

Advancing the Vaccines Everyone Needs to Be Healthy

COMMUNITY CATALYST'S VACCINE EQUITY AND ACCESS PROGRAM



Community Catalyst's Vaccine Equity Access Program (VEAP) works to increase vaccination coverage among racial and ethnic populations who experience disparities in the United States, so everyone has what they need to be healthy.

In our first year, VEAP partnered with three other national organizations to:

- ✓ **Protect communities** by supporting states, cities, and counties to find unvaccinated communities and take steps to protect them
- ✓ **Empower families** by expanding resources for healthcare professionals to support effective vaccine conversations with parents and community members
- ✓ **Stop myths** by collaborating with partners and trusted messengers to improve confidence in vaccines among at-risk groups





*Defending and advancing the rights
of immigrants with low incomes*

The National Immigrant Law Center activated its Protecting Immigrant Families (PIF) coalition—a multisector network of 500+ organizations across 48 states that engage AAPI, LatinX, Indigenous, African American, and other populations—to combat misinformation about the public charge rule and accessing vaccines and provide funding to help immigrants make informed choices about their healthcare, including vaccines.

Combatting Misinformation:

Despite the rollback of the Trump administration's public charge rule, immigrant communities were hesitant to access free COVID-19 vaccines in fear of jeopardizing their immigration status. Recognizing this barrier, PIF collaborated with a group of immigrant-serving nonprofits to produce a video campaign that informed immigrants that the public charge rule had changed, and COVID-19 vaccines were free, safe, and the best thing you can do for your family. To be culturally relevant, the videos and related campaign materials included people from immigrant communities and was adapted into 9 languages.

Expanding Capacity in Communities:

Many immigrant-serving organizations across the country are not traditional community health nonprofits but wanted to effectively improve COVID-19 vaccine confidence and uptake in their communities. To help support these organizations and increase the number and diversity of vaccination opportunities in immigrant communities, the PIF coalition provided 20 organizations funding to host vaccination events and conduct community outreach in convenient locations such as coffee shops, hair salons, apartment complexes, and churches.



*Serving older adults as a community
of nonprofit aging services providers*

LeadingAge aimed to increase COVID-19 and influenza vaccine confidence and rates among diverse racial and ethnic older adults and their care providers by providing grants to aging services providers and partnering with JOY Collective.

Engaging Aging Services Providers:

To improve vaccination uptake in states that had low COVID-19 vaccination rates, Leading Age provided grants to 38 aging services providers in 23 states to hold vaccination clinics for their employees, residents, and the larger community. Additionally, many providers held vaccine education activities such as informational sessions, distribution of reading materials, and radio advertisements.

Educating Black and Hispanic Care Workers:

In a partnership with JOY Collective, Leading Age developed a new educational campaign with toolkits for Black and Hispanic direct care workers that builds on the 'It's Up to You' campaign by the Ad Council. These toolkits explored vaccine hesitations from Black and Hispanic points of view, while also sharing educational and impactful messages to encourage these direct care providers to make an immediate decision about the COVID-19 vaccine to keep themselves and their families safe.

YOUNG INVINCIBLES

Amplifying the voices of young adults

Young Invincibles worked to increase vaccination rates among young adults by understanding the core attitudinal determinants of vaccine hesitancy among this population and launching the “Generation Vaxxed” campaign.

Uncovering Young Adult Perspectives:

To better understand and combat vaccine hesitancy among young adults, Young Invincibles convened a series of listening sessions with 84 young adults to discuss personal experiences with and attitudes towards COVID vaccines.

Concerns about side effects from the vaccine, followed by a belief that the vaccine may have worse effects than COVID itself, and a belief that young adults do not need to be vaccinated topped the list among those who had not yet been vaccinated. Recommendations uncovered include dispelling misinformation with clear, accurate, plain language guidance; meet them where they are with readily available vaccine sites; seek out multiple messengers; and institutional requirements have a positive impact on vaccine uptake.

Galvanizing Generation Vaxxed:

With young adult perspectives uncovered, Young Invincibles launched the “GenVaxxed Campaign” to tap into young adults’ motivations and empower them to get vaccinated for COVID-19. The campaign featured a full suite of digital and social assets, as well as branded merchandise. The campaign was customized for every region and based on demographics (e.g., events at schools) featuring messaging that encouraged young adults to get vaccinated to protect their community; protect themselves against serious illness; and allow them to spend time with their loved ones without compromising their health.

While building vaccine confidence is an ongoing endeavor, VEAP’s first year showed building the power of people and unity across communities can help create a more just, healthy society. However, we won’t stop until everyone has what they need to be healthy, and our health system is shaped and accountable to all people.

Interested in joining us to advance the vaccines everyone needs to be healthy? Email us at VEAP@communitycatalyst.org.

