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

November 9, 2021
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 Beysolow
Pediatrician, 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
<table>
<thead>
<tr>
<th>Access to care</th>
<th>Closing of hospitals and clinics in rural areas</th>
<th>Shortages and poor retention in the primary care workforce</th>
<th>Lack of resources for population specific needs</th>
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<tbody>
<tr>
<td>Threats to financial sustainability for rural practices.</td>
<td>Effective management of chronic conditions: DM, HTN</td>
<td>Lower rates of preventive care utilization including vaccination and reproductive health services – assoc with poor access to primary care.</td>
<td>Different segments of the population affected disproportionately</td>
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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

- Non-Core (Rural)
- All Counties
Covid vaccine mistrust is fueling a spike in rural deaths. Here’s what’s fueling the mistrust.

Many in rural America have become prey to misinformation and overconfident quacks because they live in health care and media deserts.
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:

- Total
- Urban
- Suburban
- Rural

### Already gotten/As soon as possible
- 100%

### Wait and see
- 4%

### Only if required
- 22%

### Definitely not

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

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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:

- Total
- Urban
- Suburban
- Rural

### Already gotten/As soon as possible
- 77%

### Wait and see
- 13%

### Only if required
- 5%

### Definitely not

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

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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 non-partner 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.
We Have History
It Does Not Necessarily Make Sense
Relationships and Partnerships are KEY!
We Figured it Out Along the Way!
Change of Perception
Know Your Community
Geographic Equity
Our Goals for the Future
Sarah Leeds, MPH
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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

- **National Rural Health Association**: 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
Q&A
Vaccine Confidence Toolkit

Webinar Series

Immunizationmanagers.org/resources-toolkits/vaccine-confidence-toolkit/
NEW School-Located Vaccination Clinics Toolkit

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

School-Located Vaccination Clinics Toolkit

School-located vaccination clinics (SLV) have played an integral role in adolescent vaccination for decades, and now during the COVID-19 pandemic, SLVs can support a safe return to school and provide critical opportunities for flu and catch-up vaccination as children return to in-person learning. Additionally, SLVs are an important strategy for promoting vaccine access and assuring equity.

In the SLV Toolkit, find resources for schools and Immunization partners that can support and simplify SLV operations during a pandemic.

Learn more about AIM’s SLV efforts, in partnership with the National Association of School Nurses. Email Outreach and Education Manager Mackenzie Metcalf with questions or suggestions for toolkit resources.

https://www.immunizationmanagers.org/resources-toolkits/slv-toolkit/
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 Nurses: Checklist: School-Located Vaccination School Nurse Planning

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/resources-toolkits/vaccine-confidence-toolkit/
Questions?

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www.immunizationmanagers.org