

# Leveraging Evaluation Data for Enhanced Adult Immunization Programs

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ATSDR

# Agenda

- I. Introduction to the Partnering for Vaccine Equity Program (P4VE)
- II. Overview of partners reports
- III. Analyzing partners reports
- IV. Dissemination strategies
- V. Lessons learned
- VI. Conclusions



# **Introduction to the Partnering for Vaccine Equity Program (P4VE)**



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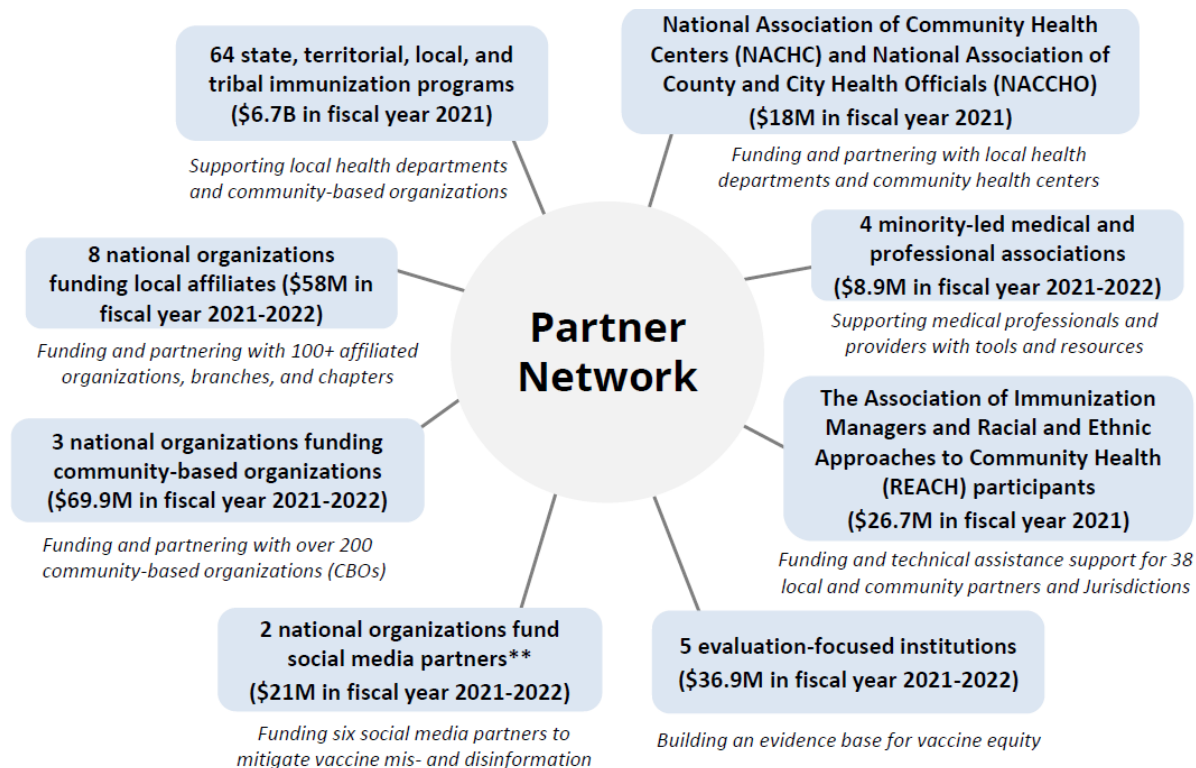
- **About P4VE:**

- Nationwide network of partners
- Aimed to improve equity in adult immunization across disproportionately affected adult populations, including racial and ethnic minority groups by providing:
  - Support for national, state, local and community-based organizations
  - A learning community, resource repository, and data technical assistance
  - National communications disseminating vaccine information



# Introduction to the Partnering for Vaccine Equity Program (P4VE)

The program has engaged over 500 national, state, and local partners, including:



Funding as of September 2022

\*Vaccine Equity defined as everyone having fair and just access to vaccination.

\*\*2 organizations from the broader national organization funding mechanisms fund social media partners in addition to other CBOs and affiliates

# Introduction to the Partnering for Vaccine Equity Program (P4VE)

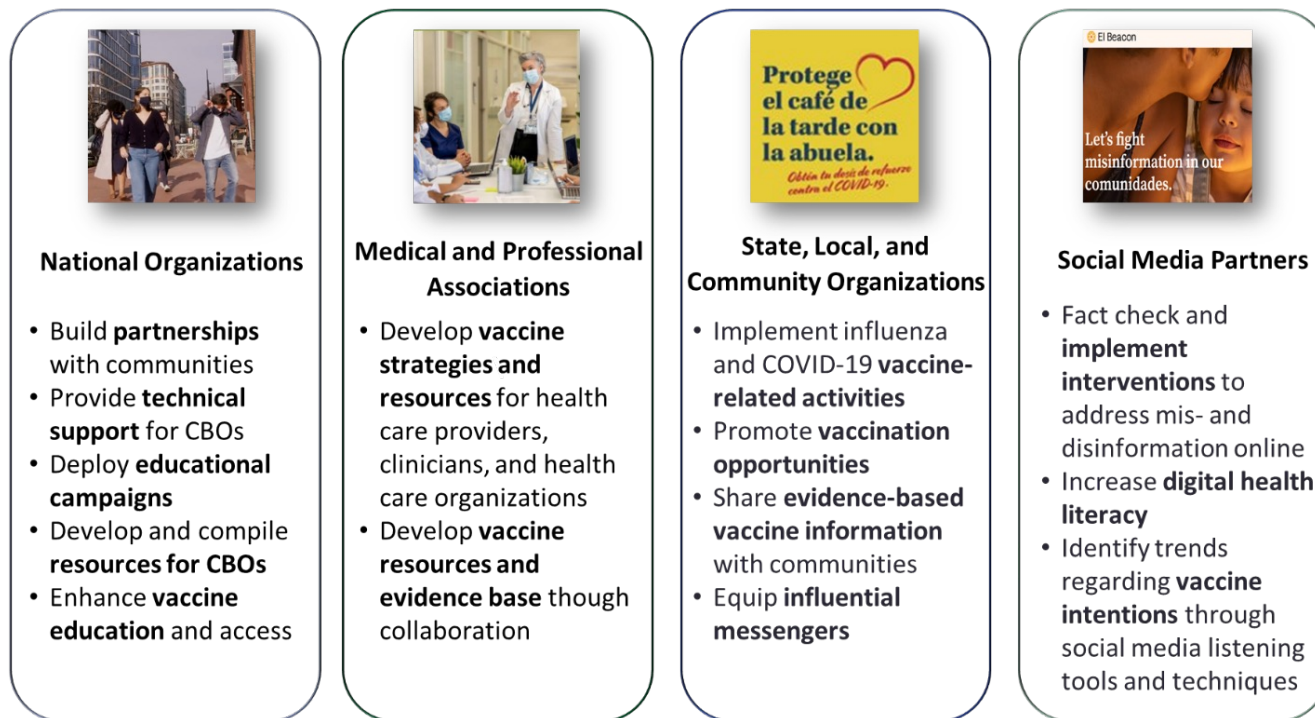


Figure 2. Description of P4VE partner groups' funded activities.

# Introduction to the Partnering for Vaccine Equity Program (P4VE)

- **P4VE Reporting in Redcap**
  - Template Content
- **CDC Technical Assistance**
  - CDC provided technical assistance to partners to enhance program reporting (monthly, quarterly and annually)

# What is the difference between P4VE partners and Immunization program awardees?

**PAVE partners:** Hands-on community outreach, organize vaccination events, paid partnerships, close community involvement.

**Immunization program awardees:** Provide oversight and access to vaccine supplies. Support vaccination events and participate in vaccine clinics.

Their goals are aligned in terms of advancing vaccine awareness, access, availability and engagement to promote immunization.







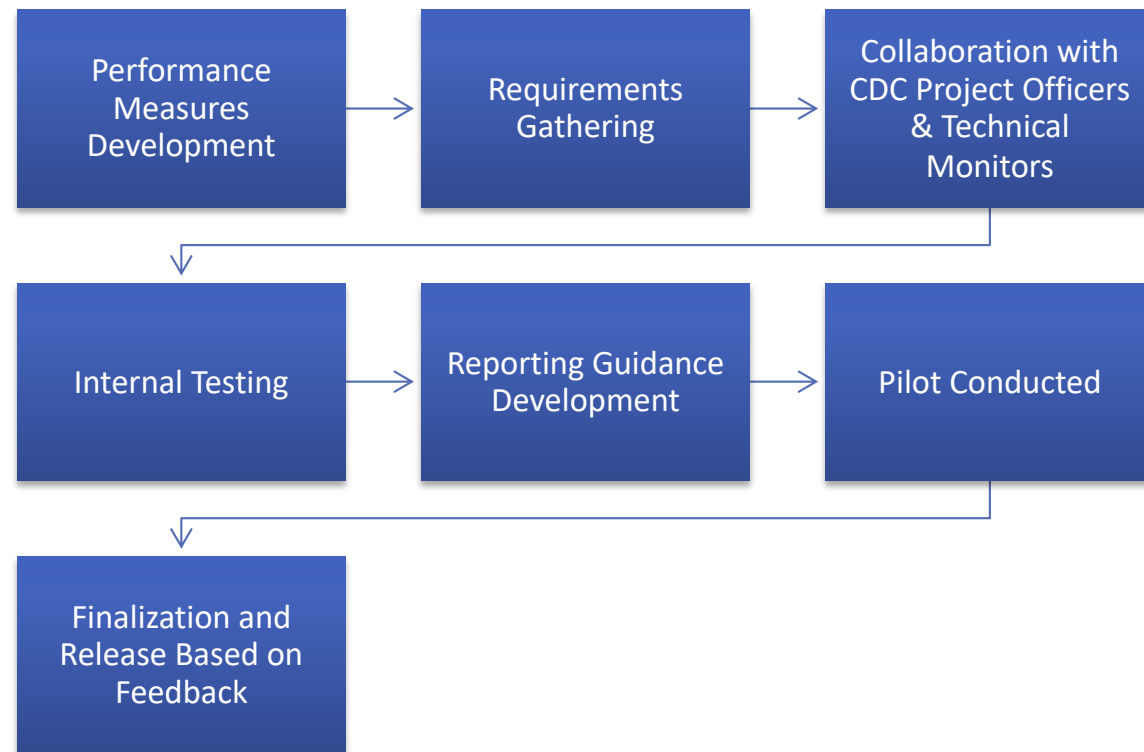
# Overview of partners reports



# Overview of partners reports: Developing P4VE Performance Measures

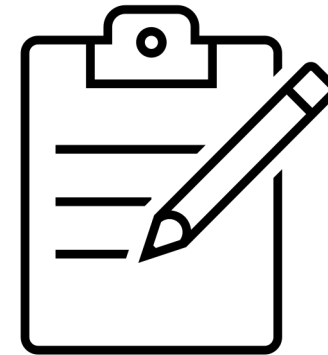
## Performance measures aimed to document:

- What **activities** have been implemented?
- What **partnerships** have been formed?
- What are experienced **successes or barriers/ interruptions** in activity implementation?
- What are **needs** for additional materials or tools to support activity implementation?
- What are **needs** for additional expertise to support activity implementation?



# Overview of partners reports

- ① **Monthly Report**
  - Development of the Redcap Report
- ② **Quarterly report**
- ③ **Yearly report**





# Analyzing partners reports



## Analyzing partners reports

- **Techniques for analyzing the collected P4VE data effectively**
    - Univariate analysis
    - Qualitative data analysis of promising practices, challenges and lessons learned
  - **Qualitative Data Analysis of P4VE reports from May 2021 – March 2022**
    - In-depth content and thematic qualitative analysis
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# Dissemination Strategies



# Dissemination Strategies

- **Monthly Quantitative Reports**
  - Monthly internal slide-deck for CDC Project Officers and leadership
  - Power Bi Dashboard
- **Qualitative Data Analysis**
  - P4VE Partners Annual Aggregated Data Report May 2021 – March 2022

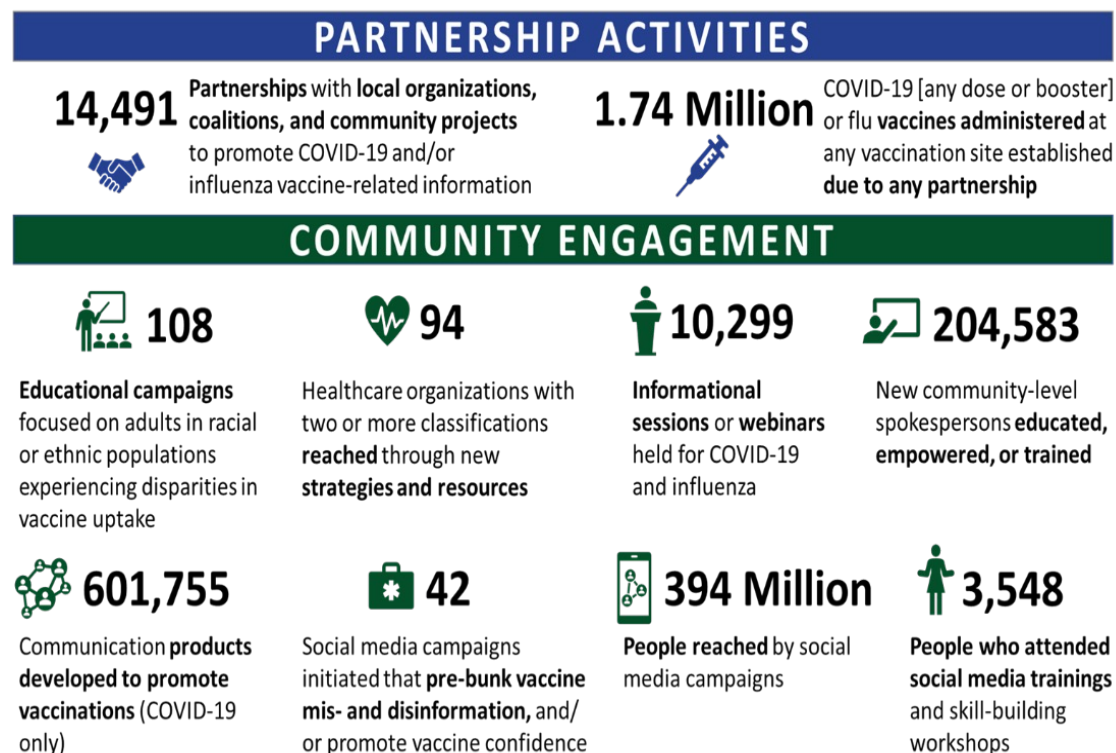
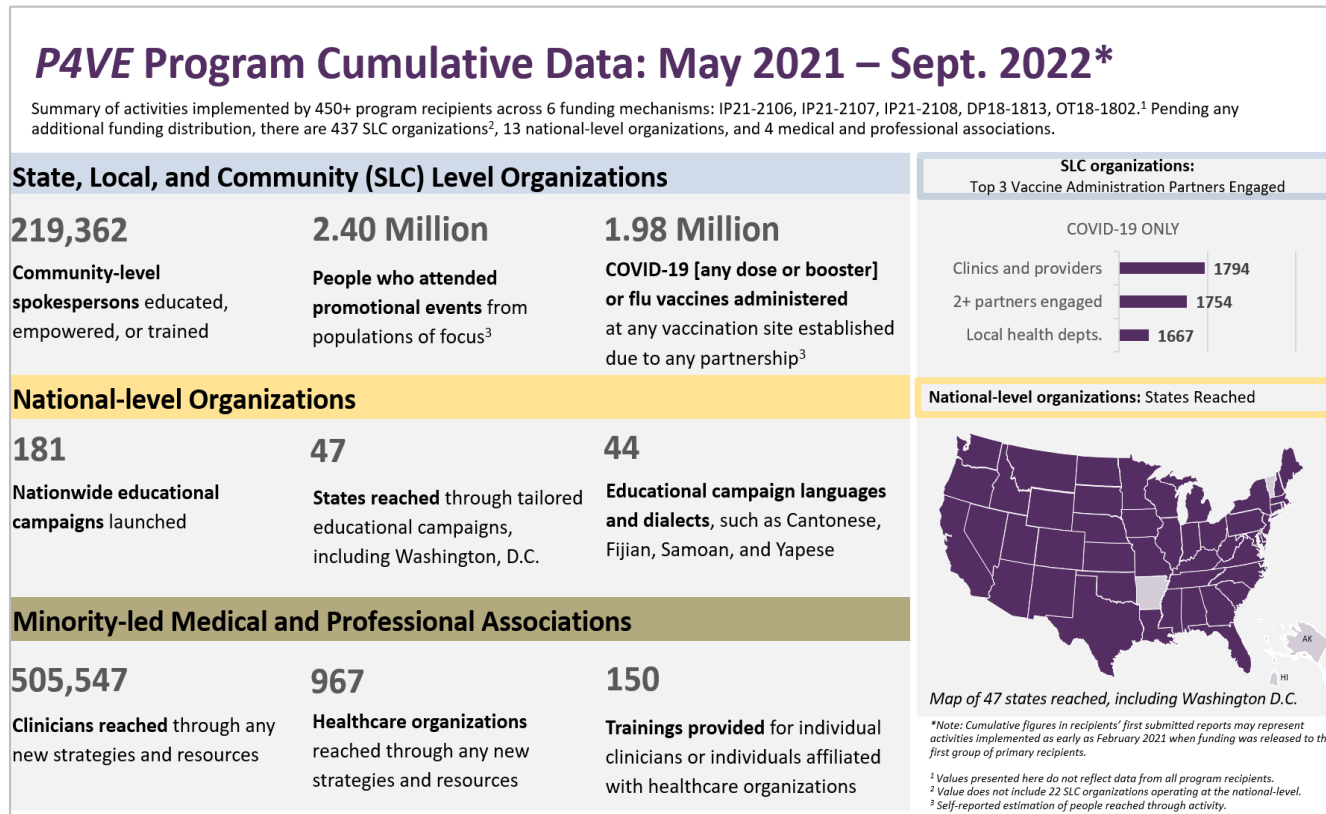


Figure 1. Summary descriptive statistics for P4VE program partnership development and community engagement activities from May 2021 to March 2022.

# Dissemination Strategies: Identification of key findings and trends



Visual representation of cumulative data reports for monthly summaries, developed for project officers and leadership, intended for dissemination amongst their partners or to address data request.








# Dissemination Strategies: Identification of key findings and trends

P4VE Program Cumulative Data: May 2021 – Sept. 2022* (cont.)				
Summary of activities implemented by 13 program recipients carrying out cross-cutting support and special projects across 3 funding mechanisms: IP21-2106, IP21-2108, IP21-2113. Current partners include: 2 Learning Community, 6 social media, and 5 evaluation.				
Learning Community Partners			Evaluation Partners	
<b>1,045</b> <b>Materials submitted</b> by member organizations to the Resource Hub	<b>69,527</b> <b>Views and downloads</b> of materials on the Vaccine Resource Hub and group learning website	<b>3,553</b> <b>Total attendees</b> of 65 webinars, office hours, and other group learning events	<b>48+</b> <b>Promising Practices</b> identified via environmental scans & considered for implementation	Such as community-specific education, art and theater, patient navigators, incentive campaigns, and strategic partnerships with local organizations
Social Media Partners			<b>37</b> <b>Subawards issued</b> to current sites where interventions are being evaluated	Partners’ subrecipients are non-profits, universities, and health centers that cover 20 states, including Washington D.C., and 1 IHS Area
<b>428 Million</b> <b>People reached</b> by social media campaigns promoting COVID-19 or influenza vaccination	<b>2,000</b> <b>Trainings</b> on responding to mis- and disinformation on social media	<b>2,009</b> <b>Communication products</b> developed to promote vaccine confidence		
Cross-Cutting Project Highlights				
<ul style="list-style-type: none"><li>The most <b>common group learning event topics to date</b> are on <b>Communication Strategies</b> such as social media trainings or culturally relevant materials</li><li>CDC, subject matter experts, &amp; <b>non-P4VE partners have contributed 487 additional materials</b> to the Vaccine Resource Hub</li><li>The most mentioned mis- and disinformation to date involves <b>conspiracy theories</b></li><li>Evaluation partners collected &amp; analyzed site data, then <b>hosted sub-awardee meetings to discuss early lessons learned</b> from the first year’s activities</li></ul>				

Visual representation of cumulative data reports for monthly summaries, developed for project officers and leadership, intended for dissemination amongst their partners or to address data request.

# Dissemination Strategies: Importance of disseminating evaluation findings to stakeholders

-  Inform Decision-Making
  -  Promote Transparency
  -  Improve Program Effectiveness
  -  Foster Collaboration
  -  Enhance Stakeholder and Partners Engagement
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# Key Results: Insights into Community-Level Engagement



## National Alliance for Hispanic Health

*“To engage harder to reach populations such as seniors, homeless, incarcerated, and low-income individuals, funded affiliates have increased engagement through promotoras (CHWs) and events in partnerships with at faith-based institutions and local businesses.”*

## Key Results: Vaccine Communication Channels



### Association of American Indian Physicians

*"Through our video and radio PSAs airing in targeted television regions and on Native news related websites, AAIP is seeing an increased reach of Native clinicians across the country. AAIP is being asked by our Member Physician base to expand the coverage areas for these PSAs."*

# Trained Trusted Messengers: 1,940% increase (2021-2022)

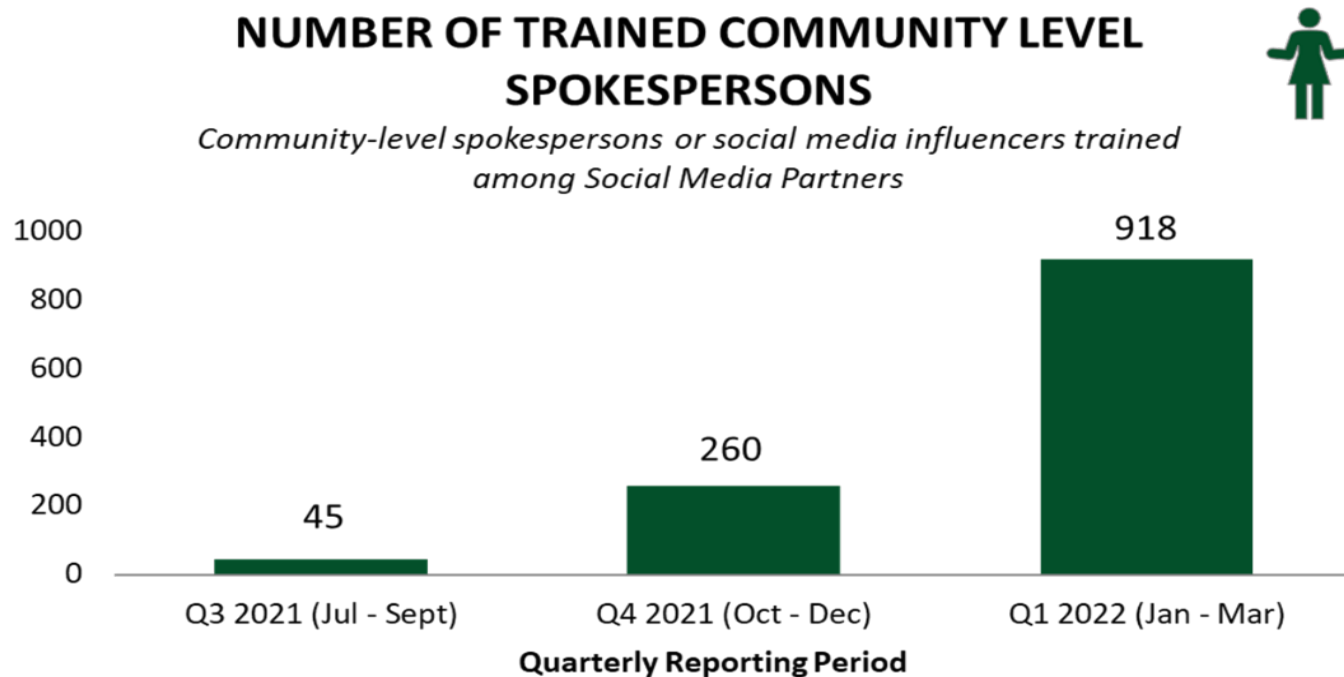


Figure 5: In a 9-month period, P4VE Social Media partners rapidly increased the number of community-level spokespersons or social media influencers trained to address vaccine mis- and disinformation.

# Key findings: Social Media Campaigns Reach

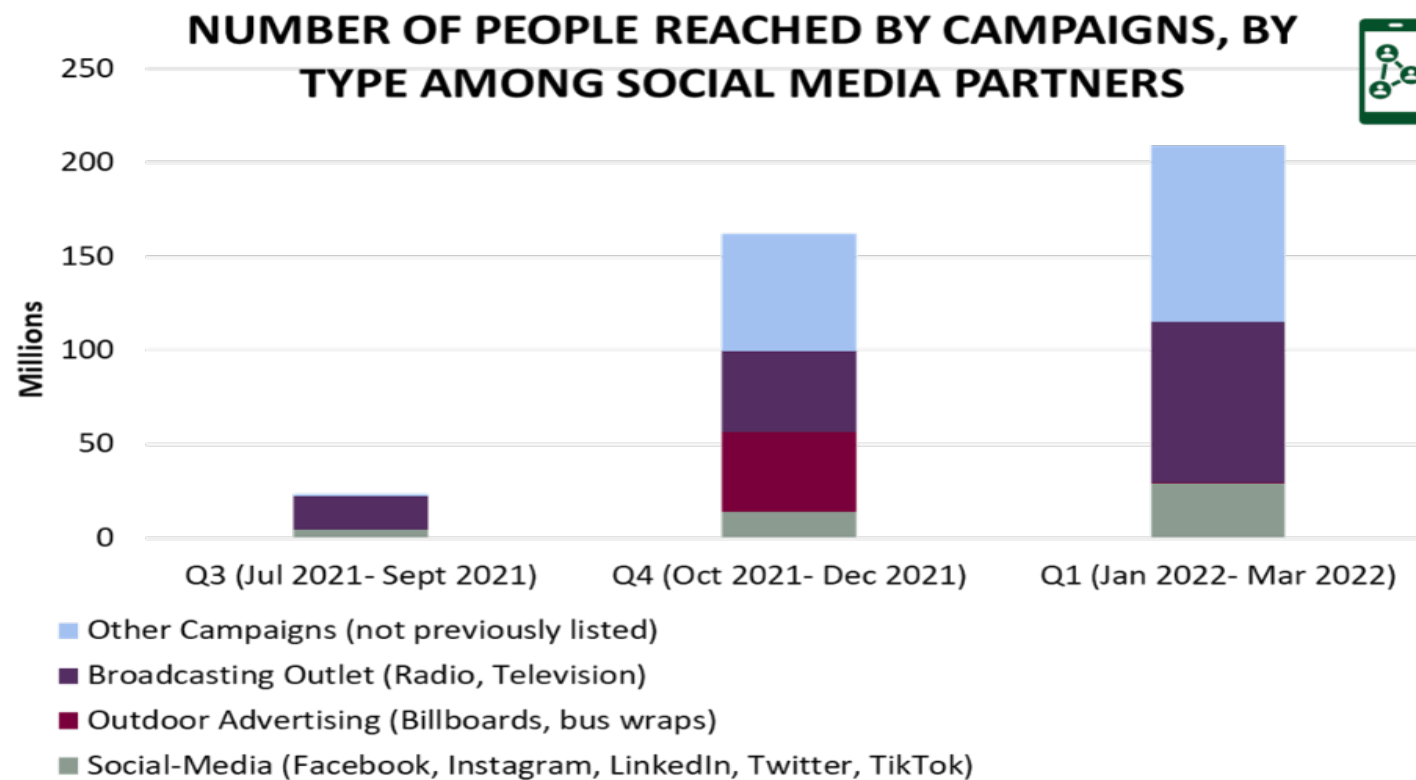


Figure 7: Reach of campaigns by social media partners. Total reach exceeded 200 million in early 2022.

## Key findings: Diverse influential messengers



### Asian & Pacific Islander American Health Forum

*"Having a Burmese outreach worker on site from the community of the target population has been very helpful in bringing Burmese adults and their children to our mobile vaccine clinic especially Rohingya Burmese community members who have not been receiving our Burmese social media communication. This particular outreach worker has contacts in most of the different Burmese ethnic groups." - Southeast Asian Mutual Assistance Associations Coalition (SEAMAAC)*

## Key findings: Ensuring accurate vaccine messaging



### National Alliance for Hispanic Health

**Partner Spotlight:** *“Salud Para La Gente used technology to provide information to reach individuals for less commonly seen languages by creating QR codes that can play audio information about COVID-19 in Mixteco. Use of an educational video in the Mam language to provide information about COVID-19.”*  
- La Clinica de La Raza



## Key findings: Challenges



### **CDC Foundation**

*“CBOs have reported that non-English speaking community members hesitate to get boosters because they have to fill out cumbersome paperwork at health departments, even if they have already completed the paperwork to get their initial vaccination.”*

# The process of assessing P4VE program monitoring led to different outcomes:



## **Analysis and use of reported data**

*Example: synthesize implemented activities to improve vaccine access for a particular population group, across partners*



## **Improved data quality through technical assistance**

*Example: provide TA to subrecipient that is submitting repetitive data*



## **Keep leadership up to date**

*Example: Development of aggregated data slide deck*





## Lessons learned



## Lessons learned

- Insights gained from the evaluation and analysis of grantees' reports:
    - Refinement of Strategies
    - Promotion of Innovation
    - Addressing Gaps and Challenges
    - Strengthening Partnerships
  - Benefits new NOFOs development
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# Conclusions

- **Data from program evaluation is important:**
    - Evaluation data provide critical insights into program effectiveness, areas for improvement, and impact on underserved populations.
    - They inform decision-making processes and drive enhancements in program strategies and service delivery approaches
  - **Call to Action for Continued Commitment to Program Evaluation Efforts:**
    - Commit to ongoing evaluation efforts for vaccine for adult programs and strategies.
    - Sustained commitment to data collection, analysis, and utilization is key for ensuring program effectiveness and addressing emerging challenges.
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**Thank you!**

## References

- Ashenafi SG, Martinez GM, Jatlaoui TC, et al. Design and Implementation of a Federal Program to Engage Community Partners to Reduce Disparities in Adult COVID-19 Immunization Uptake, United States, 2021-2022. Public Health Reports. 2023;0(0). doi:10.1177/00333549231208642
  - [Equity in Adult Vaccination](#)
  - Fiebelkorn, A. P., et al. (2024). The role of funded partnerships in working towards decreasing COVID-19 vaccination disparities, United States, March 2021—December 2022. Vaccine. <https://doi.org/10.1016/j.vaccine.2023.12.061>
  - [Trends in Racial and Ethnic Disparities in COVID-19 Hospitalizations, by Region — United States, March–December 2020 | MMWR \(cdc.gov\)](#)
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## Closing Slide / Disclaimer

For more information, contact CDC  
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TTY: 1-888-232-6348 [www.cdc.gov](http://www.cdc.gov)

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