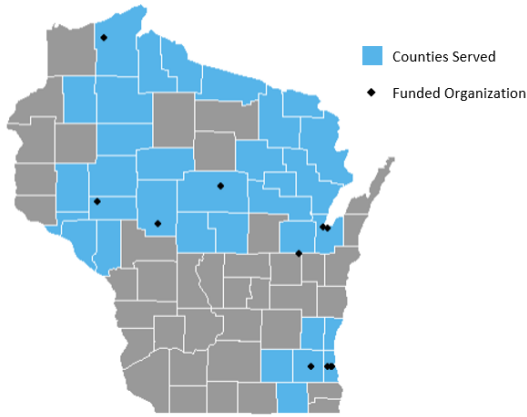


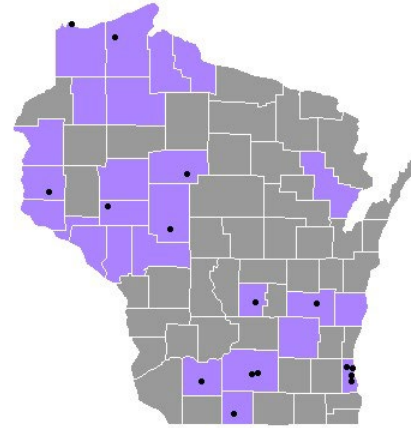
RICE Grant Program Supporting Materials:

Maps of grantees –

Counties Served by Organizations in the Improving Routine Vaccination Through Community Outreach Grant Program



Counties Served by RICE 2.0 Grantees



*Please note that the grant program was re-named part way through the implementation

New story clip on Chippewa Valley Free Clinic's work in the grant program -



Link: <https://www.weau.com/2023/04/01/chippewa-valley-free-clinic-gets-help-educate-adults-importance-vaccine-up-keep/>

Grantee testimonials –

Gerald L. Ignace Indian Health Center: an FQHC serving American Indian/Alaska Native people in Milwaukee, WI.

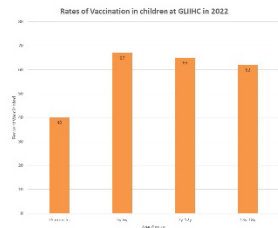


Catching up on childhood and adolescent vaccinations after the COVID-19 pandemic in the population served by the Gerald L. Ignace Indian Health Center

Meghan Zander, Elizabeth Sedgwick, NP, Jennifer Taylor, RN, Melissa Ugland, MPH, Theresa Umhoefer, MD

Introduction

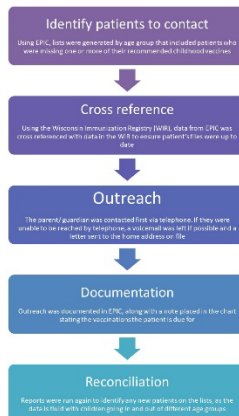
- The COVID-19 pandemic disrupted the provision of routine medical care, including childhood vaccinations (1). **Childhood immunization is one of the most cost-effective ways to reduce rates of vaccine preventable disease**, and the reduction in vaccine rates due to the pandemic increases the risk of outbreak-prone diseases such as measles and polio (2).
- The Gerald L. Ignace Indian Health Center (GLIHC) is a federally qualified health center that was founded to address the health of urban Native Americans living in Milwaukee, and serves people of all tribes, races and ethnicities.
- **Vaccination rates in the children and adolescents served by GLIHC were identified as low following the pandemic** by staff and a grant was awarded by the Wisconsin DHS to address lower rates in this population.



Methods

- Performed a literature review to determine most effective interventions to increase vaccination rates
- Determined outreach via telephone and mail were the most effective ways to intervene
- Developed a process to identify patients to be contacted and track outreach

Outreach Process:



Results

- Children 35 months and under were targeted first and outreach was completed
- Further outreach to the rest of the age groups (to age 18) will be performed
- Data will be reviewed after outreach is complete, and vaccination rates before and after the intervention will be analyzed

Discussion

- It can be difficult to track improvement in vaccination rates in the short term, since the data is fluid, however, we hope to see an overall improvement in rates by the end of the project in June of 2023
- Outreach is most successful when using all forms of communication possible.
- Difficulties in using targeted outreach based on patient information include outdated or out of service phone numbers and outdated addresses
- While the recommended childhood vaccines were targeted, COVID and flu vaccination rates remained low
- It's possible that parents and guardians were more hesitant about the COVID vaccine, however this would need to be investigated
- Targeted outreach can be an effective way to increase vaccination rates in children and adolescents, while also providing an opportunity to address any concerns the patient or guardian may have



Next Steps

- Consider developing and implementing a survey to be used during outreach to address barriers and vaccine hesitancy
- Consider interventions to improve COVID vaccination rates in children and adolescents
- Consider interventions during flu season to improve flu vaccination rates in children and adolescents

References

1. Madson J, N. Cornejo J, Duke C, Bucci L. COVID-19 and missed routine immunizations: designing for effective outreach in Caranota, Guyana. Public Health. 2022;131(10):1842-47.
 2. Zinkovici, E. C., Barrows, R., Smetana, M. A., van Duin, P., & Mink, C. M. (2020). Vaccines and routine pediatric immunizations during the COVID-19 pandemic. Human Vaccines & Immunotherapeutics, 17(3), 400-407. <https://doi.org/10.1080/21645515.2020.1864778>



What is TRIUMPH? Training In Urban Medicine and Public Health (TRIUMPH) is an educational program for University of Wisconsin School of Medicine and Public Health medical students which integrates clinical, community, personal and leadership skill development in Milwaukee, WI. TRIUMPH prepares students to become community-engaged physician leaders who will promote health equity for people living in urban health professional shortage areas.

Website: <http://www.med.wisc.edu/education/md/triumph/main/681>

Chippewa Valley Free Clinic: a free clinic serving under and uninsured adults in six counties in the Chippewa Valley region of Wisconsin.

“I have worked at the Chippewa Valley Free Clinic for 26 years. Originally we viewed ourselves as providing temporary care for people whose lives were in transition.

That is no longer the case. We are now a medical home for many of our patients. Our focus is not only on treating their immediate medical needs, but also on health screening, care of chronic illnesses, and preventive care – including vaccines.

It is heartening that our patients now have their vaccine status assessed during their visits and are routinely offered immunizations. The RICO program played a major role in getting us up and running. You gave our busy staff the opportunity to focus on vaccines, and our patients are reaping the benefits.

Our patients don't have other health care alternatives. They rely on us to provide sound medical care and services. We are better able to fulfill our mission because of you.

Thank you, sincerely, from all of us."

-Ken Adler M.D., Founding Member of CVFC

"This grant allowed us to increase vaccine education and awareness, both inside our clinic as well as outside our clinic walls. This education is critical for our community members who have cultural or language barriers to vaccination, while at the same time this population is at increased risk for vaccine-preventable illness due to social and occupational exposure."

-Lori Whitis, MD, Medical Director, CVFC

ProHealth Care Foundation: a community-based organization serving Hispanic communities in Waukesha and Jefferson counties.

"Earlier this year, we were awarded a RICO grant for our project, *¡Al día con las vacunas! - Up to Date with Vaccinations!* Through this grant, we were able to improve access to vaccine information for Hispanic communities in Waukesha and Jefferson Counties by creating social media content based upon vetted vaccination sources, address vaccine misinformation for Hispanic communities, and improve the health and safety of marginalized adults through vaccination and community outreach partnerships, increase vaccination health literacy for marginalized Hispanic adults through community partnerships. This grant was crucial to our program because we did not have the resources to provide vaccination outreach education via social media without DHS support.

As a result of our RICO grant, *¡Al día con las vacunas! - Up to Date with Vaccinations!* solidified a strong social media presence, not only in our original counties of Waukesha and Jefferson, but we now have a global following.

As of today, we have a total of:

- 709 Facebook followers
- 28,043 Facebook & Instagram accounts reached since April 2023
 - 65% men
 - 35% women
 - Global reach (majority are located in the greater Milwaukee area, we do have several followers who live outside of the US, i.e. Mexico)
- 246 Instagram accounts reached
- Facebook Ad placed on 6/27/23 reached 11,201 accounts

YouTube Analytics:

- 6 YouTube channel subscribers

- 153 views on the channel
 - Majority of views were on a mobile device
 - Majority of views were in the US

On behalf of the ProHealth Care Foundation and the Hispanic Health Resource Center, we appreciate the support received from DHS to improve the health of our Hispanic community.”

-Shawn M. Verdoni, Major Gift and Grants Officer, ProHealth Care Foundation

The West Allis Health Department: a local health department serving Hispanic/Latino communities and individuals with low socioeconomic status in West Allis and the West Milwaukee region.

“The West Allis Health Department was able to engage in innovative marketing techniques due to the RICO grant. Reaching over 15,000 people with our Sensory friendly clinic promotion was a new record for our Health Department on social media. The amount of shares and reposts in English and Spanish was incredible to see and reached an estimated 23.3+% of the total population we serve. Additionally, our 5 bus ads received over 1 million impressions in the first month of running!”

-Becca Marszalkowski (Kraetz), MPH, Public Health Specialist/Strategist, City of West Allis Health Department