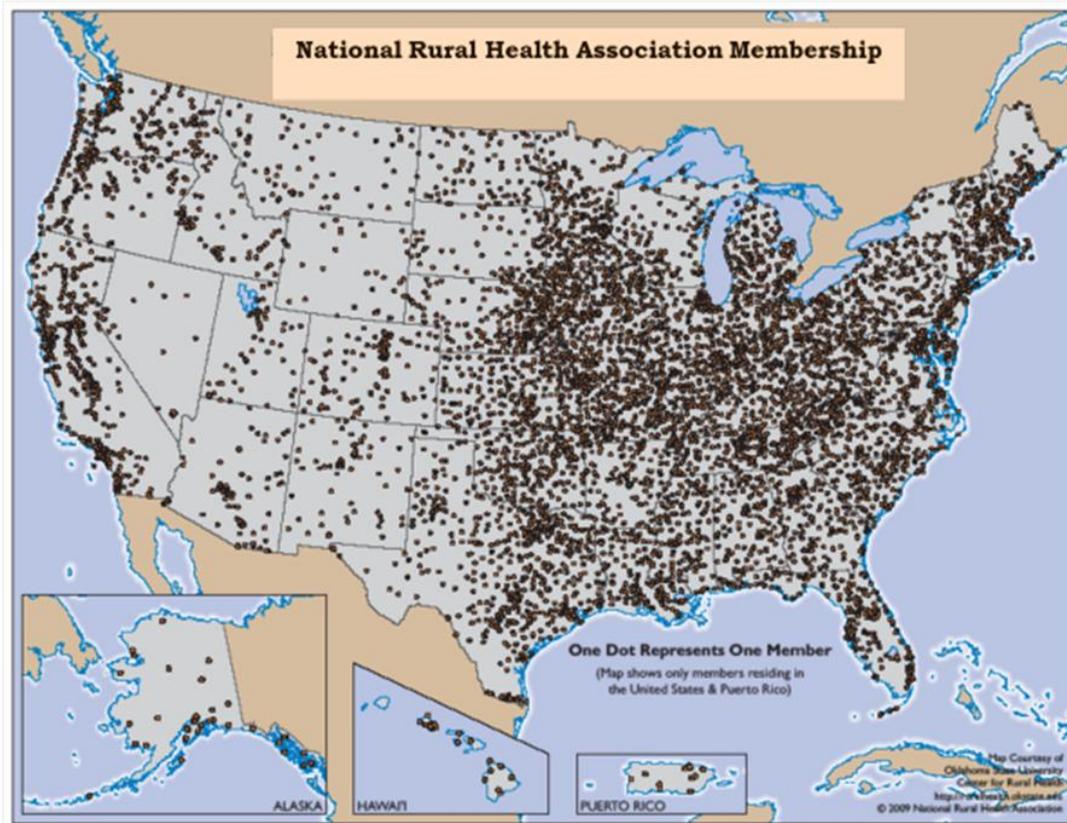


# **NRHA**

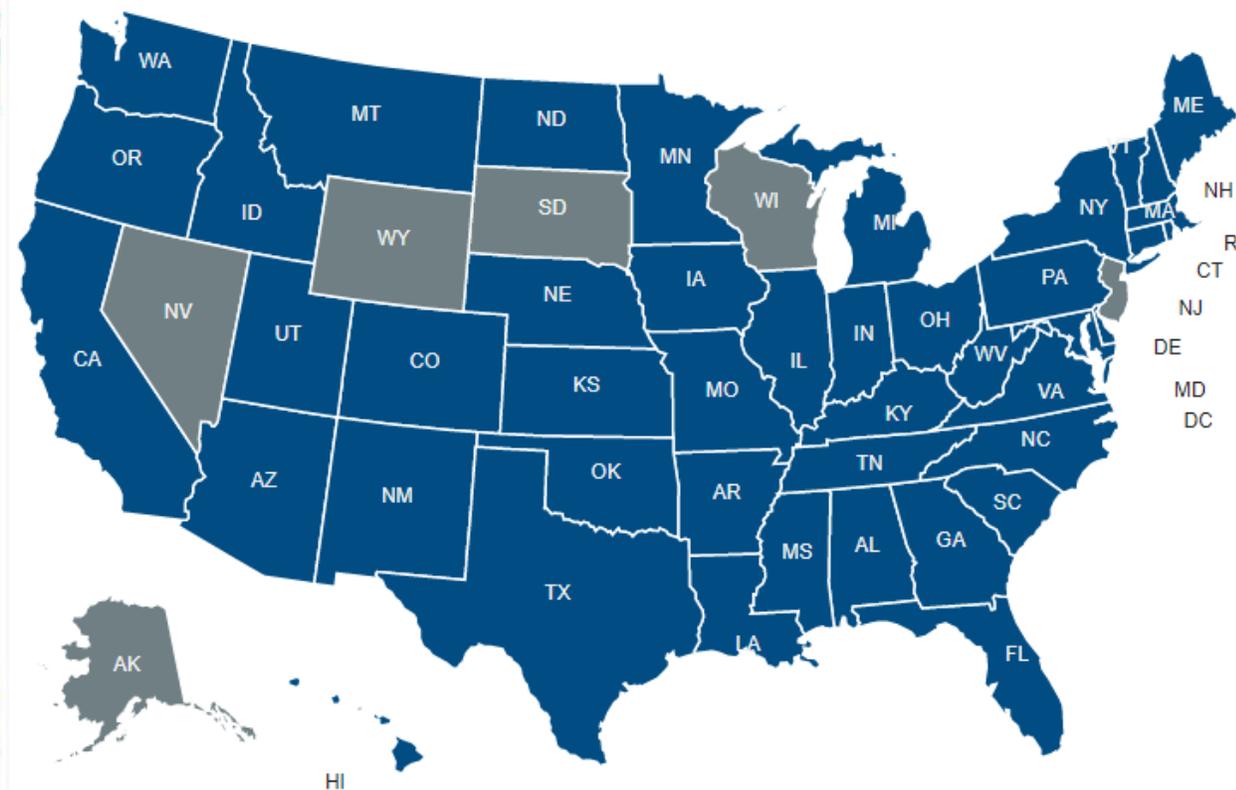
**Your voice. Louder.**

**Our mission is to provide leadership on rural health issues through advocacy, communications, education, and research.**

# NRHA Membership



## State Rural Health Associations



# What We Fight for on Behalf of Rural

- Delivering Rural Opportunity:  
Addressing Declining Life  
Expectancy and Health  
Outcomes
- Reducing Rural Healthcare  
Workforce Shortages
- Investing in a Strong Rural  
Health Safety Net



# Rural COVID-19 Vaccination Communications and Education Campaign

- Partnered with Morning Consult to do Rural Resident Surveys
  - 2 Surveys of Adults, Parents, Rural Teens (15-18 years old)
    - February 2022- 1,806 Adults, 475 Parents, 220 Teens,
    - August 2022- 1000 Adults, 750 Parents, 200 Teens
- Beta Hospital Pilot Project- September 2021- December 2023
  - Partnered with Legato Healthcare Marketing and rural hospitals in Minnesota, Illinois, Missouri
  - Steering committees collaborated on:
    - region-specific data, beliefs, and access
    - target demographics for communication strategies
    - community buy-in
  - Communication strategy pivoted to digital marketing campaign
    - “Why I Got Vaccinated” video stories
    - RuralFacts.org landing page

# Early Vaccine Confidence Toolkits



## Tools for the Community

Resources that can be customized by the hospital/marketing and disseminated throughout the community include:



**'Real facts' brochure and editable files (English)**

**'Real facts' brochure and editable files V2 (new)**

**'Real facts' brochure and editable files (Spanish)**



**'Real facts' handout (English)**

**'Real facts' handout (Spanish)**



**Digital/social media post images**

**Digital/social media post infographics V2 ages 5+ (new)**



**Community posters with diversity options (English)**

**Community posters with diversity options (Spanish)**

**Community posters V2 ages 5+ (English PDFs) (new)**

**Community poster files V2 ages 5+ (design files) (new)**



**Door hanger (English/Spanish)**



## Tools for Hospitals

Resources that can be customized by the hospital/marketing and shared with hospital staff and/or patients:



**Starter guide for community champions**



**Idea starter guide for kids age 5+ (new)**



**Vaccine confidence digital marketing guide (new)**



**PowerPoint presentation for employee forum**



**'Real facts' brochure and editable files**

**'Real facts' brochure and editable files V2 ages 5+ (new)**

# WE TAKE CARE OF EACH OTHER



PROTECT YOURSELF  
PROTECT YOUR FAMILY  
PROTECT YOUR COMMUNITY



## How do you define community?

For some, it will be your neighborhood...the people who live near you who are now like family. For others, it may be your generation, your church group, the parents you sit with on the sidelines, or the people you share a deep connection with.

**Whatever community means to you, it comes down to the people you care about.**

In a small town like ours, it's defined by the way we take care of each other. We drop off a casserole to make life easier after surgery. We pitch in to clean up after a storm. We all help out at the parade, the fundraiser or the church festival. We carpool, babysit, and cheer for each other's children.

We know our neighbors and keep each other safe. Sometimes, we can best take care of others by making sure we take care of ourselves, too.

### PROTECT YOURSELF, YOUR LOVED ONES, AND YOUR COMMUNITY BY GETTING YOUR VACCINATIONS FOR:

- ✓ Flu season
- ✓ School shots
- ✓ Teen boosters
- ✓ Protection against COVID, pneumonia, and shingles



Ask your doctor if you're up-to-date on recommended screenings and vaccines, and schedule your next vaccine today!

CALL [INSERT PHONE NUMBER] OR VISIT [INSERT WEBSITE] TO LEARN MORE.



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# Findings of the Campaign

- From the Surveys
  - Health care providers are most trusted sources
  - Immunization status associated with perception
  - Mistrust of national institutions
- From the Beta Hospital Sites
  - Video stories grab attention
  - Establish “place” with recognizable locations and people
  - “Plug-n-Play” brandable copy
  - Instruction manual for digital media campaigns

# Rural Adult Immunization Pilot Project

- Partnership with NRHA, CDC and the Extension Foundation
- Virtual Convening
  - 36 providers, administrators, academics, and community leaders
  - Product: A compendium of best practices for piloting organizations
- Partnerships with SRHAs and Cooperative Extension
  - EXCITE New Partners Pilot Project- 18 months cycle
  - 3 pilot sites- Virginia, Minnesota, Tennessee
  - Implementing and expanding on successful strategies

# Takeaways from Virtual Convening

## Ineffective Strategies

- Solely focusing on vaccination
- Appealing to trust in national experts
- Large mass-vaccination clinics
- Focusing on protecting the larger community

## Mixed Results

- Social media posts- can be a conduit for misinformation
- Incentives for vaccination

# Takeaways from Virtual Convening Effective Strategies

- Meet people where they are
- Start with familiar vaccines, e.g. flu, shingles
- Trusted messengers are crucial to encouraging vaccination utilization and confidence
- Effectiveness increases with the frequency of “touch points”
- Focus on whole-person health
- Access and availabilities are major drivers
- We can only fight misinformation we know!

# Takeaways from Virtual Convening

## Designing the Ideal Intervention

### Programming Elements

- Shift away from COVID/Flu messaging
- Partner with pharmacies
- Use recognizable people and locations in media campaigns
- Provider Education
- Focus-group testing
- Do not focus solely on vaccination rates

### Ideal Partners

- Existing partnerships
- Cooperative Extension System
- Local AARP and AAA (Area Agency on Aging) Chapters
- Armed Services Corps
- Emergency Medical Services
- Coalitions addressing multiple SDOH's
- Large Employers and Chambers of Commerce

# SRHA and Cooperative Extension Pilot Evaluation Report Key Findings

- **Trusted messenger approach** was highly effective
- **Strong partnership infrastructure** created value
- **Resource constraints** were the most significant barriers
- **Tailoring to local community needs** was essential
- **Mission Alignment and Shared Values** sustained commitment
- **Interpersonal relationships** and shared commitment to rural health equity were facilitators

# SRHA and Cooperative Extension Pilot Evaluation Report Recommendations

1. Provide longer project implementation timelines
2. Provide technical assistance (grant management, financial management, staff support) for smaller organizations with limited organizational capacity
3. Establish ongoing communication structures between national and local partners
4. Secure sustainable funding mechanisms for program continuation



# National Rural Health Association

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