

# A Community-based Approach to Vaccine Access: Lessons from the Camden Coalition

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**Camden Coalition**  
of Healthcare Providers

# A Community-based Approach to Vaccine Access: Lessons from the Camden Coalition



**Shelby Kehoe**  
Policy and Advocacy



**Emily Wasuna**  
Field Building and  
Resources



1. Understand regional insights from the Camden Coalition's community and provider vaccine confidence surveys
2. Review community-based efforts to promote vaccines and build vaccine confidence
  - Ambassador programs (adult and youth)
  - Early lessons in community engagement
3. Understand how we can apply these lessons to primary care and family practice
  - Vaccine confidence training and workflows for all staff



**Care Team  
Interventions  
& Clinical  
Redesign**

**HIE &  
Data  
Analytics**

**Convening,  
Policy and  
Advocacy**

The Camden Coalition works to improve the health & well-being of individuals with complex health & social needs in the Camden region.



**Camden Core Model**



**Connection to Primary Care**



**Housing First**



**Reentry Program**



**Maternal Health**



**Addiction Treatment**



**Medical-Legal Partnership**



Our early learnings from the pandemic, hypotheses about vaccine uptake, and our positioning in the community drove us to launch an effort to understand attitudes toward vaccines.



- Observations from setting up testing and contact tracing operations earlier in the pandemic
- Low vaccination rates in NJ
- Testimony from local providers about vaccine confidence and levels of trust in the community
- Anecdotes from community members regarding information and misinformation present in the community
- Positioning of our community-based care teams
- Strong partnerships with healthcare organizations and community-based organizations



We designed our conversation-style survey with input from our Community Advisory Council and incorporated mixed methods to ensure we captured the voice of the community.



6. What are your feelings about the *COVID-19* vaccine?

**DO NOT READ THE FOLLOWING QUESTION ALOUD**  
**INDICATE WHETHER OR NOT THE RESPONDENT EXPRESSED CONCERN THROUGH CONVERSATION**

- a. Did the respondent express feelings of concern throughout conversation?      YES      NO      Prefer not to answer

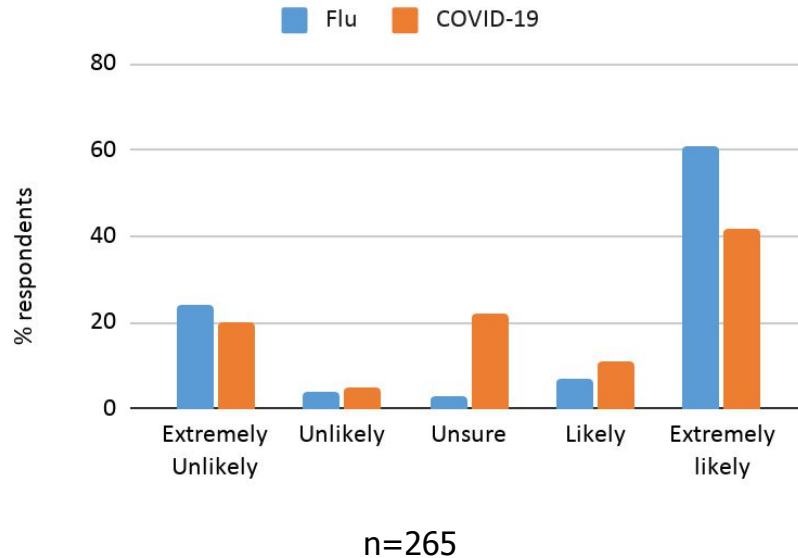
**IF THE RESPONDENT *EXPRESSED CONCERN*, PLEASE CHECK EACH ITEM OF CONCERN THAT WAS MENTIONED**

*(If the respondent **did not** express feelings of concern, please skip to the next question)*

- I just don't know enough about it \_\_\_\_\_
- All vaccines are concerning, COVID is no different \_\_\_\_\_
- Previous bad experience with vaccines (got a fever, etc.) \_\_\_\_\_
- Concerns about getting COVID from the vaccine \_\_\_\_\_
- Worry about insufficient testing \_\_\_\_\_
- General safety concerns \_\_\_\_\_
- Concerns about microchipping \_\_\_\_\_
- Concerns about other governmental control \_\_\_\_\_
- Vaccines target low-income communities of color \_\_\_\_\_
- Worry about going into clinical sites during COVID \_\_\_\_\_
- Lost employment during COVID and therefore coverage/access to vaccines \_\_\_\_\_
- Unemployment NOT related to COVID-19 \_\_\_\_\_
- Prefer not to answer \_\_\_\_\_
- Other (please specify) \_\_\_\_\_



# Survey Results: Vaccination likelihood



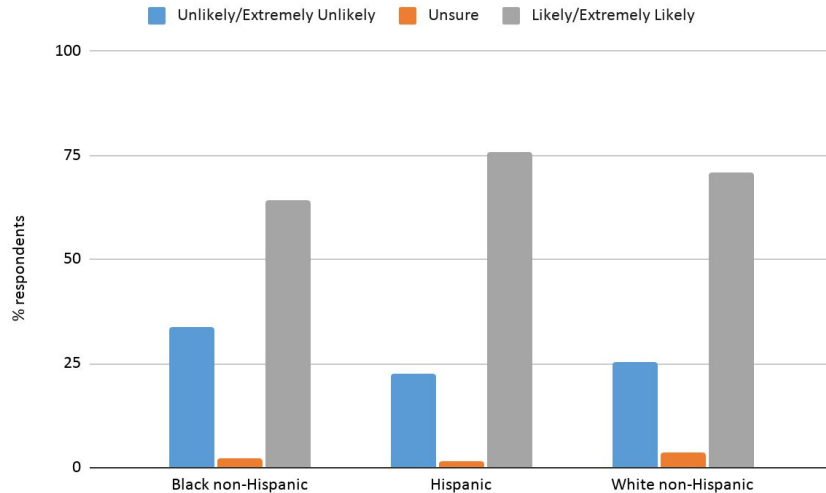
- 53% of our respondents stated they were likely or extremely likely to receive the COVID-19 vaccine
- National averages from the same time period were 70%



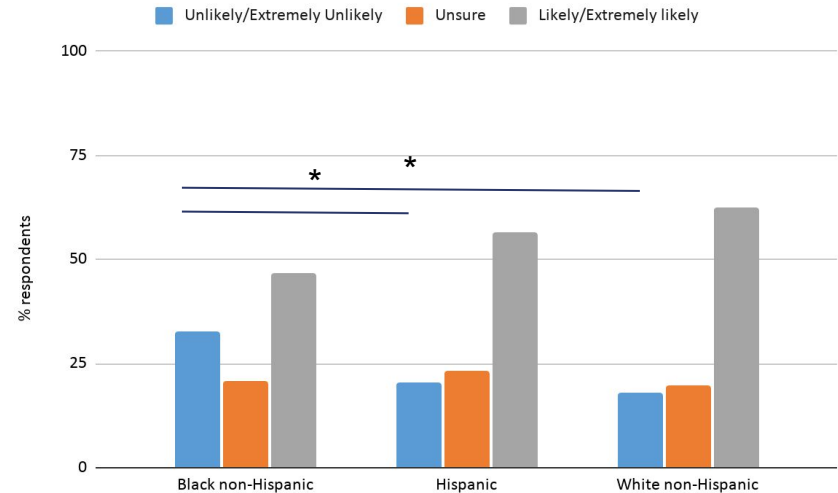
# Survey Results: Race/Ethnicity



## Flu



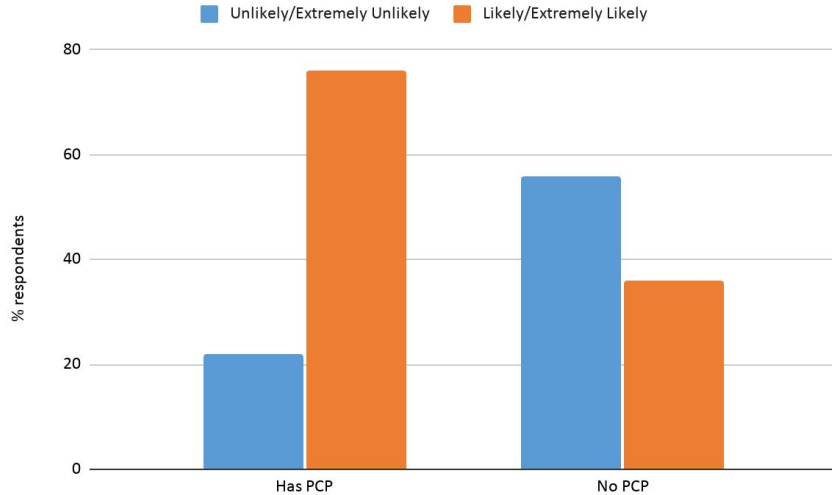
## COVID-19



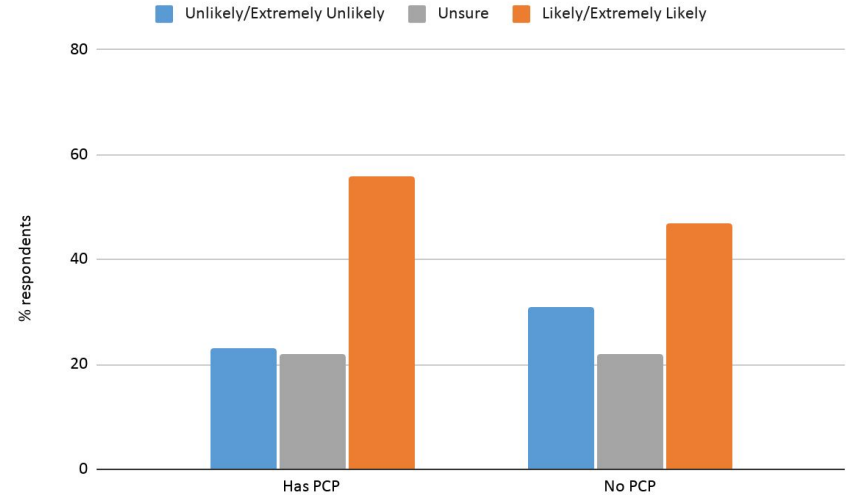
# Survey Results: PCP connection



## Flu



## COVID-19



# What were people concerned about?



## **Routine vaccines (n=59):**

1. Previous bad experience with a vaccine (37%)
2. Concerns about getting the virus the vaccine acts against (33%)
3. Overall safety concerns (26%)

## **COVID-19 (n=141):**

1. Don't know enough about it (55%)
2. General safety concerns (50%)
3. Concerns about amount of testing (28%)

What has helped respondents become more confident (routine n=59; COVID-19 n=124)?

1. **Better education (60%; 78%)**
2. **Discussion with a medical provider (50%; 62%)**
3. Fear of contracting the virus (23%; 18%)

**79% of respondents said they trusted medical providers to give them information about vaccines.**

# Provider Survey Rollout



- **Respondents:** 153 regional care team members
  - 30% registered nurses (RNs) and behavioral health providers
  - 19% physicians/nurse practitioners/physicians' assistants
  - 18% medical assistants and licensed practical nurses (LPNs)
  - 16% non-clinical staff
  - 15% community health workers

# Provider Survey - preliminary finding



- Only  $\frac{2}{3}$  of providers are likely to engage patients who express hesitancy in confidence building discussions
- When asked what would make the respondent more likely to engage, the top two responses for both routine and COVID-19 vaccines were:
  - More education
  - Clear workflow and role definition
- 80% of respondents had never been trained on how to engage patients with vaccine hesitancy
- A third reported having no workflow for engaging these patients and about half were unsure if a workflow exists or not

# Community & Provider Survey Takeaways



- Providers need to be in lockstep with community members as we continue the vaccine roll-out
- We should acknowledge race and other differences in hesitancy **not** to justify lower vaccination rates in these subgroups but to allocate resources and tailor strategies accordingly
- To achieve equitable roll-out strategies, we need interventions that will reach people who face barriers correlated with lower likelihood of getting vaccinated:
  - Individuals who are housing unstable
  - Individuals who lack insurance
  - Individuals who don't have a trusting relationship with a PCP
- We must acknowledge the role of healthcare providers (broadly defined) in building vaccine confidence and resource them accordingly

# Taking action on vaccine confidence & removing barriers to access



| Opportunity                                | What We're Doing   |
|--|--|
| Meeting community members where they are   | <ul style="list-style-type: none"><li>• Trained up community members, young people, and faith-based leaders as ambassadors to flyer and talk to people in the community</li></ul>  |
| Building confidence among front line staff | <ul style="list-style-type: none"><li>• Used provider survey insights to design a training for front line clinical and non-clinical staff to build their own confidence in the vaccine; build confidence in talking to others about the vaccine; and build knowledge in supporting patient access to the vaccine</li></ul> |



# Purpose of our Ambassador initiatives



- Prepare trusted community messengers to share important public health information and answer questions from their friends, families, and neighbors
- Quickly get the word out in an environment of rapidly changing information
- Create direct pathways for community members to channel questions about COVID-19 and vaccines
- Include community in problem solving
- Build an infrastructure to support vaccine confidence and access



# Roles & Responsibilities: Community & Network Ambassadors



## **Network Ambassadors:**

- Attend trainings organized by Camden Coalition
- Review materials received
- Utilize existing network channels to share information
- Raise any questions/concerns they cannot answer with Camden Coalition

## **Community Ambassadors** (in addition to Network responsibilities):

- Canvass neighborhoods and businesses
- Cultivate new channels for sharing information
- Report back themes they are hearing from the community
- Serve as thought partners about how to ensure equity in COVID response
- Be available to speak to groups on the topics that they are trained on

# Roles & Responsibilities: Youth Ambassadors



In addition to responsibilities of Community Ambassadors:

- Serve as thought partners about
  - How to ensure equity in COVID response
  - Themes coming from the community
  - Best ways to engage 12-21 year olds
- Actively engage other youth in-person and on social media



# Vaccine confidence building training



- Understand the scientific basis of vaccines
- Possess the knowledge and skills to stay up to date on the evolving data and science
- Possess the skills to facilitate confidence-building discussions with patients who express hesitancy
- Understand local resources in order to advocate for patient access to COVID-19 vaccines
- Possess skills to navigate conversations and troubleshoot issues related to access

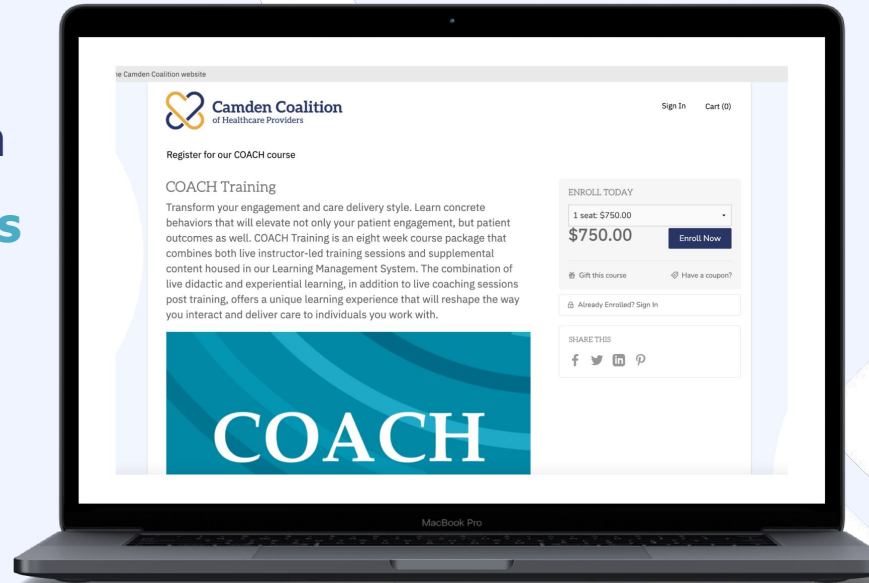
# How these lessons can be applied in primary care and family practice



- Vaccine confidence building training schedule
  - Friday, 11/19 12-2 pm est
  - Monday, 12/6 12-2 pm est
  - Monday, 12/20 12-2 pm est
- 2022 dates will be announced in the coming weeks

# COACH: Moving out of the “fix it” framework toward sustainable change

- Launch date: **January 2022**
- 10 CEUs available upon course completion
- Register at: [camdenhealth.org/courses](https://camdenhealth.org/courses)
- For more information, contact:  
**camdenTA@camdenhealth.org**





Questions?



# Thank you!

## **Camden Coalition of Healthcare Providers**

[www.camdenhealth.org](http://www.camdenhealth.org)

@camdenhealth

800 Cooper St., 7<sup>th</sup> Floor  
Camden, NJ 08102

