

COVID-19 Vaccine Education and Awareness Webinar Series

Root Causes of Vaccine Hesitancy in Older Adults

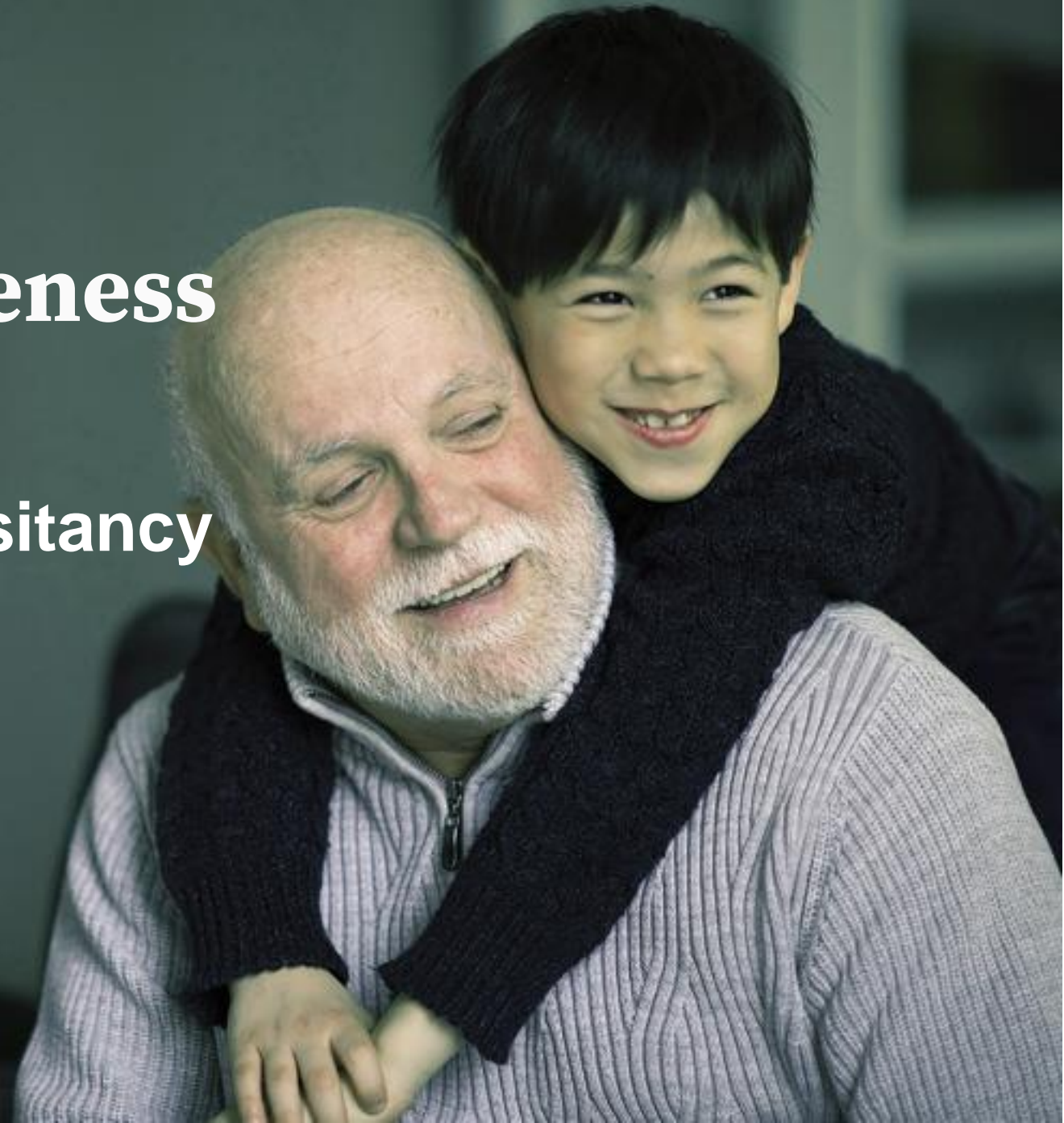
Speakers:

Laura Boggs, Keita Cole, Shannon Patrick, Dr. Daniel
Stadler

Moderator:

Vivian Nava-Schellinger

April 27, 2021



Our Speakers



Amy Walker
Bio



Keita Cole
Southwest Tennessee
Area Agency on Aging



Laura Boggs
Benefits in Action



Dr. Daniel Stadler
Dartmouth-Hitchcock
Medical Center



Shannon Patrick
MHP Salud

Industry Commitment to Scientific Rigor, Transparency and Diversity

- September 8, 2020
- Nine vaccine company CEOs pledged to uphold scientific and ethical standards
- Pledged to “always make the safety and well-being of vaccinated individuals our top priority.”
- “Together these nine companies have collectively developed more than 70 novel vaccines that have helped to eradicate some of the world’s most complex and deadly public health threats”
- Companies have ensured their clinical trials include many people in various races, ethnic groups and ages with many underlying conditions



www.COVIDVaccineFacts.org

- Launched December 4, 2020
- 38 questions to date
- English and Spanish
- Animations and videos from experts

Questions on the site:

- How will we know a Covid-19 vaccine is safe and effective?
- Can I be allergic to vaccines?
- Why do we still need to wear a mask?
- Are there differences between the vaccines?
- Were the clinical trials diverse?



Partnerships with key organizations have helped build confidence by engaging trusted messengers

- BIO has partnered with more than 12 organizations over the last 5 months
- Partners cover many different communities and populations:
 - Multicultural physician and nursing organizations
 - African-American, LatinX, Asian and Pacific Islander, and Native American community groups, including faith-based organizations
 - Groups focused on healthy aging
 - Groups focused on outreach to rural and farm communities
 - Partnership with a third party that works closely with key unions
- Activities supported include:
 - Webinars in English and Spanish
 - Speaker and media training for medical professionals
 - Development of educational materials
 - Media activities: radio tours, TV, newspapers in multiple communities
 - Local coordination and outreach at the community level to facilitate access to vaccines



Who are we?

- MHP Salud is a national non-profit organization that has served the Latino community for over 35 years through Community Health Worker (CHW) programs. We promote the CHW profession nationally as a culturally appropriate strategy to improve health.
- MHP Salud implements CHW programs, including programs serving Latino older adults, and provides training and technical assistance nationally to organizations seeking to improve their services.

The American Public Health Association has adopted the following definition of **Community Health Worker**

A Community Health Worker is a frontline public health worker who is a trusted member of and/or has an unusually close understanding of the community served. This trusting relationship enables the worker to serve as a liaison/link/intermediary between health/social services and the community to facilitate access to services and improve the quality and cultural competence of service delivery.

A Community Health Worker also builds individual and community capacity by increasing health knowledge and self-sufficiency through a range of activities such as outreach, community education, informal counseling, social support and advocacy.

In other words...

A Community Health Worker is a trusted member of the community who empowers their peers through education and connections to health and social resources.



Strengthening Aging Services Program

Technical Assistance Resource Center (TARC)



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Communities Served



Vaccine Education in Rural Communities

Challenges:

- Access
 - Digital divide: access to technology
 - Health literacy & language barriers
 - Night and weekend vaccine clinics
- Hesitancy
 - Misinformation about the vaccines
 - Fear and Mistrust in medical community and government
 - Social Isolation



Vaccine Education in Rural Communities

Opportunities:

- Access: schedule appointments to get vaccinated
- CHWs/*Promotores de Salud* build trust
- Outreach and education
- Shared values including *Familismo*
- Use of stories to connect with individuals





Thank You!



Shannon Patrick, Program Director

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