

OBJECTIVES

- Increase awareness of the health district community and barriers (perceived and real) to obtaining the updated COVID-19 and annual Influenza vaccine.
- Develop a body of evidence for the Eastern Highlands Health District (EHHD) to draw from in developing an outreach campaign to address disparities.
- Identify community partners and potential venues for reaching the at-risk population in the EHHD with vaccine information and opportunities.

METHODS & DATA

- Review of DPH immunization data for EHHD member towns
- Phone interviews with 167 COVID positive cases (January 1-April 30, 2024)
- Thirteen key informant interviews (April 5-17, 2024)
- Five Intercept interview sessions resulting in 111 interviews (April 13-17, 2024)
- Email survey of school nurses (April 2024)
- Online community survey with 434 responses (April 3-21, 2024)

OVERALL FINDINGS

The EHHD experienced early compliance with COVID-19 vaccination recommendations across the health district for adults (96% fully vaccinated), while approximately 20% received the updated vaccine available since September 2023. This assessment has exposed several barriers to vaccination the EHHD can address to improve the vaccination rate, and has identified many partners in the community who are eager to collaborate with the health district to address these barriers.

CHALLENGE

OPPORTUNITY

Residents are unaware of updated vaccination recommendations.

Work with community partners to facilitate multi-venue promotion of recommendations.
Conduct targeted campaigns for sectors at risk.
Engage healthcare providers in messaging to the community.

Access to vaccines is limited.

Work with community partners to coordinate pop-up clinics at key locations in member towns.

COVID vaccine is not offered at the same time or location as flu vaccine.

Partner with vaccine providers to coordinate pop-up clinics with both vaccines offered for adults, older adults (high dose) and children whenever possible.

There is a lack of awareness of the purpose (or expectations) of the vaccine.

Promotional messaging should be clear that the primary purpose of both COVID-19 and flu vaccine at this time is to reduce severity and duration of illness.

[Read the full report at: EHHD.org/CommHealthData](https://ehhd.org/CommHealthData)

INFORMATION :: CLARIFICATION :: EXPECTATION :: VACCINATION!