

Comprehensive training

28 June – 21 July 2022

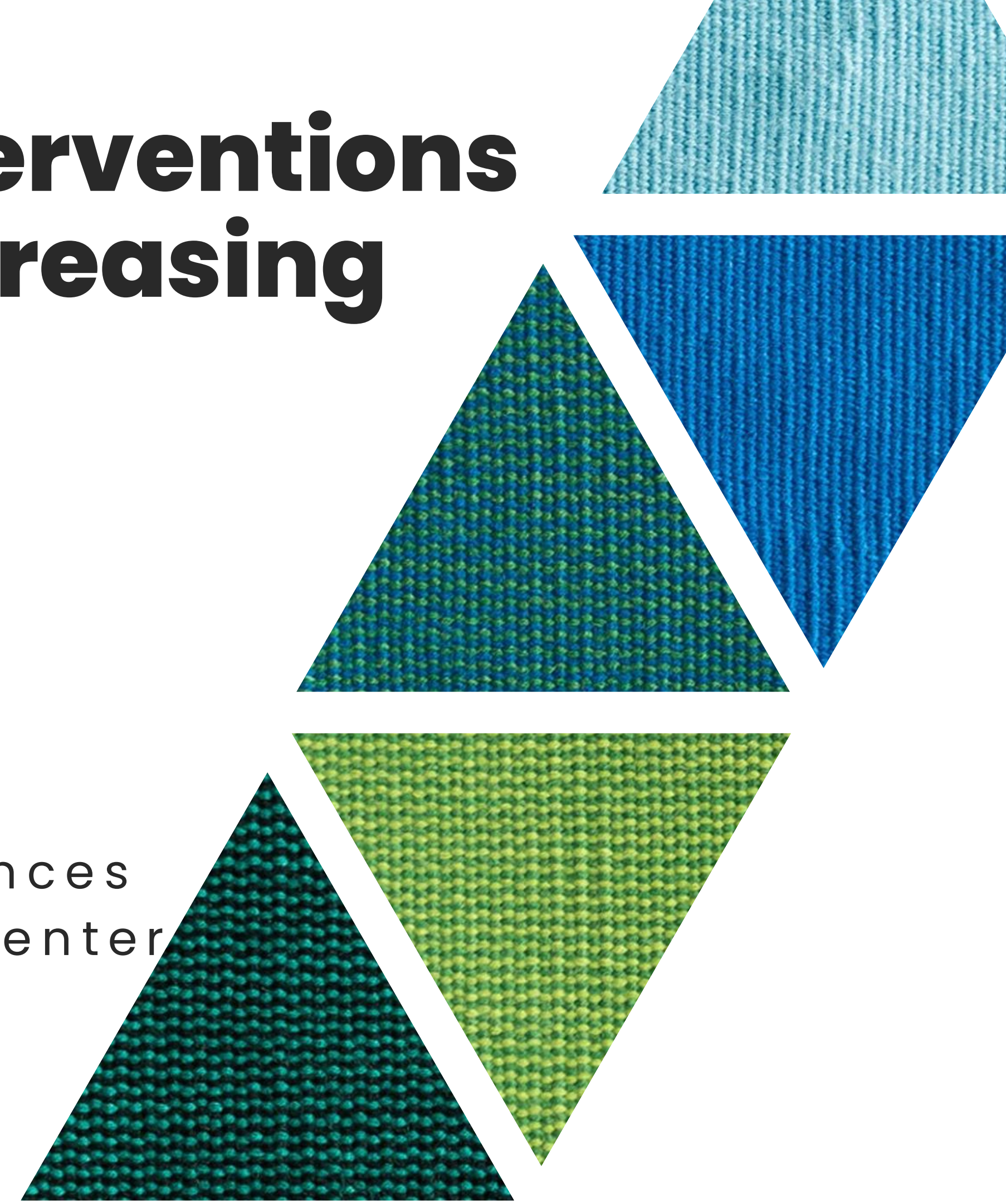
HOSTED BY GAVI, WHO, UNICEF & US CDC



Community Level Interventions and Strategies for Increasing Vaccine Demand

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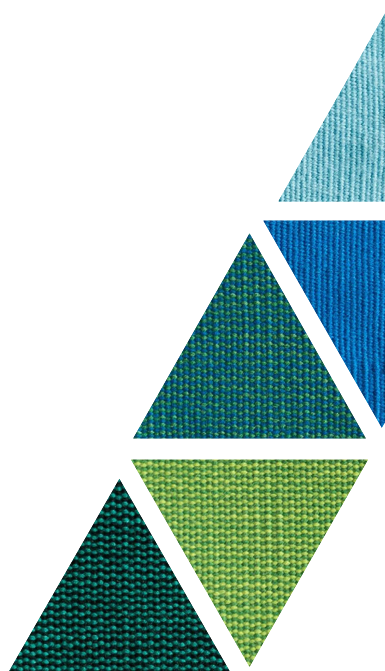
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Outline

- Definitions
- Socio-ecological Model
- Community-level Strategies to Help Increase Vaccine Demand
- Field Examples

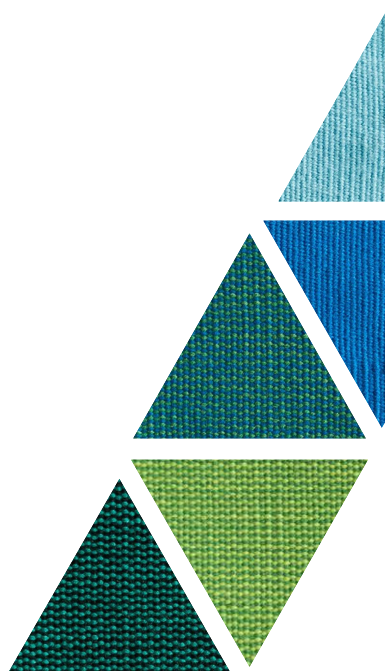




Learning objectives

Participants will...

- Understand definitions and evolving concepts of "community"
- Describe community level interventions and strategies to increase vaccine demand
- Assess community level strategies that might be possible in their context





Definitions

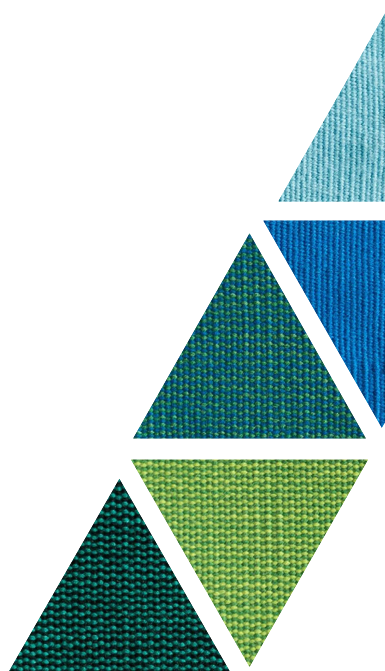
- Community-**based** interventions involve members of the affected community in the planning, development, implementation, and evaluation of programs and strategies to create change at any level.
- Community-**level** interventions address a combination of socio-cultural, environmental, and policy level factors to create social and behavior change, including social determinants of health.





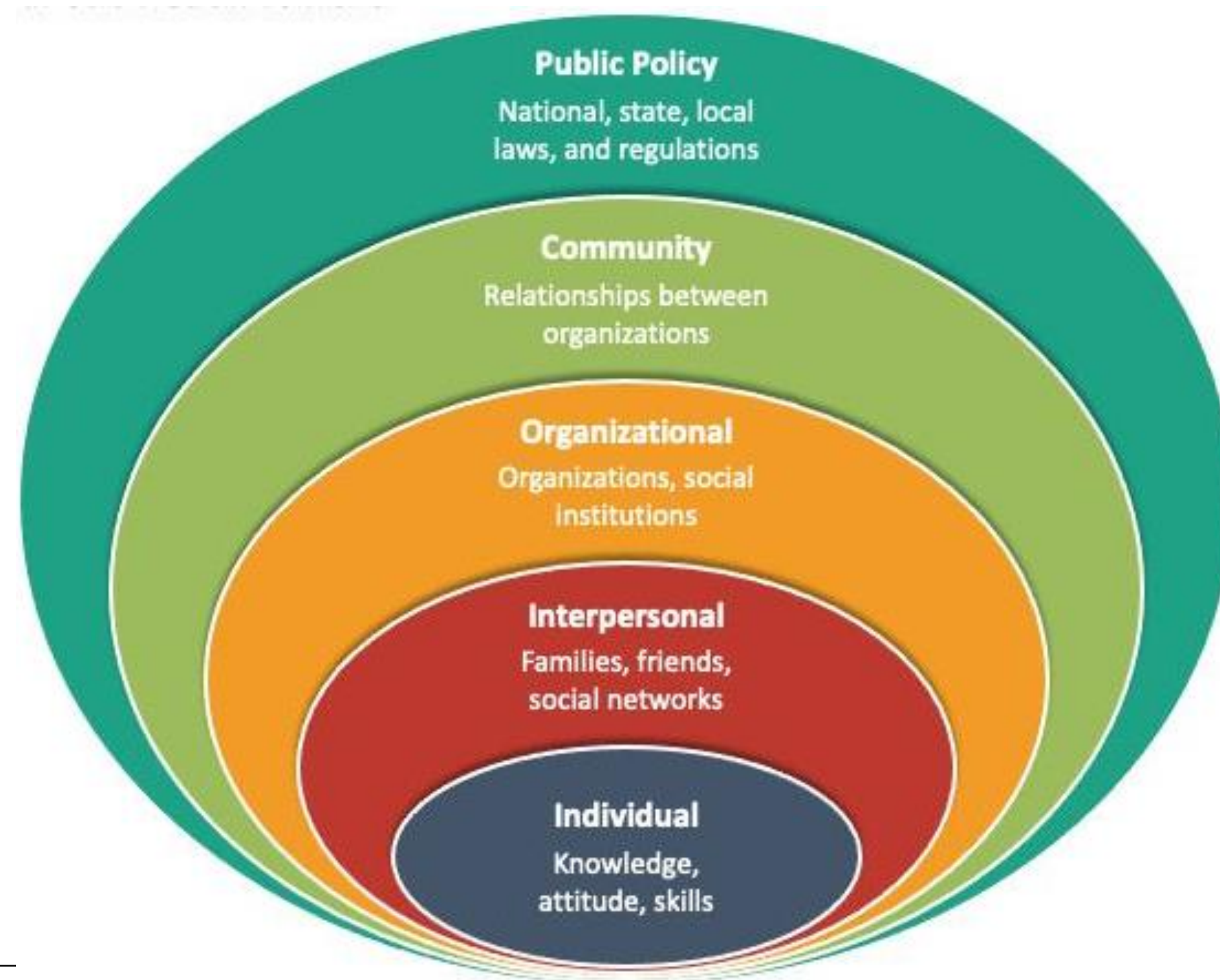
Problem statement

Increasing vaccine confidence and demand requires building trust, equity, and social norms which cannot be accomplished through individual and interpersonal strategies alone – or only through policy.



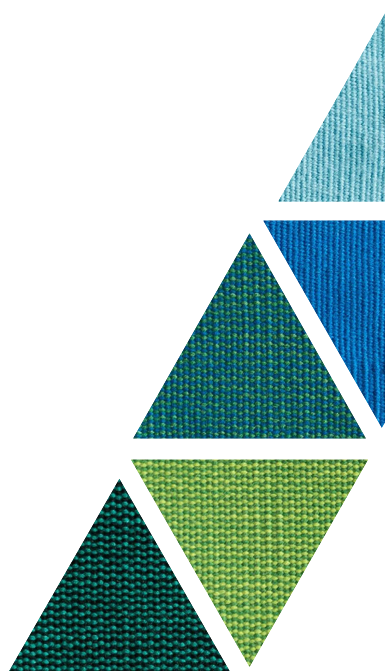
Socioecological Model

Community level interventions are a critical and central component of building the trust, equity, and social norms that ultimately drive vaccine confidence and demand.



Community-level Strategies

- Building Community Action Teams to plan and lead localized efforts
- Hosting community-wide events, performances, and trainings to change perspectives and increase understanding
- Social norming campaigns through local and social media
- Engaging community leaders, influencers, and trusted messengers as ambassadors
- Coordinating action across community organizations and institutions
- Advocating for policies that encourage vaccination and improve equity



Case Example: Vaccine Uptake Among Refugees in US Resettlement Community

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Clarkston, Georgia

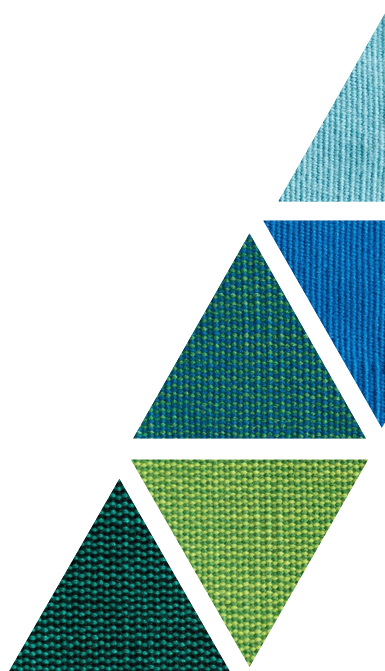


One of the largest refugee resettlement communities in the United States. Often referred to as

- “The Ellis Island of the South” or
- “The Most Diverse Square Mile in America”
- Over 10,000 residents, half are foreign borne, from over 50 different countries, and half are African Americans.

Clarkston Community-level Strategies

- Listening to community members and establishing trust
- Working with existing community partners
 - Resettlement agencies (e.g., International Rescue Committee)
 - Special COVID-specific initiatives (e.g., CORE – Community Organized Relief Effort)
 - Health clinics (often faith-based)
 - State and local health departments
 - City government (Mayor active member of Community Advisory Board)
 - Public Schools (served as sites for vaccine events)
 - Employers (Refuge Coffee)





FUN ZONE

COMMISSIONER TED TERRY (BATMAN) & OUR OTHER SUPERHEROES





Check out
this cool
Flyer!!



**SUPERHERO VACCINE
AT
INDIAN CREEK ELEMENTARY**

POW!

**FEBRUARY 5
8:30-12:30**



BLAST!

**SUPERHEROES
WEAR MASKS!
&
GET VAXXED!**



ZAP!

PLEASE GO TO INDIAN
CREEK TO REGISTER &
LEARN MORE



BANG!

\$100 Cash
Card for first
300 people
vaccinated



Clarkston Community-level Strategies

- Hiring Community Ambassadors from among the largest community population groups
 - Burmese
 - Congolese
 - Middle Eastern
 - Afghan
 - Sudanese
 - African American*
- Funding small community agencies to support vaccine confidence and uptake (e.g., Refugees Women's Network)
- Convening Clarkston Community Listening Summit



GSU PRC Vaccine Ambassadors



Ahmad Habibzai

- From Afghanistan
- Speaks Dari, Pashto, Urdu



Mohamed Mohamed

- From Somalia
- Speaks Somali, Swahili



Thomas Roger

- From DR Congo
- Speaks Swahili, French, Kibembe



Selar Shwani

- From Kurdistan
- Speaks Kurdish



Kaeden Tun

- From Burma/Myanmar
- Speaks Burmese

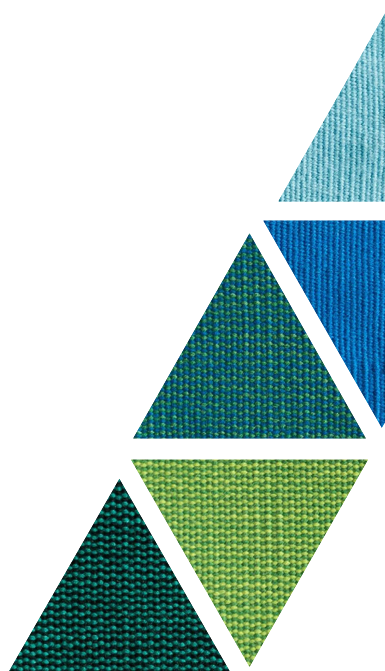
Vaccine Uptake Challenges for Refugees

Regular drumbeat of US-based misinformation sources

Outspoken influential leaders opposed to vaccines

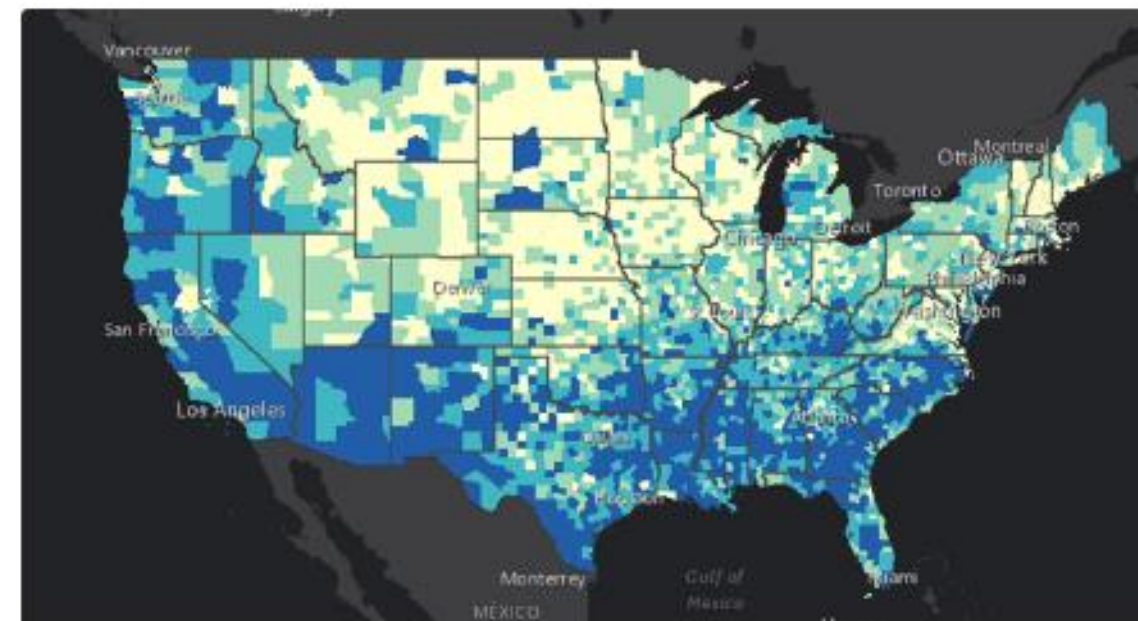
Lack of access for essential workers who don't have scheduling flexibility and transportation

Need for plain and simple messaging in first language of refugees and interpretation support



Vaccine Uptake and Social Vulnerability Index (SVI)

- The US CDC/ATSDR Social Vulnerability Index (CDC/ATSDR SVI) is a tool that uses U.S. Census data to determine the social vulnerability of every census tract.
- Developed to assess community resiliency to respond to natural disasters. SVI ranges from the least vulnerable of 0.0 to the most vulnerable of 1.0
- The four SVI themes are:
 - Socioeconomic Status
 - Household Composition & Disability
 - Minority Status & Language
 - Housing Type & Transportation.

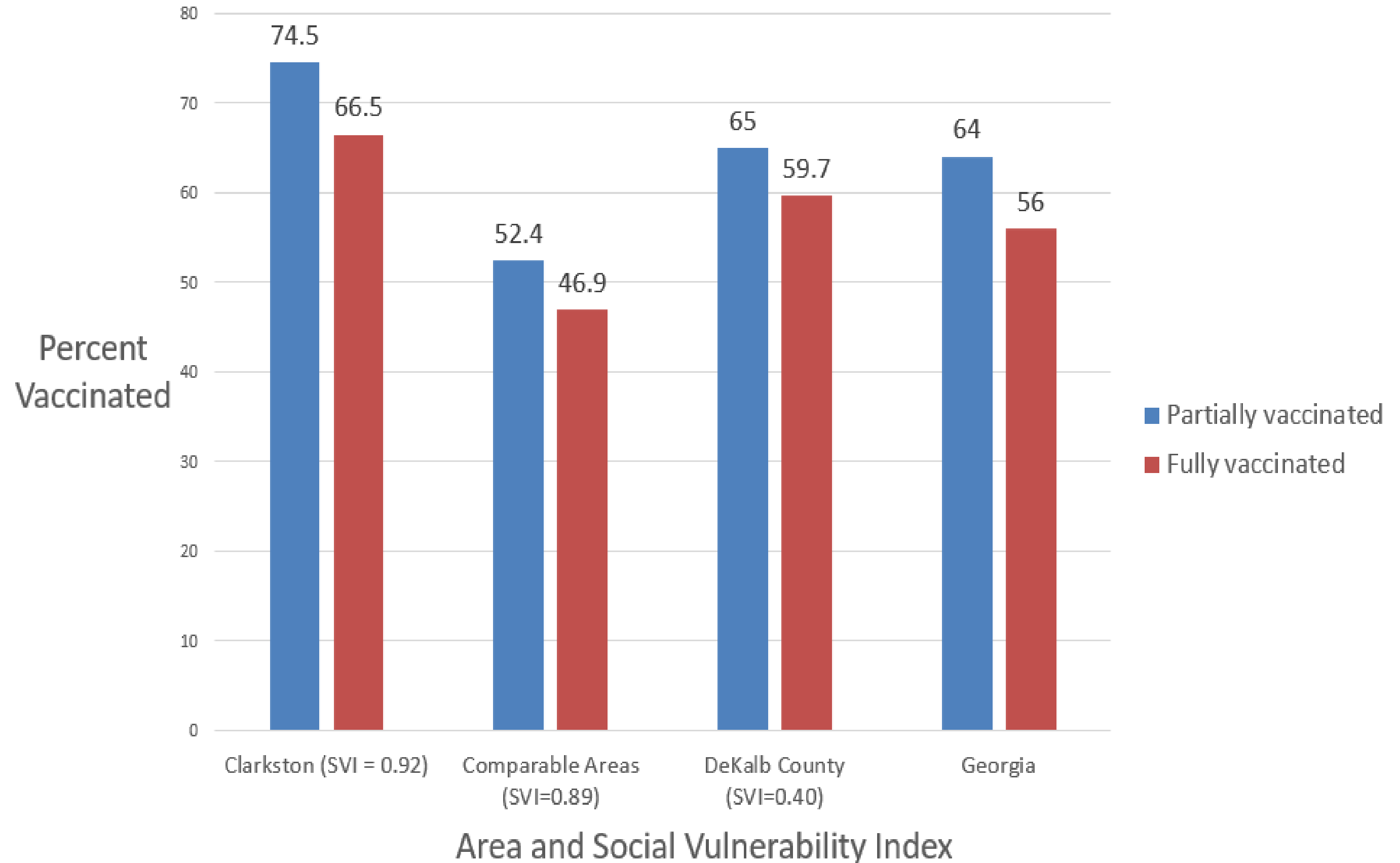


Explore the CDC/ATSDR SVI Interactive Map

[CDC/ATSDR Social Vulnerability Index \(SVI\)](#)

Vaccine Uptake Results in Clarkston, Georgia

Figure 1. Covid-19 Vaccination Status, DeKalb County, May 10, 2022



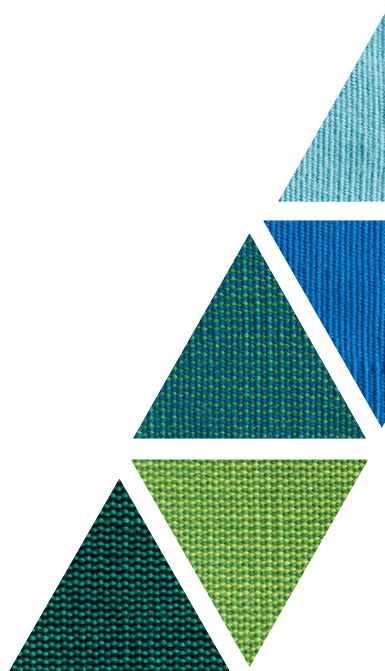
Case Example: Social relations to promote vaccine demand

Finger Lakes Rural Immunization Initiative (FLRII)

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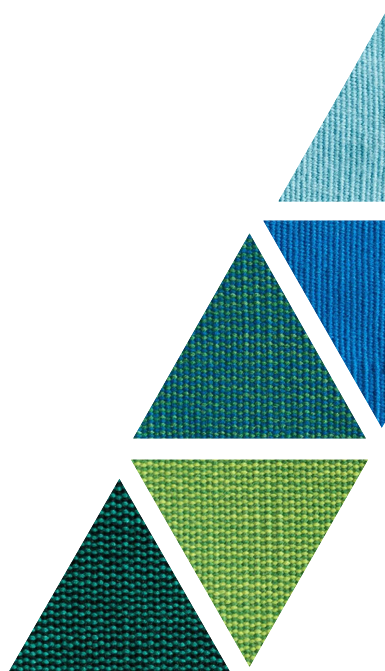
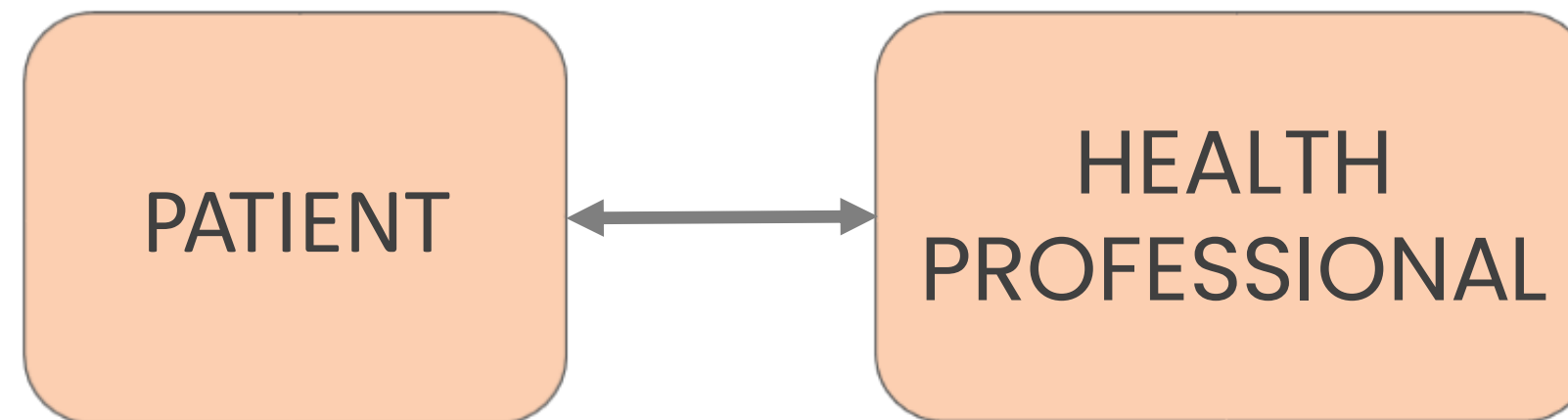


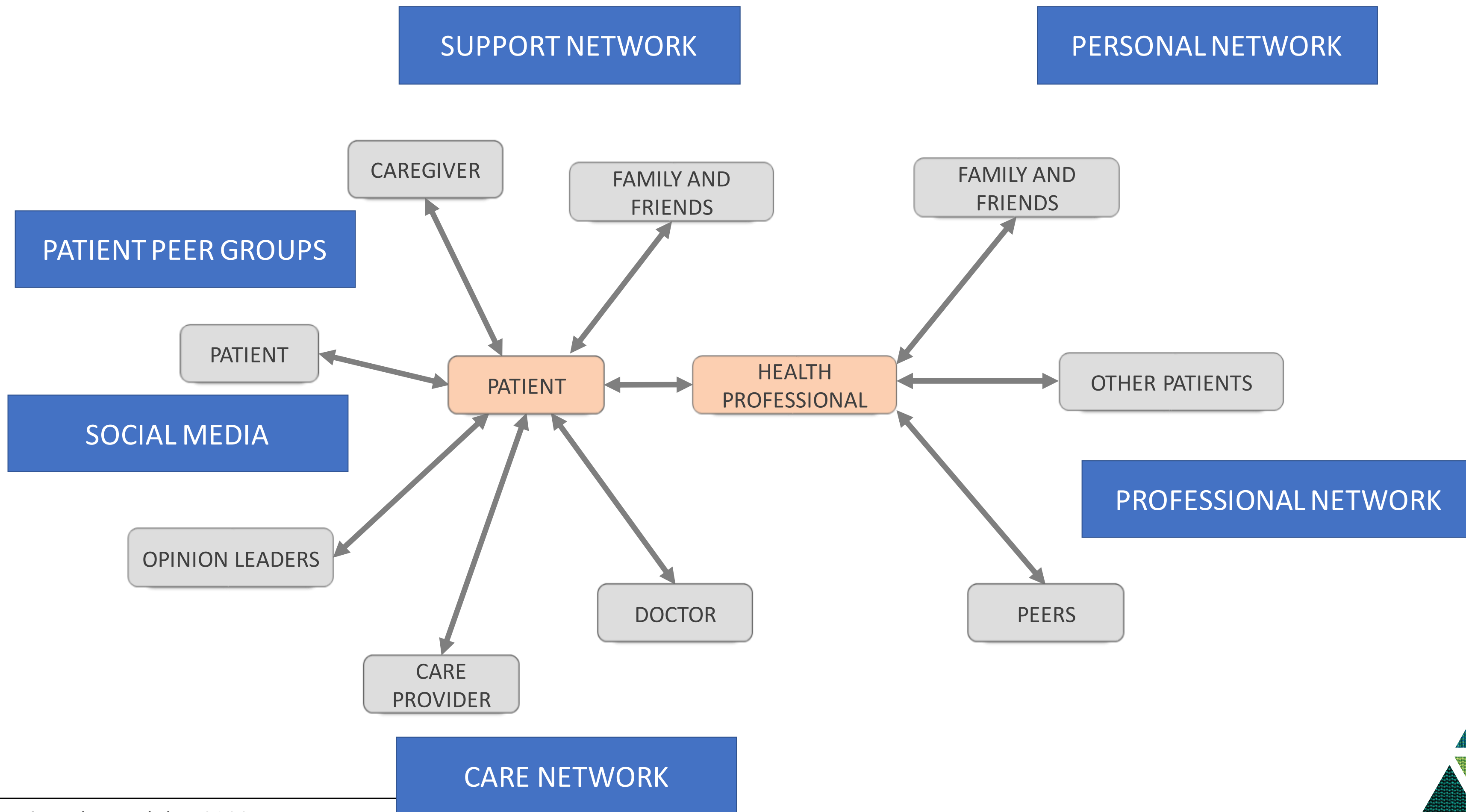
- Diseases spread in social networks, **so do the ideas!**
 - Health beliefs and behaviors **spread** in social networks (Latkin 2015)
 - Patients **share** with family and friends about their health and **care** (Vassilev 2014)
 - **Fake news** spreads faster than true news on social media (Langin 2018)
- Social networks can be used to promote the spread of beliefs and behaviors.
 - **Local opinion leaders** are effective in influencing providers' and patients' behavior (Flodgren 2019)
 - Individuals listen to '**trusted messengers**' to decide vaccinating



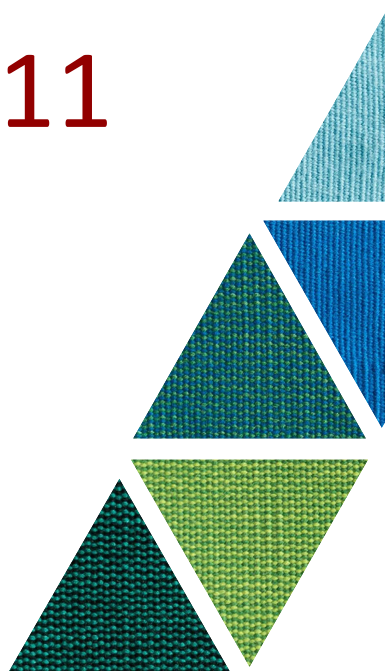
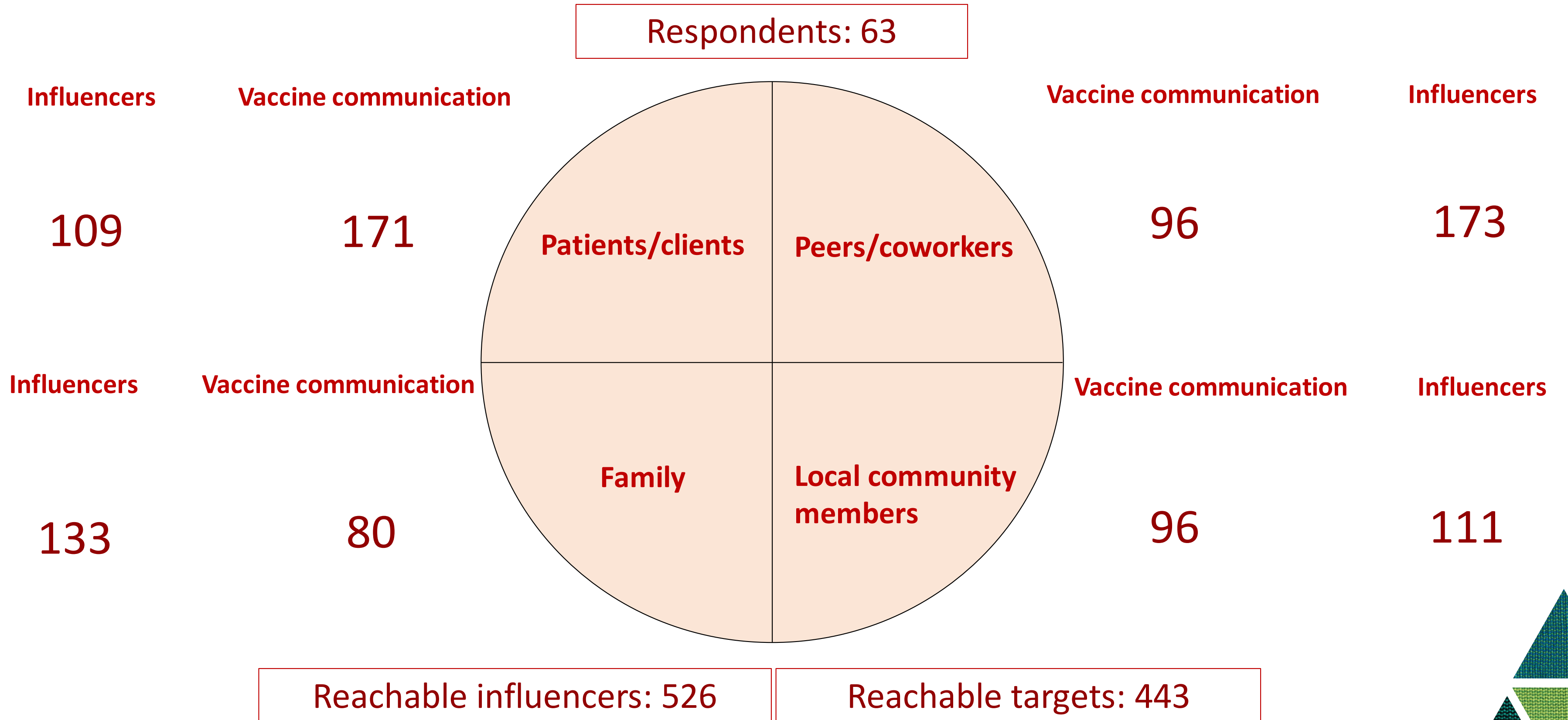
Health professionals as trusted messengers

- **Eight in ten patients turn to their doctors** when deciding about vaccination (KFF 2021)
- **Nine in ten physicians** are vaccinated (KFF 2021)

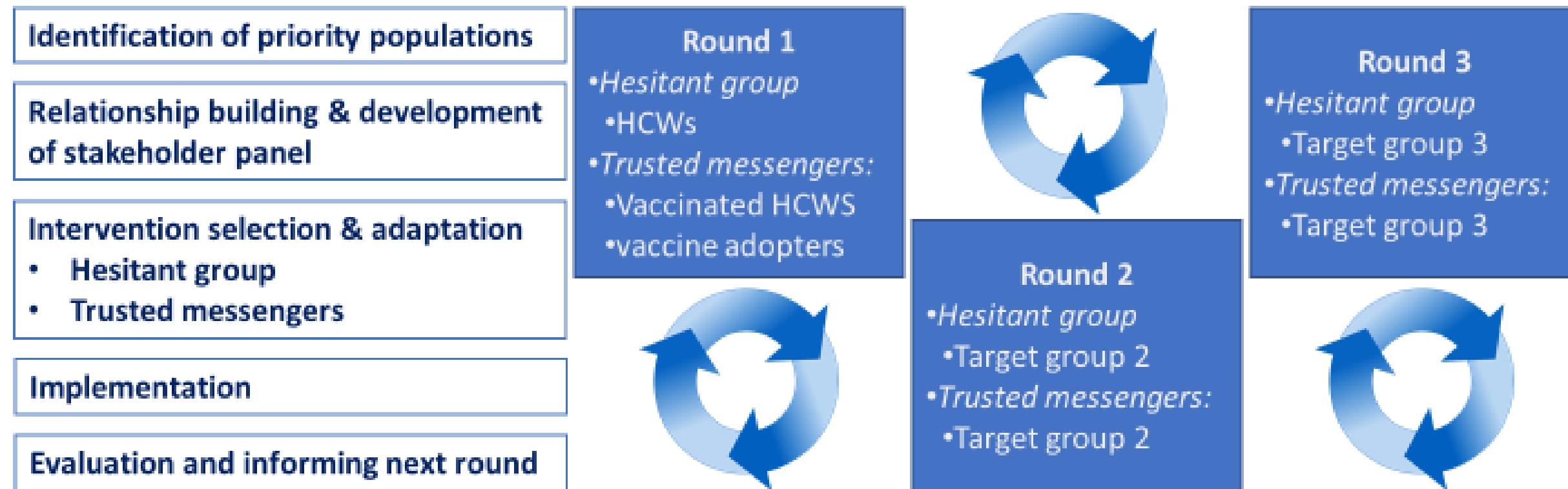




Networks of Trusted messengers



The Finger Lakes Rural Immunization Initiative (FLRII)



- **Identification of Trusted Messengers (TMs)**
 - individuals already receive vaccine, healthcare providers, and community opinion leaders
- **Engage TMs to influence their social networks**
 - **CAPABILITY:** Educational packages for Hesitant group
 - **CONFIDENCE:** Trust-building and motivation
 - **CONVENIENCE:** Facilitate access to vaccine in rural areas
 - **CONTAGION:** Social media and communication networks

Theater for Vaccine Hesitancy

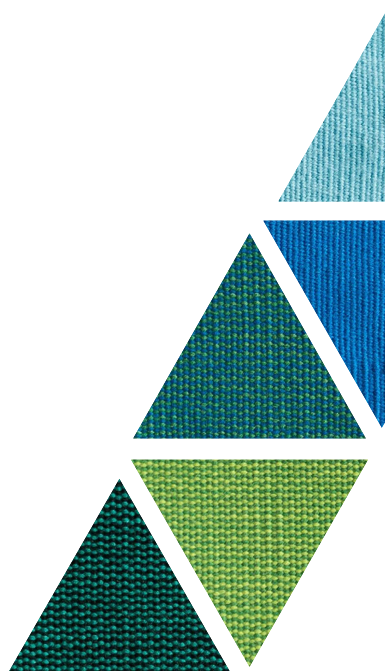


The purpose of the "Changing the Conversation" workshop is **to train individuals to have more productive conversations with vaccine hesitant patients**

using a combination of the science of motivation and improvisational theater.

<https://youtu.be/ZYfUdnuVO8o>

<https://www.urmc.rochester.edu/community-health/community-programs/finger-lakes-regional-immunization-initiative.aspx>



The Science of Motivation

Self Determination Theory (SDT)

A theory of motivation that helps to explain human behavior within a framework of **psychological needs satisfaction**.

HOW TO SUPPORT THE THREE PSYCHOLOGICAL NEEDS OF SDT:

RELATEDNESS:

- Acknowledge & express interest in perspectives, feelings, conflicts
- Empathically respond
- Be respectful & convey caring

AUTONOMY:

- Treat people as responsible agents
- Recognize they have the power to choose within reasonable limitations
- Provide options

COMPETENCE:

- Provide concrete instructions & rationale for recommendations
- Partner with person to problem-solve re: obstacles

MOST IMPORTANTLY:

BELIEVE IN PEOPLE'S INNATE DRIVE TOWARDS GROWTH AND HEALTH.

Do listen, connect and validate

Do ask questions, ask permission

Do reflect back to them how they describe their emotions.



Don't argue ignore or lecture

Don't just fire off facts and stats

Don't overly focus on perceived offenses or ignore emotions.



Challenging Conversations:

Real-world statements from health care workers with concerns about the COVID vaccine and potential SDT based responses.

Q: When they first rolled out, I had a feeling of hope that the vaccines were a solution to the pandemic; we finally had an answer. Now it feels as if the vaccines were rushed and they haven't seemed to work.

A: Wow, that must have felt like a lot to process at that time. I think a lot of people who initially felt like the vaccine came out very quickly had questions about the safety process. Luckily there were people working on vaccines to this type of virus for years. Would you like to know more?

Q: There are emails encouraging people to get the vaccine, but questions about safety and efficacy are not being answered. Questions get shut down.

A: I'm so sorry that you feel that your questions have been shut down; I imagine that is incredibly frustrating. I wonder if I could help answer your questions now? Is there something specific you are concerned about with the vaccines?



Based on recommendations from the Centers for Disease Control and Prevention (CDC).

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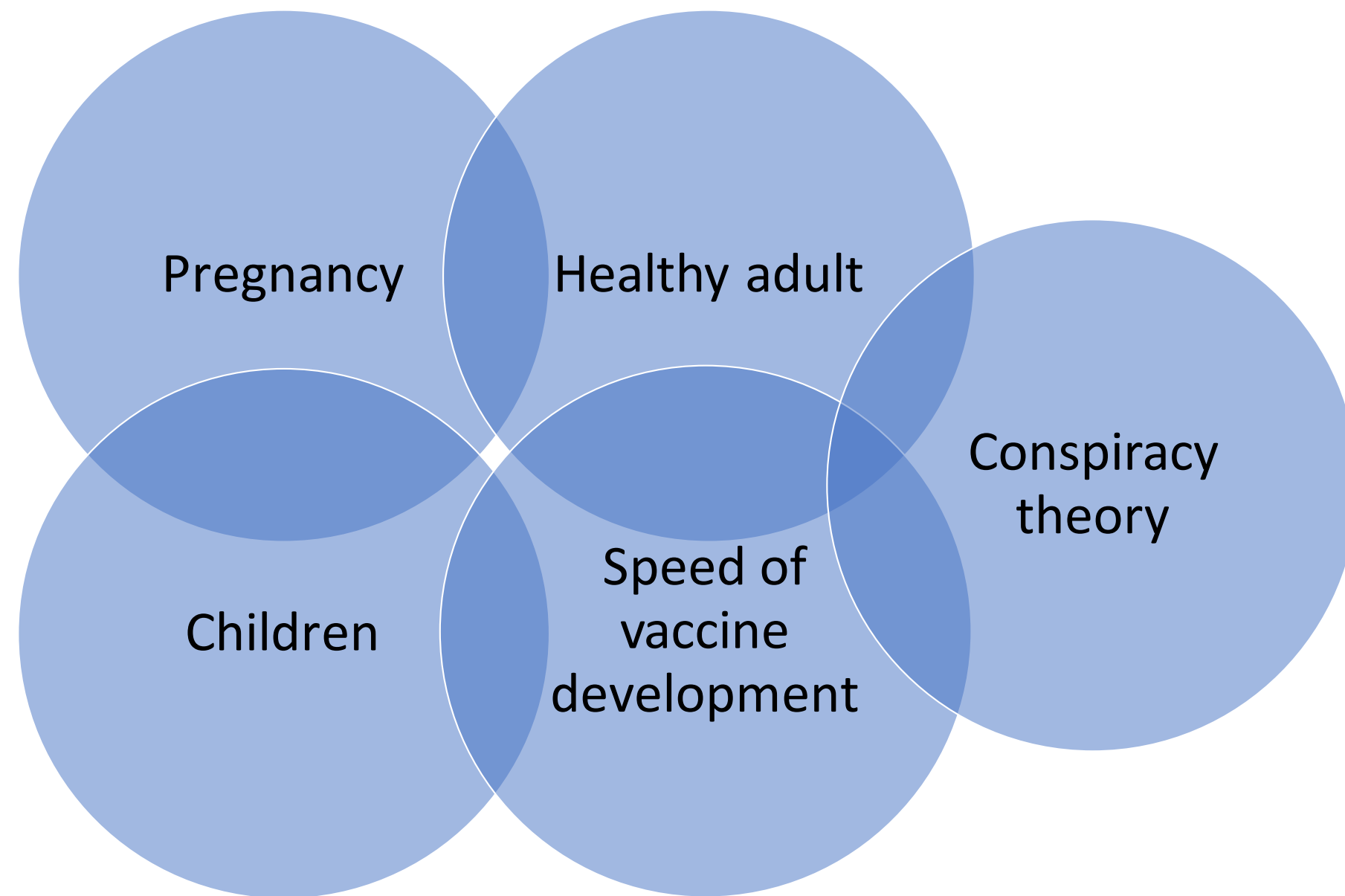


- **Theatrical improvisation** to coach professionals in effective communication
- Forum Theatre based on **Theatre of the Oppressed**, use of theater as a tool for social change and conflict resolution
- **Problem-solving** technique in which an unresolved scene of difficult conversation is presented



Forum Theatre










Using Forum Theatre, we incorporate a short play dramatizing real conversations between clinicians and vaccine hesitant patients




Links to COVID-19 FAQs and Resources

Quick Links


COVID-19 Vaccine Resources

-  How do I know the COVID-19 vaccines are safe?
-  How do different COVID-19 vaccines work?
-  How was the vaccine developed so quickly?
-  Are the vaccines FDA-approved? Why aren't all of the COVID-19 vaccines FDA-approved?
-  What's in the COVID-19 vaccine anyways?
-  What is the risk of having a side effect from the vaccine?
-  Am I permanently immune after getting vaccinated?
-  I already had COVID-19 — why do I still need the vaccine?
-  Do I have to wait to get a vaccine if I just had COVID-19?



OMICRON

 Are COVID-19 vaccines effective against the Omicron variant?


BOOSTERS

 Why may I need a booster dose?


CHILDREN

 Why should children get the COVID-19 vaccine?
Is the COVID-19 vaccine safe for children? Are there any side effects for children? 



PREGNANCY


 Should I get the COVID-19 vaccine if I am pregnant, or planning for pregnancy?



QUARANTINE/ISOLATION

 What does “quarantine” mean? What does “isolation” mean?

MYTH BUSTERS

 Can the vaccines change your DNA? Can I get COVID-19 from the vaccine?
COVID-19 vaccine myths: Variants? Microchips? Magnets? 

 **Find FLRII Online**
FLRII.URMC.EDU or email
FLRII@URMC.Rochester.edu





The impact

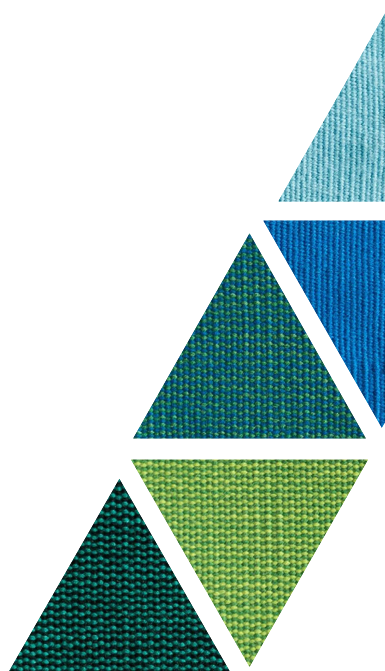
- **16 workshops involving 133 'trusted messengers'** (not considering online videos)
- Healthcare professionals and community-based trusted messengers
- Trusted messengers feel more confident
- They talk to more people about vaccination:
 - **Talked to ~550 patients and clients about getting COVID-19 vaccine**
 - **Shared workshop materials with ~250 colleagues**
 - **Shared the skills and strategies discussed in the workshops with ~300 colleagues**





Truths from the field

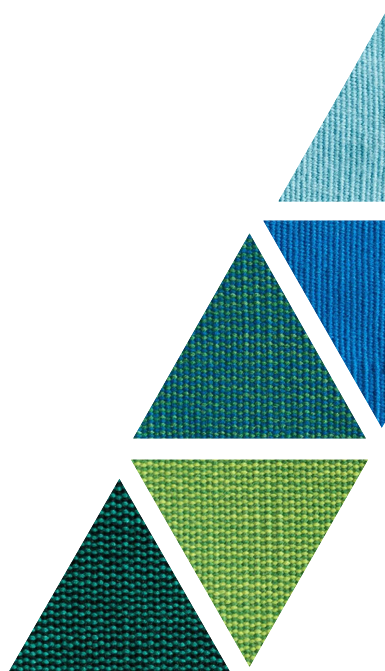
- **Social influence** is an important mechanism for health behavior change
- **Patients listen to their doctors** about vaccines
- **People talk** and share information!
- Effective empowerment of trusted messengers:
 - **Capability, Confidence, Convenience, Contagion**
- **Theatre for Vaccine hesitancy** is potentially effective in addressing capability and confidence
- The impact is **beyond immediate participants** (*Social influence at work!*)





Metrics and evaluation

- Go beyond individual behavior to assess changes in population outcomes and the community environment
 - Access/Equity
 - Social norms
 - Cultural perspectives
 - Community leader engagement
 - Institutions
 - Public policy





Best practices

3 Best Practices or Tools/Guidance Used by Practitioners

- 1. Take time to understand the community. Don't assume.*
- 2. Listen to different voices in the community – not just those that are easy to access or hold leadership positions.*
- 3. Provide compensation and support to community organizations and members that you are partnering with.*



Actions You Can Take to Address Community Interventions



Mountain Bike

- Take advantage of existing community gatherings to share information, encourage immunization, and offer vaccination services
- Create Community Action Teams with volunteers to plan and lead localized efforts
- Advocate for policies that encourage vaccination and improve equity

Sturdy 4x4

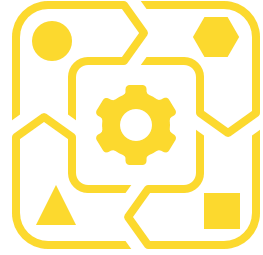
- Host community-wide events, performances, and trainings to reach different community segments
- Engage community leaders, influencers, trusted messengers as ambassadors
- Social norming campaigns through local and social media

Luxury Vehicle

- Regularly monitor community perspectives, norms, and confidence levels
- Coordinate efforts across community organizations and institutions
- Implement and evaluate multiple community-level strategies to build vaccination norms and demand

Bigger vehicle = larger toolbox of interventions, more ways of promoting vaccine demand and mitigating the infodemic





Key References and Resources

- <https://www.ajtmh.org/view/journals/tpmd/105/4/article-p879.xml>
- <https://www.thecommunityguide.org/findings/vaccination-programs-community-based-interventions-implemented-combination>
- <https://www.ncbi.nlm.nih.gov/books/NBK206935/>

