

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

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



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Objectives



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
 - o Ambassador programs (adult and youth)
 - o Early lessons in community engagement
3. Understand how we can apply these lessons to primary care and family practice
 - o 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 YES NO Prefer not to answer
throughout conversation?

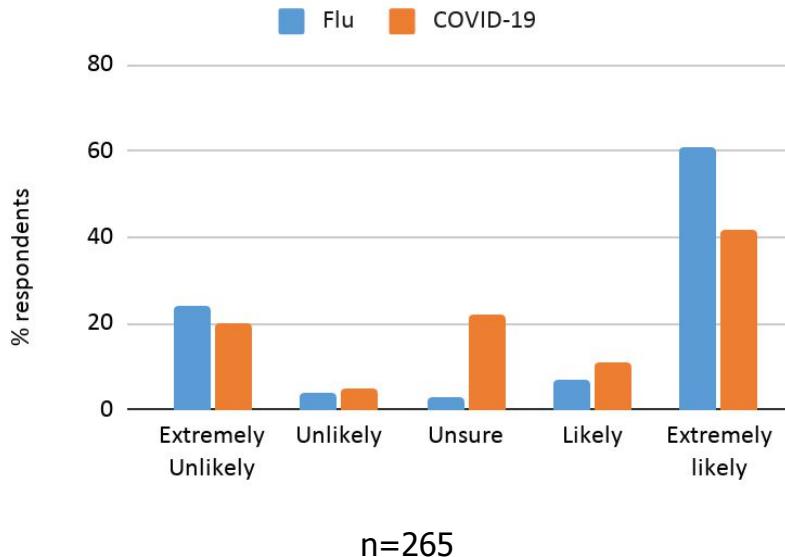
**IF THE RESPONDENT EXPRESSED CONCERN, PLEASE CHECK EACH ITEM OF CONCERN
THAT WAS MENTIONED**

*(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

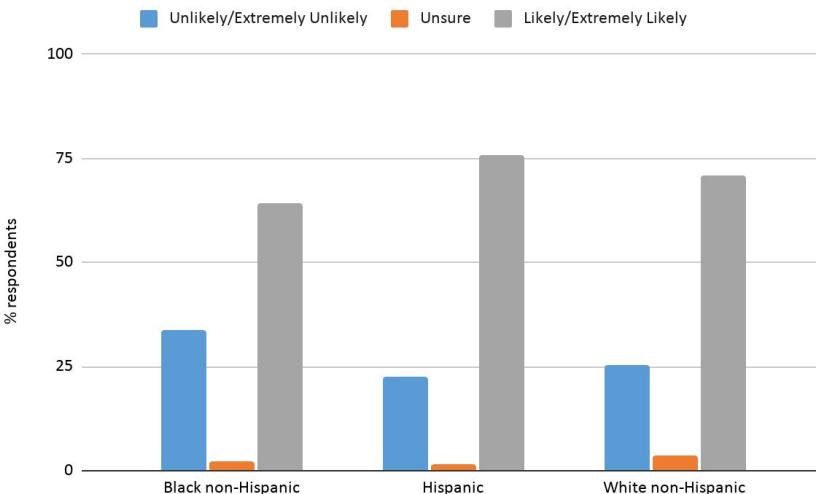


- 53% of our respondents stated they were likely or extremely likely to receive the COVID-19 vaccine
- National averages from the same time period were 70%

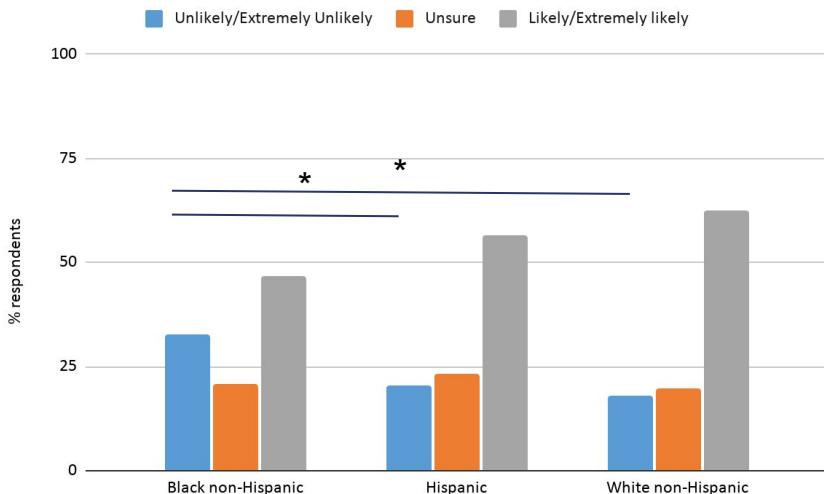
Survey Results: Race/Ethnicity



Flu



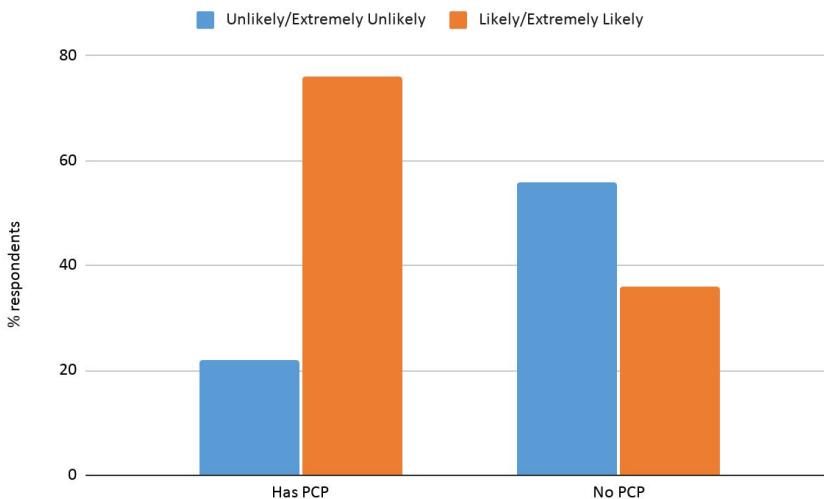
COVID-19



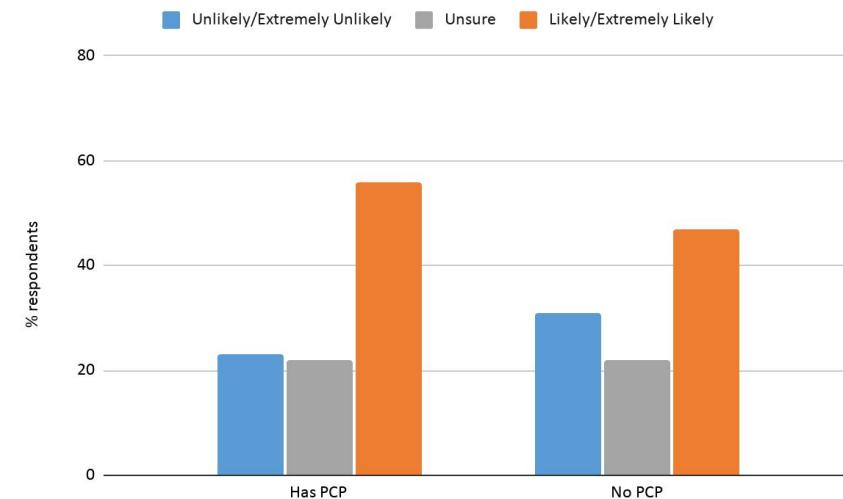
Survey Results: PCP connection



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">Trained up community members, young people, and faith-based leaders as ambassadors to flyer and talk to people in the community
Building confidence among front line staff	<ul style="list-style-type: none">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

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

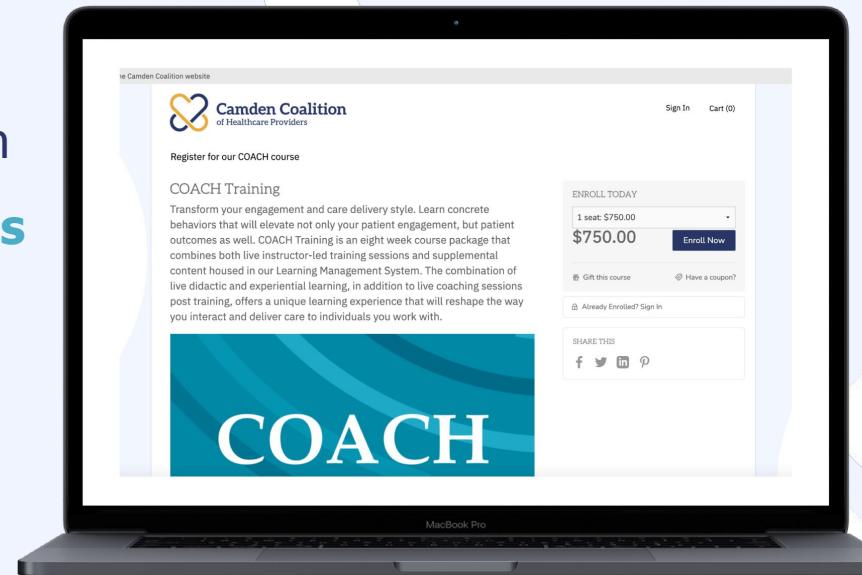
How these lessons can be applied in primary care and family practice



- 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
- For more information, contact:
camdenTA@camdenhealth.org





Questions?

Thank you!

Camden Coalition of Healthcare Providers

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