



PennState
College of Medicine

Stories to Prevent COVID-19: Using stories to increase COVID-19 vaccine acceptance among pregnant and recent mothers

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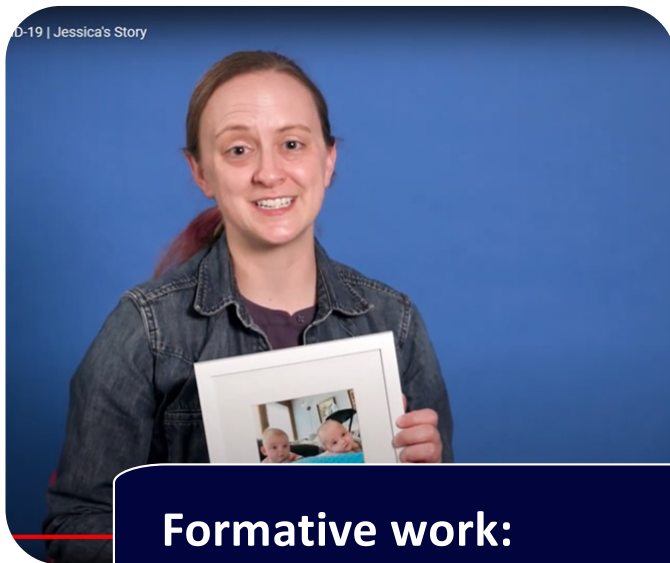


Introduction

- Pregnant and postpartum women are at an increased risk of severe COVID-19 illness but have lower rates of vaccination than the general adult population
- Strategies to improve vaccination include the use of trusted messengers to share information



Methods



**Formative work:
StoP COVID-19 Pilot**

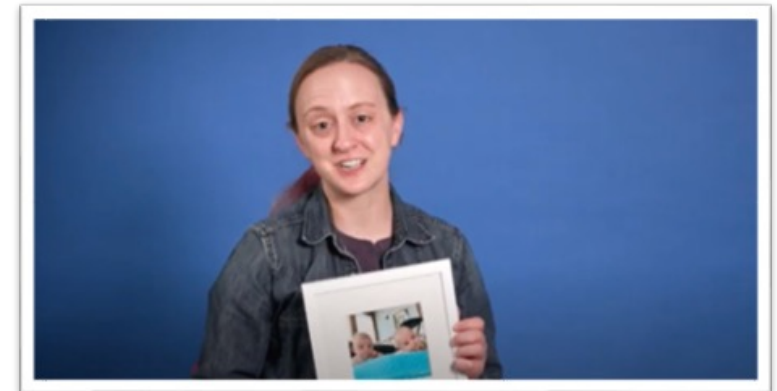


**Scaling Up:
Share Your Vaccine Story**

Overview - Stories to Prevent (StoP) COVID-19 Pilot

We partnered with two WIC sites to record and test a video narrative intervention

- Recorded 5 videos which were developed using a narrative style of communication
- Recruited 96 pregnant and postpartum (gave birth since Jan. 2021) mothers to test intervention
- Conducted focus groups with 15 individuals



Results - StoP COVID-19 Pilot

Acceptability and Appropriateness



The story was helpful to understand benefits of the COVID-19 vaccine



Information in the story is relevant to pregnant/postpartum mothers

Changes in COVID-19 Vaccine Attitudes



The COVID-19 vaccine is effective.



I am worried about the safety of the COVID-19 vaccine.

Expanded Project: Share Your Vaccine Story



16 WIC clinics



Mothers enrolled in WIC, WIC staff, health care professionals



10 videos



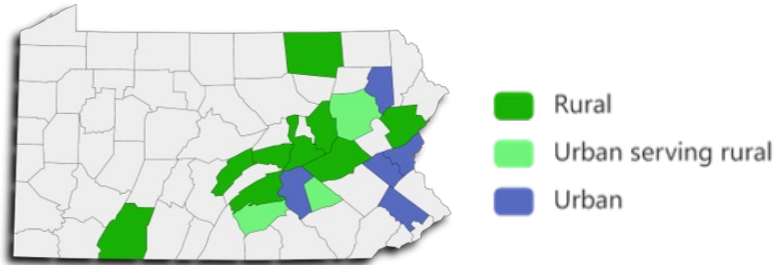
3 minutes with captions and animations

Other activities of this project include:

- Assembling a Community Advisory Board (CAB)
- Attending engagement events with participating WIC sites



Results: Impact so far



Participating Sites

- 18 WIC sites
- 17 counties



CAB

- 8 members
- 7 meetings



In-Person Events*

- 22 attended; 6 scheduled
- 1500+ community members reached
- 372 women completed video intervention and surveys



Small-Media Products

- 14 videos recorded
- 3 languages (English, Spanish, and Nepali)

In-Person Community Events



Small Media Products



Full length videos
(~3 minutes)

English, Spanish, and Nepali language
English and Spanish subtitles



Social Media Clips
(30-60 seconds)

English and Spanish language
English and Spanish subtitles

Healthcare Professional – Dr. Sarah Horvath



Healthcare Professionals



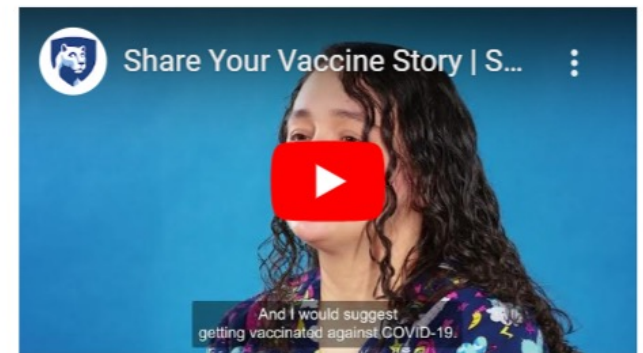
DR. HORVATH'S STORY | OBGYN



ERIN'S STORY | NURSE PRACTITIONER



SONIA'S STORY | MEDICAL ASSISTANT





WIC Mother - Patience



Mothers



KAYLEA'S STORY | MOM



PATIENCE'S STORY | MOM



SONIA'S STORY | MOM



RASHMI'S STORY | MOM



SHEILA'S STORY | MOM



ADELNERY'S STORY | MOM



SUHEIL'S STORY | MOM



JESSICA'S STORY | MOM



NATASHA'S STORY | MOM



WIC Staff - Enid



WIC Staff



SIERRA'S STORY | WIC STAFF



ENID'S STORY | WIC STAFF



LAURA'S STORY | WIC STAFF



Main Takeaway



1. Narrative-style video education is a feasible intervention to share accurate information about the COVID-19 vaccine with mothers
2. Pregnant and postpartum mothers are trusted messengers to deliver accurate information about the COVID-19 vaccines to other mothers

Visit our website to view our full video library!



DR. HORVATH'S STORY | OBGYN



With translated Spanish subtitles

Social media clip - English subtitles

Social media clip - Spanish subtitles

ERIN'S STORY | NURSE PRACTITIONER



With translated Spanish subtitles

Social media clip - English subtitles

Social media clip - Spanish subtitles

KAYLEA'S STORY | MOM



With translated Spanish subtitles

Social media clip - English subtitles

Social media clip - Spanish subtitles

PATIENCE'S STORY | MOM

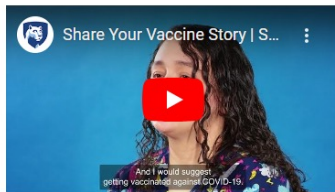


With translated Spanish subtitles

Social media clip - English subtitles

Social media clip - Spanish subtitles

SONIA'S STORY | MEDICAL ASSISTANT



With translated Spanish subtitles

Social media clip - English subtitles

Social media clip - Spanish subtitles

SIERRA'S STORY | WIC STAFF



With translated Spanish subtitles

Social media clip - English subtitles

Social media clip - Spanish subtitles

RASHMI'S STORY | MOM



With translated Spanish subtitles

Social media clip - English subtitles

Social media clip - Spanish subtitles

SONIA'S STORY | MOM

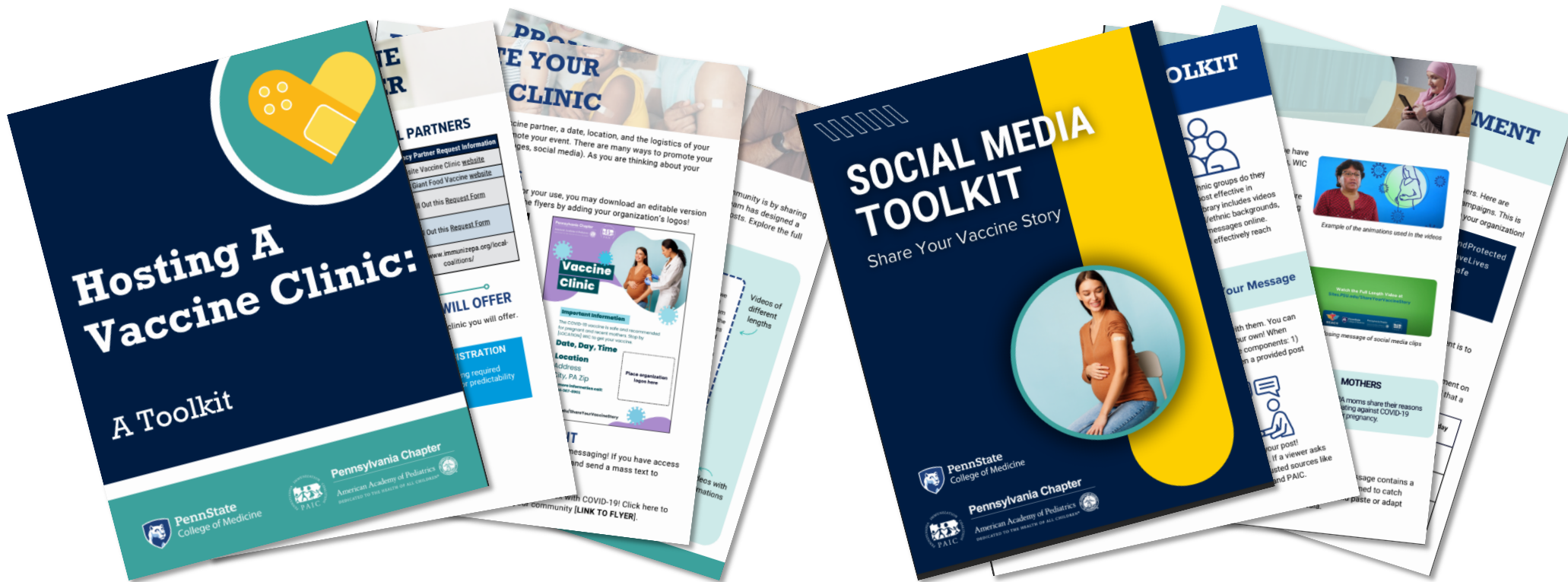


With translated Spanish subtitles

Social media clip - English subtitles

Social media clip - Spanish subtitles

And explore toolkits and other resources



Acknowledgments



Thank you to our funders!



REACH



Pennsylvania Chapter

INCORPORATED IN PENNSYLVANIA

American Academy of Pediatrics

DEDICATED TO THE HEALTH OF ALL CHILDREN®



Thank you to our WIC community partners!



Questions?

Contact us!



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