



# Getting To Yes: Increasing Equitable Outcomes in COVID Vaccination

*Reaching underserved communities  
disproportionately impacted by COVID-19*



February 8, 2021



# Goal & Strategy:

**Goal:** Creating a broad community vaccination strategy with intentional focus on building equity into our Mega and Micro sites in IL and WI with education and outreach to support our strategy.

**Strategy:** AAH aims to execute on new and existing educational and outreach opportunities across diverse communities and vaccine phase patient groups. AAH will address unique patient, consumer, and community partner needs to decrease vaccine hesitancy and increase vaccination outcomes.

# Community Connections

Education + Access = Getting to Yes

## Education

- Getting Ready Campaign
  - Online webinars ( live and distributing recorded sessions)
  - Vaccine PSA's
  - Education materials
  - English and Spanish availabilities
  - Placement in partner platforms
  - Listening Sessions

## Access

- Micro site Distribution plan
  - Identified sites with current partnerships
  - Stakeholder group enrollment processes
- Onsite/Virtual navigation tools
  - Ipads/tablets for scheduling
  - Workflow that mimics community flu clinics
- Solutions to overcome barriers
  - Transportation ideas
  - Language Services support

# Community Education and Outreach Strategy

# Top Vaccine Community Concerns

- Vaccine hesitancy – communities of color not wanting to receive the vaccine due to historical implications (Tuskegee experiment, etc.)
- Implications of current challenges with healthcare systems that feed mistrust in diverse communities
- Lack of vaccine research and trials/vaccine- belief that it was deployed too fast
- Apprehension to adverse reactions to receiving the vaccine (Bell's Palsy, death, etc.)
- Lack of technology access to smart phones, internet, computer access to sign-up for vaccines
- Language barriers – need for translators, translated documents to explain vaccine process and overall vaccine information, Live Well is not translated
- Lack of education on the impacts of vaccine (what does the vaccine consist of); general explanation of the vaccine
- Misleading information on type of vaccines: Moderna, Pfizer, J&J and doses (1 vs. 2)
- Lack of trust and fear of being tracked
- Quality of vaccine being provided to communities

# Key Principles of Our Plans



Iteration



Investment



Involvement



Integration



Information

<https://www.centerforhealthsecurity.org/news/center-news/2021-02-09-CommuniVaxReport.html>

# Strategies and Tactics

1. Listening sessions to inform strategy design and improvement of vaccine deployment in communities
2. Patient facing education materials to inform patients about vaccine readiness
3. Develop multi-media community outreach touchpoint
4. Produce team member facing educational materials
5. Leverage strategic partnerships for engagement and messaging
6. Leverage strategic partnerships to increase access to vaccination

# Strategies & Tactics:



## **1 Listening sessions to inform strategy design and improvement of vaccine deployment in communities**

### Tactics:

- Community listening sessions with diverse partner organizations
- Language services and M&SC engagement (Townhall with interpreters and chaplains)
- Barbershop initiative mini townhall with community partner



## **2 Patient facing education materials to inform patients about vaccine readiness**

### Tactics:

- Message Coordination with PAM and DE&I
- Translation of AAH Covid-19 Materials in Spanish and other languages
- Utilize AAH clinicians who are vested in overcoming vaccine hesitancy



# Strategies & Tactics Cont:



3

## **Develop multi-media community outreach touchpoints**

- AAH Social Media Channels (PSAs, Facebook Live Town Halls, etc.)
- AAH Living Well Community Conversations
- Simple educational messaging from PAM to diverse audiences
- AAH Health Corner – educational materials in community partner E-Communications
- Community Vaccine Ambassador Program
- Targeted earned media outreach



4

## **Produce team member facing educational materials**

- PSR talking points for leaders and providers
- Acknowledge cultural nuances and apprehensions by creating an awareness sheet with talking points for patients and team members
- Leader forums (Medical Group Convening, CMO Core Team mtg, Nursing and Newsletters)

# Strategies & Tactics Cont:



5

## **Leverage strategic partnerships for engagement and messaging**

- Leveraging community-based partners with established trust relationships with the community
- Faith leaders' insight, outreach and messaging platforms
- Demographic focused target lists (e.g.: 65+, African American, Hispanic/Latino)
- Identified key influencers across footprint



6

## **Leverage strategic partnerships to increase access to vaccination**

- Establish mega and micro sites to provide community-based access points in vulnerable communities
- Develop innovative partnerships with new or existing vaccinators (governmental sites/programs, sports teams, Pharma & pharmacies, education sites, FQHCs, and employers)
- Improve registration and use of AAH LiveWell App, MyAdvocateAurora
- Engage partner agency staff and community health workers
- Provide cultural competency training for vaccination site staff

# Vaccine Community Outreach and Education to Date

Highlights include:

- Developed culturally appropriate Covid-19 vaccine awareness educational materials in dual languages (English and Spanish) and partnered with community groups to expand our outreach
- Launched paid media advertising in select AA and Hispanic markets and a robust AAH social media campaign with public service announcements from AAH leaders and physicians promoting the importance of receiving the Covid-19 Vaccine
- Worked with local faith and community partners to host various listening sessions to make connections to about vaccine hesitancy and ease community vaccine uncertainty
- Launched AAH virtual content in English and Spanish about Covid-19 vaccines on our social media platforms with our internal clinical physician experts
- Developed culturally relevant talking points in partnership with AAH physicians to acknowledge cultural nuances and apprehensions
- Targeted culturally print messaging for 65+ age group (AA and Hispanic) to register and continue awareness about the Covid-19 vaccine
- Deepened our partnerships with local community organizations to share AAH Covid-19 vaccine content in their respective e-communications to spread our awareness reach further and wider in diverse communities

# Strategy Updates

- Launched weekly Education and Outreach meeting
  - Broad team meeting across areas ( CH + DEI + CR + MSC)
- Building dedicated project plan for this Education and Outreach strategy
  - PM will aid in identifying synergies and shared information across committees
- Starting reporting for Leadership and Board 2/19

# Community Partner List

Education Outreach and Messaging

EVOLVING LIST

African American	Hispanic/Latino	Asian American	65+ yrs.
Organization and Name			
<ul style="list-style-type: none"> <li>• Trinity United Church</li> <li>• African American Chamber of Commerce for Wisconsin</li> <li>• Racine Community Action Network</li> <li>• Milwaukee Urban League</li> <li>• Milwaukee Health Services</li> <li>• Bethany Lutheran Church</li> <li>• Compassion Baptist Church</li> <li>• Council of Islamic Organizations of Greater Chicago</li> <li>• Interfaith Conference of Greater Milwaukee</li> <li>• Cross Lutheran Church, Milwaukee</li> <li>• St. Bernadette Catholic Church, Milwaukee</li> <li>• Holy Redeemer COGIC</li> </ul>	<ul style="list-style-type: none"> <li>• Hispanic Collaborative</li> <li>• United Community Center</li> <li>• Mano a Mano Family Resource Center</li> <li>• Claretian Associates</li> <li>• UMOS</li> <li>• North West Side Housing Center</li> <li>• Lakeview Food Pantry</li> <li>• DuPage Health Coalition</li> <li>• Interfaith Conference of Greater Milwaukee</li> <li>• Our Lady Queen of Peace</li> <li>• Green Bay Hispanic Outreach Group</li> </ul>	<ul style="list-style-type: none"> <li>• Asian American Pacific Islanders of Wisconsin</li> <li>• Hmong Friendship Association of Milwaukee</li> <li>• Hmong Chamber of Commerce</li> <li>• Asian Health Coalition</li> <li>• Council of Islamic Organizations of Greater Chicago</li> <li>• Interfaith Conference of Greater Milwaukee</li> </ul>	<ul style="list-style-type: none"> <li>• MKE County Dept on Aging</li> <li>• UMOS</li> <li>• Kenosha Human Development Service</li> <li>• WWBIC's VBOC</li> <li>• Salvation Army</li> <li>• Bethesda Community Senior Center</li> <li>• DuPage Senior Citizens Council</li> <li>• Interfaith Conference of Greater Milwaukee</li> <li>• St. Matthias Catholic Church, Milwaukee</li> </ul>