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

[Image of three women enjoying a meal]
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.

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 hesitancies 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.
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.