

# CHW Action Plan

## Addressing Vaccine Hesitancy



### Summary on Community Partner Strategies

#### ACTION: Addressing Vaccine Hesitancy

During the CHW Collaborative meeting, held Wednesday April 21<sup>st</sup>, thirteen community partners shared their current strategies and action plans in addressing vaccine hesitancy within their priority population.

Community partners are utilizing numerous outreach methods to promote vaccine confidence and availability. Please see below for the targeted outreach and the universal outreach themes among the community partners.

#### Universal Outreach

**Universal Outreach includes activities tailored for the priority population that have a wide reach.**

Below are examples of current strategies and action plans for addressing vaccine hesitancy.

<b>Social Media</b>	<ul style="list-style-type: none"> <li>• Imagery of young trusted messengers.</li> <li>• Connect with parent groups via Facebook.</li> <li>• Continued messaging with trusted community members who have taken the vaccine.</li> </ul>
<b>Print/Flyers</b>	<ul style="list-style-type: none"> <li>• Publish in local magazines/journals - Young Black &amp; In Business Magazine bi-monthly publication.</li> </ul>
<b>Videos Tech Features</b>	<ul style="list-style-type: none"> <li>• Develop podcasts to offer a platform for voices of youth 10-16 and 17-25.</li> </ul>

#### Targeted Outreach

**Targeted Outreach includes activities directed at a specific individual or smaller groups where audience is known.**

Below are examples of current strategies and action plans for addressing vaccine hesitancy.

<b>Individual Contact</b>	<ul style="list-style-type: none"> <li>• “COVID-19 Action Team” has an email address allowing promotores to address all community questions and concerns.</li> </ul>
<b>Community Engagement</b>	<ul style="list-style-type: none"> <li>• Promote a Vaccine Club and create testimonials for younger populations.</li> <li>• Create a Young Professional Advisory Board for input on communication strategies.</li> <li>• Connect with partners to provide educational presentations via Zoom.</li> <li>• Have local faith leaders and healthcare professionals join the townhall calls to share information and answer questions from the community.</li> <li>• Host monthly community meetings “Comunidad Unida” bringing the most recent COVID-19 County updates and address community concerns.</li> <li>• Hosting weekly townhall meetings for each language group to provide information and resources.</li> </ul>
<b>Outreach Events &amp; Collaboration</b>	<ul style="list-style-type: none"> <li>• Vaccination events with community partners.</li> <li>• Collaborate with North County NAACP to develop marketing campaigns that capture hearts and minds of African American community (door-to-door/billboards/community block parties).</li> <li>• Collaborate with local school districts on what actions they are taking at their high schools.</li> <li>• Partnership with Vaccine Angels to refer people in qualifying health equity zip codes to Project SAVE and Project SAVE to refer people not in health equity zip codes to Vaccine Angels.</li> <li>• Utilizing door hangers to individualized outreach by CHWs and some cities including National City, Oceanside, Vista &amp; La Mesa.</li> </ul>

## ACTION: Priority Population, 16-29 Years

As vaccine eligibility expanded to all residents above the age of 16, community partners have developed outreach strategies for those between the ages of 16-29. Partner action plans will address vaccine hesitancy through a lens that is best suited for this population.

**After a review of all partner strategies and actions plans, three themes were observed: social media, school engagement, and partner collaborations.** See below for examples.

### THEME: Social Media

- Sharing flyers and materials on Facebook, Instagram, Twitter, and TikTok

### THEME: School Engagement

*(Staff will make connection to School Sector)*

- Discussion/meeting with teachers and students. Follow-up with a survey to determine the current needs.
- Collaborate with the San Ysidro School District PR to distribute flyers to parents.
- Work with Headstart partner programs and provide appointment assistance to parents.
- Collaborate with schools to provide educational presentations and a Q&A session for parents.
- Table at student lunch programs at apartment complexes.

### THEME: Community Collaboration

- Utilize youth/young adults as CHWs (trusted messengers) to create unique outreach strategies for young adults.
- Collaborate with youth-based organizations.
- Reach out to gyms, Zumba classes, CrossFit, and other training facilities.
- Partner with student associations.

## ACTION: Outreach to Fill Appointments

With the expansion of vaccine eligibility and availability, trusted partners are developing strategies to fill Project SAVE appointments.

**Examples of these strategies include:**

- Communicate with testing sites to refer individuals to partner organizations for appointments.
- Utilize CHWs/Promotores who are connected to select communities/areas
- Collaborate with community partners for vaccination events/opportunities
- Follow-up with community members who have been vaccinated and encourage them to speak with family and/or friends.

## SUMMARY: Requested Resources and Support

Partners shared where they would like support as they continue to expand and develop their action plans for addressing vaccine hesitancy. **The requested support included two key areas: materials and vaccine availability.**

### Materials

- PPE Resources
- Translated resources in Arabic, Vietnamese, Tagalog
- Incentives for community surveys
- CHW blogspace to connect

### Vaccine Availability

- Provide links a week in advance.
- Second dose appointment links.
- More access to mobile vaccination opportunities for locations/partners.
- Provide the vaccine type per site.