

Reaching Vulnerable Residents Through Community Collaboration

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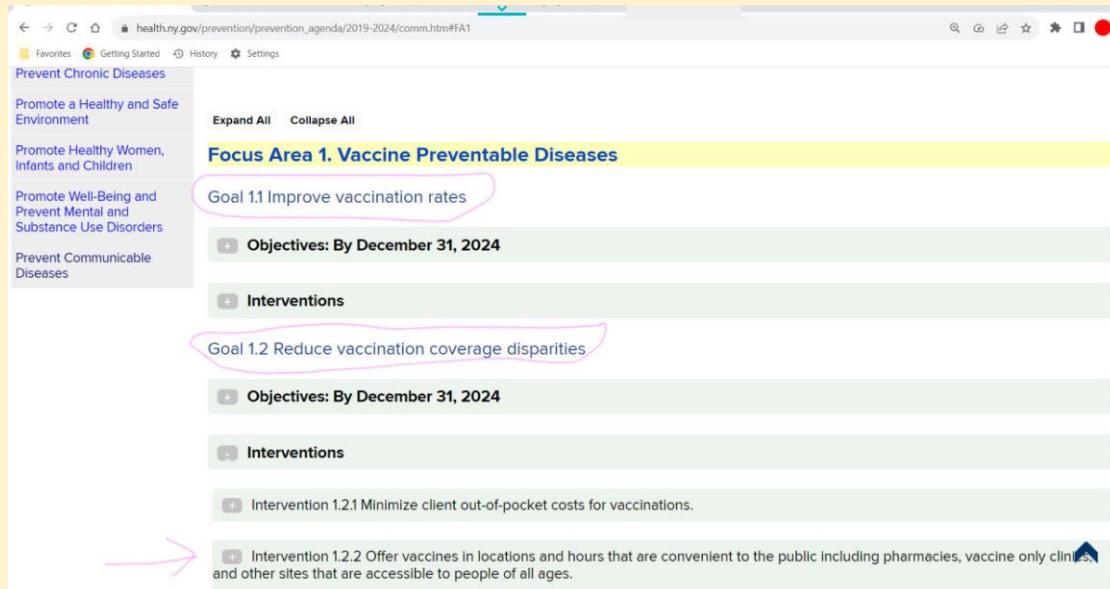
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Learning Objectives

1. Articulate at least two reasons why public health should promote and increase access to vaccination.
2. Identify at least two benefits of community collaboration to promote vaccination.
3. Identify at least two strategies to form a community collaboration.

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Why Promote Vaccination?



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NYSDOH Health Equity

Under the state legislation that established the Office of Health Equity and Human Rights, health equity means achieving the highest level of health for all people and shall entail focused efforts to address avoidable inequalities by equalizing conditions for health for those who have experienced injustices, socioeconomic disadvantages, and systemic disadvantages. Health equity is about addressing the needs experienced by individuals and communities.

https://www.health.ny.gov/community/health_equity/

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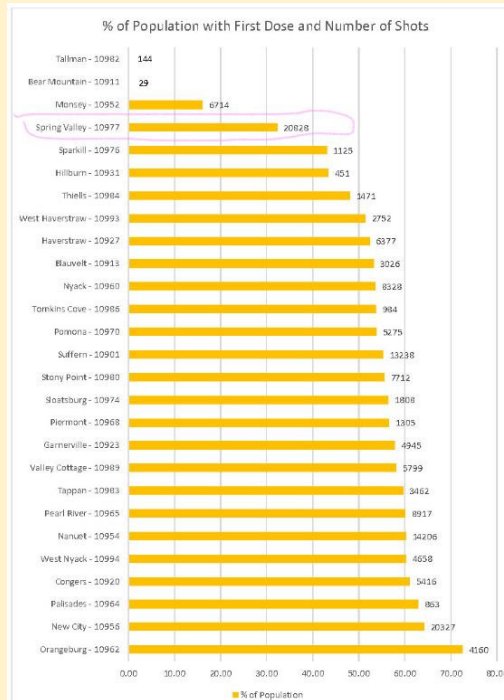
NYSDOH Health Equity

To address health disparities, we must first be able to identify and measure them. Having **good data is critical** to these efforts... (https://www.health.ny.gov/statistics/community/minority/mcd_reports_2021.htm)

Data is sought to answer questions.

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Low
COVID-19
Vaccination
in Spring
Valley, NY
10/31/2021



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Country	% of Population with First Dose and Number of Shots
Taiwan - 20062	94.0
Israel - 20051	93.0
Spain - 20076	87.5
United Kingdom - 20069	87.0
United States - 20068	86.0
Belgium - 20055	81.5
Poland - 20053	80.0
France - 20064	74.0
United Kingdom - 20063	73.0
Belgium - 20067	69.0
Canada - 20065	67.0
Spain - 20066	65.0
Finland - 20064	64.0
Denmark - 20072	62.0
Sweden - 20075	61.0
Italy - 20061	59.0
Germany - 20062	59.0
United States - 20061	57.0
Japan - 20065	54.0
United States - 20066	50.0
United States - 20067	49.0
United States - 20068	48.0
United States - 20069	47.0
United States - 20070	46.0
United States - 20071	45.0
United States - 20072	44.0
United States - 20073	43.0
United States - 20074	42.0
United States - 20075	41.0
United States - 20076	40.0
United States - 20077	39.0
United States - 20078	38.0
United States - 20079	37.0
United States - 20080	36.0
United States - 20081	35.0
United States - 20082	34.0
United States - 20083	33.0
United States - 20084	32.0
United States - 20085	31.0
United States - 20086	30.0
United States - 20087	29.0
United States - 20088	28.0
United States - 20089	27.0
United States - 20090	26.0
United States - 20091	25.0
United States - 20092	24.0
United States - 20093	23.0
United States - 20094	22.0
United States - 20095	21.0
United States - 20096	20.0
United States - 20097	19.0
United States - 20098	18.0
United States - 20099	17.0
United States - 20100	16.0
United States - 20101	15.0
United States - 20102	14.0
United States - 20103	13.0
United States - 20104	12.0
United States - 20105	11.0
United States - 20106	10.0
United States - 20107	9.0
United States - 20108	8.0
United States - 20109	7.0
United States - 20110	6.0
United States - 20111	5.0
United States - 20112	4.0
United States - 20113	3.0
United States - 20114	2.0
United States - 20115	1.0
United States - 20116	0.0

Community Collaboration to Increase Vaccination

Ask Questions

Who needs vaccination?
 Where do we find them?
 What are their concerns?
 Whom do they trust?
 What are the barriers?
 What are the opportunities?

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Community Collaboration to Increase Vaccination

What are the cultural, religious or life experience considerations affecting community participation?

Time of day
 Day of week
 Holiday observances
 Dress codes
 Gender considerations
 Fear



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Community Collaboration to Increase Vaccination

Languages

Literacy

Education levels

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Community Collaboration to Increase Vaccination

Frame the messaging

Identify the community partners

Building relationships and trust



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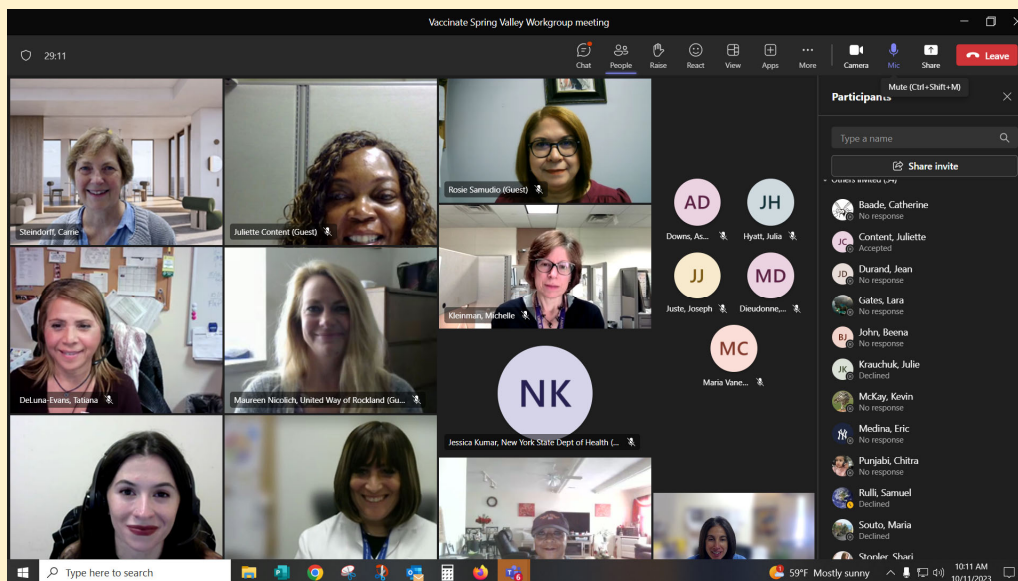
Community Collaboration to Increase Vaccination

Continual Self-reflection

Why didn't I know this information before?
 Who is willing to work with me and why?
 Who do I need to work with and why?
 Am I the best person to be doing this?
 Have I heard what is being said and not said?
 What more do I need?

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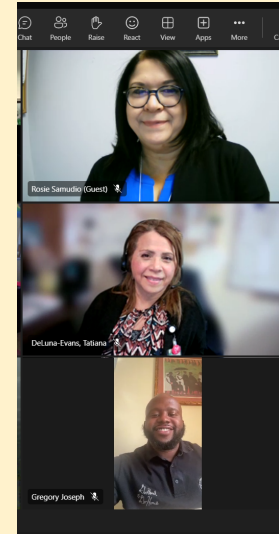
Vaccinate Spring Valley Workgroup



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Vaccinate Spring Valley Workgroup

- Haitian American Nurses Association
- Head Start of Rockland County
- Immigration resources
- Local hospitals
- Martin Luther King Multi-Purpose Center
- Spring Valley NAACP
- Local school district's Family Resource Center
- Lower Hudson Valley Perinatal Network
- Rockland Community Action Partnership/WestCOP
- United Way of Rockland County
- Rockland County Department of Health staff
- Federally Qualified Health Centers
- NYSDOH



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Sustain Community Collaboration

- Alignment of missions
- Listen and respond
- Be inclusive
- Evolve
- Provide service to the community
- Include of gate keepers and leaders/decision-makers
- Meet regularly and conveniently



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Be the Glue

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Spring Fling Vaccine Clinic



School District's Family Resource Center
and
Rockland County Department of Health

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Be the match-maker



1. West COP food pantry
2. Community Medical and Dental
3. Village of Spring Valley

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Partner feedback



Mr. Willie Trotman, President, Spring Valley
NAACP

“The Taskforce was able to provide information as well as access to vaccinations for residents of Spring Valley. We took the mountain to them. This is very important.”

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Partner feedback

“The Vaccinate Spring Valley meetings helped us know what was going on in the area. Meeting consistently is very helpful. It is the best way to disseminate information.”



Marlyn Lestage-Laforest, Midwife and Past-president of Haitian American Nurses Association

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Community Collaboration to Increase Vaccination

Interdisciplinary, coordinated, cross-sector collaboration that involves the prioritized community.

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Lessons

Follow the community's lead.
No turf wars in public health.
Listen to feedback.

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Resources

Butterfoss, Frances Dunn. *Coalitions and Partnerships in Community Health*. San Francisco, Jossey-Ross, 2007

Partnering for Vaccine Equity | CDC.

(n.d.). <https://www.cdc.gov/vaccines/health-equity/>

For Immunization Partners | CDC.

(n.d.). <https://www.cdc.gov/vaccines/partners/index.html>

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Q and A

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