An Innovative Community Partnership to Increase Vaccine Confidence and Access

MARCH 29, 2023
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

- Not a burden
- Slight burden
- Substantial burden

<table>
<thead>
<tr>
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<th>COVID vaccinations</th>
<th>Routine vaccinations</th>
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<tbody>
<tr>
<td>Slight burden</td>
<td>17</td>
<td>10</td>
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<tr>
<td>Substantial</td>
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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
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.
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
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
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
Campaign Impact - Recruitment

Webinars and Email Outreach
Campaign Impact – Printed Materials - NDBN

Stickers – English/Spanish

Postcards – English/Spanish

Posters - English

Posters - Spanish
Campaign Impact – Printed Materials - APS

Stickers

Postcards

Posters - English

Posters - Spanish
Campaign Impact – Printed Materials
Campaign Impact – Dedicated Web Pages

https://nationaldiaperbanknetwork.org/we-can-do-this/
Campaign Impact – Dedicated Web Pages

https://allianceforperiodsupplies.org/we-can-do-this
Campaign Impact – National Launch

Press Conference with HHS Secretary Xavier Becerra and Congresswoman Rosa DeLauro in Connecticut
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.
**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*
Campaign Impact – Reach

Alliance for Period Supplies

- 101,296 Stickers
- 30,632 Postcards
- 575 Posters
- 56 QR Codes scans (Vaccines.gov/Vacunas.gov)
- 205 Social Media Posts
- Total Estimated Reach by APS Members - 394K individuals
- **Exceeded Program goal (90,000) by 300,000+**
8 Programs in Action
Connecticut – North Haven
The Diaper Bank of Connecticut
Distribution Results:

- Stickers - 25,334
- Postcards - 5,575
- Posters – 10
- Total Reach – 63,393
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
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
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
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
Tennessee – Nashville
Nashville Diaper Connection
Distribution Results:

- Stickers - 6,907
- Postcards - 6,907
- Total Reach – 34,535
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
Virginia – Ashburn
NOVA Diaper Bank
Distribution Results:

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

Parents Need Diapers ➔ Nash Diaper Partner ➔ Get Diapers

The Connections™ Program

Parents Need Diapers ➔ Nash Diaper Partner ➔ Get Diapers ➔ Engages with Clinic Provider ➔ Gets More Diapers
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

Public Health Champion

Diaper Bank

Community Partners

Patients/Families

Payers

Providers
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

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™

Promising Practice
Connections™ Program

Description:
The Connections™ Program uses diaper donations to promote increased engagement by parents and caregivers in healthcare providers that are known to improve the health outcomes of their children, specifically, the number of recommended vaccinations. The program is available at our NASH Site Connections™ Partners: Nashville is proud to support the development of NASH Site Connections™. Parents can receive diapers at each of the NASH Site Connections™. Newborns are eligible for these diapers at each of the NASH Site Connections™. Special order diapers are shipped directly to the NASH Site Connections™. Parents are encouraged to contact their NASH Site Connections™ for more information on how to receive diapers.

P4 Challenge Winners Showcase

Clinical Connections

Halley Department of Pediatrics

Background:
Halley Department of Pediatrics is located in Nashvllle, TN. This department works to address low vaccination rates among children in the communities they serve. Close vaccination rates have been attributed to the clinic’s closure, due to economic downturn, and the lack of support to get vaccinated due to school closures.

Intervention:
Halley launched a new initiative that consisted of the “NuBusy Net Behind Incentive” and a patient-centric smartphone app.

Halley partnered with Nashville Diaper Connections to provide 50 diapers to each family for each of the 20 routine Early Adolescent Screening, Diagnosis, and Treatment (P3ST) sessions completed. Patients would receive a box of diapers if they were compliant with routine care.

The intervention process:
• Distributed free diapers to families who completed P3ST sessions
• Implemented a smartphone app to deliver physician messaging and provide vaccinations and appointments

Key Metrics:
• 15% increase in vaccination rates
• 100% of families“used” the free diaper incentive
Want More Information?

Please Contact Us

NASHVILLE DIAPER CONNECTION

Doug Adair
doug.adair@nashvillediaperconnection.org
571-643-4504
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/
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)
Thank you!

Questions?
Reach us at info@immunizationmanagers.org