

Engaging Community Leaders in Household Reminder Postcard Campaigns

May 2023



Association of
Immunization
Managers

Overview

- Vaccine Access and Training (VAT) Project Background
- Reminder/Recall Campaign Methods
 - Design
 - Mailing
- Results
- Lessons Learned

About AIM

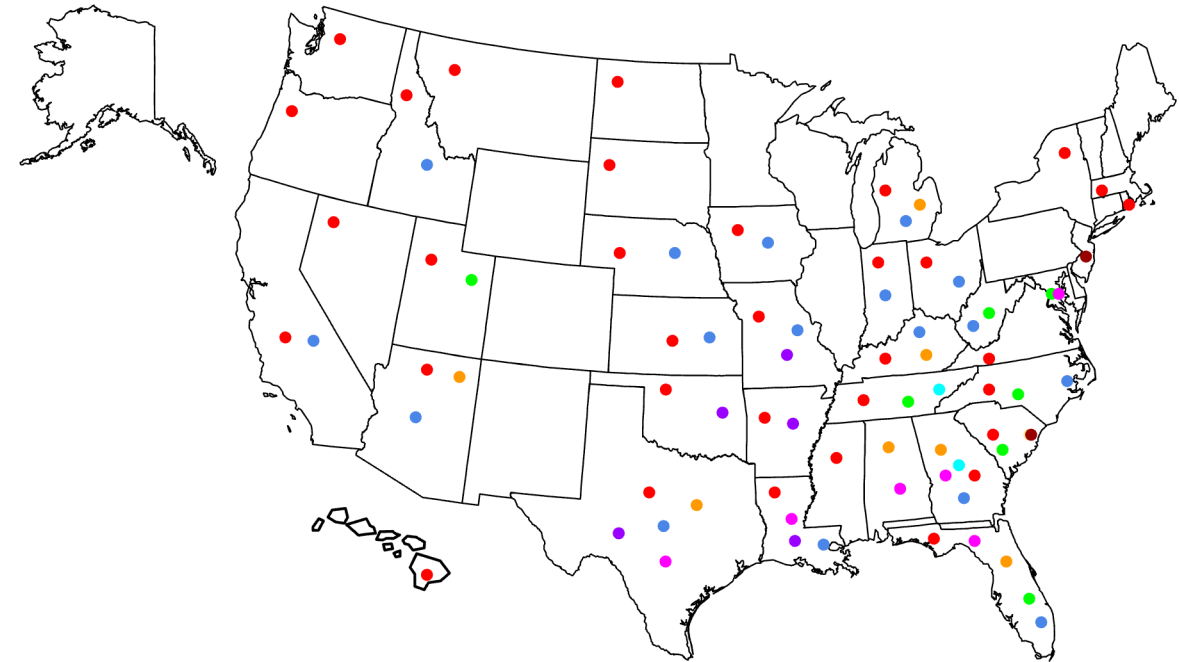
- The Association of Immunization Managers (AIM) represents the 64 immunization programs that receive funding from CDC's National Center for Immunization and Respiratory Diseases (NCIRD)
- In 50 states, 5 major cities + DC, U.S. territories, and Pacific Islands
- Visit immunizationmanagers.org to learn more!

Vaccine Access and Training (VAT) Program

What is the VAT Program?

- HRSA-funded, community-level COVID-19 intervention in historically marginalized and medically underserved communities
- Relied on community health workers (CHWs) to build trust and increase vaccination rates
- Multi-level partnership
 - AIM
 - Center for Global Health Intervention
 - Emory University
 - Johns Hopkins University
 - National Association of County and City Health Officials
 - Urban Strategies

HHS and HRSA Grant Awardees



Legend: Organizations Receiving Funding

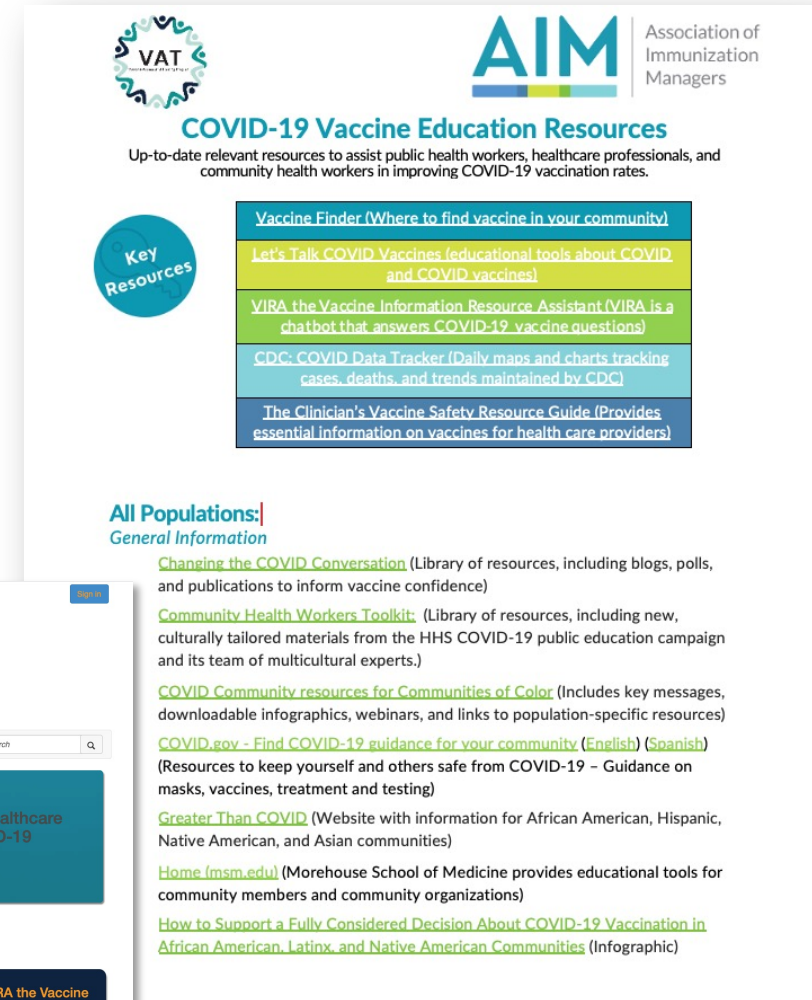
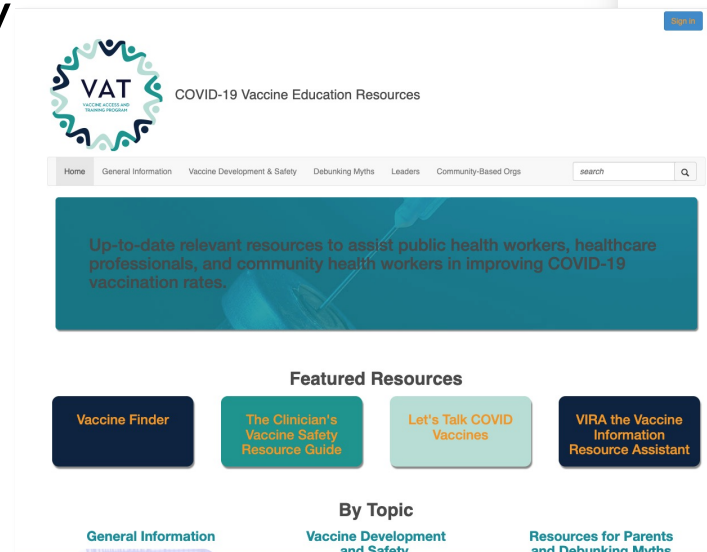
- [Association of Asian/Pacific Community Health Organizations](#)
- [Center for Global Health Innovation, Inc.](#) (AIM)
- [Eyes NJ A NJ Nonprofit Corporation Fairfield](#)
- [The Medi, Inc. Charleston](#)
- [The Morehouse School Of Medicine, Inc.](#)
- [Project Hope-The People-To-People Health Foundation, Inc.](#)
- [Public Health Institute Oakland](#)
- [University of Arkansas System](#)

Vaccine Access and Training (VAT) Program

What was AIM's Role?

- Liaison with state and local immunization programs (IPs)
- Create and organize resources for CHWs and public health
- Reminder/recall in select states
- Share VAT resources with the larger AIM community

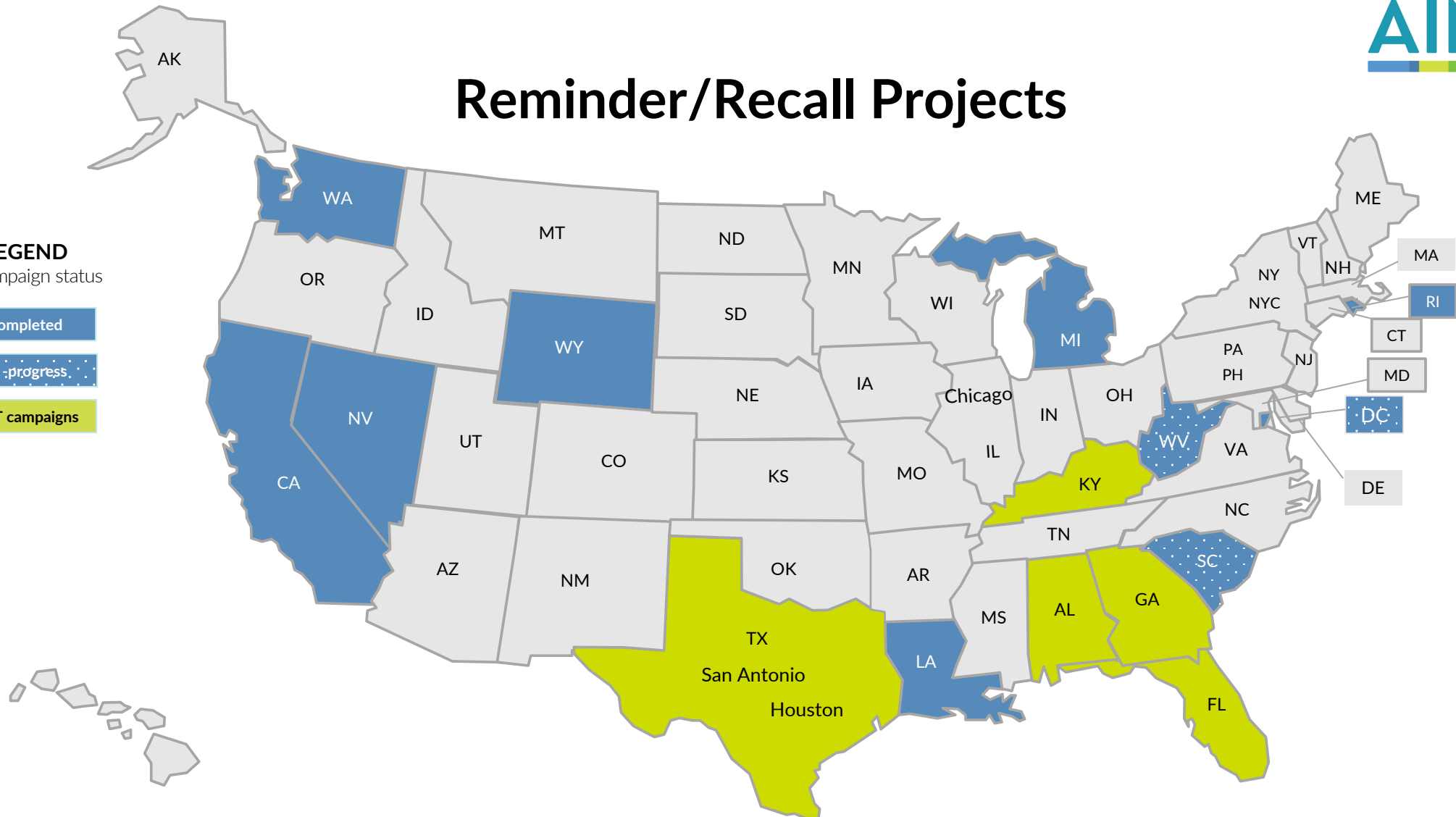
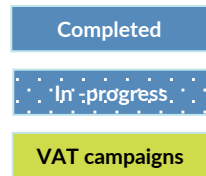
<https://virtualcommunities.naccho.org/vat/home>



Reminder/Recall Projects

LEGEND

By campaign status



Completed or In-progress : Reminder/recall campaigns coordinated by AIM and funded by Sanofi or CDC.

VAT campaigns: Campaigns planned in select rural communities as part of the HRSA Vaccine Access and Training (VAT) grant. Community health workers (CHWs) determined campaign messaging. All were household mailings; postcards were sent to every address in select areas with low adult COVID-19 vaccination rates.

Reminder/Recall Postcard Methods

Where did we conduct campaigns?

- Sent postcards to adults due for COVID-19 vaccine in areas where rates are still low due to access or other issues
- Evaluation Plan: Use IIS mailing list when adult participation in the IIS >70%



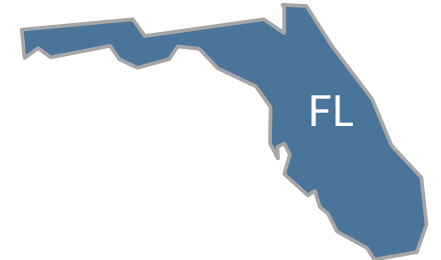
Epes,
Tuskegee



Albany, Augusta,
Eastman, Homerville,
Metter, Milledgeville,
Preston,
Randolph County,
Terrell County



Rio Grande Valley



Polk County



Logan County

Reminder/Recall Postcard Methods

Training and Template Development

6 clinician-led conversations by region included:

- Training on IIS and reminder/recall
- Roundtable discussions on community priorities, culture, imagery, and messaging

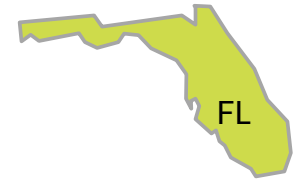
1. Atlanta



2. Detroit



3. Florida



4. Pima County



5. Rural South



6. Texas



Reminder/Recall Postcard Methods

Training and Template Development

Identified 10 Themes:

1. Using tailored messages (5 of 6)
2. Emphasize protecting others (5 of 6)
3. Using trusted messengers (5 of 6)
4. Addressing medical mistrust (4 of 6)
5. Addressing misinformation (4 of 6)
6. Creating partnerships using grassroots approaches (4 of 6)
7. Lowering barriers to vaccination (4 of 6)
8. No political affiliation (3 of 6)
9. Using storytelling (3 of 6)
10. Normalizing COVID-19 (2 of 6)

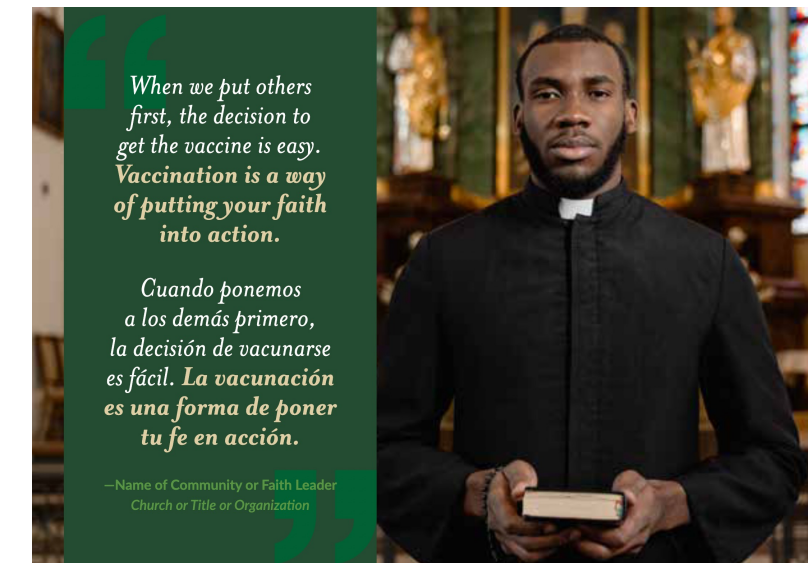


Reminder/Recall Template Development

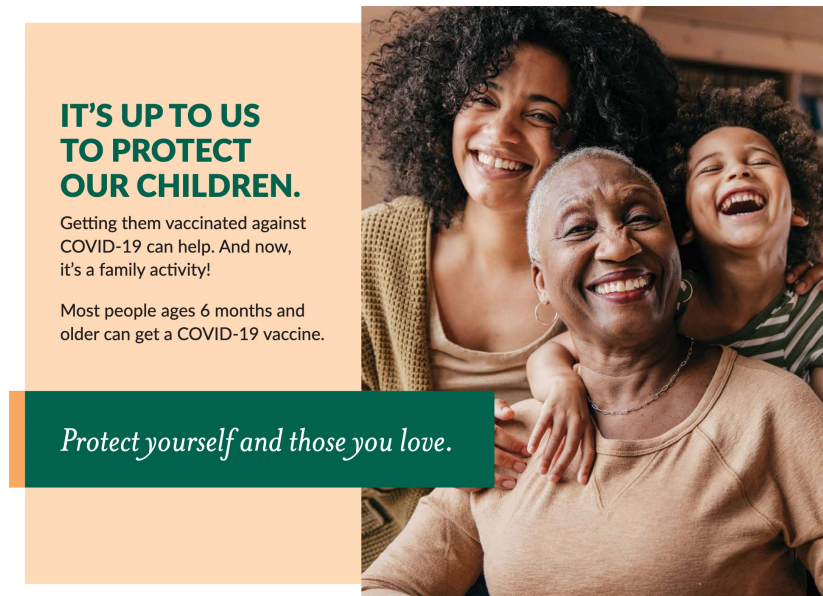
- 4 main templates (6 total)
- Each county (14) was offered and opportunity to create design
- Customizable templates: photos, colors, fonts, text, logos, etc.



Facts (Long-COVID)



Community Leader



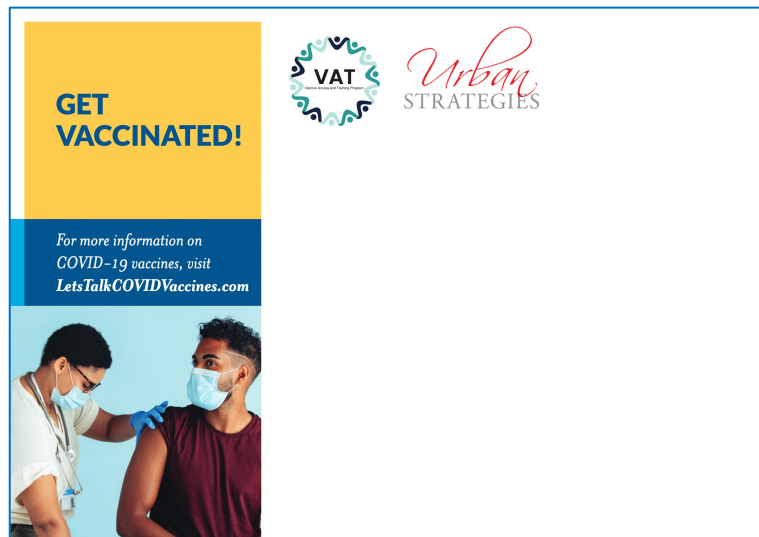
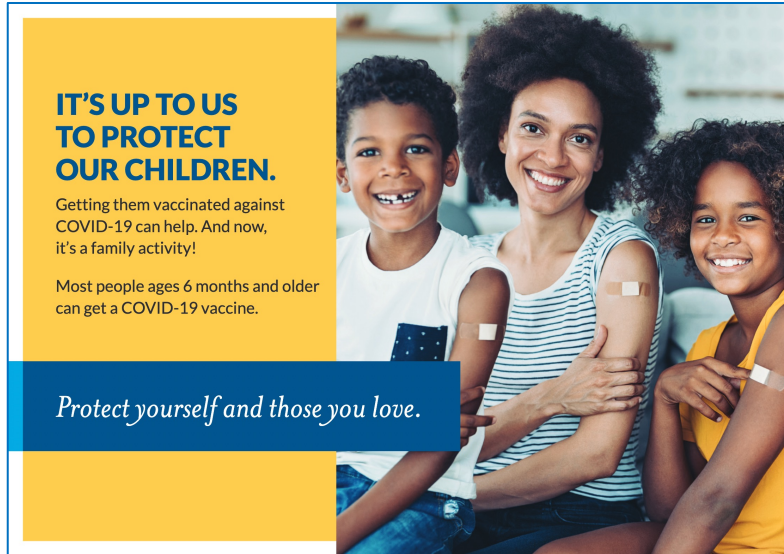
Family/Community



Facts (Checklist)

Reminder/Recall Postcard Results

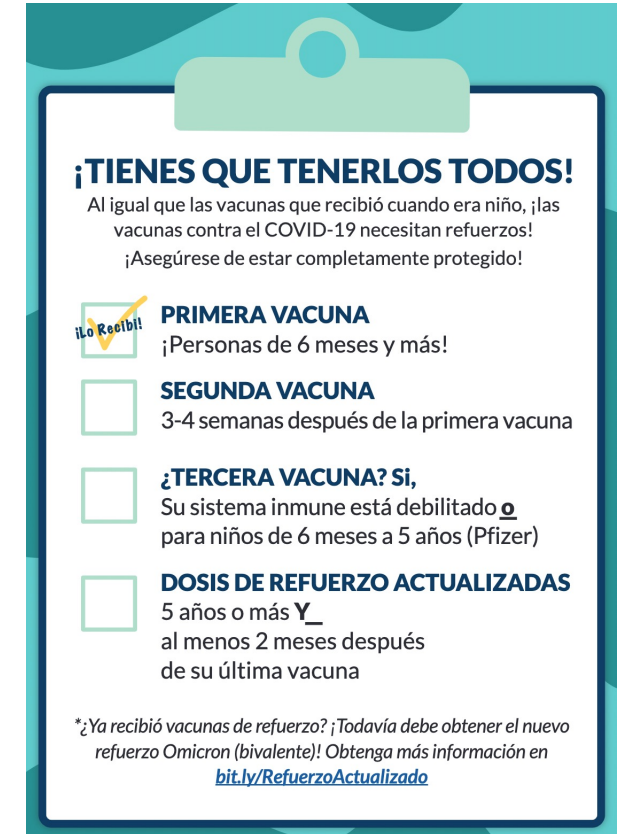
Polk County, FL: 38,342 households



Rural AL, GA, KY: 187,768 households



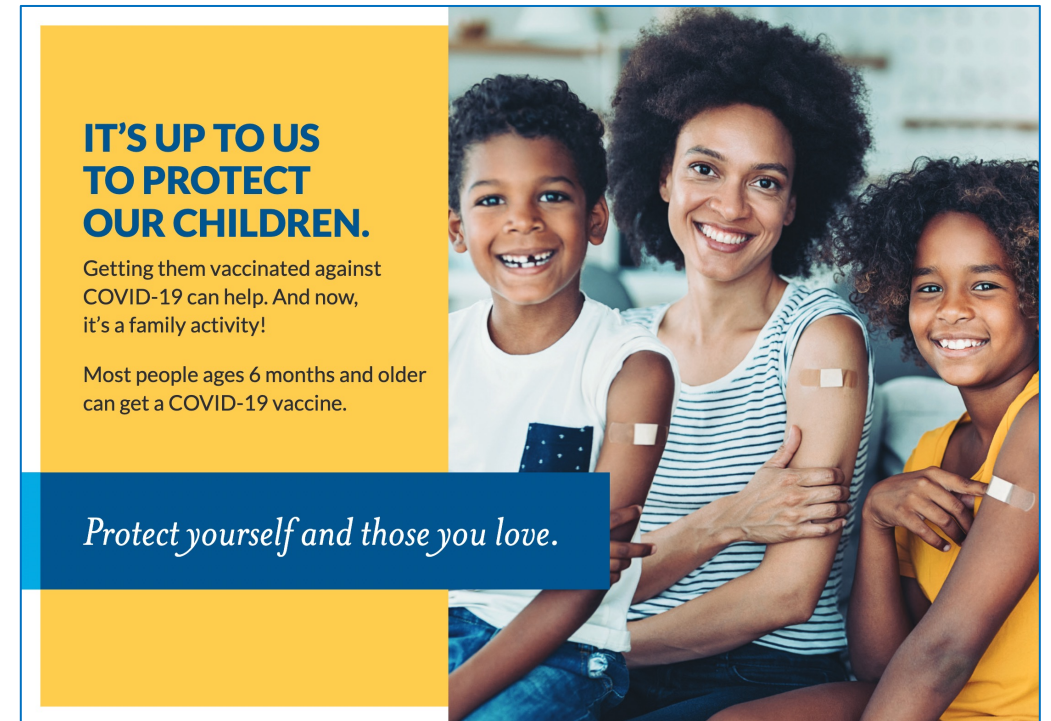
Rio Grande Valley, TX: 85,982 households



Reminder/Recall Postcard Results

Household Postcard Mailings

- IIS data was either incomplete due to low adult participation in IIS or could not be obtained
- Mailed designs to every address – reducing effort required for immunization programs
- Designs mailed at the same time COVID-19 boosters became available for children 5-11 years

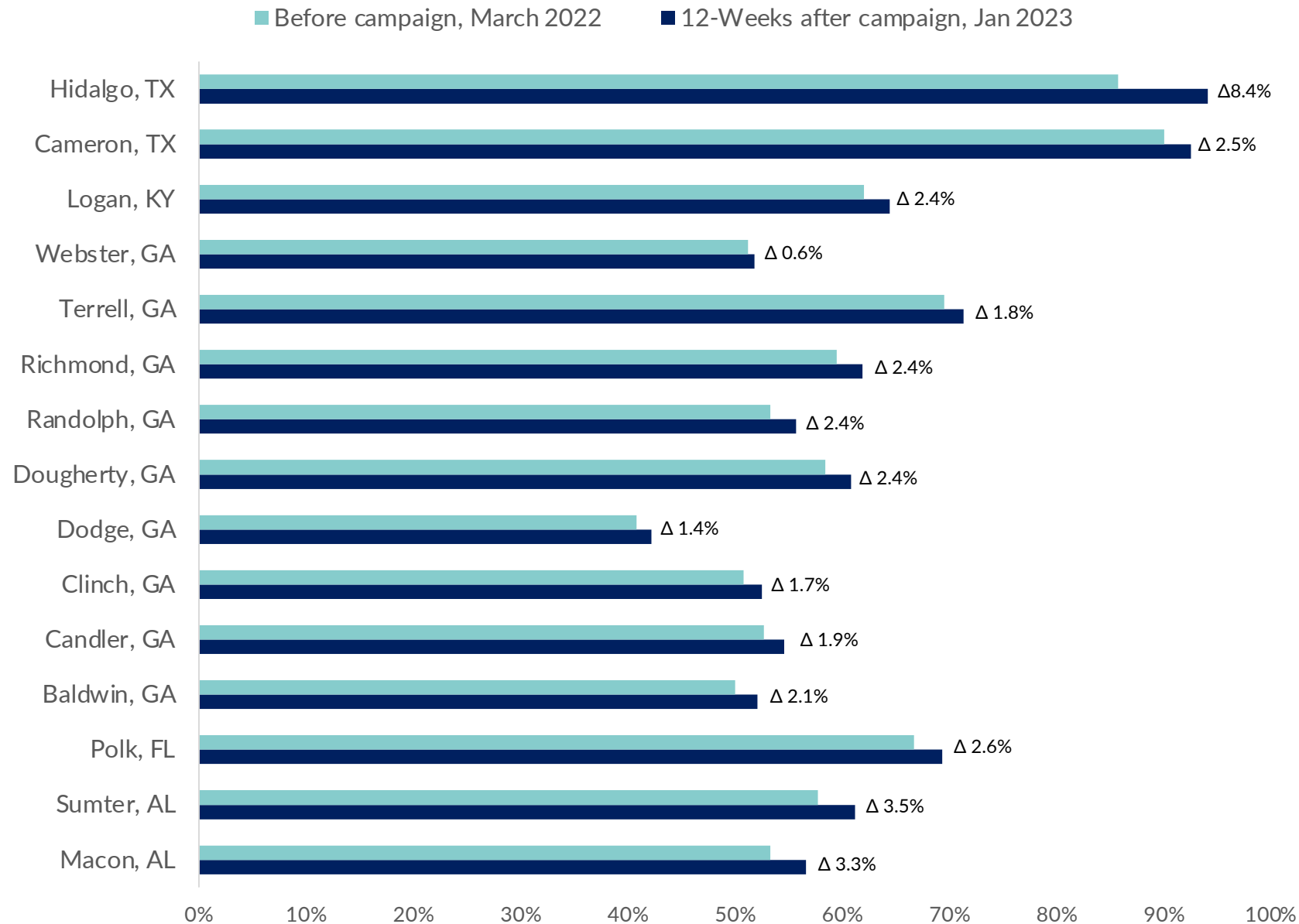


Reminder/Recall Postcard Results

Evaluation

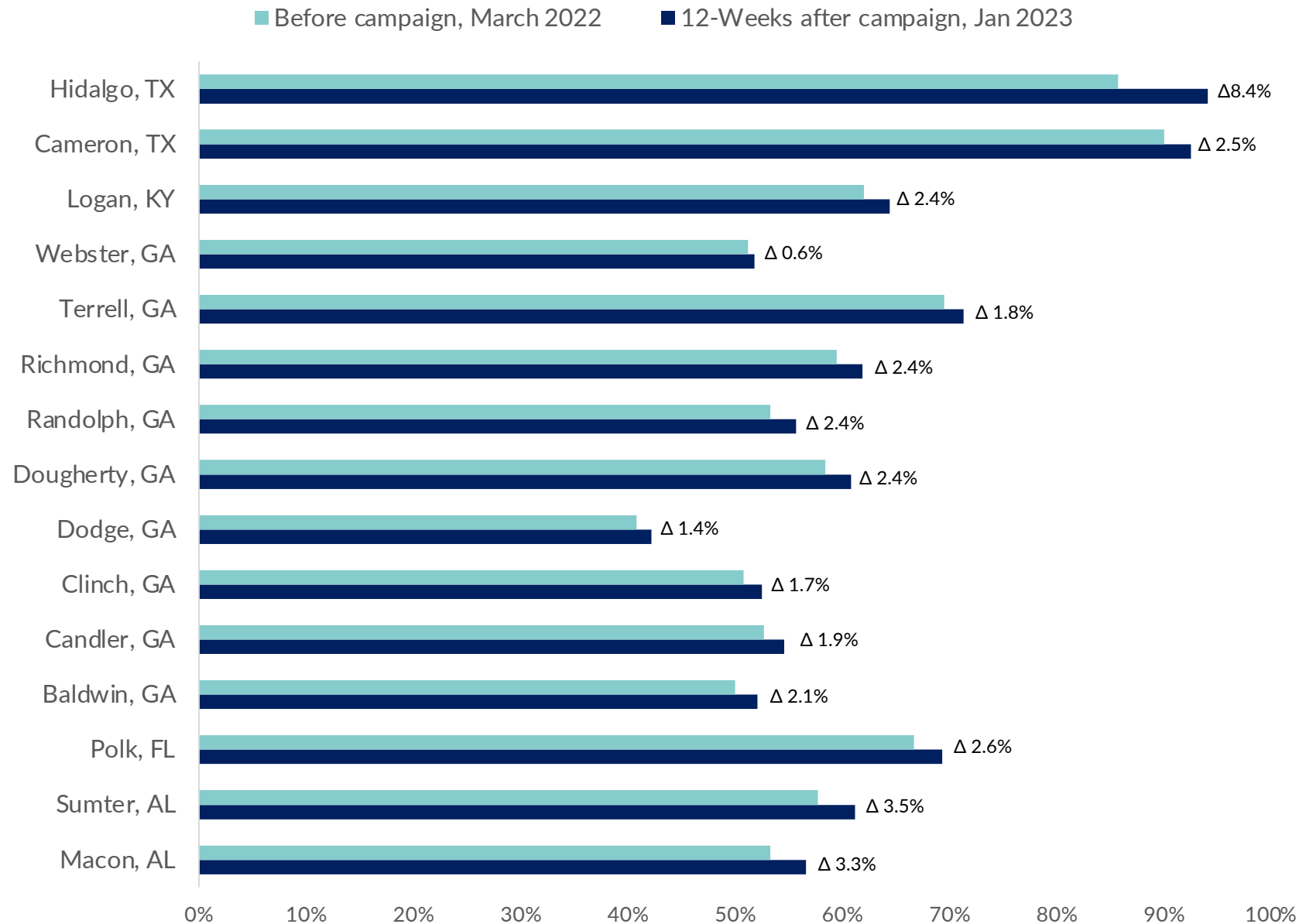
- Lack of IIS data; no ability to accurately compare vaccination
- Qualitative-only evaluation
- Key informant interviews with CHW supervisors from reminder/recall regions
- 2 independent reviewers; themed

% Adults 18+ Completed COVID-19 Primary Series, By County



~100,500
adults completed
COVID-19
primary series

% Adults 18+ Completed COVID-19 Primary Series, By County



Data Limitations

- Can't link vaccination to activities
- Primary series completion only
- Data only available by county, however, mailings sometimes focused on smaller subset

Lessons Learned for Future Reminder/Recall Campaigns

Lessons Learned: Postcard Reminder/Recall

Project Successes

Themes:

1. Addressing misinformation
2. Knowledge of immunization registries
3. CHWs as trusted messengers
4. Taking advantage of multiple design options
5. Appreciation in rural and elderly communities



GOTTA GET 'EM ALL!

Just like the shots you got as a kid, COVID-19 shots need boosters! Make sure you are fully protected!

- ☒ **SHOT #1**
Everyone 6 months and older!
- ☐ **SHOT #2**
Everyone 6 months and older
3-4 weeks after shot #1
- ☐ **SHOT #3? YES, IF:**
You have a weakened immune system **OR**
for children 6 months — 4 years (Pfizer)
- ☐ **UPDATED ("OMICRON") BOOSTER***
12 years and older **AND** at least
2 months after your last shot

*Already had booster shots? You should still get the new Omicron (bivalent) booster! Learn more at bit.ly/UpdatedBooster

Lessons Learned: Postcard Reminder/Recall

Feedback on Postcard and Messaging Development

Themes:

1. Conduct development earlier
2. Offer more variety
3. Offer design flexibility
4. Make available multiple distribution avenues
5. Use face-to-face development process
6. Include educational components
7. Use CHW supervisors for messaging consistency



Lessons Learned: Postcard Reminder/Recall

Other Challenges

Themes:

1. Campaigns introduced too late to support CHW outreach
2. No time for follow-up
3. Effect and engagement varied by community



Lessons Learned: Postcard Reminder/Recall

CHW Recommendations for Future Campaigns

Themes:

1. Use community members as official public health decision-makers
2. Take advantage of community members as existing trusted leaders
3. Include social determinants of health important to the community
4. Stop repeating the old model; account for the changes in our society
5. Make resources more accessible to those who need them most
6. Invest in the long term



Lessons Learned: Postcard Reminder/Recall

CHW recommendations for future campaigns

“We are in a critical moment in our societies history where so many institutions have been delegitimized.

[There’s] lots of misinformation and disinformation out there. [We] need to find legitimate trusted sources in communities that can reinforce that postcard because [a] postcard with just that governmental stamp on it is not enough to make people act on that.

We need to think about working on the ground. We need to use the trust of the people that people trust. That's what we're going to have to do moving forward.”

—CHW Supervisor

Lessons Learned: Postcard Reminder/Recall

CHW recommendations for future campaigns

Themes:

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Jesus Ortiz, Community Health Worker
Brownsville, Texas



AIM Reminder/ Recall Resources

<https://www.immunizationmanagers.org/resources/how-can-reminder-recall-improve-covid-19-vaccination-rates-ip/>



How Can Reminder/Recall Improve COVID-19 Vaccination Rates?

When It Comes to Vaccinations, Your Zip Code Matters

- Compared to people in urban areas, people who live in rural areas are more likely to be:
 - Older
 - Uninsured
 - Further from a hospital
 - Unvaccinated¹
- It may be harder to get vaccinated in places with high poverty and fewer healthcare options.
- Educational information on vaccines may not be available in someone's language.
- The government and healthcare systems have a history of mistreating some communities. People from these communities may be hesitant to get vaccinated.

What is Reminder/Recall?

- "Reminder/Recall" is a way to remind someone to get vaccinated or to recall them to come back and receive another vaccine.
- Reminder/recall happens by sending messages through text, phone call, mail, or email.
 - For example, if someone received the first two COVID-19 vaccines, they are sent a reminder to get a booster dose.
 - This is just like a postcard from your dentist that reminds you to schedule your next appointment.

¹ Saelee, R., Zell, E., Murthy, B., Castro-Roman, P., Fast, H., Meng, L., ... & Murthy, N. (2022, March 4). Disparities in COVID-19 Vaccination Coverage Between Urban and Rural Counties-- United States, December 14, 2020-January 31, 2022. *Morbidity and Mortality Weekly Report*, pp. 335-340.

How Does Reminder/Recall Work?


- Each state must report the COVID-19 vaccines it gives to the Centers for Disease Control and Prevention (CDC).
- Each state has an immunization information system (IIS). The IIS collects and stores vaccination information and home addresses for many people in the state.
- The IIS can make a list of people who have not yet had a COVID-19 vaccination. That list can be used to send postcards or other messages to remind those people of the importance of getting vaccinated against COVID-19. These messages also provide educational information and let people know where they can get vaccinated.

How Can Reminder/Recall Efforts Help You Start the Vaccination Conversation?





- **Know** what the reminder/recall messages look like and what they say. People you meet may have questions or ask about specific information from the messages.
- **ASK** individuals in the community who have not been vaccinated if they got a reminder message.
- **ASK** what people thought of the reminder message. Did it make them think about getting vaccinated? What has kept them from getting vaccinated? What questions do they have?
- If someone is not ready to get vaccinated:
 - **Let them know** that they might get a reminder message telling them how important it is to get the vaccine and where they can go to get it.
 - **Tell them** you hope the message will help them understand more about how important it is to get vaccinated.

AIM Reminder/ Recall Resources

<https://www.immunizationmanager.org/resources/reminder-recall-program/>



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Resources

Reminder/Recall Program

📅 January 5, 2023 📁 Adolescent Immunization, Adult Immunization


What is reminder/recall?

The goal of AIM's reminder/recall (RR) program is to increase immunization rates by assisting members in notifying individuals that they or their child(ren) are due for vaccinations (a.k.a. 'reminder') OR are late receiving a scheduled routine vaccination (a.k.a. 'recall'). AIM supports members by providing decision and coordinating reminder/recall postcard mailings (templates pictured below) to those due for vaccination.

Reminder/recall activities are intended to encourage vaccination. Research shows that reminder/recall interventions are a proven, cost-effective, best practice for increasing immunization rates.


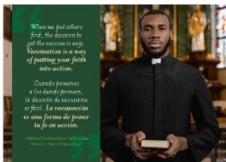



AIM members, if you are interested in working with AIM to develop a reminder/recall program in your jurisdiction, please see the members-only [Reminder/Recall Program](#).






AIM's Role



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Examples in English





Acknowledgements

- 115 community health workers
- Center for Global Health Innovation (CGHI)
- Urban Strategies
- AIM staff:
 - Dandi Dong, MSPHc
 - Iyabode Beysolow, MD
 - Katelyn Wells, PhD
 - Katie Drumhiller, MPH
 - Michelle Fiscus, MD

Questions?

Emily Less, MPH (*she/her*)

Public Health Consultant, AIM
eless@immunizationmanagers.org