



AIM Member Assistance Program Affinity Group

*Community Partnerships: Building Vaccine
Confidence Coalitions*

Meeting 5: May 23, 2022



Association of
Immunization
Managers

Agenda

5 min Meeting agenda and objectives

2 min Recap of April affinity group meeting

20 min Discussion with Kentucky: Lessons Learned from Building a Vaccine Confidence Coalition

10 min Q&A with Kentucky

10 min Discussion on coalitions and partnerships to promote health equity

3 min Next steps and action items

10 min Poll

Meeting Objectives

- Recap previous meeting focused on building coalitions
- Learn about Kentucky's experience developing a statewide vaccine confidence coalition and apply learnings your immunization program
- Preview proposed plan for June meeting and beyond
- Gather feedback on your experience in this affinity group

Recap of April Affinity Group Meeting

Building Coalitions

- Immunization programs reported a **range of experience** working with local and regional coalitions
- Maintaining **consistent engagement** and **balancing competing priorities** are two key challenges
- Successful coalitions have a **defined purpose, mission, goal, and governance structure** and are **community-led**
- Goals shared are to learn more about **current coalitions** and to **use data** to inform coalition's **action plan**

Example Coalition Members Shared

- ✓ Community health departments
- ✓ Large healthcare provider organizations
- ✓ Payers
- ✓ Agencies that work with Medicaid
- ✓ Well-connected, retired doctors
- ✓ Fire departments
- ✓ Private foundations

Lessons Learned from Building a Vaccine Confidence Coalition

Emily Messerli, Immunization Branch Manager
Dr. Amy Herrington, Clinical Nurse Educator
Carmen Combs, Health Equity Project Manager

Kentucky Department of Public Health

Discussion with Kentucky

- Describe your experience developing Memorandum of Agreements (MOAs) with state non-profits to start a vaccine confidence coalition.
- What staff were involved in developing the MOAs?
- What was the most challenging about developing the coalition? How did you overcome these challenges?
- What best practices and lessons learned are you taking away from this experience?
- Do you have any resources to share with the group?



Q&A



Building Coalitions and Partnerships to Promote Health Equity

“Effective partnerships are essential for community-based solutions for advancing health equity by making it a shared vision and value, increasing the community's capacity to shape outcomes and fostering multi-sector collaboration.”

-Baciu A, Negussie Y, Geller A, et al.

- What **types** of coalitions or community partnerships do you have in place that support your immunization program's approach to health equity?
- What **strategies** have you used to engage with community partners or coalitions to advance health equity?

Interested in spotlighting your immunization program's work on health equity? Email
Kathleen Kraus
kkraus@mathematica-mpr.com

Next Steps and Action Items

Next Steps and Action Items

Next meeting – June 27 at 3:00 pm ET (every fourth Monday)

Upcoming meeting topics:

- Focus on engaging with three specific community partner types: tribal communities, long-term care facilities, and colleges and universities
- Contracting with partners
- Monitoring performance of contracted community partners

Action items:

- ✓ Reflect on the discussion about coalitions and consider how the lessons learned Kentucky apply to your immunization program
- ✓ Consider specific questions you have for next month's meeting on the partner highlights

Partner Highlights in June Meeting

- In the next meeting, we hope to highlight three partnerships: **tribal communities**, **long-term care facilities**, and **colleges and universities**
- The facilitation team will send an email within the next week if you have noted that you are collaborating with one of these partners
- Come prepared to share, by addressing discussion question (~5-10 minutes)

Example discussion questions, which we will share via email

1. How did the relationship start?
2. Who is your primary contact?
3. How do you engage with this partner?
4. What has been your primary challenge collaborating?
5. What have you achieved together?
6. What recommendations do you have for peers interested in engaging with this type of partner?

Poll

Poll Question #1

Please rate the quality of this affinity group series.
(Select one option):

- a) Exceeds expectations
- b) Meets expectations
- c) Needs improvement
- d) Undecided

Poll Question #2

I am learning new strategies that help me to advance my adult immunization programs through this affinity group. (Select one option):

- a) Strongly agree
- b) Agree
- c) Neutral
- d) Disagree
- e) Strongly disagree

Poll Question #3

What topics were most helpful during the Community Partnerships affinity group in my immunization program? (Select all that apply):

- a) Understanding essential community partnerships
- b) Exploring priority partners
- c) Collaborating with non-traditional partnerships
- d) Building coalitions

Poll Question #4

What do you like about the affinity group? (Select all that apply):

- a) The monthly frequency of the meetings
- b) The opportunity to engage with peers on a regular basis about shared topics of interest
- c) Learning new strategies for forming community partnerships
- d) The relevance and applicability of topics covered to address challenges

Poll Question #5

What would you change about the affinity group?
(Select all that apply):

- a) The meeting frequency (too frequent)
- b) The meeting frequency (too infrequent)
- c) The topics covered did not meet my expectations
- d) The topics, covered were relevant to my program when I first started, but are no longer relevant to my program

Poll Question #6

How do you plan to apply the knowledge or skills gained in the affinity group to your immunization program?

Please type your responses in the chat.