

EXCITE

Extension Collaboration Immunization Teaching and Engagement

National Adult Influenza and Immunization Webinar

September 16, 2021

Dr. Michelle S. Rodgers

Project Director



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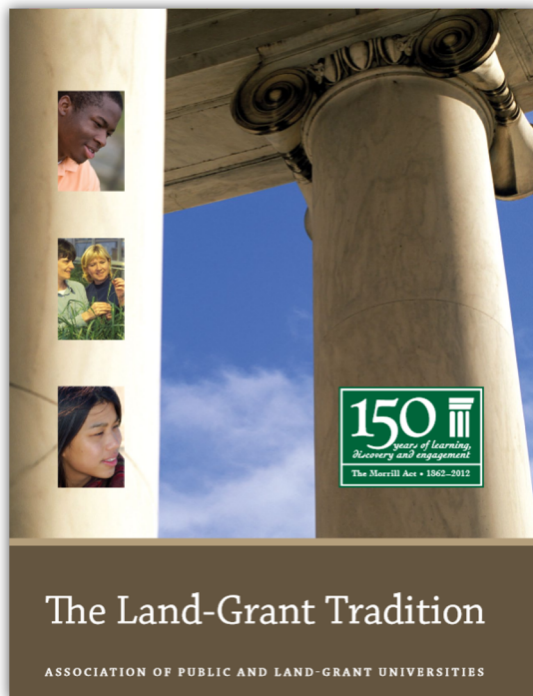
Partnership 9.9 Million Dollars

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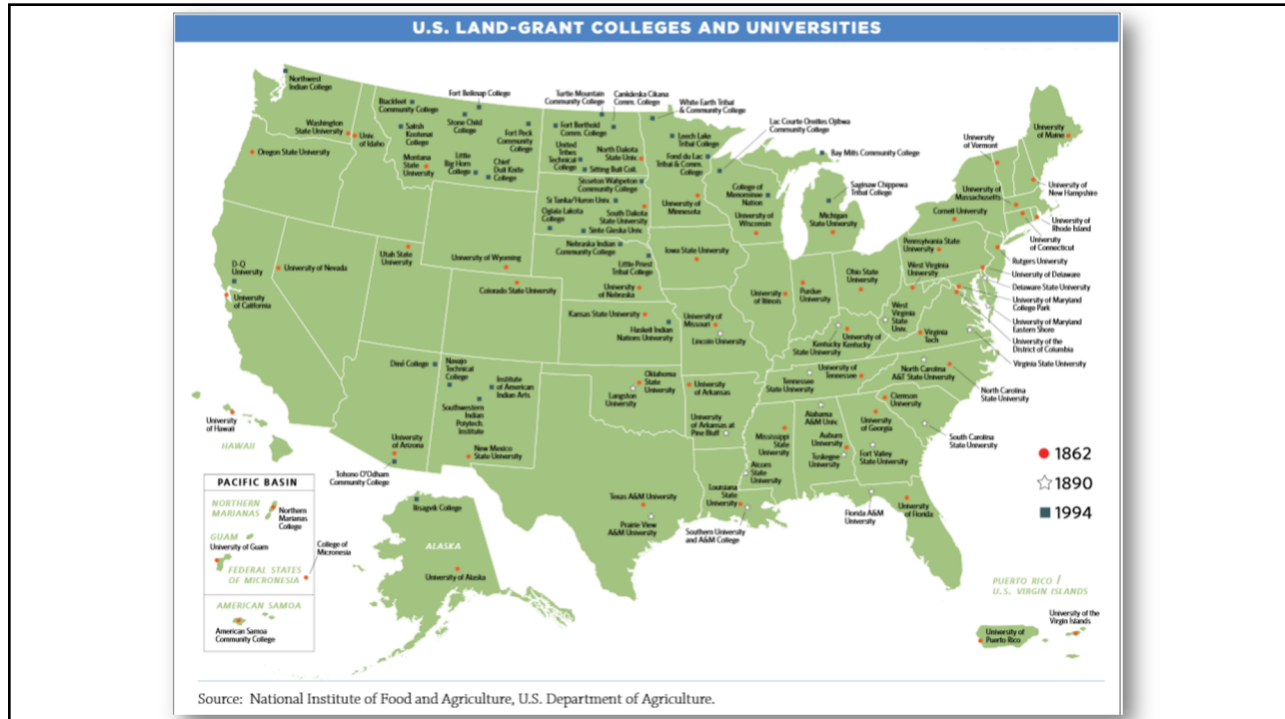
What is Cooperative Extension?



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Two Projects

Vaccinate with Confidence (non-competitive, 1 year)

Pilot Projects Adult Immunization Education (competitive, 2 year)



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Vaccinate with Confidence

Objective 1:

Decrease vaccine hesitancy among rural and medically underserved audiences.

Increase connection and communication between priority populations and healthcare systems.

Increase accessibility of vaccination clinics to priority populations



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What is Happening

- Vaccinate with Confidence 72 Land Grant Institutions
- Target Audiences-data informed
 - Agriculture workers
 - Faith based communities
 - Low resource individuals, families, or communities
 - Tribal communities
 - Rural communities
 - Communities of color



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What is Happening Pilot Projects

- 24 Projects that include 32 institutions
 - Target Populations
 - Meat Packers
 - Immigrant and Migrant farm workers
 - Limited resource communities
 - African American Communities
 - Latino Communities
 - Youth Leaders 4-H program-One Health
- Iterative Process that includes Rapid Community Assessment, Market Research and new approach



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 <p>Karl Bradley Team Development Lead</p>	 <p>Dawn Burton 1890s Engagement Coordinator</p>	 <p>Maggie Grandon 1994s Engagement Coordinator</p>	 <p>Alexi Piasecki CDC Liaison</p>

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True Partnership-Other Partners

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EXCITE | Extension Committee on Organization and Policy | Extension Foundation

PROGRAMS OFFERED

- Alcorn State Extension Program Brave Vaccination Campaign**
delivered by: Alcorn State University
state impacted: Mississippi
- ASCC Community Health Project**
delivered by: American Samoa Community College
state impacted: American Samoa
- AU Victory for Vaccination in Alabama**
delivered by: Auburn University
state impacted: Alabama
- AU Victory for Vaccination in Alabama**
delivered by: Auburn University
state impacted: Alabama
- Bay Mills Community College's outreach to tribal communities to increase COVID-19 vaccine acceptability**
delivered by: Bay Mills Community College
state impacted: Michigan
- Be A Hero! Protect Your People from COVID-19**
delivered by: Mississippi State University
state impacted: Mississippi
- Butte County Vaccine Promotion & Volunteer Work**
delivered by: University of California
state impacted: California
- CCE Vaccination Education Initiative**
delivered by: Cornell University

CLICK ON A PROGRAM IN THE LIST ABOVE TO SEE DETAILS

Esri, FAO, NOAA | Sources: Esri, TomTom, U.S. Department of Commerce, U.S. Census Bureau

individuals

818k

reached

STATE CONTACTS

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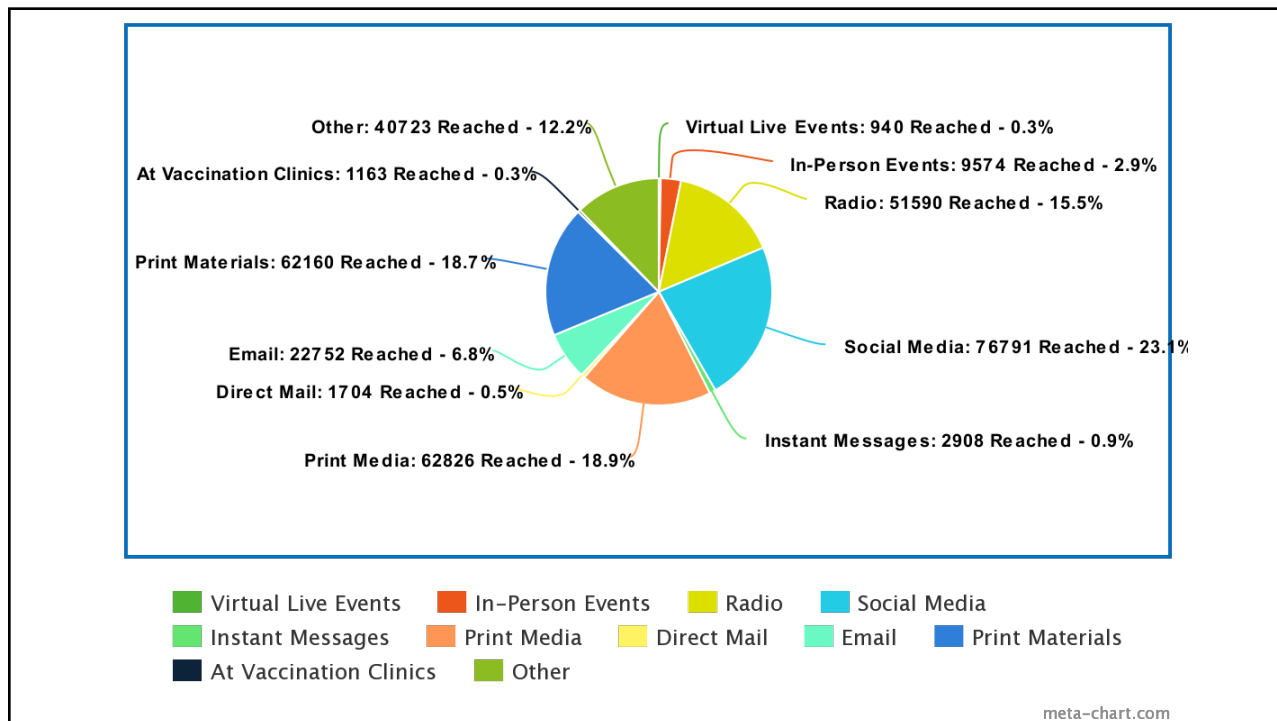
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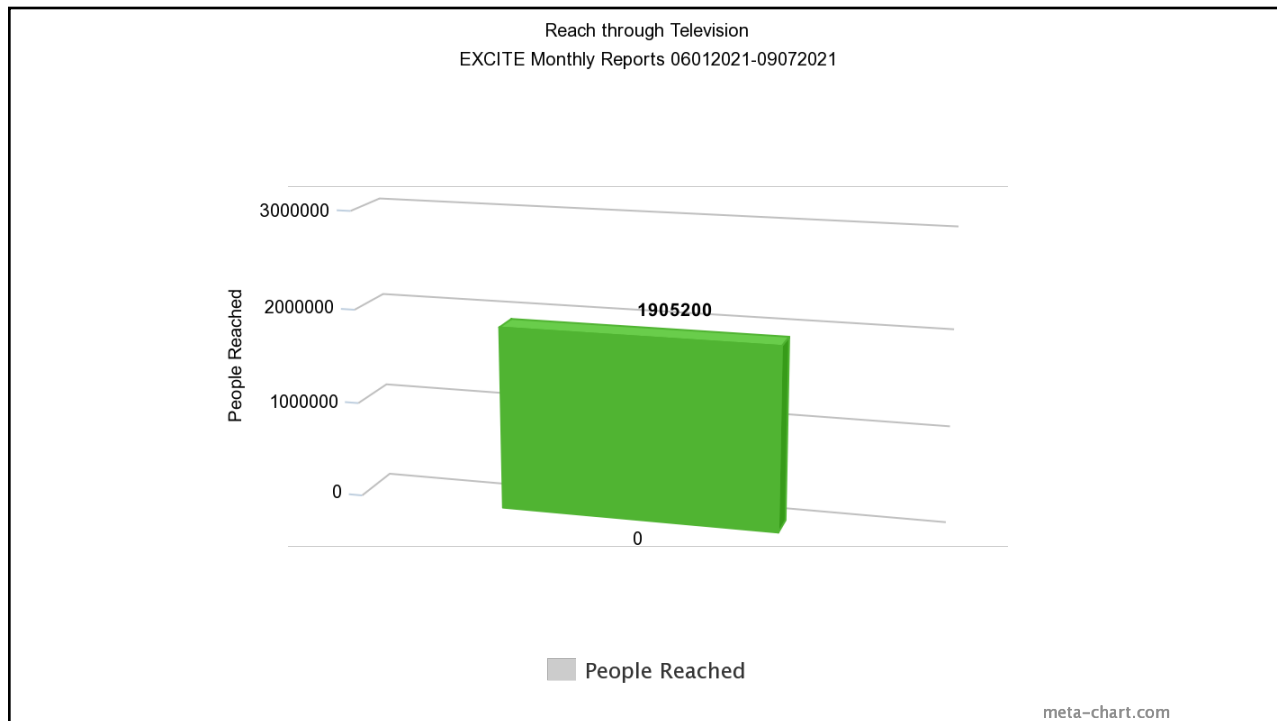
STATE CONTACTS

Esri, USGS | Esri, FAO, NOAA | Sources: E... Powered by Esri

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Success Stories



The University of Vermont



LINCOLN UNIVERSITY
MISSOURI

COOPERATIVE EXTENSION



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The screenshot shows a dashboard with a green navigation bar at the top containing menu items: National..., Urban E..., Climate..., FCS Pro..., 4-H/You..., Workfor..., Ag & Na..., Commu..., Immuniz..., and EXCITE Activity 1 Progr. Below the navigation bar is a search bar and a filter dropdown. The main content area displays four project cards in a grid:

- MD UMES Extension Building Trust and Vaccine Confidence through Collaboration and Communication Strategies in the Tri-County Area of the Lower Eastern Shore of Maryland**
- LSU AgCenter COVID-19 Vaccination Education Project**
- UGA: Building Vaccine Confidence in rural Georgia**
- OH, CSU and OSU: A Joint Project Between the two Land Grant 1890 and 1862 Universities to Reduce COVID-19 Hesitancy in 15 Rural Ohio Counties (CENTRAL STATE FORM)**

Each card includes a title, a description, a list of partners or institutions, project engagement options (e.g., In-person Event, Social Media, Virtual Live Event), and a section for uploading educational campaign products (DOCX, PDF). The bottom of the screen shows a status bar with the text "Total: 199 entries".

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Additional New Efforts

- LGU Vaccine Hesitancy
- Tribal Colleges-with a collaborative approach by region
- Further investment in Pilot Projects with impacts

