



UnidosUS



Public Health Institute California



PIMA County Health Department



# Partnering for Vaccine Equity A Year Later



*Advancing racial equity in adult immunization through CDC's **Partnering for Vaccine Equity** program*



Photos courtesy of El Buen Samaritano

## Launching *Partnering for Vaccine Equity*

Prior to the COVID-19 pandemic, the Centers for Disease Control and Prevention (CDC) set out to better understand the factors that drive **longstanding racial and ethnic disparities in adult immunization**. They engaged experts from local government, health care providers, faith and community-based organizations, historically black colleges and universities (HCBUs), and other higher education and research institutions to hear input on what could meaningfully improve equity in vaccine access and uptake in racial and ethnic minority communities. In parallel, the emerging COVID-19 pandemic brought **unprecedented global attention to a future COVID-19 vaccine**. It also raised urgent questions around how the U.S. would ensure equity in vaccine access and address deeply rooted distrust in the healthcare system among some communities after centuries of racism and discrimination.

In 2020, CDC launched the *Partnering for Vaccine Equity (P4VE) program* to advance equity in adult immunization for racial and ethnic minority groups **through partnerships that drive community-level action**. While the program initially focused on urgent disparities in COVID-19 and influenza vaccination rates, it has built a far-reaching network of national, state, and local partners that are improving equity by:

### Partnering for Vaccine Equity



**Reaching people directly in their communities** through vaccination sites, town halls, educational materials, campaigns, and more to advance vaccine awareness, access, availability, and confidence



**Equipping ambassadors and influential messengers nation-wide** who represent racial and ethnic minority groups to implement tailored community-based vaccination activities and deploy culturally and linguistically appropriate educational campaigns



**Engaging people online and through social media**, including campaigns that mitigate vaccine misinformation

## The Journey

### Fall 2019

Set out to better understand factors that drive racial and ethnic disparities in adult immunization

### Summer 2020

Engaged cross-sector experts to hear perspectives on drivers of and interventions to address racial and ethnic disparities in adult vaccination rates

### Spring 2021

Launched P4VE and allocated \$156M+ to over 500 national, state, and community organizations

### 2022 and Beyond

Supporting the development of a robust adult immunization infrastructure to scale vaccine equity work to other vaccines and populations

### Spring 2020

Began a plan for rollout of a potential future COVID-19 vaccine as COVID-19 became a global emergency

### Fall 2020

Funded 31 organizations as a part of Racial and Ethnic Approaches to Community Health (REACH) program to deliver vaccination activities

### Summer 2021

Launched Learning Community, public Vaccine Equity Resource Hub, and Guide for Community Partners



Visit our [program website](#) for more information.

Partnering for Vaccine Equity



# Fostering Impact in Communities Across the U.S.

Since its launch, the program has **provided over \$156 million in funding for FY21 to 500+ partners at the national, state, and local levels working in 225+ cities and all 50 states.** As of March 2022, partner efforts have led to:

## State, Local, and Community-Based Organizations

**185,000+**

**Community-level spokespersons** educated, empowered, or trained

**1.8 Million**

**People who attended promotional events** from populations of focus

**1.74 Million**

**COVID-19 [any dose or booster] or flu vaccines administered** at any partner vaccination site

## National Organizations & Associations

**143**

**Nationwide educational campaigns** launched

**43**

**Educational campaign languages and dialects**, such as Cantonese, Farsi, Hindi, Japanese, Lao, Spanish, Swahili, Thai, and Vietnamese

**501,000+**

**Clinicians reached** through new strategies and resources

## Social Media Partners

**395 Million\***

**People reached** by social media campaigns sharing vaccine information

**1,950+**

**Trainings** on responding to mis- and disinformation on social media

**1,400+**

**Communication products** developed to build vaccine confidence

*\* Includes non-unique individuals, as the same individuals may have engaged with social media campaigns across multiple reporting periods.*



**Community-based organizations meet people where they are, directly in their communities.**

They build partnerships with churches, clinics, pharmacies, schools, restaurants, and more to conduct outreach and host vaccination events – this has bridged a longstanding gap between community members and vaccination providers and opportunities. Highlights of partner work include:

- Hosting a **virtual town hall event to discuss vaccine health equity, distribution, and promotion** for minorities/vulnerable populations
- **Engaging in a door-to-door campaign across census tracts with the lowest levels of vaccination**, answering questions about the COVID-19 vaccine to help residents make informed decisions, and even renting an ice cream truck to bring vaccines directly to residents
- Developing partnerships with correctional facilities, processing plants, and other local sites to **provide COVID-19 and influenza vaccinations in consistent locations** throughout the district
- **Offering education and opportunities to receive COVID-19 and flu vaccines** to growing numbers of people who were not vaccinated and were seeking out COVID-19 and influenza vaccinations

National Kidney Foundation of Michigan



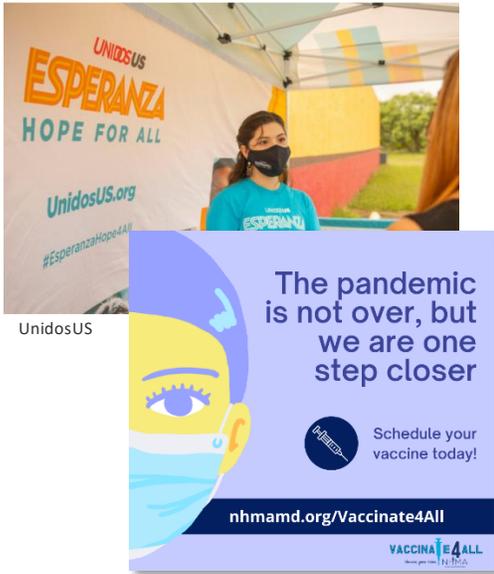
Korean Community Services





## National partners launched educational campaigns and engaged and empowered community-based organizations to train influential messengers in their networks.

Campaigns focused on topics such as vaccine confidence, booster shots, content for those with different levels of health literacy, and partnerships with community leaders, all with culturally and linguistically appropriate vaccine information. Highlights of national partner work include:



National Hispanic Medical Association

- Organizing a **communications training for community leaders** with testimonials from community members and insight on communication methods to increase vaccine confidence
- Collaborating with Sesame Street in Communities to **teach families how to stay safe during the ongoing COVID-19 pandemic**
- Releasing an animated **video dispelling myths and encouraging community members to seek medical care from providers** for guidance about COVID-19 and their general health & well-being
- **Working with community-based organizations in their network to reach Spanish-speaking communities** through op-eds, webinars, and in-person events
- Using **Twitter to share campaign materials and assess changes in public sentiment** toward the COVID-19 pandemic and vaccination



## National organizations and foundations led efforts to engage people in new ways online, digitally, and through social media.

These partners developed content and campaigns to promote accurate information and address misinformation and created an [online forum](#) and [resource repository](#) for partners to learn from experts and one another. As of March 2022, highlights of the work include:

- Developing a **media literacy training for local partner organizations** to increase individuals' ability to decipher credible information about COVID-19 and make confident, science-based vaccination decisions
- Holding **social media boot camps to help local organizations develop more effective posts** and build on national campaigns
- **Releasing a bilingual radio commercial in Spanish & English** across four radio stations with a combined audience of 69,000+
- **Engaging youth through an afterschool program** to create TikTok videos to showcase 3 murals with vaccine messaging, and **working with influencers to reach a younger demographic** resulting in a 140% increase in Truth Check Trainings
- Convening partners in **36 webinars, office hours, and other group learning events with over 2,600 attendees** on communication strategies, influential messengers, vaccine data and science, and health equity
- Sharing **790+ resources on the Vaccine Resource Hub with over 41,000 views and downloads** of messages and images



NAACP Atlanta on TikTok



Community Catalyst



## Paving the Path Forward

Since its launch in summer 2021, *Partnering for Vaccine Equity* partnerships have led to an estimated **1.7+ million COVID-19 and flu vaccine doses and boosters administered** and have contributed to documented decreases in racial/ethnic disparities in COVID-19 vaccination rates.



### Sustaining Partnerships

Partnerships strengthened during the COVID-19 pandemic must be sustained — particularly those with **community-based organizations and trusted leaders in racial and ethnic minority communities**. These partnerships conduct lifesaving, on-the-ground work by connecting community members with provider services, engaging in conversations about vaccines, and addressing misinformation and mistrust.

### Engaging People in the Community

To make equitable progress in vaccine uptake, we need to meet **communities and community members where they are**. This often means sharing information and offering services in the unique places where community members are most likely to congregate, as well as embracing the power of social media to reach large audiences of people with different levels of vaccine confidence and health literacy.

### Sharing Actionable Data With Communities

Sharing data about a community with that community is a **powerful way to make progress towards equitable decision making and action**. Data illuminates on-the-ground opportunities, such as subject matter expertise, resources, promising practices, and more. By continuing to share this data and embrace a two-way data sharing practice, CDC equips program partners with more insight to inform their program strategy and tailor their approaches based on what they know of their communities.

### Building Infrastructure for Adult Immunization

It is critical for the health of the nation that we have a **robust and agile adult immunization infrastructure at the national, state, and local levels**. The progress made in decreasing disparities in adult COVID-19 vaccination rates will only continue and extend to other vaccines recommended for adults if paired with continued adult immunization work at the community, local, state, and national levels. Building an adult immunization infrastructure leads to readiness for future outbreaks of vaccine-preventable diseases for adults.

The path forward for equity in adult immunization will require continued work beyond the COVID-19 pandemic. It will require sustained efforts to **build trust within communities, increase vaccine uptake, advance vaccine equity, and improve health outcomes for all**.