



Building Immunity By Building Community

A Cross Agency Collaboration to Promote Vaccine Confidence with Diverse Communities

Meghan Sable, MPH&TM
Director of Grants and Central Oregon Programs, Boost Oregon



OREGON ACADEMY OF
FAMILY PHYSICIANS
MAKING HEALTH PRIMARY

Today's Objectives



Learn how we developed, launched, and implemented vaccine confidence workshops across Oregon.



Share key components of vaccine confidence events



Reflect on Lessons Learned

Building Immunity By Building Community Project Overview

Objective:

Help Oregonians make informed decisions about the COVID-19 vaccine.



Engage
Clinicians



Engage CBOs



Match
Clinicians and
CBOs



Support the
Collaboration



How Did We Do It?



Clinician Recruitment and Training

- ✓ Recruitment supported by OAFP
- ✓ Training supported by Boost Oregon

Clinician Recruitment Materials



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MAKING HEALTH PRIMARY

BOOST OREGON
VACCINATION

ORPRN
Oregon Rural Practice-Based Research Network

OHSU

CALLING ALL CLINICIANS!

Building Immunity by Building Community

We need up to 20 clinicians to provide culturally-relevant and scientifically based vaccination education to communities most impacted by COVID-19. Here's what to expect:

-  Attend a Train the Trainer session hosted by Boost Oregon and receive supplemental materials for your workshops. (Application for CME credit has been filed with the American Academy of Family Physicians. Determination of credit is pending.)
-  Facilitate up to 3 workshops at community events (remote and in person event options). Receive a stipend of \$1,000 for each workshop you lead.
-  Administer pre- and post-workshop evaluations in order to understand the basis of vaccine hesitancy and effective means of addressing it.

To apply or learn more, please follow the QR Code



Questions? Email Kayla at kaylaw@oafp.org

Hello,

OAFP is partnering with Boost Oregon and Oregon Rural Practice-based Research Network (ORPRN) to bring culturally and linguistically robust education to rural, BIPOC, and Latinx communities. OAFP is seeking 20 clinicians who are passionate about vaccine education and serving their community to participate in this project.

Boost Oregon will provide culturally appropriate messaging about COVID-19 vaccination to participating providers. Providers chosen will be giving 1-2 hour presentations on up to 3 separate occasions, and providers will be given slide decks and supplemental materials to support their presentations. Presentations will be held at community gatherings, such as church events, community events, and online events.

The AAFP has reviewed Building Community by Building Immunity, and deemed it acceptable for AAFP credit. Term of approval is from 03/31/2022 to 05/26/2022. Physicians should claim only the credit commensurate with the extent of their participation in the activity. This session Building Immunity by Building Community is approved for 1 hour AAFP Prescribed credit. Clinicians will also receive a stipend for \$1,000 for each presentation provided.

If you are interested in this opportunity and are excited to share your expertise and education with underserved populations, please complete the interest form and sign up for one of the three Train the Trainer Sessions at <https://oafp.org/community/building-immunity-by-building-community/>.

You may email any questions to kaylaw@oafp.org.

Training: Emphasizing the MI Approach



Recruiting Community-Based Organizations



CBO Recruitment Materials



CALLING ALL COMMUNITY BASED ORGANIZATIONS

Building Immunity by Building Community

The Oregon Academy of Family Physicians is partnering with Boost Oregon, Oregon Rural Practice-based Research Network, and the Oregon Health Authority on *Building Immunity by Building Community*.

Goals:



- Learn about COVID-19 vaccines and how they work without judgment in a safe environment.
- Have your questions answered.
- Presentations offered in-person, virtually, or hybrid.
- Offered in Spanish, English, and Russian.
- Workshops offered in multiple formats (formal presentations, Q&A style, discussion based).

Event funding is available and can be used for interpreting services.

If interested, please contact:
Isabel Stock at stocki@ohsu.edu

Hello [CBO Contact],

Are you interested in hosting free vaccine confidence workshops for your community?

Please allow me to introduce myself. My name is Kayla Wright, and I am the administrative coordinator with the [Oregon Academy of Family Physicians](#) (OAFP), and I am working on a project called *Building Immunity by Building Community (BIBC)*. The goal of BIBC is to increase vaccine confidence within communities that have been most impacted by the COVID-19 pandemic. This project is a collaboration between the [Oregon Rural Practice-based Research Network](#) (ORPRN), [Boost Oregon](#), [Oregon Health Authority](#) (OHA), and OAFP. We have provided culturally-robust, motivational interviewing training to twenty clinicians who are passionate about serving their communities and educating about vaccine safety through hosting workshops at community events.

We are reaching out to you to see if there is interest in hosting one of these workshops at your organization. These presentations will be scheduled until June 2023, and they can take place in-person or virtually. Community participation is encouraged! We have providers who can present in English and Spanish, and we can assist with translation needs if other languages are requested.

If you are interested in learning more about how to be involved, or if there is another organization in your community you feel would be interested in hosting a workshop, please respond to this email, and I would be happy to further discuss this opportunity.

Sincerely,

Kayla Wright



BUILDING IMMUNITY BY BUILDING COMMUNITY

Name of CBO

The Oregon Academy of Family Physicians is partnering with Boost Oregon, Oregon Rural Practice-based Research Network, and the Oregon Health Authority on *Building Immunity by Building Community*.

Goals:



Create a safe, comfortable, and fun environment to learn about COVID vaccines without judgment.

Learn about how vaccines work for different age groups and answer your questions.

Explore the way we make decisions and assess risk.

Workshop contact info

Workshop location and time info

Workshop Objectives

- ✓ Workshops incorporated into existing events
- ✓ Safe environment
- ✓ Flexible to community needs

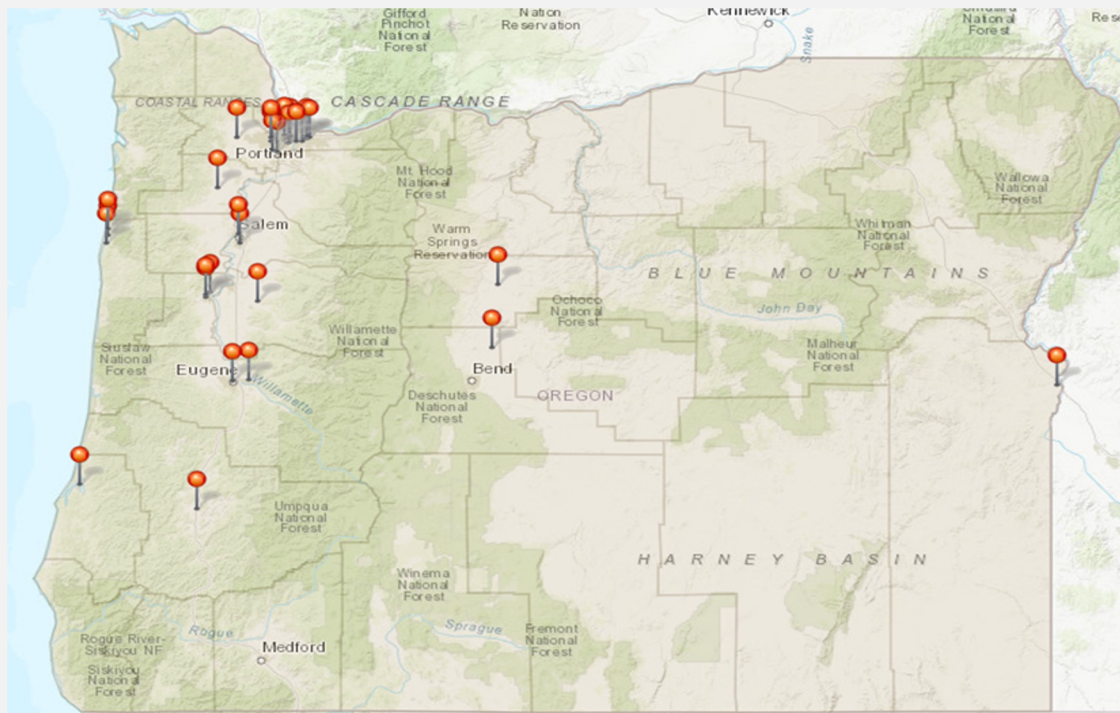


Our Results

What we tracked:

- ✓ Clinician and CBO feedback
- ✓ Pre- and post- workshop survey for community members
- ✓ Time and activities of project team
- ✓ # of workshops
- ✓ Lessons learned

Workshop Locations



Lessons Learned

- ✓ Accurate and timely data
- ✓ Contract timing
 - ✓ “You’re too late”
 - ✓ COVID-19 fatigue
- ✓ Utilization of funds
 - ✓ Food, childcare, participant incentives
- ✓ Relationships matter

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meghan@boostoregon.org

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