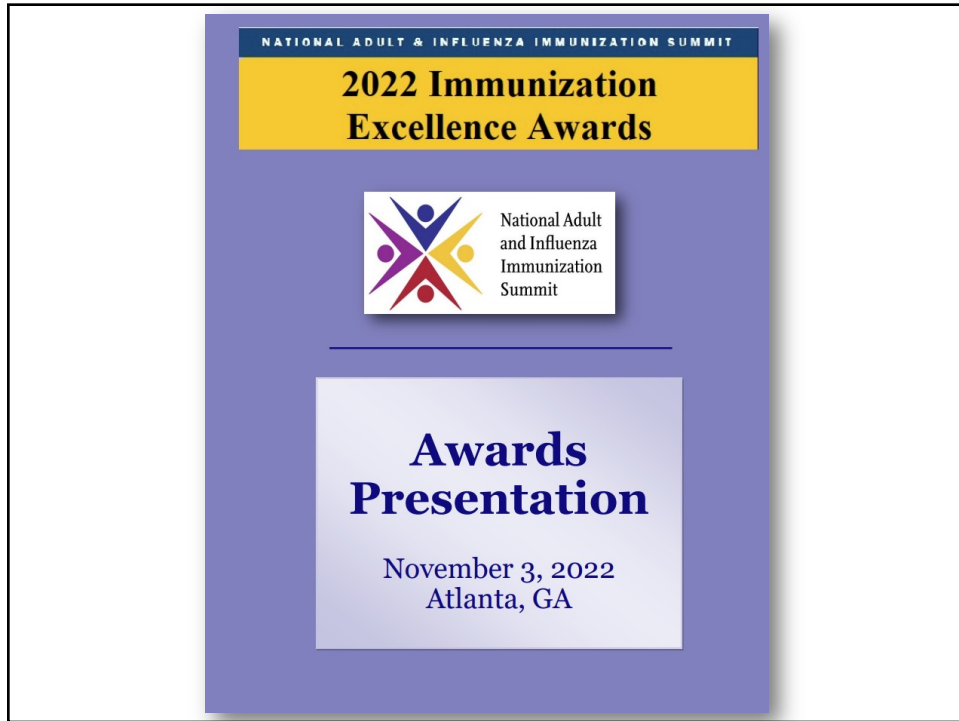




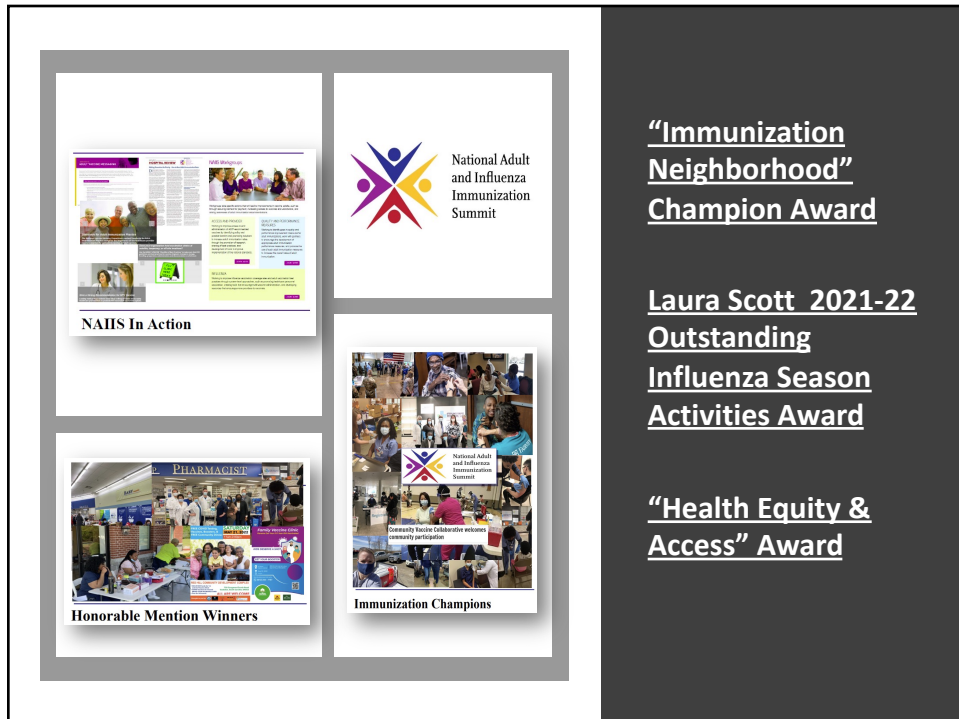
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4

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)




National Adult
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*=did not vote on or participated in any or some categories

5

NATIONAL ADULT & INFLUENZA IMMUNIZATION SUMMIT

**2022 Immunization
Excellence Awards**



National Adult
and Influenza
Immunization
Summit

**Awards
Presentation**

November 3, 2022
Atlanta, GA

6

Summit Honorable Mention Award Winners

“Immunization Neighborhood” Champion Award

Recipient:

Andrew Pasternak, MD

“Health Equity & Access” Award

Recipient:

Community Vaccine Collaborative

Hillcrest Pharmacy & Compounding of Lancaster



7

Summit Honorable Mention Award Winner

“Immunization Neighborhood” Champion Award

• Recipient: **Andrew Pasternak, MD**



8

***Summit Honorable Mention Award
Winner***

“Health Equity & Access” Award

- Recipient: **Community Vaccine Collaborative**



9

***Summit Honorable Mention Award
Winner***

“Health Equity & Access” Award

- Recipient: **Hillcrest Pharmacy & Compounding of Lancaster**



10

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



Immunization Champions



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Summit National Award Winner

"Immunization Neighborhood" Champion Award

• Recipient: **Sterling Rapid
Response, LLC**



Veronica Amoah, PharmD



12

VERONICA ASOMANI-AMOAH: BS, MBA, PHARM-D/RPH
PRESIDENT OF STERLING RAPID RESPONSE



dba Sterling Community
Health

13

Overcoming barriers to COVID-19 Vaccinations

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



14

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)



15

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)
 - ▶ 28000+ 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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2022 Immunization Excellence Awards

Awards Ceremony

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Summit National Award Winner

**"Immunization Neighborhood"
Champion Award**

- Recipient: **Krista D. Capehart, PharmD**



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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



19

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



20

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



21

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.



22



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

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**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.”

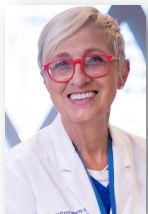


25

Summit National Award Winner

**Laura Scott 2021-22 Outstanding Influenza Season
Activities Award**

Recipient: **Avalon Health Care Group**



**Accepting Award:
Sabina von Preyss-Friedman, MD, FACP, CMD**



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Avalon Influenza Immunization “Arming” our Staff to Make a Difference

Sabine von Preyss-Friedman MD FACP CMD
Chief Medical Officer

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Our Goal for Staff Immunization

95%

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What Does It Take? Strong Leadership.



Randy Kirton
President



Alan Hash
CEO



Kathy Owens
Chief Clinical Officer

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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

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Strong Messaging



- Promotional Posters
- Stickers
- Letter from CEO and CMO



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Relentless
Focus on the
Goal

Message from the CMO
Summary First Monday Call
November 2019

Influenza Prevention & Management

What you should do now:

- Be alert for high likelihood of outbreak
- Ensure staff on flu influenza containment plan with staff
- Have influenza test kits readily
- Formly in a kit
- Pharmacist to prepare saline of chest clearance for all residents
- Infectious prevention maintenance
- "You are welcome but the flu is not" discourage ill staff and visitors from coming to facility
- Promote good hygiene "cover your cough," masks, and hand sanitizer

IN CASE OF OUTBREAK: Use Sharpoint checklist & tools
The path to the influenza info is: Matrix > Departments > Clinical > Clinical Support > Influenza > Influenza 2019-20

Optimal Prescribing

Continue to work with your pharmacist

Most with your pharmacist and review recommendations:

- Response rate
- Appropriateness of physician response to recommendations

Medical Director Excellence

The Excellent Medical Director keeps all patients safe from communicable diseases.

WORK WITH YOUR TEAM

- Maximize immunizations
- Reduce infection
- Prepare for early recognition and swift containment of an outbreak

Be a champion of influenza immunization 95%

Call to force of your staff:

- answer questions
- Monitor staff immunization rate with leadership team until goal is reached
- ✓ Email or text your staff vaccination rate to me by November 30th.

December First Monday Webinar
Monday, Dec. 2nd, 2019
3:00 PM Pacific Time
Invite link:
Quizzes
State of the Art in SNF's

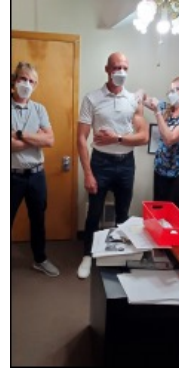
Sabine von Preyss-Friedman, MD, FACP, CMO
Chief Medical Officer and Co. Vice President
Sabine.vonPreyss@AvalonHealthcare.com
708-226-9297 (work) / text (cell)

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Arming our Staff



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95%

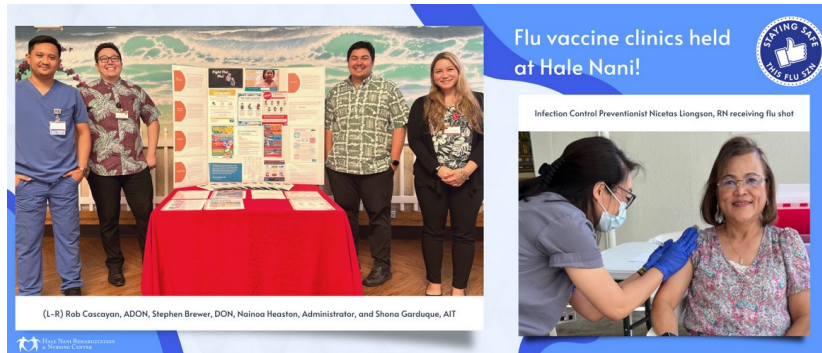


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Influenza Vaccination Drives are Part of the Culture



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Into the Future: Fully “Armed”

Double up on wellness!
Dr. Clay Smith



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2022 Immunization Excellence Awards

Awards Ceremony

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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



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Public Health in Action

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**

CDC Foundation

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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>




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**Partnering for Vaccine Equity (P4VE)
Program Overview**



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Partnering for
Vaccine Equity


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.


Vaccine Confidence

Building trust in the vaccine, the vaccinator, and the system

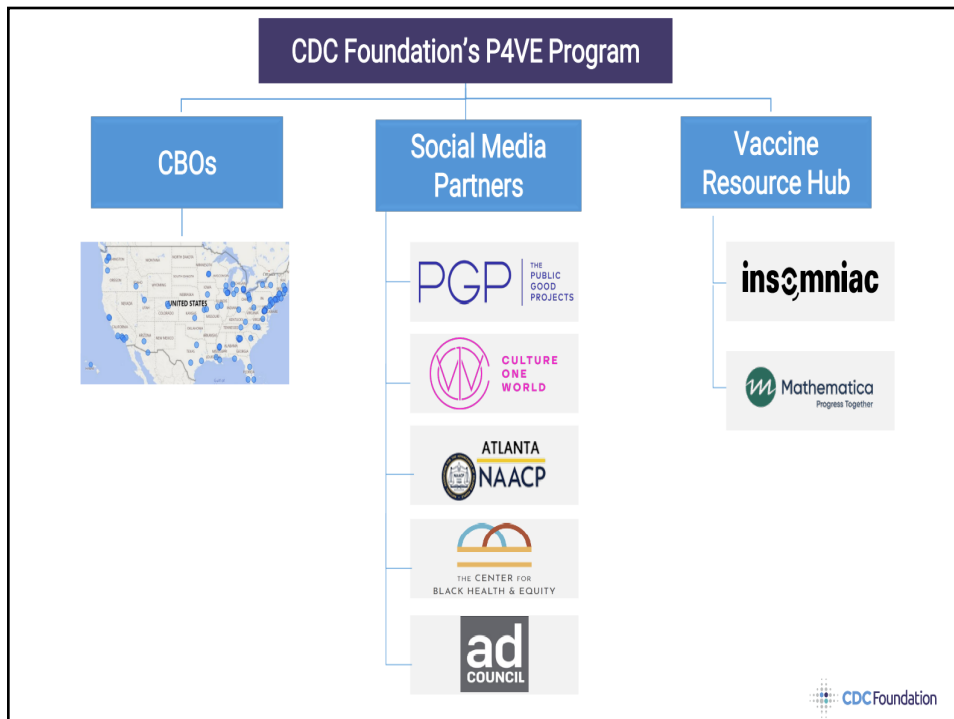


Demand Generation

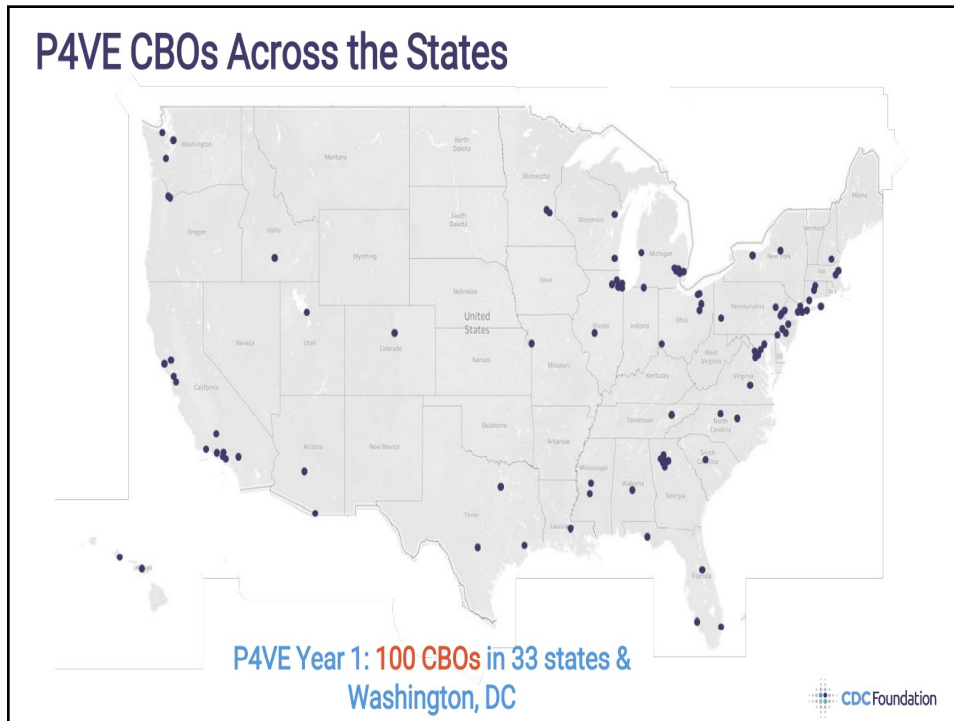
Mobilizing individuals and communities to seek, support, and advocate for vaccines



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45

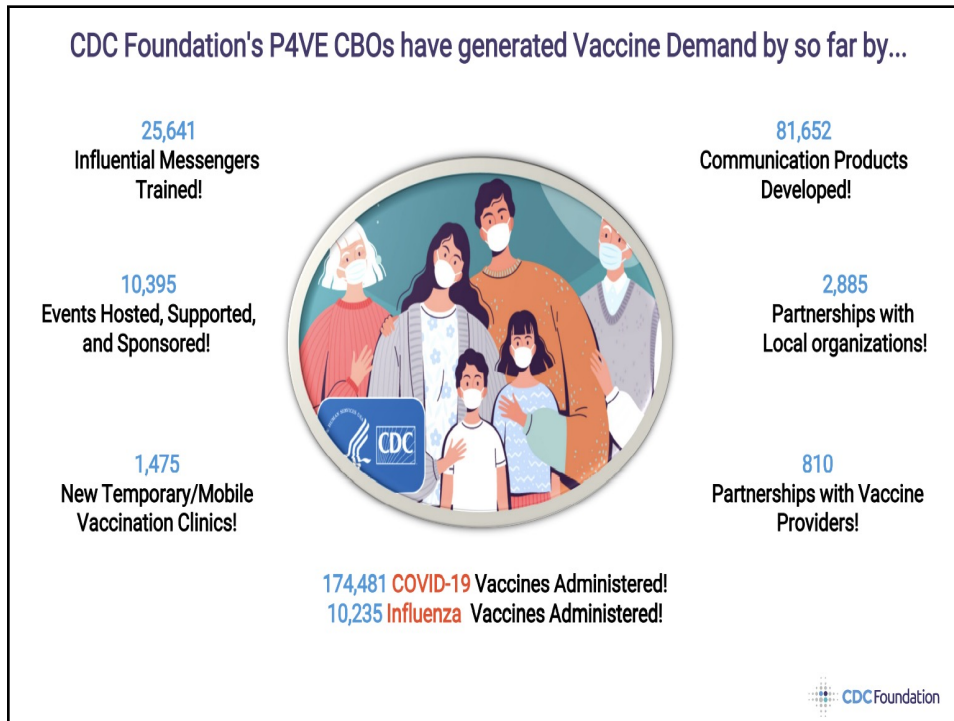
The critical work of CBOs

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

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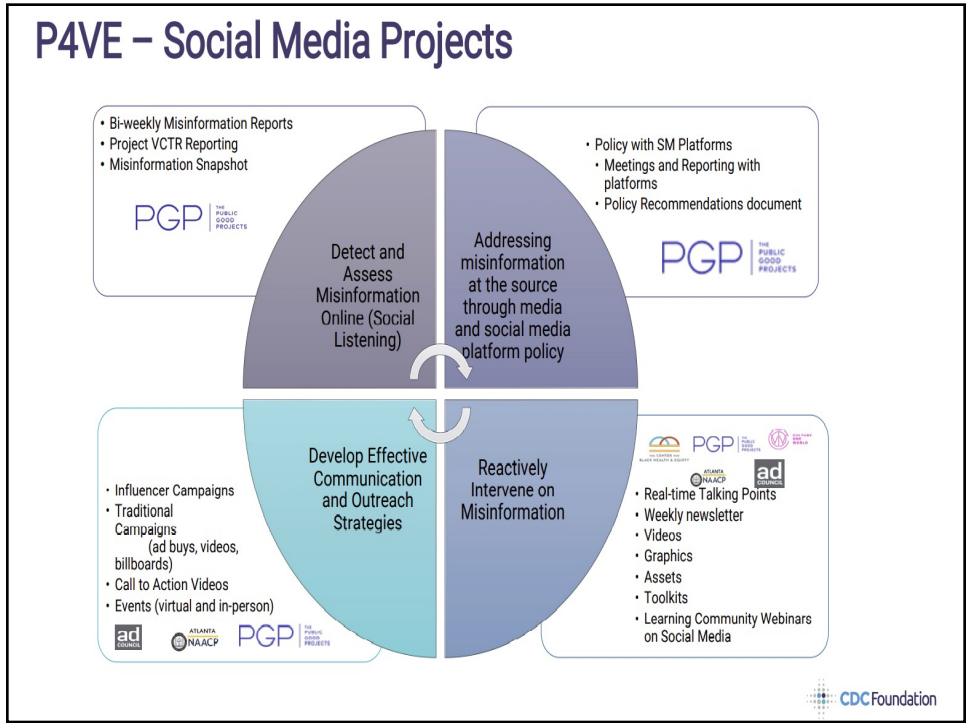
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Misinformer Archetypes




The Raw Revolutionary

"This 'vaccine' is just another poison designed to suppress our divine intuition and jeopardize our health, like the fake 'food' they use to make us sick and the 'education' that brainwashes our youth."




The Pulpit Protester

"Vaccine mandates are a new form of oppression and control. If the government really cared about Black people, they wouldn't wait for a deadly virus to prioritize our needs."



The Skeptical Scholar

"When I analyze what's happening with COVID and the vaccine passports, it feels like history repeating itself. I owe it to my community to blow 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 funnier. My memes 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 how they do."

Cultural Connections

- ↓ **Mark of the Beast**
 Many Black Christians see mandatory vaccine passports as Biblically-based proof that COVID-19 is a sign of The End Times. Refusing it is a testament to their faith in God.
-6%
- ↓ **Laughter is the best medicine**
 In these stressful and emotionally trying times, Black Americans are coping with feelings of disappointment, dread, and confusion the best way they know how - with daily doses of humor.
-19%
- ↓ **Better hygiene offers protection**
 Assuming that they bathe more often and more thoroughly than their White counterparts, some Black Americans believe cleanliness protects them from COVID germs.
-3%
- ↑ **Cultural remedies offer protection**
 From Vitamin D and elderberry syrup to sea moss smoothies and raw garlic, some Black Americans feel that layering home remedies is safer and more effective than any mass made vaccine.
+93%

50

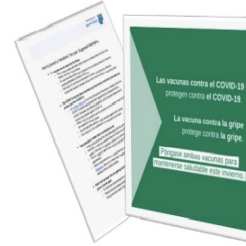
P4VE – Social Media Resources

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



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

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



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P4VE – Influencers

Partnered with over 1,500 influencers

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

AmazingGrace_xoxo
Platform: Tik Tok
3.2M Followers
388K Likes

Dr. Asher (MD)
Platform: Tik Tok
50K Followers
Went viral w/600K views
Grace Kelly "trend"
In a Mashable article

52

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 PGP, 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 PGP, 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://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 [Misinformation](#) that is spreading and recommendations on how to respond


Covid-19 Community Resources: [Download center](#): Open source, downloadable materials; [Key Messaging](#) updated weekly; and [Toolkits](#)


Ad Council and COVID Collaborative: [rural toolkit](#), [black community vaccine toolkit](#), [Hispanic community vaccine toolkit](#), [community education & strategic messaging](#), [getvaccineanswers.org](#), [vaccine fact library](#)


Resources for Influenza

- Ad Council's various flu toolkits, PSAs, and key messaging: <https://getmyflushot.adcouncilkit.org/>
- CDC FluView: [Weekly U.S. Influenza Surveillance Report](#)
- CDC FluVaxView: [Weekly National Flu Vaccination Dashboard](#)





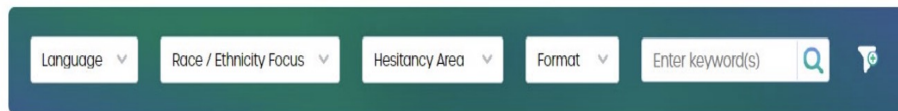




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P4VE Vaccine Resource Hub Overview

- 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.*

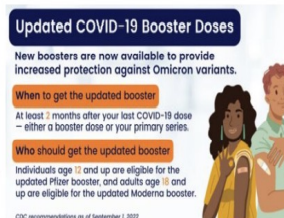


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P4VE Vaccine Resource Hub – Materials & Assets

- 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

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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 • 5.2 reviews • Medical & health

Learn more
vaccineresourcehub.org

Home Reviews Photos Videos More

Liked Message Search

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Summit National Award Winner

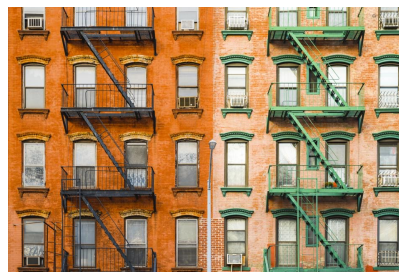
"Health Equity & Access" Award

Recipient: **Carol Lemus, MPH / Lantern Community Services**



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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



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Lantern Community Services

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



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Lantern Community Services

Housing First

Housing First model



- 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.




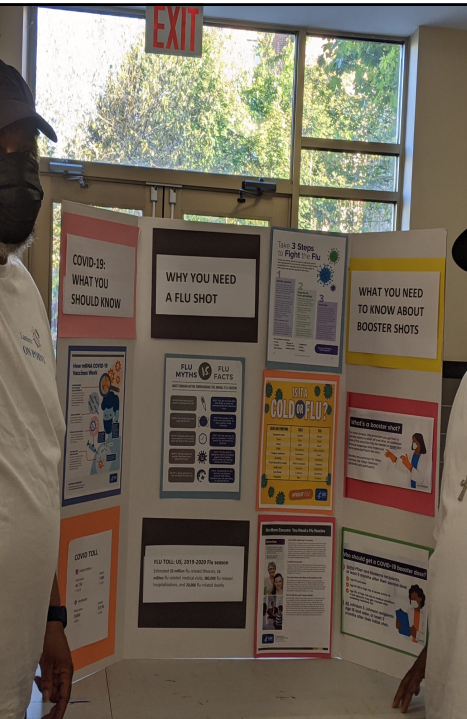
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Lantern Community Services

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**





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Lantern Community Services


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





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Lantern Community Services

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



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Lantern Community Services

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.





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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.



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Lantern Community Services

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.**

National Institute for Health and Care Excellence (NICE). PH9 Community Engagement Guidance. URL: www.nice.org.uk/guidance/PH9 (accessed 2 February 2014).



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Lantern Community Services

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.**

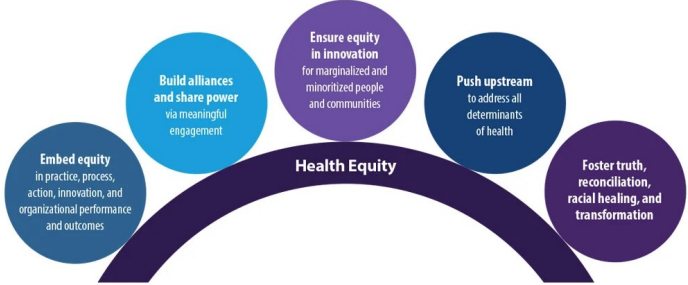


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Lantern Community Services

AMA Strategic Approaches to Advance Health Equity



- Embed equity**
in practice, process, action, innovation, and organizational performance and outcomes
- Build alliances and share power**
via meaningful engagement
- Ensure equity in innovation**
for marginalized and minoritized people and communities
- Push upstream**
to address all determinants of health
- Foster truth, reconciliation, racial healing, and transformation**

Health Equity



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Does Peer Support Make A Difference?

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

- 
Increased self-esteem and confidence
(Davidson, et al., 1999; Sabler, 2002)
- 
Increased sense of control and ability to bring about changes in their lives
(Davidson, et al., 2012)
- 
Raised empowerment scores
(Davidson, et al., 1999; Dumont & Jones, 2002; Ochocka, Nelson, Janzen, & Trainor, 2006; Resnick & Rosenheck, 2008)
- 
Increased sense that treatment is responsive and inclusive of needs
(Davidson, et al., 2012)

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Does Peer Support Make A Difference?

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
(Davidson, et al., 2006; Ratzliff, McDaniel, Murty, & Rapp, 2006)
- 
Increased empathy and acceptance (camaraderie)
(Comradery Pappalery, Forchuk, & Wards Griffin, 2006; Davidson, et al., 1999)
- 
Increased engagement in self care and wellness
(Davidson, et al., 2012)
- 
Increased social support and social functioning
(Kurtz, 1990; Nelson, Ochocka, Janzen, & Trainor, 2006; Ochocka et al., 2006; Trainor, Shepherd, Boydell, Leff, & Crawford, 1997; Fano, Primavera, & Knight, 2001)

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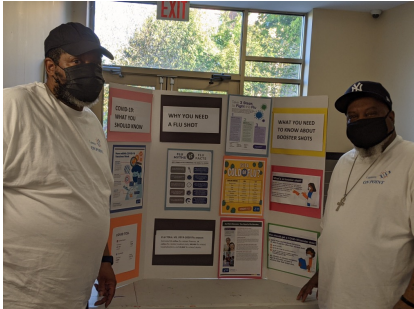


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On Point: The Program



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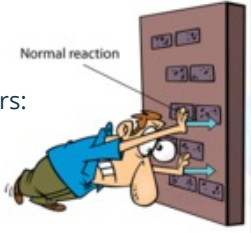
Where We Started

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




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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



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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



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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

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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



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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




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THANK YOU!



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914-222-1360



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National Adult
and Influenza
Immunization
Summit

2022 Immunization Excellence Awards

Awards Ceremony

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Summit Special Recognition



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Summit Special Recognition



AVAC Welcomes Passage of Inflation Reduction Act to Help Close Longstanding Gaps in Vaccination Coverage in Medicare and Medicaid



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National Adult
and Influenza
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Excellence Awards**

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