2022 Immunization Excellence Awards

Ceremony

November 3, 2022
11:50am – 2:00pm ET
“Immunization Neighborhood” Champion Award

Laura Scott 2021-22 Outstanding Influenza Season Activities Award

“Health Equity & Access” Award
Thank You...

Awards Selection Committee

- Shelle Allen (FFF)
- Carolyn Bridges (Immunize.org)
- Susan Farrall (HHS/OASH)
- Joe Lastinger (FFF)
- Alexandra Piasecki (CDC)

- *Mitchel Rothholz, (Three-C Consulting), chair
- Elizabeth Sobczyk (AMDA)
- LJ Tan (Immunize.org)

*=did not vote on or participated in any or some categories
"Immunization Neighborhood" Champion Award
Recipient: Andrew Pasternak, MD

"Health Equity & Access" Award
Recipient: Community Vaccine Collaborative
Hillcrest Pharmacy & Compounding of Lancaster
“Health Equity & Access” Award

- Recipient: Community Vaccine Collaborative

“Health Equity & Access” Award

- Recipient: Hillcrest Pharmacy & Compounding of Lancaster
Summit National Award Winners

“Immunization Neighborhood” Champion Award
Recipient:
Sterling Rapid Response, LLC
Krista D. Capehart, PharmD
Laura Scott 2021-22 Outstanding Influenza Season Activities Award
Recipient:
Avalon Health Care Group

“Health Equity & Access” Award
Recipient:
CDC Foundation
Carol Lemus, MPH / Lantern Community Services

Summit National Award Winner

“Immunization Neighborhood” Champion Award
Recipient: Sterling Rapid Response, LLC
Veronica Amoah, PharmD
VERONICA ASOMANI-AMOAH: BS, MBA, PHARM-D/RPH
PRESIDENT OF STERLING RAPID RESPONSE

dba Sterling Community Health

Overcoming barriers to COVID-19 Vaccinations

- Targeting Disparities in COVID-19 Vaccines
  - Race
  - Health Literacy
  - Accessibility to Vaccines
  - Socioeconomic Background
Collaborative Approach

- Collaboration started in 2020
- Get Out The Vax Event (Springdale, OH)
  - Springdale Health Department, The Health Collaborative, Spanish Coalition
- OH MEDICAID Managed Care Plans: CareSource, Buckeye, Molina, Paramount, Aetna, UHC (Homebound and Event vaccinations)
- Companies: Sugar Creek Manufacturing, Smithfield Foods, The Armor Group Inc.
- School: Cincinnati College Preparatory Academy
- Churches: The Church of Pentecost Cincinnati and Dayton, The Vineyard Cincinnati Churches, La Iglesias Episcopal del Espiritu Santo
- Other: My Project USA (Food Pantry in Columbus, OH)

Accomplishments

- Bridged gap with the Black, Hispanic, and immigrant communities
- Accessibility to Walk-in vaccinations
- 4000+ homebound vaccinations in the state of Ohio - mobile Healthcare (the elderly & persons with disabilities)
- 28,000+ vaccinations have been administered in less than two (2) years
- Increased health literacy among underserved communities
- Provided Covid Testing to the general public
- Contributed to COVID-19 vaccine study in Cincinnati (Sterling Research Group, now Meridian Clinical Research)
- Opened up facilities for ongoing student pharmacists and public health students to gain competency in their fields
- Increased collaboration efforts with the Ohio Department of Health and Springdale Health Department to vaccinate adults and children
  - Influenza, Covid-19 Vaccines, & all CDC recommended school-aged vaccines
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Summit National Award Winner

“Immunization Neighborhood”
Champion Award

- Recipient: Krista D. Capehart, PharmD
The WV Way – COVID-19 Vaccines and our Immunization Neighborhood

Krista D. Capehart, PharmD, MSPharm, BCACP, AE-C
Clinical Associate Professor
West Virginia University School of Pharmacy
Director Of Professional & Regulatory Affairs
WV Board of Pharmacy

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WV One Big Neighborhood

• ~1.8 million people; ~370,000 are 65+; another ~370,000 are 50-64 years
• Ranks 1st in rate of Diabetes, 3rd in cancer, 4th in Lung disease, 10th in heart disease and 12th in stroke
• WV is all about community and we recognized we were very vulnerable to COVID-19 and a novel vaccination strategy was vital
• Patients in Long term care facilities made up 7% of our cases but 70% of our deaths from COVID-19
WV Joint Interagency Task Force for COVID-19

• Created by Governor Jim Justice with a representative from each stakeholder of the immunization “community”
• As the pharmacist, my role was to **collaborate** and connect all groups and serve as the medication expert
• WV elected to not utilize the Federal Pharmacy Program for our Long term care programs and establish our own WV Program

The WV Way

• Created a network open to all pharmacies linking the local pharmacy with the long-term care facility.
• Pharmacists, pharmacy staff, student pharmacists, facility nurses **collaborated** together the 2 weeks before Christmas 2020 and WV had completed ALL of our LTCF and assisted living facilities in WV in 14 days!
• Two months into 2021, deaths in nursing homes had decreased 85%.
• **Communication** amongst all stakeholders was VITAL.
• We took this network and **collaborated** with all community stakeholders and repeated this model throughout the state with a variety of populations.
So many to thank!

- Joint Interagency Task Force
- WV Health Care Association
- WV Pharmacy Association and WV Pharmacists!
- Local Health Departments
- Community Health Clinics (FQHCs)
- Hospital staff
- WV Department of Education
- WV Department of Health and Human Resources
- WV National Guard
- WVU School of Pharmacy

2022 Immunization Excellence Awards

Awards Ceremony
Laura Scott  2021-22 Outstanding Influenza Season Activities Award
Honoring the Memory  of Laura Scott

“She made the world a better place for our children and all of us.”

Summit National Award Winner

Laura Scott  2021-22 Outstanding Influenza Season Activities Award
Recipients: Avalon Health Care Group

Accepting Award:
Sabina von Preyss-Friedman, MD, FACP, CMD
Avalon Influenza Immunization
“Arming” our Staff to Make a Difference

Sabine von Preyss-Friedman MD FACP CMD
Chief Medical Officer

Our Goal for Staff Immunization

95%
What Does It Take? Strong Leadership.

Randy Kirton  
President

Alan Hash  
CEO

Kathy Owens  
Chief Clinical Officer

Influenza package to each facility by end of August
Posters
Letters signed by President and CMO to each employee
Sample letter by Administrator to staff and families/residents
Consent form
Declination form to be signed by each staff who declined to receive the vaccine
Stickers for name badges
Policy to have to “mask up” for entire influenza season if vaccine declined
Strong Messaging

- Promotional Posters
- Stickers
- Letter from CEO and CMO

Relentless Focus on the Goal
Arming our Staff

95%

©2022 Dr. Sabine von Preysig-Friedman
Influenza Vaccination Drives are Part of the Culture

Into the Future: Fully “Armed”

Double up on wellness!
Dr. Clay Smith
2022 Immunization Excellence Awards

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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

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

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.

CDC Foundation’s P4VE Program

- CBOs
- Social Media Partners
- Vaccine Resource Hub

Partners:
- PGP
- Culture One World
- Atlanta NAACP
- Ad Council
- Mathematica
- Insomniac
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
2022 National Adult and Influenza Immunization Summit – 11/3/22

P4VE – Social Media Projects

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

Detect and Assess Misinformation Online (Social Listening)

- Influencer Campaigns
- Traditional Campaigns (all posts, 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

Reactively Intervene on Misinformation

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

Misinformer Archetypes

The Raw Revolutionary

"This ‘vacine’ is just another person designed to suppress our drive towards and jeopardize our health. Like the fake ‘food,’ they use to make us sick and the ‘education’ that brainwashes our youth."

The Pulpit Protester

"Vaccines mandate is a new form of oppression and control. If the government really cared about Black people, they wouldn’t need to put a deadly virus to prioritize our needs."

The Skeptical Scholar

"When I analyze what’s happening with COVID and the vaccine mandates, it feels like history repeating itself. I love it if my community blows 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 smarter. My enemies 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 the way they do."

Cultural Connections

Mark of the Beast

- Anti-Black themes are present in the narrative of the COVID-19 pandemic.

Laughter is the best medicine

- In the narrative, laughter is used to downplay the severity of the pandemic.

Better hygiene offers protection

- The narrative emphasizes the importance of better hygiene practices to protect against COVID-19.

Cultural remedies offer protection

- Traditional remedies and practices are highlighted as effective alternatives to modern medicine.
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 a 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

Partnersed with over 1,500 influencers
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 POP, 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 POP, 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, communications, 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 Medial Literacy e-Learning course.

Resources for Covid-19
CDC’s Vaxrate 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 disinformation that is spreading and recommendations on how to respond

Covid-19 Community Resources: Download center: Open source, downloadable materials; Top Messaging; updated weekly, and Toolkits
Ad Council and COVID Collaborative: rural toolkit, black community vaccine toolkit, Hispanic community vaccine toolkit, community education & strategic messaging, getvaccinated.org, vaccine fact library

Resources for Influenza
- CDC’s various flu toolkits, FAQs, and key messaging: https://getmyfluhotline.cdc.gov/
- CDC FluView: Weekly U.S. Flu Surveillance Report
- CDC FluView: Weekly National Flu Vaccination Dashboard

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2022 National Adult and Influenza Immunization Summit – 11/3/22
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.

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.
P4VE Vaccine Resource Hub Facebook Page

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

Vaccine Resource Hub
Partnering for Vaccine Equity

VRH - P4VE
@VaccineResourceHub 520 reviews Medical & health
2022 National Adult and Influenza Immunization Summit – 11/3/22

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“Health Equity & Access” Award
Recipient: Carol Lemus, MPH / Lantern Community Services

On Point: A peer-led outreach effort to increase confidence and uptake of COVID and Influenza Vaccines among homeless and formerly homeless individuals

Carol Lemus, MPH • Assistant Vice President of Health
Lantern Community Services • New York, NY
December, 2022
Lantern Community Services

Mission: To champion the independence and well-being of New Yorkers impacted by or threatened with homelessness.

- Sixteen supportive housing buildings in three New York City Boroughs
  - Four of these buildings are specifically designated to house individuals living with HIV
- Three shelters in two New York City Boroughs
  - 2,275 residents
  - Histories of chronic homelessness
  - Facing mental health issues and chronic health problems
  - High prevalence of substance use
  - 13% confirmed HIV+ from among residents not in HASA-funded sites
  - Also includes young adults aging out of the foster care system

Mission: To champion the independence and well-being of New Yorkers impacted by or threatened with homelessness.

Housing First

- Best way to end homelessness is to give people a stable, affordable home.
- On-site supportive services meet the needs of our residents with dignity and respect.

What is supportive housing?
- Permanent affordable housing combined with voluntary and flexible supportive services such as employment assistance, health education and food programs.

What are shelters?
- Emergency shelters are often where people experiencing economic shock first turn for support through a wide range of services.
Services

- Case Management/Social Work
- Education and Employment
  - GED
  - Vocational Training
  - Employment readiness
  - Employment connections/support – IPS
- Health
  - Peer-driven Programming
  - COVID/Influenza On Point Program
  - HIV Testing/Prevention Knowledge = Power Program
  - Health Education
  - On-site Access to Community Services
  - Overdose Prevention
- Food and Nutrition
  - Healthy Cooking Classes
  - Food pantry
  - Fresh Food Box
  - Meal delivery
- Arts and Culture

Old Health Services Delivery Model

Health and Wellness Coordinators
- Background in community health, social services
- Provided health education and informational tabling
- Charged with outreach and engagement
- Each HWC provided services to three supportive housing buildings

Challenges
- Limited presence in each building
- Difficulties with engagement activities due to limited time
- Barriers to developing trust and buy-in
- Low participation in health-related activities
New Health Services Delivery Model

Resident peers providing health-related services
- Key influencers
  - Built-in trust and rapport
  - Aware of specific health challenges of neighbors
  - Pre-existing relationships
  - Higher level of buy-in
- Outreach and engagement
- Health education
  - Informational tablings
  - Door-knocking
  - Discussion groups
- Liaise with Community Partners

What is Peer Support?

Peer support encompasses a range of activities and interactions between people who share similar experiences of being diagnosed with mental health conditions, substance use disorders, or both. This mutuality, often called “peerness”—between a peer support worker and person in or seeking recovery promotes connection and inspires hope.

Peer support offers a level of acceptance, understanding, and validation not found in many other professional relationships (Mead & McNeil, 2006). By sharing their own lived experience and practical guidance, peer support workers help people to develop their own goals, create strategies for self-empowerment, and take concrete steps towards building fulfilling, self-determined lives for themselves.
What Does A Peer Support Worker Do?

Peer support workers can help break down barriers of experience and understanding, as well as power dynamics that may get in the way of working with other members of the treatment team. The peer support worker’s role is to assist people with finding and following their own paths to wellness as they define it, without judgment, expectation, rules, or requirements. In addition to providing the many types of assistance encompassed in the peer support role, they conduct a variety of outreach and engagement activities.

Benefits of Peer Influencers

- Improved information flows between the community and service provider (and vice versa)
- More accurate identification of community needs
- Improved community engagement
- Development or improvement of networks of support and mutual reciprocity (social capital), for example by helping to enhance trust and reciprocal relationships
- Increasing the sense of empowerment among target communities to enable them to change the social, material, cultural, environmental and political factors that affect their lives
- Improvements in individual- and population-level morbidity and mortality
- Reduction in health-related risk factors, such as fewer people smoking and more people physically active
- Enhancement of community well-being
- Reduction of health inequalities within and between communities.
Peers as a Response to Health Inequities

Structural racism permeates the United States healthcare system. An extensive number of studies have shown that health inequities are at the heart of disparities faced by historically marginalized people of color and have impacted patients at every step.

During the COVID-19 pandemic, many of these racial health disparities were brought to light.

AMA Strategic Approaches to Advance Health Equity

- Build alliances and share power in community engagement
- Ensure equity in innovation for marginalized and underserved people and communities
- Push upstream to address all determinants of health
- Foster truth, reconciliation, racial healing, and transformation

Health Equity
Emerging research shows that peer support is effective for supporting recovery from behavioral health conditions. Benefits of peer support may include:

- Increased sense of hope and inspiration (Flaherty, et al., 2006; Ratzlaff, McDiarmid, Marty, & Rapp, 2006)
- Increased empathy and acceptance (camaraderie) (Coatswortha Puspokey, Forchuk, & Warda Griffin, 2006; Davidson, et al., 1999)
- Increased engagement in self-care and wellness (McLanahan, et al., 2002)
- Increased social support and social functioning (Mitchell & Nance, 1999; Resnick & Rosenheck, 2008; Yanos, Primavera, & Knight, 2001)

Does Peer Support Make A Difference?
On Point: The Program

COVID Vaccination rate was **12%** among tenants.

COVID Vaccination rate was **28%** among staff.

Lack of access to vaccinations due to numerous barriers:
- Lack of appointments
- Lack of transportation
- Difficult system for booking an appointment
- High dependence on technology literacy
- Long waits at vaccination sites
**Vaccine Ambassadors**

Tenants (2 per building, total 25)
- Pro-vaccine
- Vaccinated
- No incidents in six months

Outputs
- 20 contacts per month per building through outreach, tabling and small group presentations
- Total 750 referrals for COVID/flu vaccine – 24 referrals/building
- Quarterly meetings with Assistant Vice President of Health
  - Development of messaging
  - Support/training updates

**Peer Engagement Specialists**

- Need for implementation in our shelters
- Transitory nature of population
- On Point activities carried out by Staff Peer Engagement Specialists with shared lived experience
VA Advisory Board

Five members from among VA's
Quarterly meetings with Assistant Vice
President of Health
Vetting
- Evaluation instruments
- Educational materials developed by VA group

Outcomes to Date with Peer Model

Key influencers trained
- 2 Peer Engagement Specialists in 3 shelters
- 32 Vaccine Ambassadors in 16 supportive housing buildings

3,488 contacts made through September 2022
576 events, including information tables, discussion groups and one-on-one

Monthly COVID vaccination events at all buildings
- Role of community partners
- Include influenza vaccines
- 806 first vaccines from supportive housing
- 728 fully vaccinated from supportive housing

403 culturally and linguistically educational materials designed

Vaccination rates dramatically increased for COVID
- 98% vaccinated among staff
- 57% vaccinated among tenants
Challenges/Solutions

Recruitment of Vaccine Champions and Vaccine Ambassadors – DIRECT RECRUITMENT / ONGOING SUPPORT
- Pilot program with tenant peers
- Resistance among staff to take on additional work
- Hesitancy in approaching neighbors

Environmental challenges – CREATIVE SOLUTIONS
- Rain
- Mold
- Infestations

Technology – TABLETS FOR VAs, VACCINE TRACKERS
- Access to zoom for training and meetings
- Integration of DHS database with ETO

Payment process – RELOADABLE DEBIT CARDS
- No checking accounts
- Cost of cashing checks

THANK YOU!

Carol Lemus, MPH
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914-222-1360
2022 Immunization Excellence Awards

Awards Ceremony

Summit Special Recognition
AVAC Welcomes Passage of Inflation Reduction Act to Help Close Longstanding Gaps in Vaccination Coverage in Medicare and Medicaid
Thank You To All Who Contributed to the Effort...