

Advancing the Vaccines Everyone Needs to Be Healthy

VACCINE EQUITY AND ACCESS PROGRAM

Success Snapshots

As members of Community Catalyst's Vaccine Equity and Access Program (VEAP), a vital component to our collective success includes sharing and gathering community insights from one another. While challenges to each region and community can feel unique, many of these barriers are seen across community-based organizations (CBOs) and sharing solutions can aid in efforts to vaccinate people who are underserved and overlooked. To share real-world approaches to these barriers, the following CBOs discussed challenges they faced and solutions they deployed to address vaccine hesitancy, language barriers, misinformation, and other obstacles that hinder a shot towards **a healthier, happier life**.



Empowering and equipping women with the resources they need to reduce recidivism

newlifeconnection.org

Making Vaccines Accessible:

New Life Connection predominately serves rural, lower income communities with limited access to reliable transportation. By hosting mobile clinics and pop-up events, New Life Connection eliminated the hassle for community members to find a method of transportation and provided a safe and convenient location for its community to receive accurate resources and vaccinations.

“ We knew that we needed to continue to show up...to get the local clinic partners...to volunteer at those community activities...to pass out reputable information.

ANITA BENNETT,
EXECUTIVE DIRECTOR,
NEW LIFE CONNECTION

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Disseminating Accurate Information:

Misinformation related to COVID-19 and vaccines was a significant barrier for the New Life Connection team, coupled with many community members believing that “COVID is over”. By activating a multi-pronged approach, they were able to fight the misinformation head-on and disseminate accurate, trustworthy information. The team sprang into action by running a weekly social media campaign that featured approximately 10 young adults (ages 18-30) to engage a younger audience. Additionally, they distributed the materials at their mobile clinics and pop-up events and shared them to other local clinics and county organizations.



Serving Northern Colorado to become the healthiest region in the healthiest state
northcoloradohealthalliance.org

Building Community Trust:

The Alliance serves 13-counties around the Northern Colorado and North-Eastern Colorado regions – many of which include migrant, refugee, and rural communities. Political tension in the region has led to resistance for the Alliance team in the form of protests and poor treatment at some of the clinics. However, the team persevered and created a strategy to center mobile clinics around free family fun and entertainment. This allowed them to provide their communities with the materials they needed to make informed decisions about vaccinations, receive vaccines, and help build personal, trusting relationships.

“ Our key to success is being persistent and continuously being present despite the difficulty or barrier being faced with.

MARK WALLACE, MD, MPH,
CHIEF EXECUTIVE OFFICER,
NORTH COLORADO
HEALTH ALLIANCE

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Developing Key Partnerships:

A major barrier in these communities was reliable transportation so the Alliance created strategic partnerships with community businesses to host their mobile clinics. They also centered grassroots community engagement around where their community members are—local grocery stores, restaurants, churches, and schools. By using the same locations consistently, word began to spread and about 90,000 people received their COVID and/or flu vaccines.

Infectious diseases like COVID-19 and influenza are ever evolving, but together, we can create healthier communities by discussing challenges, solutions, and approaches that move people to action.

If you would like to share your Success Snapshots, please reach out to VEAP@communitycatalyst.org for more information.

