

An Innovative Community Partnership to Increase Vaccine Confidence and Access

MARCH 29, 2023

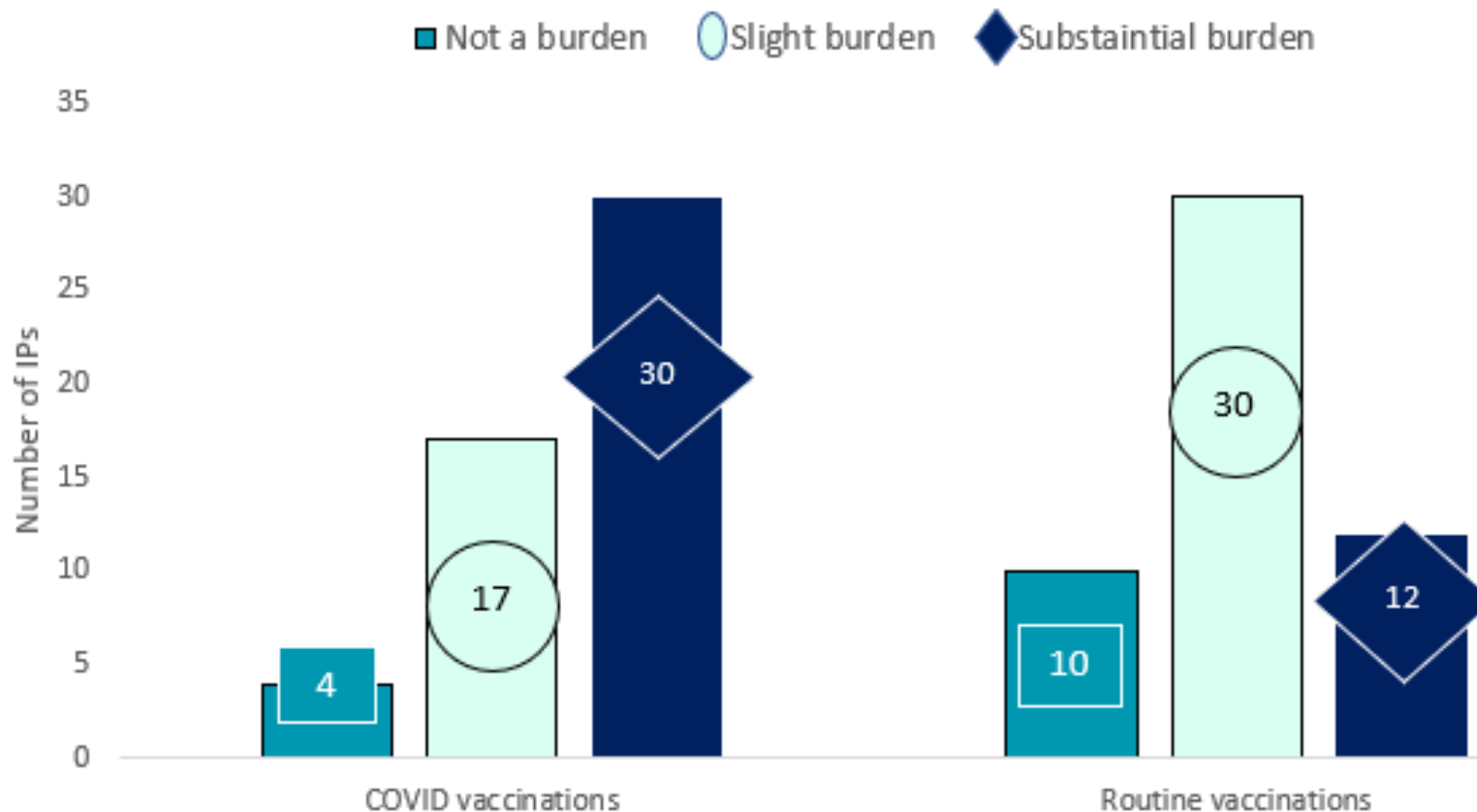


Association of
Immunization
Managers

Vaccine Hesitancy / Confidence

In calendar year 2021, how much of a burden was it to your IP to address issues related to vaccine hesitancy/confidence?

Perceive burden by IPs to address issues related to vaccine hesitancy/confidence, CY 2021



Agenda

- Welcome & Introductions
- Speaker presentations
 - Dr. Michelle Fiscus
 - Troy Moore
 - Doug Adair
- Q&A (~15 min)
- Closing (~5 min)

Webinar Speakers

- **Michelle Fiscus, MD, AIM Chief Medical Officer** will set the stage for the immunization program and diaper bank partnership and discuss how these partnerships can be replicated in other jurisdictions.
- **Troy Moore from National Diaper Bank Network (NDBN)** will give an overview of NDBN's participation in the HHS We Can Do This campaign to increase confidence and uptake of COVID-19 vaccines and reinforce basic prevention measures.
- **Doug Adair from Nashville Diaper Connection (NashDiaper)** will share the success in partnering with the Tennessee immunization program to develop the Connections™ Program, recognized by Association of Maternal & Child Health Programs (AMCHP) as a promising practice.

Michelle Fiscus, MD FAAP
Chief Medical Officer,
Association of Immunization Managers

Troy Moore
Chief of External Affairs,
National Diaper Bank Network

A campaign to strengthen parental confidence in vaccines for children 6 months and older
A campaign to strengthen confidence in COVID-19 booster shots for adults

National Diaper Bank Network Alliance for Period Supplies

We Can Do This Partnership

HHS COVID-19 Public Education Campaign





Campaign Overview

- *We Can Do This*, the U.S. Department of Health and Human Services' COVID-19 public education campaign, is a national initiative to increase public confidence in and uptake of COVID-19 vaccines while reinforcing basic prevention measures such as mask wearing and social distancing.
- The effort uses a network of trusted messengers, such as key government figures, doctors, and community leaders, to relay the latest and most accurate information about COVID-19 vaccines to their communities and encourage vaccine uptake.
- Partners play a key role in disseminating information to the public.



National
Diaper Bank
Network

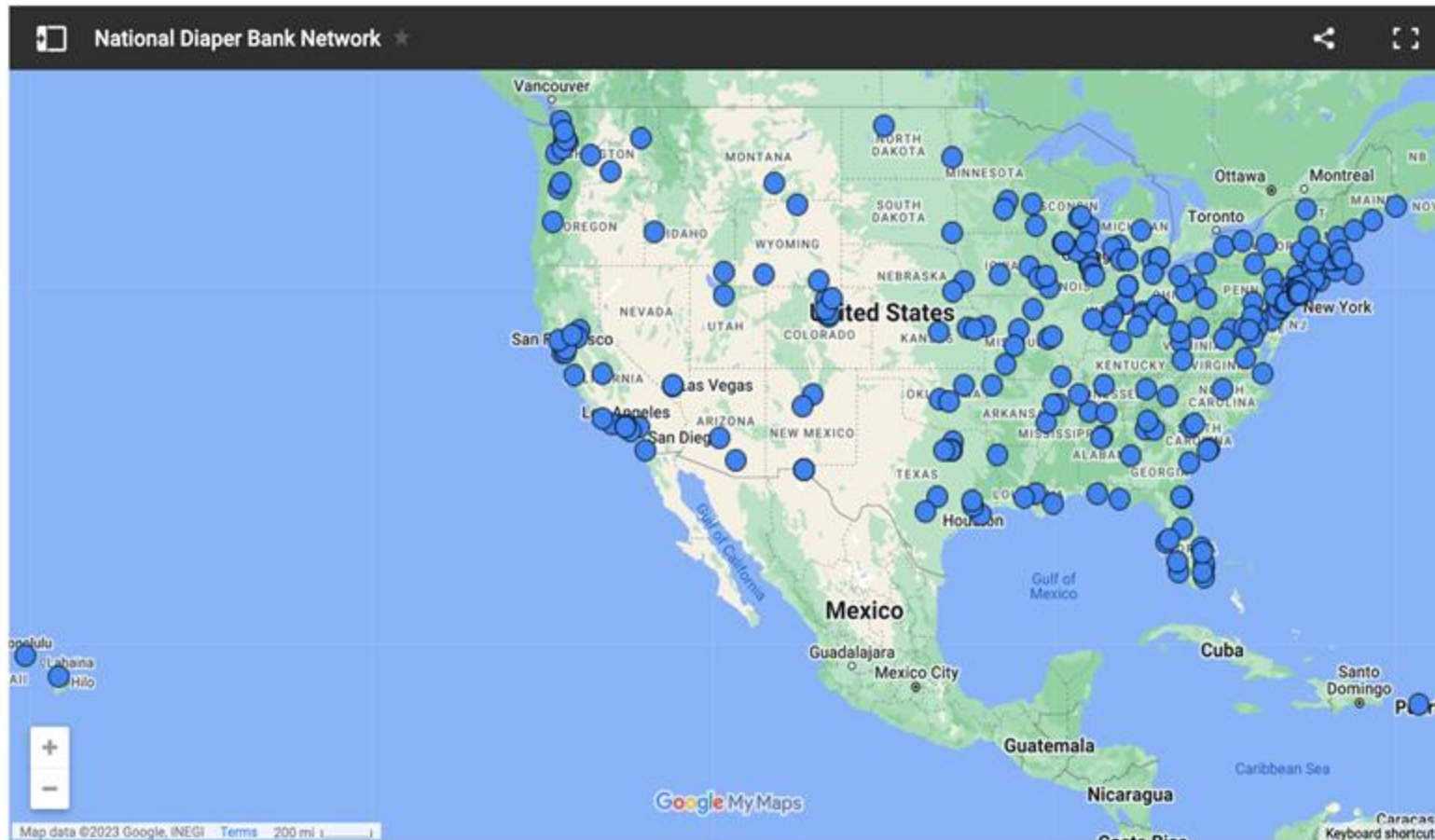
The Partnership Program

- The Campaign relies on an **expansive network of partner organizations and trusted messengers** to share lifesaving information among at-risk and underserved populations.
- Such populations include Asian American, Native Hawaiian, Pacific Islander, Black, American Indian and Alaska Native, Latino, and rural audiences.
- **National Diaper Bank Network and Alliance for Period Supplies partnerships included working with members on community-based activities that included the distribution of printed materials along with packages of diapers and/or period supplies to clients in order to help raise public awareness of the Campaign.**





National Diaper Bank Network



- More than 300 basic needs banks located in all 50 U.S. states, Puerto Rico and the District of Columbia
- Collect, store and distribute donated diapers, period supplies & other basic necessities to individuals, children and families in need



National
Diaper Bank
Network



Opportunities for NDBN and Alliance for Period Supplies

- Promote Fact-Based Information about COVID-19 Vaccines for Children 6 months and older
- Promote Fact-Based Information about COVID-19 Boosters for people who menstruate and who are vaccinated, get booster shots
- Printed Materials Supplied
 - campaign stickers, postcards, posters
 - exclusive QR codes for campaign
- Participation Grants
 - unrestricted



National
Diaper Bank
Network



Campaign Impact - Reach

Total Number of Programs Participating

- 98 Diaper Banks w/ 3,500 agency partners
- 32 Period Supply Programs w/ 1,400 agency partners

Total Number of Individuals Reached

- 1.42 Million via Diaper Banks
- 450,000 via Period Supply Programs



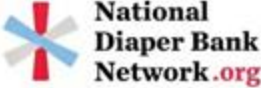
**National
Diaper Bank
Network**



Campaign Impact - Recruitment

Webinars and Email Outreach

A campaign to increase vaccine confidence while reinforcing basic prevention measures

 **National Diaper Bank Network.org**

We Can Do This
National Diaper Bank Network Partnership Campaign

Overview

HHS COVID-19 Public Education Campaign

June 28, 2022





Brought to you by the U.S. Department of Health and Human Services 

 **National Diaper Bank Network**

June 30, 2022

WE CAN DO THIS

It's Time to Sign Up to Join NDBN's We Can Do This Campaign and Receive a \$5,000 Grant

Thanks to everyone who joined us on Tuesday (6/28/22) for our webinar kicking off NDBN's participation in the **We Can Do This** campaign, a partnership with the federal Department of Health and Human Services to spread the word about COVID-19 vaccines for children as young as 6 months.

As promised, here are the links that the speakers referenced during the webinar:

- <https://wecandothis.hhs.gov/resources/covid-19-vaccine-parent-reminder-link>
- <https://www.whitehouse.gov/the-press-office/2022/06/02/joe-biden-administration-announces-operation-united-for-covid-19-vaccines-for-children-under-5/>
- <https://www.hhs.gov/formula/social-media-ideas.html>
- <https://wecandothis.hhs.gov/resources/resources-about-covid-19-vaccinations-for-children>
- <https://wecandothis.hhs.gov/resources/covid-19-vaccines-and-family-physicians-toolkit>

If you missed the webinar live, you can view a recording of it by clicking the image below or [here](#).

For a diaper bank to participate in the NDBN campaign, a representative must first view the webinar.



National Diaper Bank Network



Campaign Impact – Printed Materials - NDBN



Stickers – English/Spanish



Postcards –English/Spanish



Posters - English



Posters - Spanish



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Diaper Bank
Network



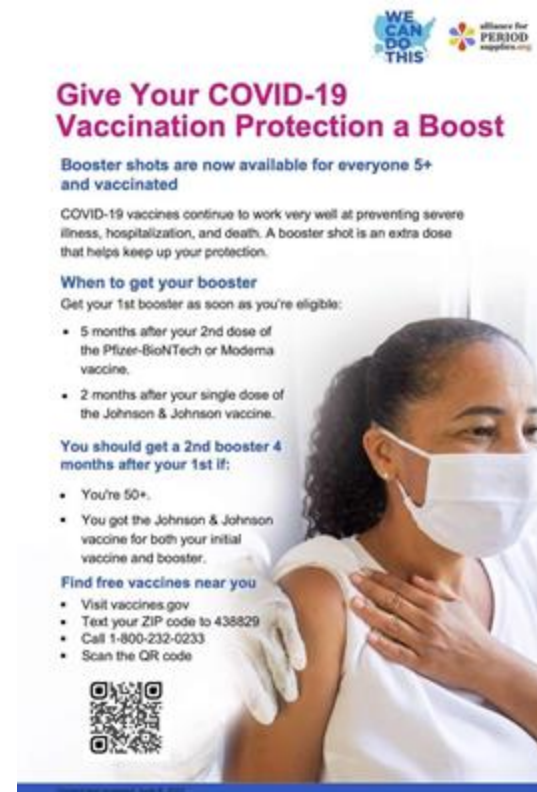
Campaign Impact – Printed Materials - APS



Stickers



Postcards



Posters - English



Posters - Spanish



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Campaign Impact – Printed Materials



National
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Campaign Impact – Dedicated Web Pages

<https://nationaldiaperbanknetwork.org/we-can-do-this/>

WE CAN DO THIS
COVID-19 Public Education Campaign
An initiative to increase confidence in COVID-19 vaccines and reinforce basic prevention measures.

Clean, dry and healthy!

You have done outstanding work during COVID-19 to keep babies thriving in your community. Now, you're taking an additional step by joining the **We Can Do This** campaign to educate parents about COVID-19 vaccines for children ages 6 months and older.

As part of the campaign you will:

- Distribute/invoke printed information and stickers with your diaper packages to agency partners/families through August, and possibly into the fall, depending upon your distribution schedule. All materials will be provided to you at no cost.
- Request weekly for your activities through our easy-to-use system.

All the **We Can Do This** campaign resources are available for print out. To view your free, we've put together some messaging products that will be especially useful in talking with families.

Below you will find links to resources to help you achieve a successful campaign.

Don't see what you need? Contact us at we@ndbn.org and we'll be here for you. We can do this together!

Helping Families Access Trusted Information

In partnership with NIDH, NDBN has created the **We Can Do This** campaign stickers, posters and activity cards for diaper banks to distribute along with diapers, wipes, and other essential baby necessities to the clients they serve.

Feed Kids and Social Media Posts

NDBN has created a collection of social media posts that you can download and share on your social channels. Click here to review the posts and start sharing!

Meeting Your Needs—Help Up the Coast

As part of your participation in the **We Can Do This** campaign, you are inspired to submit a simple weekly update on your activities. Click here to access the reporting form.

Comprehensive Resources

Visit the **We Can Do This** website for additional resources you can use to support your efforts and help get accurate information to parents and caregivers.

Recursos En Español

Visite el sitio web para obtener recursos adicionales que puede usar para compartir sus esfuerzos y apoyar a obtener información precisa para padres y cuidadores.

NDBN We Can Do This Website

The website explores how diaper banks can be a part of local food bank information to parents and caregivers about the COVID-19 vaccines for children 6 months and older.

WE CAN DO THIS
COVID-19 Public Education Campaign
An initiative to increase confidence in COVID-19 vaccines and reinforce basic prevention measures.

Campaign Materials

All the **We Can Do This** campaign resources are available for print out. To view your free, we've put together some messaging products that will be especially useful in talking with families.

The materials feature a unique QR code that will be used to track the combined efforts of all participating NDBN member diaper banks.

If you have any questions or would like to request additional materials to distribute, please contact us at we@ndbn.org.

We're here for you. We can do this together!

Stickers

Click to download

Expanded Posters

Click to download

Posters

Click to download

Postcards

Click to download

WE CAN DO THIS
COVID-19 Public Education Campaign
An initiative to increase confidence in COVID-19 vaccines and reinforce basic prevention measures.

Campañas e Informes

In partnership with NIDH, NDBN has created the **We Can Do This** campaign stickers, posters and activity cards for diaper banks to distribute along with diapers, wipes, and other essential baby necessities to the clients they serve.

If you have any questions, please contact us at we@ndbn.org and we'll be here for you. We can do this together!

Social Media Tools

Click on image to download

Additional Resources

- NDBN Social Media Calendar
- Amplifying We Can Do This Campaign
- Template - Local News Release
- Template - Local Op-Ed
- Key Talking Points for We Can Do This Campaign

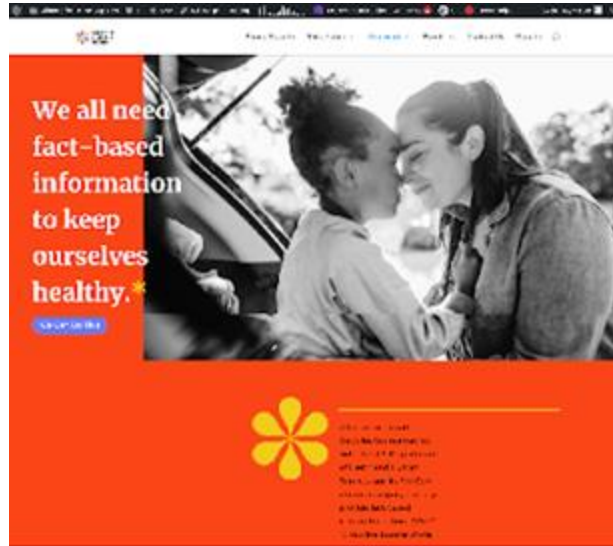


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Campaign Impact – Dedicated Web Pages

<https://allianceforperiodsupplies.org/we-can-do-this>



The Campaign

Developers plan to create a new website for the campaign. The website will be a hub for all campaign-related information, including a calendar of events, a list of participating organizations, and a place for users to share their own stories. The website will also feature a blog with regular updates on the campaign's progress and a section for frequently asked questions.



WE CAN DO THIS
campaign



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Campaign Impact – National Launch

Press Conference with HHS Secretary Xavier Becerra and Congresswoman Rosa DeLauro in Connecticut





Campaign Impact – National Launch / Media

The Washington Times
America's Newspaper

News • Policy • Commentary • Sports • Sponsored • Events • Podcasts • Games •

Subscribe Sign In

HHS Sec. Xavier Becerra: Listen to doctors and families, not

Mr. Becerra said that HHS will be partnering with the National Diaper Bank Network, a nonprofit that distributes diapers to families in need, to spread the word about COVID-19 vaccines that were authorized for children, ages 6 months to 4 years, about two weeks ago.

The secretary said 5 million of the pediatric-dose vaccines have been delivered to the states, including 55,000 in Connecticut.

My message to everyone when it comes to vaccination is: Talk to the folks you trust. That's it. Don't talk to politicians, talk to the folks you trust," Mr. Becerra said at Fair Haven Community Health Care in New Haven. "Talk to a pediatrician, come to a place like this health center."



**National
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Network**



Campaign Impact – Reach

National Diaper Bank Network

- 300,902 Stickers
- 123,762 Postcards
- 2,355 Posters
- 465 QR Code scans (Vaccines.gov)
- 613 Social Media Posts
- Total Estimated Reach by NDBN Members – 1.4M individuals
- ***Exceeded Program goal (950,000) by 450,000***



National
Diaper Bank
Network



Campaign Impact – Reach

Alliance for Period Supplies

- 101,296 Stickers
- 30,632 Postcards
- 575 Posters
- 56 QR Codes scans ([Vaccines.gov](https://vaccines.gov)/[Vacunas.gov](https://vacunas.gov))
- 205 Social Media Posts
- Total Estimated Reach by APS Members - 394K individuals
- ***Exceeded Program goal (90,000) by 300,000+***



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Campaign Impact

8 Programs in Action



National
Diaper Bank
Network



Connecticut – North Haven

The Diaper Bank of Connecticut

Distribution Results:



- Stickers - 25,334
- Postcards - 5,575
- Posters – 10
- **Total Reach – 63,393**



**National
Diaper Bank
Network**



Florida - Cooper City

The Greater Fort Lauderdale Diaper Bank

Distribution Results:



- Stickers - 3,050
- Postcards - 2,600
- Posters - 110
- **Total Reach – 24,900**
- **Events**
 - August 5th police National Night Out
 - 4th Diaper pantry
 - Back to school drive
 - Diaper pantry diaper distribution- 1,020 attendees
 - Local women's club presentation – 100 attendees
 - August 12th North Broward Academy open house
 - August 13th American legion backpack drive
 - Sept. 24th Food distribution

If you need diapers we will see you this Saturday with the help of Expecting Re at HOPE South Florida ❤️



FOOD Distribution
Saturday
September 24, 2022
2:00 PM - 3:00 PM
Diaper Distribution. Child must be present, if not please bring child's birth certificate and parents ID
Distribución de pañales el niño debe estar presente, si no debe traer prueba de identificación
Make sure you get your Covid Vaccine on time for back to school! #wecandothis
The National Diaper Bank Network



School Supply Giveaway
Saturday, August 13th
from 11am-12pm
The American Legion Post 321
9081 SW 51st Street
Cooper City, 33328
Bring your family and friends to pick up **FREE** school supplies. Don't forget your child's supply lists so you know exactly what items they need to start the school year with.
Supplies are available 1st come; 1st serve.



National Diaper Bank Network



Hawaii – Kamuela Hawaii Diaper Bank Distribution Results:

- Stickers - 148
- Postcards - 383
- Posters - 6
- **Total Reach – 2,045**

- **Events**

- Community Night Market- Partner hosting diaper drive on our behalf -- Stickers given out
- Local car dealership hosted fundraiser for Hawaii Diaper Bank-- Stickers given out



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Indiana – Indianapolis Indiana Diaper Bank Distribution Results:

- Stickers - 3,970
- Postcards - 730
- Posters – 8
- **Total Reach – 10,930**
- Events
 - Indiana State Fair
 - August 23rd health fair
 - Monthly Bundling Event



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Network



Puerto Rico – Carolina

Banco De Alimentos PR

Distribution Results:

- Stickers - 2,424
- Postcards - 969
- Posters - 130
- **Total Reach – 20,750**



- Events
 - Weekly food box distribution to 10 municipalities

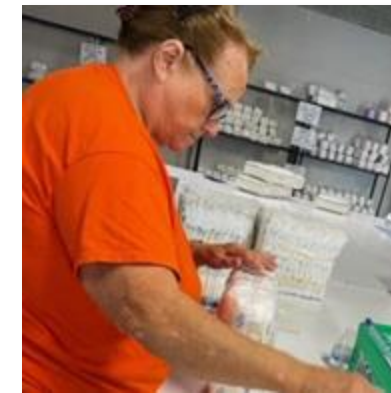


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Tennessee – Nashville Nashville Diaper Connection Distribution Results:

- Stickers - 6,907
- Postcards - 6,907
- Total Reach – 34,535



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Tennessee – Nashville

Nashville Diaper Connection

Distribution Results:



- Events
 - Baby Shower-Diaper distribution & vaccine event
 - Back to School Vaccination Event
 - Community Health Fair
 - Diaper Distribution Event
 - Sudekum Bright Futures Fest & Immunization Event



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Virginia – Ashburn NOVA Diaper Bank Distribution Results:

- Stickers - 1,250
- Postcards - 800
- Posters - 4
- **Total Reach – 5,300**



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Network**

Wisconsin – Milwaukee Milwaukee Diaper Mission Distribution Results:



- Stickers - 500
- Postcards - 100
- Posters - 5
- Total Reach – 1,800





Wisconsin – Milwaukee Milwaukee Diaper Mission Distribution & Vaccination Event

Community Partners

- Hayat Pharmacy
- Jewish Community Pantry

Vaccinations

- 39 Adults

Attendees

- 530
- 170 households received food
- 40 period kits distributed



National
Diaper Bank
Network

Contact:

Troy Moore

Chief of External Affairs

troy@diaperbanknetwork.org





Doug Adair
Founder and President,
Nashville Diaper Connection

Improving Vaccine Confidence from the Bottom Up

Partnering with Diaper Banks



Association of
Immunization
Managers



NASHVILLE DIAPER
CONNECTION

Immediate, Tangible Results

Diapers as incentives to improve children's health indicators...



Increase % of **EPSDT**
goals met



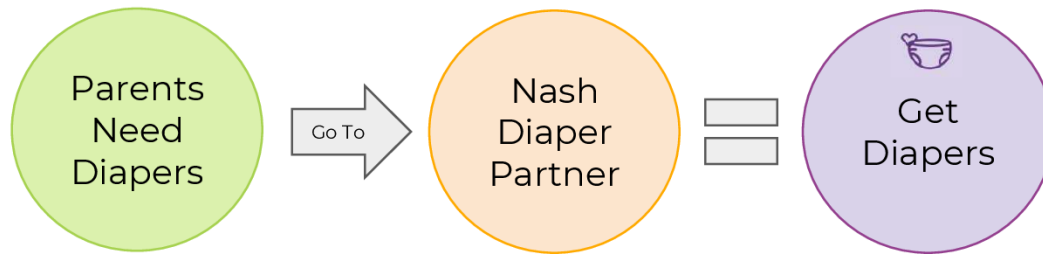
Reward **repeat**
engagement



Focus on **clinic** as
family resource

How It Works

NashDiaper's "On-Demand" Program



The Connections™ Program



Program Success

(To Date June 2020 - February 2023)

Connect with More Families, Diaper More Children



27

Participating Clinics



32,689+

Families Engaged



19,327+

Immunizations and/or
EPSDTs Affected



17

Counties

Improving Patient Compliance

64%

providers showed
improvement in
immunization and
EPSDT compliance

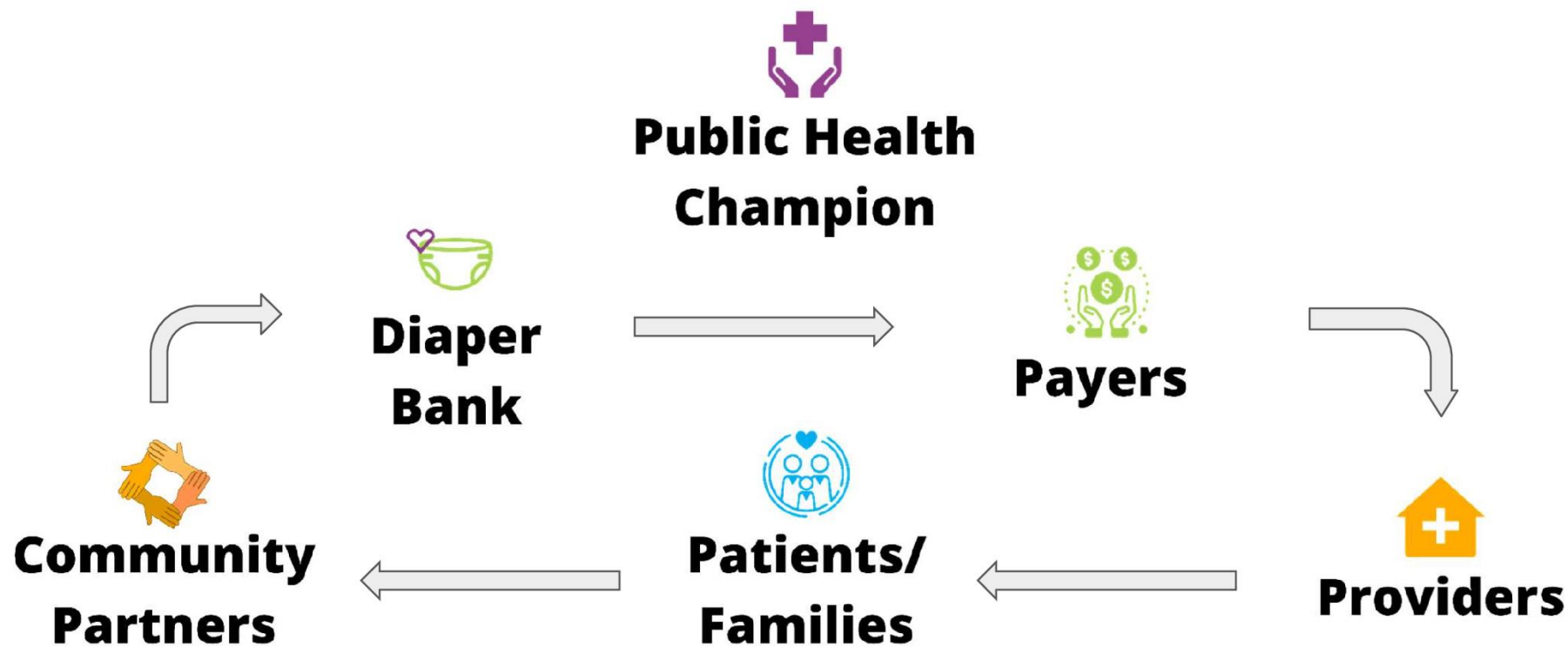
between FFY21 and FFY22

78%

rural providers
showed **more**
improvement

Create a Collaborative Partnership

Key Stakeholders



Key Stakeholders YOU Need

Clinic

- New Patients
- Relevant Patient Supports
- Raise Quality Metrics and Ratings
- Improve Revenue

Managed Care Organization

- Focused Member Outreach
- Provider Support
- Raise Quality Metrics and Ratings
- Community Engagement

Regional Diaper Bank

- Diapers More Babies
- High-Impact Collaborative
- Positive Local and State Media
- New Sources of Funding

Local Foundations

- Healthier Community
- Collaborative Effort
- More Impact
- Visibility in the Community

Economic and Reputational Benefits

Program Funding

3



Public Health Champion

Provides Grant
Funding for...

- Catalyst Funding
- Stakeholder Recruitment
- Evaluation



Lead MCO

Provides Grant
Funding for...

- Program Development
- Program Implementation



Local Foundations

Provide Grant
Funding for...

- Program Development
- Program Implementation
- Program Support



All MCOs

Provide Funding
via...

- Sponsorships
- Pay for Success Fee
- Ongoing Support

Peer Reviewed

More Information on Connections™



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Promising Practice Connections™ Program

State/Jurisdiction: Tennessee
Setting: Clinical
Population: Families & Caregivers Infant
Topic Area: Health Promotion & Communication
NPMs:

The Connections™ Program uses our diaper donations to promote increased engagement by parents and caregivers in healthcare routines that are proven to improve the health outcomes of their children, specifically well-child visits and recommended immunizations. We make diapers available at our FQHC Clinic Connections™ Partners. These Clinics provide 50 diapers to parents who bring their diaper age child (or children) for well-child visits, recommended immunizations, or developmental screenings. Parents are eligible for these diapers at each of the encounters recommended in the "Bright Futures" schedule published by the American Academy of Pediatrics. When more children receive the recommended care, vaccination rates increase, EPSDT rates increase, and key screenings increase. Many parents are introduced to our Clinic Connections™ partners as a result of our diapers. We believe many will stay for the quality care our Partner Clinics provide.

[Implementation Handout](#)

CONTACT INFORMATION
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[Practice Website](#)
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P4 Challenge Winners Showcase

Clinical Connections

[Meharry Department of Pediatrics \(TN\)](#)

Background:
Meharry Department of Pediatrics is located in Nashville, TN; the department works to address low immunization rates amongst children in the communities they serve. Low immunization rates have been attributed to COVID-19 clinic closures, slow tornado recovery, and limited incentive to get vaccinated due to school closures.

Intervention:
Meharry launched a two-fold initiative that consisted of the "No Baby Wet Behind Incentive" and a patient-centered smart phone app.

Meharry partnered with Nashville Diaper Connection to provide 50 diapers/pull-ups to families for each of the 10 routine Early Periodic Screening, Diagnosis, and Treatment (EPSDT) sessions completed. Patients could receive upwards of 500 diapers if they were compliant with routine care.

The intervention process:

- Distributed free diapers to families who completed EPSDT sessions
- Implemented a smartphone app to deliver physician messaging and provide immunizations and appointment reminders

Key Metrics:

- 13% increase in immunization rates
- 100% of families "loved" the free diapers incentive



Want More Information?

Please Contact Us



NASHVILLE DIAPER
CONNECTION

Doug Adair

doug.adair@nashvillediaperconnection.org

571-643-4504

Michelle Fiscus, MD FAAP
Chief Medical Officer,
Association of Immunization Managers

Q&A



Thursday, May 4 | 1-2 PM ET

Strengthening Vaccine Confidence: Refreshing our Conversations about Child and Adolescent Vaccinations

- This event features evidence-based recommendations designed to equip public health communicators, advocates, and health care providers with the needed strategies to effectively build an understanding of and support for child and adolescent vaccinations.
- Dr. Julie Sweetland from FrameWorks Institute will provide participants with a set of research-based insights to implement recommendations in their jurisdictions and build vaccine confidence across their diverse communities through an interactive presentation and Q&A panel.

Learning Objectives:

- Help participants understand the benefits of reframing adolescent vaccinations to promote confidence in vaccines.
- Provide participants with a set of research-based insights to implement recommendations in their jurisdictions and build vaccine confidence across their diverse communities.

[REGISTER HERE](#)

Promoting trust in vaccines. **Protecting** Communities.

Vaccine Confidence Toolkit

Webinar Series



[Immunizationmanagers.org/resources-toolkits/vaccine-confidence-toolkit/](https://immunizationmanagers.org/resources-toolkits/vaccine-confidence-toolkit/)

New AIM Podcast Series “REACHing for Vaccine Equity”

Listen to Episode 1!

- Hosted by AIM iREACH project Public Health Consultants **Dr. Yabo Beysolow** and **Lisa Jacques-Carroll**, each episode discusses how individuals living with chronic health conditions can continue to thrive with the preventive power of getting vaccinated and adopting healthy behaviors.
- In the first episode, here from leaders from the National Kidney Foundation of Michigan (NKFM) to learn about kidney health and how people can continue to thrive with the preventive power of vaccination and healthy behaviors.

Listen [Here](#)

(Check it out on our website under the Resource Library)



Episode 1
Kidney Disease

Cynthia Nichols-Jackson
Program Coordinator - Patient Services
National Kidney Foundation of Michigan



Theresa Tejada
Program Specialist
National Kidney Foundation of Michigan



REACHing for Vaccine Equity
A limited series podcast
iREACH
resource. engage. connect.

Thank you!

Questions?

Reach us at info@immunizationmanagers.org