Understanding Rural Health Challenges and Building Successful Partnerships to Achieve Vaccine Confidence Webinar



Agenda

- Introduction (5 min)
- Speaker presentations (10 min each ~ 20 min total)
- Q&A (~20 min)
- Closing (5 min)

Rural Health Webinar Speakers



Dr. Yabo BeysolowPediatrician, Subject Matter Expert
REACH



Karen Sharpnack
Executive Director
Idaho Immunization Coalition



Sarah Leeds
Immunization Program Manager
Idaho Department of Health and
Welfare



DEFINING A "RURAL" COMMUNITY

Iyabode (Yabo) Beysolow, MD, MPH Immunization SME, AIM/iREACH

Pre – pandemic

Access to care

Closing of hospitals and clinics in rural areas

Shortages and poor retention in the primary care workforce

Lack of resources for population specific needs

Threats to financial sustainability for rural practices.

Effective management of chronic conditions: DM, HTN

Lower rates of preventive care utilization including vaccination and reproductive health services – assoc with poor access to primary care.

Different segments of the population affected disproportionately

COVID-19 pandemic

Access to care

Closing of hospitals and clinics in rural areas

Shortages and poor retention in the primary care workforce

Lack of resources for population specific needs

Threats to financial sustainability for rural practices.

Effective management of chronic conditions: DM, HTN

Lower rates of preventive care utilization including vaccination and reproductive health services – assoc with poor access to primary care.

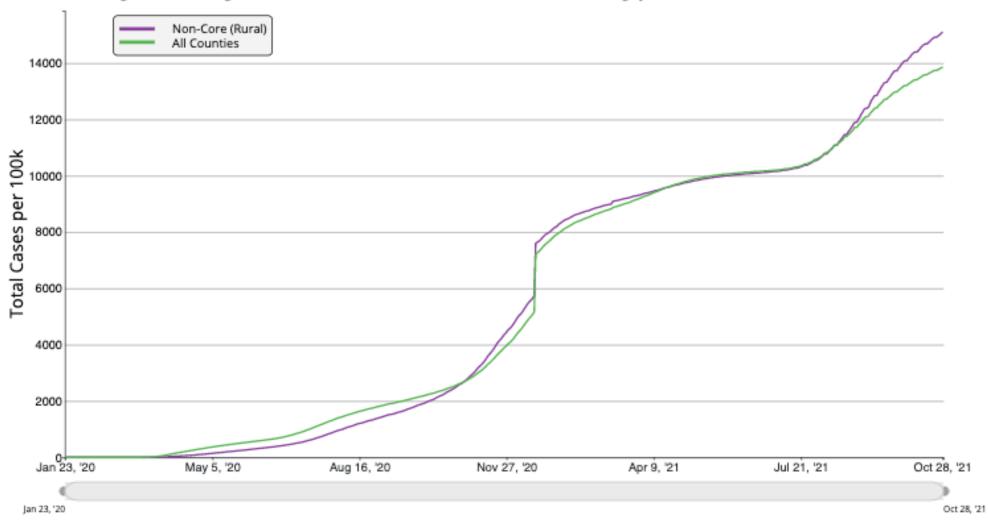
Different segments of the population affected disproportionately

Highlighted existing disparities

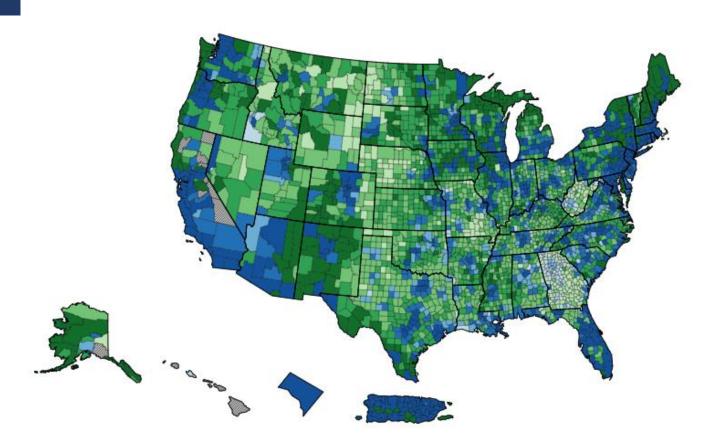
Misinformation Pandemic

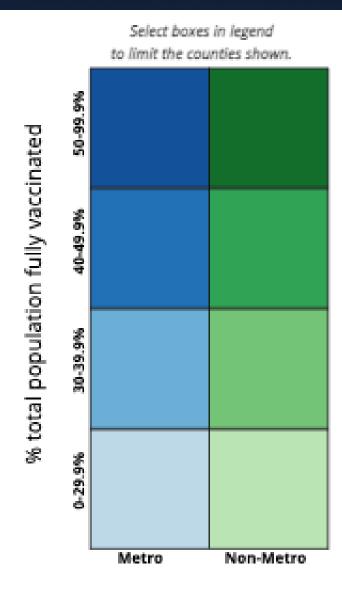
Enhancing
Telemedicine and
other opportunities
for care

COVID-19 Cumulative Case Rate per 100,000 Population in United States, by County Urban/Rural Classification Type







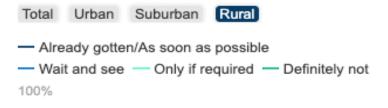


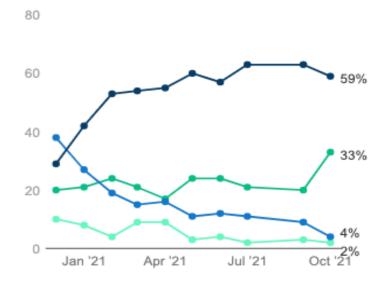
CDC: COVID Data Tracker



Vaccine Intentions Among Rural Residents Indicate Uptake May Soon Lag Behind Urban And Suburban Residents

Click on the buttons below to see the share of each demographic group by vaccination intentions:



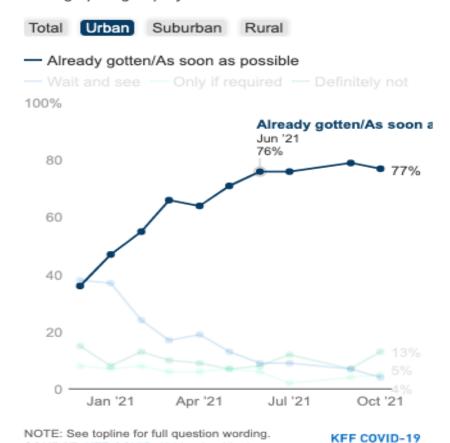


NOTE: See topline for full question wording. SOURCE: KFF COVID-19 Vaccine Monitor • Download PNG

KFF COVID-19 Vaccine Monitor

Vaccine Intentions Among Rural Residents Indicate Uptake May Soon Lag Behind Urban And Suburban Residents

Click on the buttons below to see the share of each demographic group by vaccination intentions:



Vaccine Monitor

SOURCE: KFF COVID-19 Vaccine Monitor •

Download PNG

The Wellness Coalition
Serving: Macon, Montgomery,
and Lowndes counties in
Alabama

Success

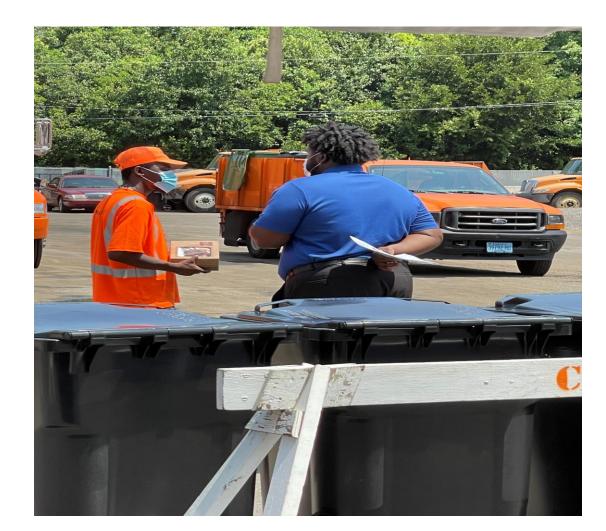
We have been conducting needs assessment surveys in the community to better understand vaccine concerns, as well as acceptance. Tuskegee University students have been participating in the vaccine surveys.

Challenge

Partnering with venues and organizations in rural Macon and Lowndes county to host vaccination clinics.







YMCA of Coastal Georgia/Healthy Savannah Serving: Chatham County/Savannah, GA

Success:

- Engaged several leaders of partner and nonpartner faith-based communities to develop, plan and execute community engagement events to promote COVID-19 and Flu vaccine access, awareness, and acceptance.
- The video provides an excerpt from two community events, held by faith-based partners to promote COVID-19 and Flu awareness.

Challenge:

Expand relationship with faith-based leaders to include the development of specialized or self-guided training for them, as well as get more faith-based leaders to incorporate COVID information into their weekly sermons. And to carry these messages into secular spaces, such as barber shops, salons, and Black sororities and fraternities

Healthy Savannah's Hallelujah Fest 10 31 21



Sarah Leeds, MPH
Program Manager
Idaho Immunization Program
Idaho Department of Health and Welfare

IDAHO IMMUNIZATION PROGRAM



Karen Sharpnack
Executive Director
Idaho Immunization Coalition
Get Immunized, Idaho















We Have History





It Does Not Necessarily Make Sense



We Figured it
Out Along the
Way!













Change of Perception









Know Your Community



Geographic Equity















Sarah Leeds, MPH

Sarah.Leeds@dhw.ldaho.gov

(208) 334-5742

Karen Sharpnack ksj@idahoimmune.org (208) 961-1514





Post pandemic, Impact on Rural Health for the Future

Access to care

Closing of hospitals and clinics in rural areas

Shortages and poor retention in the primary care workforce

Lack of resources for population specific needs

Threats to financial sustainability for rural practices.

Effective management of chronic conditions: DM,
HTN

Lower rates of preventive care utilization including vaccination and reproductive health services – assoc with poor access to primary care.

Different segments of the population affected disproportionately

Highlighted existing disparities

Misinformation Pandemic

Enhancing Telemedicine and other opportunities for care

Sustainability: Partnerships

Long-lasting Changes in our Communities

Resources

- <u>National Rural Health Association</u>: Rural vaccine
 Confidence initiative:
 - COVID-19 vaccine toolkits, and messaging specific to rural areas (Hospitals, Businesses, Community partners, the Community
- HHS: We Can Do This: Rural Community Toolkit
- NMQF-DRIVE initiative with Pharmacists in Rural Communities
- Rural Health Info: supported by HRSA and HHS





NEW School-Located Vaccination Clinics Toolkit

SLV Strategies to Increase Child & Adolescent Immunization Rates During the COVID-19 Pandemic



Tip Sheets and Checklist

School Nurse and Immunization Program complementary resources for planning and implementing SLV

Immunization Programs: Tip Sheet: School-Located

Vaccination Clinics in the Context of COVID-19





SCHOOL-LOCATED VACCINATION Clinics in the Context of COVID-19

A tips sheet for immunization programs (IP)

For decades, school-located vaccination clinics (SLVs) have successfully offered influenza and routine childhood immunizations and have contributed to lowering the morbidity and mortality of vaccinepreventable diseases (VPDs). These SLVs laid the foundation for state and local health departments and school districts to quickly implement SLVs in response to COVID-19. The Association of Immunization Managers (AIM) and the National Association of School Nurses (NASN) undertook a project to explore the landscape of SLVs held in the U.S. between August 2019 and late summer 2021. Findings featured in the environmental scan and virtual roundtables reports offer insights on various SLV models and how to strengthen and sustain SLVs to promote public health and reduce VPD transmission

The lessons learned from these reports have been developed into a tip sheet for immunization programs* interested in planning and implementing SLVs.

SET THE STAGE

- Define your goals based on what you hope to accomplish. Consider: equitable vaccine access, populations you hope to vaccinate (staff, students and which ages, parents, the whole community), and vaccines you'd like to offer (COVID-19, influenza, and/or routine vaccinations)
- Determine your capacity and approach







School Nurses: Checklist: School-Located **Vaccination School Nurse Planning**





SCHOOL-LOCATED VACCINATION School Nurse Planning Checklist



School nurses are a valued and trusted leader in the provision of school health services and a champion for vaccination. School-located vaccination (SLV) is a strategy to increase immunization rates for staff and students, reduce vaccine preventable disease and absenteeism, increase public perception of the importance of vaccinations, and increase equitable access to vaccines. Establishing SLV is complex. It requires detailed planning to ensure success and typically involves a joint effort between the school/school district and a community health provider partner.

The National Association of School Nurses (NASN) and the Association of Immunization Managers (AIM) directed an environmental scan and roundtable discussions 1.2 to identify key considerations for the school

School Nurse Planning Checklist

(Not all activities must be completed by the school/school system. Depending on the model of SLV implemented, partners will complete some activities.)

- Review a SLV comprehensive planning resource from the environmental scan
- Garner education leadership support (e.g., health services/school nursing team, principal, superintendent, school board, communications, security, IT, facilities/custodial, teachers' union, parent organization)

www.immunizationmanagers.org/resources-toolkits/slv-toolkit#SLVResources

Vaccine Confidence Toolkit

Tools and information necessary to promote vaccine confidence



https://www.immunizationmanagers.org/resources-toolkits/vaccine-confidence-toolkit/

Tips for Addressing **Incorrect Vaccine** Information

Chapter 3 of Lessons from the field: **Promoting Vaccine Confidence**

- · Offers insights lessons, learned, checklists, and resources to address incorrect vaccine information
 - Understanding types of incorrect information
 - How IP address incorrect information
 - Summary of latest research

https://www.immunizationmanagers.org/resourcestoolkits/vaccine-confidence-toolkit/

Lessons from the Field: PROMOTING VACCINE CONFIDENCE



mmunizationmanagers.org/vaccineconfidenceguide



Questions?

Contact info@immunizationmanagers.org (301) 424-6080 www.immunizationmanagers.org