

Infrastructures of Trust: The Case for Community Leadership in Vaccine Demand Work

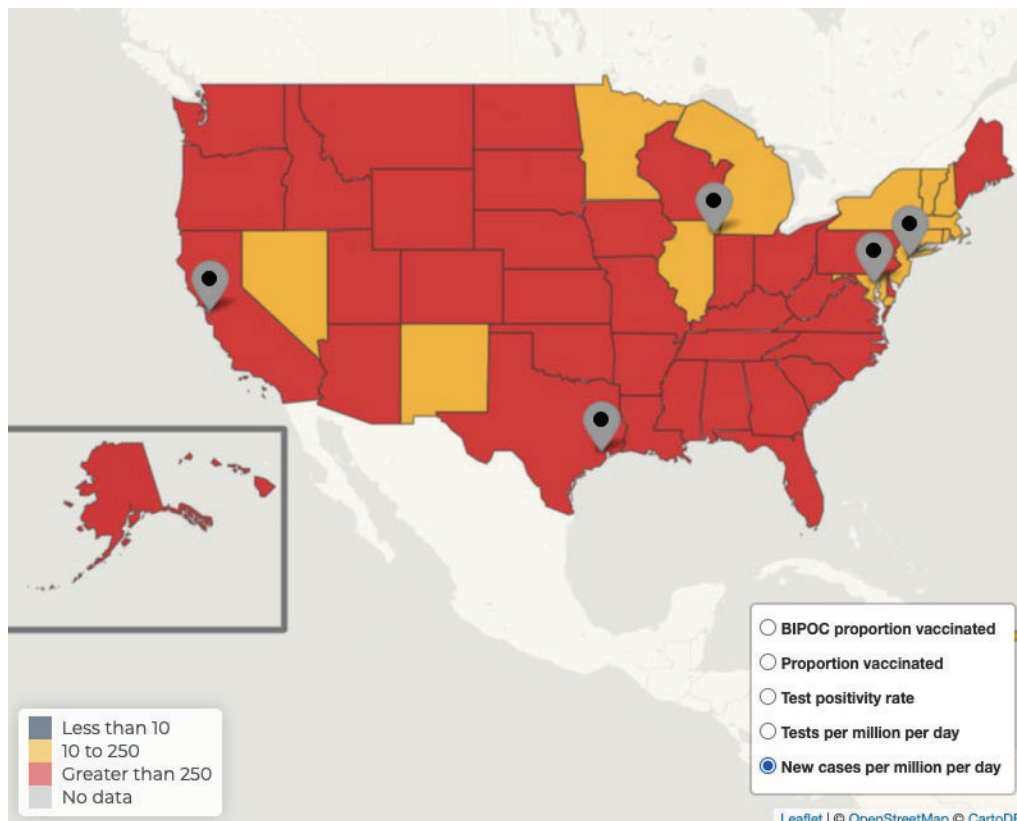
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National Adult and Influenza
Immunization Summit
May 9-11, 2023



Rockefeller Foundation
\$20 million investment
in community
organizations serving
low-wage BIPOC
individuals in 5 cities

Demonstration sites in:
Newark
Baltimore
Chicago
Houston
Oakland

Anchor partners selected CBOs in their cities

Oakland

Allen Temple Baptist Church
Building Opportunities for Self-Sufficiency
Centro Legal de la Raza
East Oakland Youth Development Center
Hard Knock Radio
Legal Services for Prisoners w/ Children
True Vine Ministries
Young Women's Freedom Center



Houston

Avenue
BakerRipley
Bonding Against Adversity
CRECEN
Culture of Health-Advancing Together
Department of Transformation
East Harris Empowerment Council
EMGAGE
Greenhouse International Church
Gulf Coast Leadership Council
Houston Justice
HTX Art
Intercultural Center for Health, Research, and Wellness
The Links-Houston Chapter
MECA
Mi Familia Vota Educational Fund
Pure Justice
Urban Community Network
Vietnamese Culture and Science Association
Wesley Community Center
Young Invincibles



Chicago

Access Living of Metropolitan Chicago
After School Matters
Arab American Family Services
Austin Coming Together
BUILD Incorporated
CommunityHealth
Corazon Community Services
Equal Hope
Free Spirit Media
Greater Auburn Gresham Development Corporation
Illinois Coalition for Immigrants & Refugee Rights
Increase the Peace
Inner City Muslim Action Network
Howard Brown Health Center
Mujeres Latinas en Accion
Northwest Side Housing Center
Phalanx Family Services
Respond Now Inc.
Southwest Organizing Project
True Star Foundation Inc.
Young Invincibles
Youth Crossroads



Newark

Bridges Outreach
La Casa de Don Pedro
Clinton Hill Community Action
FOCUS
Greater Newark Health Care Coalition
Ironbound Community Corporation
Newark Emergency Services
North Jersey AIDS Alliance / NJCRI
Project Ready
Sarah Ward Nursery
South Ward Children's Alliance
Tree House Cares
Unified Vailsburg Service Organization
United Community Corporation

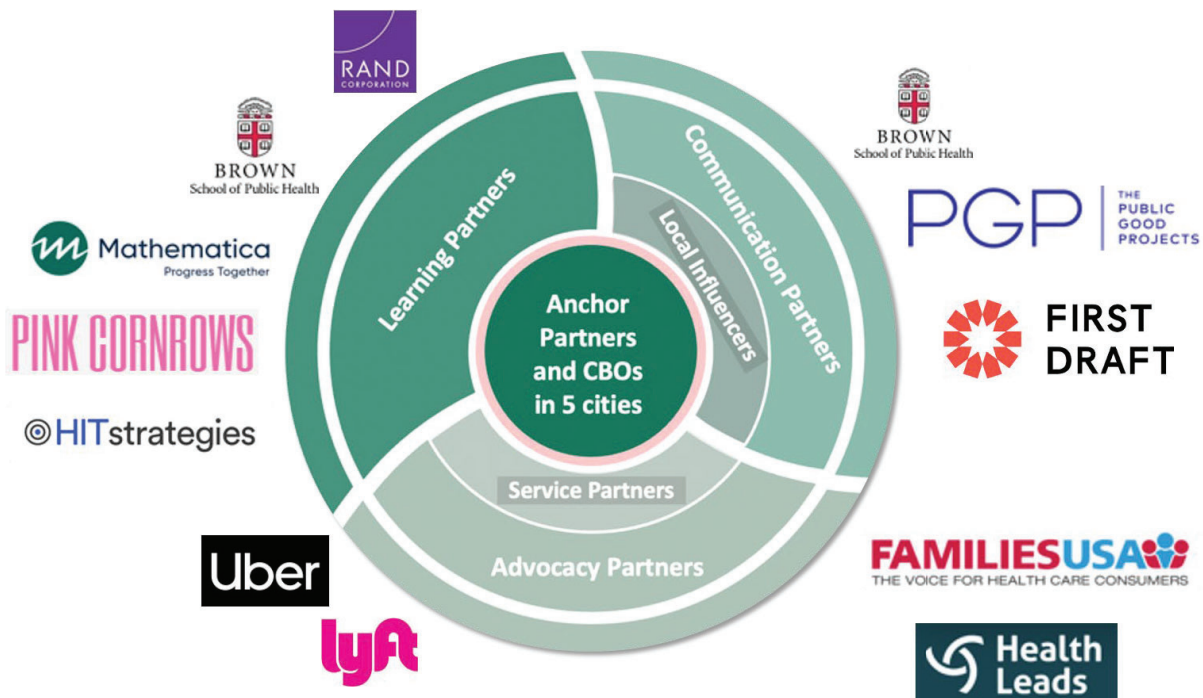


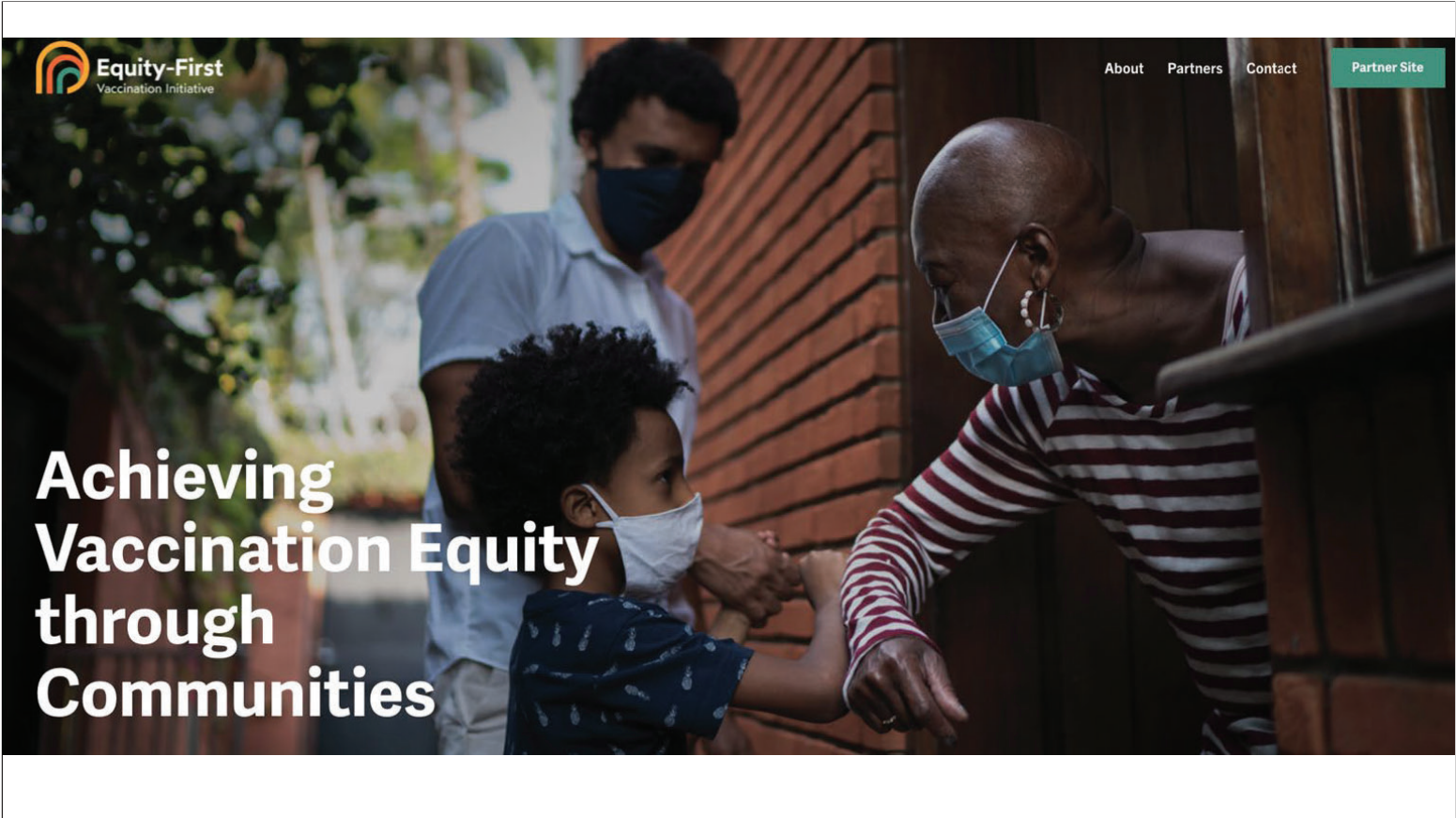
Baltimore

Act Now
B-360
Baltimore City Public Schools
Baltimore Corps
Baltimore Healthy Start
Baltimore Safe Haven
Behavioral Health Leadership Institute
Black Girls Vote
B Mom
CASA
Center for Urban Families
Charm City Care Connection
Civic Works
Clergy United for the Transformation of Sandtown
The Franciscan Center
Free State Justice
The Movement Team
Next Generation Scholars
No Boundaries Coalition
Older Women Embracing Life
Sisters Together and Reaching
SPARC Women's Center
Wide Angle Youth Media
The Y in Central Maryland



The EVI: A collective action approach

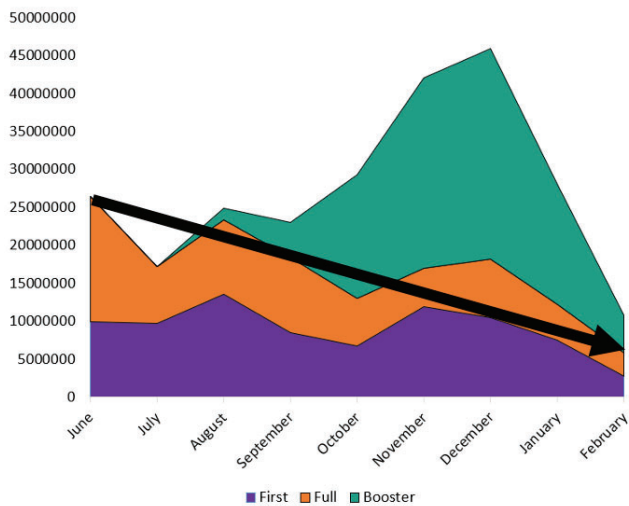




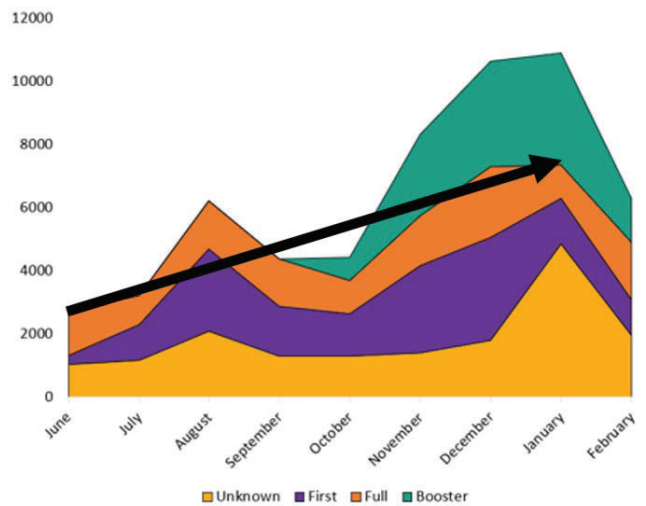
Community-based organizations moved the needle on vaccinations and vaccine equity.



National Vaccinations/Month



EVI Vaccinations/Month

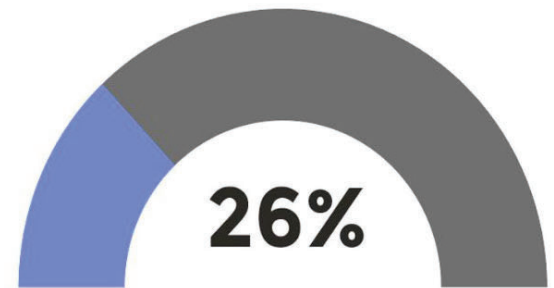


CBOs did so by expanding the public health workforce. (We need to keep it that way!)

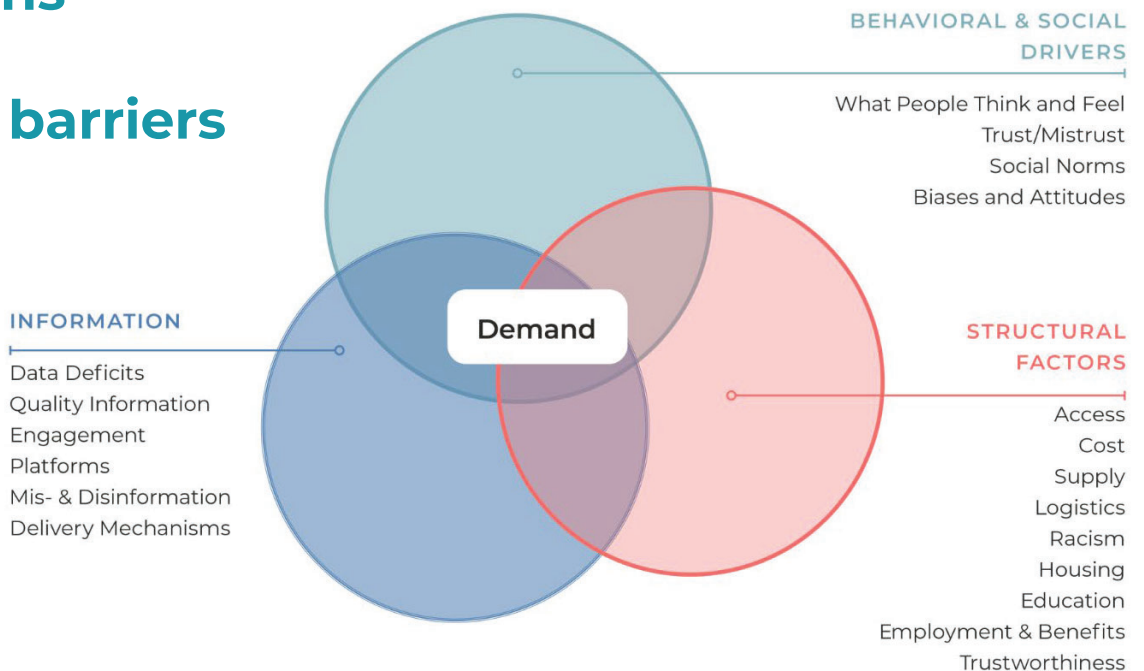
Only 14% of EVI partners are part of the traditional healthcare or public health sectors



Only 26% of EVI partners mission statements mention "health" or "well-being"



Community organizations succeed by addressing barriers holistically.



For example, CBOs embed vaccination efforts in overall health promotion and SDoH work

- CBOs ask community members: “Where does the vaccine fit into your life?”

Join us on Saturday, June 26th at the South Ward Gives Summer Kick Off Community BBQ, where we will give away FREE summer sneakers, laptops, and bookbags filled with summer learning materials. Enjoy some great BBQ catered by Celebrity Chef [Ameer Natson](#), good music, games and more!



BRICK Education Network

June 8, 2021 at 8:11 PM · 📍

We hope to see you there!!

[#southwardgives](#) [#communitybbq](#) [#brickbybrick](#) [#summerfun](#) [#freeresources](#)
[#swpn](#)



CBOs listen to community members, all the time

“I realize that communication is cyclical. For each new authorization of vaccines for a different age group, we need to start with listening again.”

*CHRIS VALDEZ
DIRECTOR OF COMMUNICATIONS, HOUSTON IN ACTION*

By doing all these things consistently, CBOs build Infrastructures of Trust over time.

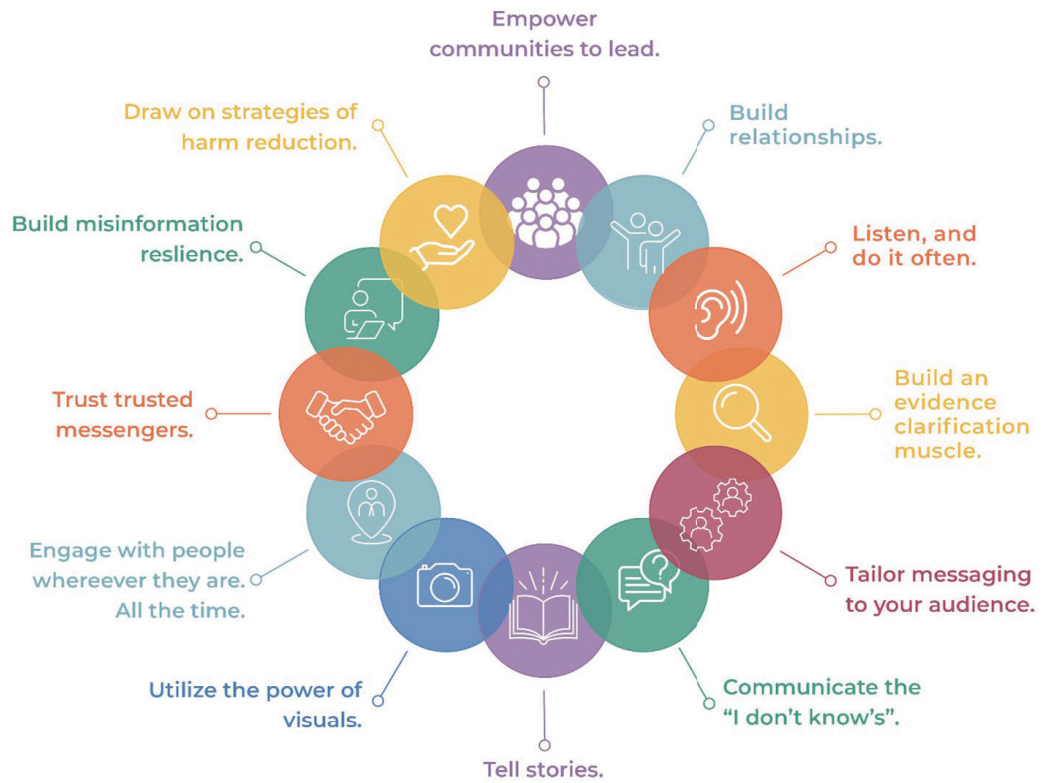
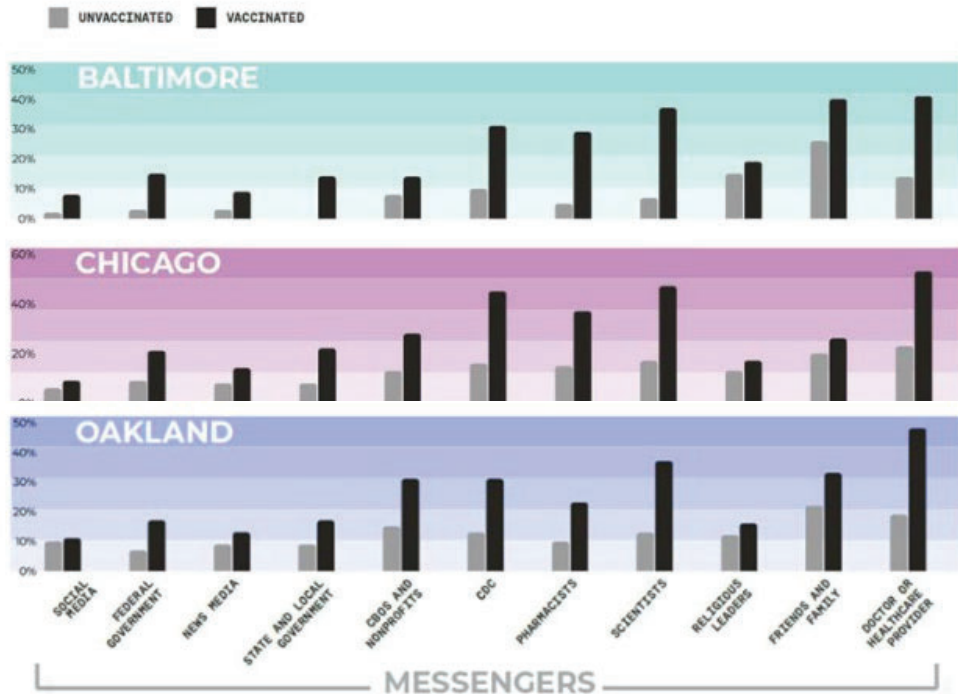


figure 8
"Who are your trusted messengers?"

According to data collected from our partner organizations in five major American cities, surveyed vaccinated individuals reported more trusted messengers than those who remained unvaccinated.



Community organizations know trust better than we do. Our job is to be trustworthy, and to trust them.

What community organizations need from you

- **Empower communities to lead** and become co-creators of interventions
- **Flexibility:** commitment to goals and joint learning, not to a fixed process
- **Ongoing relationships,** technical assistance, data support & sustainable funding
- Support in **making small CBOs fundable**
- **Getting out of silos.** Can you work with a health equity committee? Other health promotion programs? ...
- Collaboration in **adapting success metrics** to measure what matters

By letting community lead, the EVI ...

- Provided more than **65,000 vaccinations** in 9 months
- Provided assistance to get vaccinated **140,000 times**
- Held over **5,000 events** at which vaccines were offered
- Made more than **13.7 million** connections with community members to provide information about vaccines
- Bringing the protection of vaccines to some of the hardest hit communities in the nation.

Thank you!



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Learn more at:
buildingvaccinedemand.org
sites.brown.edu/informationfutures