



# If You Build It, Will They Come? Community Engagement at All Levels

July, 2021

PRESENTED BY:

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immunize  
nevada

# Immunize Nevada

- Who we are:

- We are an award-winning, non-profit 501c3 coalition of diverse individuals, businesses, and community organization partners committed to promoting health and preventing disease across Nevada.

- What we do:

- We save lives by ensuring people across Nevada can access vaccines, preventive healthcare, and other resources.
- We take action on local, state, and federal vaccine issues.
- We help people overcome barriers.
- We get people the information they need.
- We educate community members, organizations and healthcare providers on the most up to date, evidence based information.



# Creating the Framework

- Community Health Worker Team
- Identify Access/Barrier Issues PRE COVID Vaccine
- Community Flu Checklist -> COVID Vax

Community Flu Clinic Checklist						
Planning and Pre-Clinic Tasks						
Tasks	America	Antonia	Kelly	N/A	Completed	
Clinic request form received and assigned/Create e-flier	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Add tentative dates to the Outlook Flu Clinic Calendar 20-21	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Add/complete any missing information from the form	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Send acknowledgement of request email	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Pre-planning discussion with Tara or Group call/Zoom	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Outreach to vaccinators for the event and F&U communication	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Create appointment or reservation system (if applicable)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Develop flyer and event info, logos, sponsorships (if applicable)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Walk-thru of location (map, layout)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Plan promotional campaign (PR, radio, newspaper)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Follow up with main contact regularly and provide updates to team	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Plan logistics for day of clinic (copy/post for the volunteers)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Create event for GIG	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Review clinic packing list	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Request volunteers from Rachel (via how many, what tasks)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

Planning and Pre-Clinic Tasks	
Develop contingency plan	<input type="checkbox"/>
Put together all resources (i.e. flyers, info) for community	<input type="checkbox"/>
Send email before clinic, confirming details and info	<input type="checkbox"/>
After clinic, complete CFC outreach report	<input type="checkbox"/>

Demographics:	
Appointment System Being Used?	Yes or No?
Vaccinator:	
Main Contact for Vaccinator:	
Phone number:	
Email:	



# Strategic Partnerships

- Health Districts
- Pharmacies – For community clinics
- Private Providers
- Housing Authorities
- Senior and Community Centers
- Catholic Charities (low income, homeless population)
- Food banks, food pantries, and Food Bank Mobile Outreach
- Libraries
- Private Schools
- Churches
- EMS Services
- Local Fire Departments
- Other nonprofit organizations with various health focus or those who serve diverse populations (Domestic Violence, Substance Abuse, Donor Network, Boy/Girl Scouts of America, Learning Centers)
- Tribes and Intertribal Council
- Malls
- Businesses/Corporate Offices
- Insurance Providers (Private and MCOs)
- Private Practices
- Special Events (virtual included)
- Motels, apartments, Low income housing
- Sports Team (Go knights go!)





# What Communities Are You Not Reaching In Your Area?

- Oversaturation
- Same place, same time, 3-4 weeks later
- Call Center
- Immunize Nevada Interns and Volunteers
- Diversifying clinic opportunities



# How do you leverage partnerships to reach underserved/hard to reach communities?

- Public Housing
- Rural Community Coalition
- Private Business
- LatinX Faith Community



# Continued...

- County Fairs
- Food Pantries
- Dispensaries
- Tribal Communities





# Have you been there?

- Nevada is over 110,000 sq. Miles but is sparsely populated outside the two metropolitan areas.
- Demonstrate humility in these areas to build connections







- Services are T-H-I-N in some areas maximize partnerships and be knowledgeable of other services have applications for social services ready
- Do they have easy access to technology? This makes a difference if you are not making in person connections.

# How do we bridge gaps?

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- Show UP!
- What community events are you at?
- Does the community TRUST you?
- Utilize "Madrina"/"Padrinos" relationships
- Where are community members shopping/gathering?





# The role history plays

- Historical and Generational Trauma play a role in vaccine hesitancy and trust in providers
- Using F.E.M.A services can be traumatic to some communities who fear retaliation from the government or for those who have undocumented status'
- Do the people you engage with trust you enough to share their story with you?





# Accessibility

- Materials in appropriate language
- Are we culturally competent?
- How are we reaching out to those who are often overlooked?
- Can we assist with forms or explain questions respectfully?



# Vaccine Hesitant?

- Are we listening to respond or actively engaged in trying to understand their concerns?
- Are we taking their hesitancy or opposition personally?
- Ensure patient that they are the experts of their own body, this empowers them and increases effective communication



So we've shown you how to build  
it, we've worked to ensure they  
come...

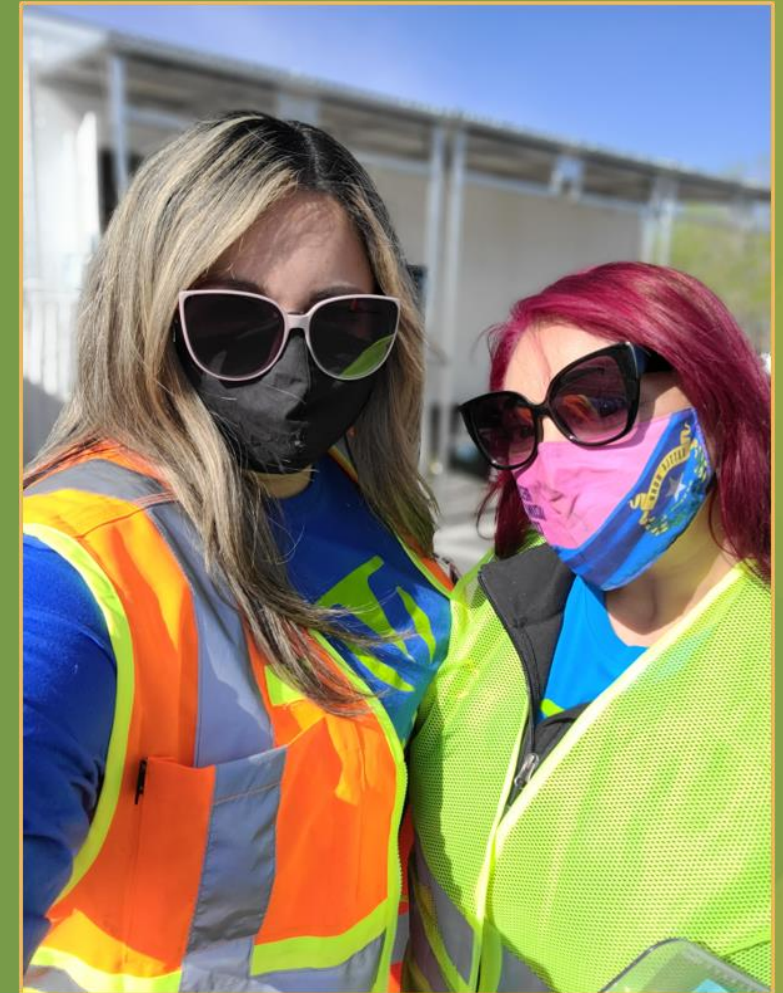




**"What exactly are  
you supposed to  
be doing here?"**

# The ROLE

- There was no role...until we made one!
- Provide the BEST CARE POSSIBLE
  - Compassion
  - Personal
  - Equitable
- Follow Up





# Advocate for Yourself

- If someone were to ask you RIGHT NOW, what you do successfully in your role, how would you answer?
- CHWs meet needs...what needs are YOU meeting?
- Be Confident!
- Don't be afraid!



# Our Impact

"Few have had a bigger impact than the Community Health Workers. They have willingly jumped into every task we've put on their plate with a great attitude and have been instrumental in conducting outreach ahead of all our stops. I'm convinced we would have vaccinated a fraction of our final numbers if we hadn't had their help. They have been great teammates in this endeavor."



# Questions?

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