



Reaching Rural & Hard-to-Reach Communities: Strengthening Vaccine Access & Confidence

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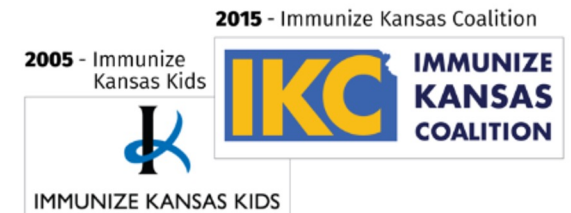
Immunize Kansas Coalition (IKC)

- Background: Immunize Kansas Kids (IKK)
 - Started in 2005 as unique partnership among KDHE, Kansas Health Institute, and other stakeholder organizations
 - Mission: Protect every Kansas child from vaccine preventable diseases
- Now: Immunize Kansas Coalition (IKC)
 - Transitioned from IKK to IKC in 2015
 - Received approval of our 501(c)(3) status in December 2018
 - Is a group of more than 100 partners and over 675 engaged individuals with diverse perspectives- healthcare providers, health departments, researchers, healthcare payers, advocacy groups, nonprofits, grass-root community organizations and more

**Mission: Protect all Kansans
from vaccine-preventable diseases**



IMMUNIZE KANSAS KIDS



The U.S. population is becoming increasingly diverse particularly with respect to the rapidly growing number of multicultural, multi-lingual low-income children and families.

Changes in the diversity of communities across the country have prompted a call to action for many service providers, as well as funders of such programs, to reduce disparities in the access and utilization of services.

Understanding that no two communities look alike. Each mix of culture brings unique needs. Knowing these needs are key to building effective and impactful health interventions.



Across that culturally and linguistically diverse population, however, there is a great variability within any given racial/ethnic group. Understanding the variability within and across racial ethnic subgroups is an important step any organization must take to ensure its services are culturally responsive to the needs of it's targeted population.



Misinformation:
Vaccine Facts
Overturned by
Fears

Honest
Conversations

Vaccine Equity:
Bridging the
GAP

Children,
Pregnant Women
& College
students

Immunize
Kansas
Coalition

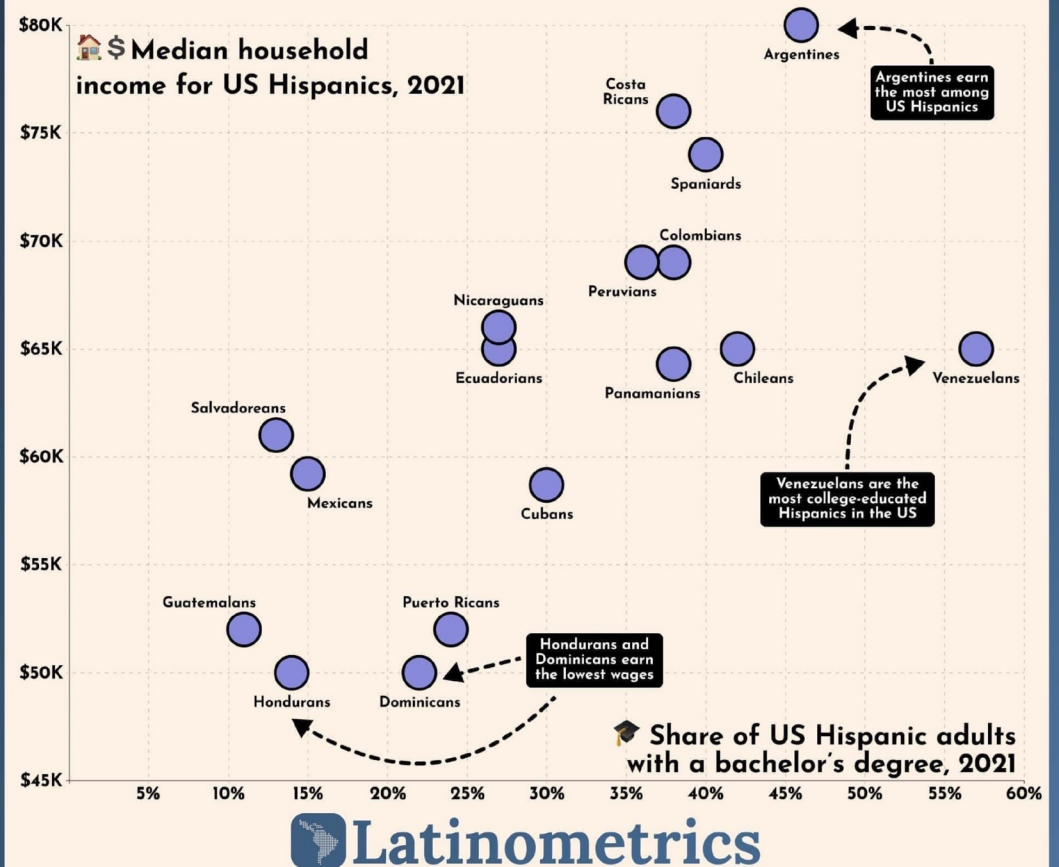
Strategic
solutions

When developing and/or providing services for diverse populations, organizations should consider several factors that may influence their approach such as

- Acculturation
- Ethnic identity
- Religious identity
- Generational status
- Language barriers
- Recency of immigration
- County of origin
- Political climate
- Socioeconomic status
- Formal and informal educational experiences
- Sexual identity and orientation
- Culturally based beliefs and practices &
- The match between the language and cultural backgrounds of program staff & families served

The more diverse an organization's target population, the more issues you should consider in developing your intervention

Hispanics in the US: Who are the Richest and Most Educated?



Source: PEW

WE CAN REACH UNDERSERVED COMMUNITIES AND ADDRESS SYSTEMATIC OBSTACLES BY



**LISTEN AND
ACKNOWLEDGE**



REPRESENTATION



**CULTURALLY
RESONANT**



**BRING DOWN
BARRIERS**

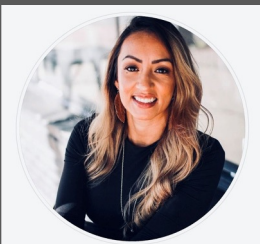
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UPCOMING:

IKC Regional Coalition Meetings
April 22nd-25th

IKC Entre Mujeres: The Health
of Women April 28th, @
12:00p.m. to 4:00p.m. in KC.

IKC annual coalition SAVE THE
DATE July 26th in Topeka



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