

Innovative Partnerships between Cooperative Extension Services and Tribal Health to Increase Vaccine Confidence among Adults in Rural and Underserved Communities

National Tribal Health Conference

September 2022

EXCITE Program Team



Disclaimer:

EXCITE is funded via a partnership between CDC and USDA. The information provided today, and in these slides, does not represent the views of either agency.



Objectives:

- Attendees will learn more about the Cooperative Extension Service, Land-grant Universities, and how their work can complement that of Indian Health Services and Tribal health officials' programs and initiatives.
- Attendees will learn about various communication and message testing strategies implemented to reduce vaccine hesitancy. Specifically, the implementation of hyper-local strategies focusing on communities' geography, culture, and social norms using trusted messengers to communicate this information.



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Extension Collaborative on
Immunization Teaching & Engagement

Partnership
\$9.9 million over 2 years
adult immunization education



Centers for Disease Control and Prevention

CDC 24/7: Saving Lives, Protecting People™



National Institute of Food and Agriculture

UNITED STATES DEPARTMENT OF AGRICULTURE

—COOPERATIVE—
EXTENSION

EXTENSION
FOUNDATION

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Land-grant universities (LGUs)

"teaching, research, and service"
"learning, discovery, and engagement"
"talent, innovation, and place"



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“Federal land” does
reference land taken from
the Native American
Indigenous population
through coercion (violence,
broken promises and force).

Land-grant universities (LGUs)

"teaching, research, and service"
"learning, discovery, and engagement"
"talent, innovation, and place"



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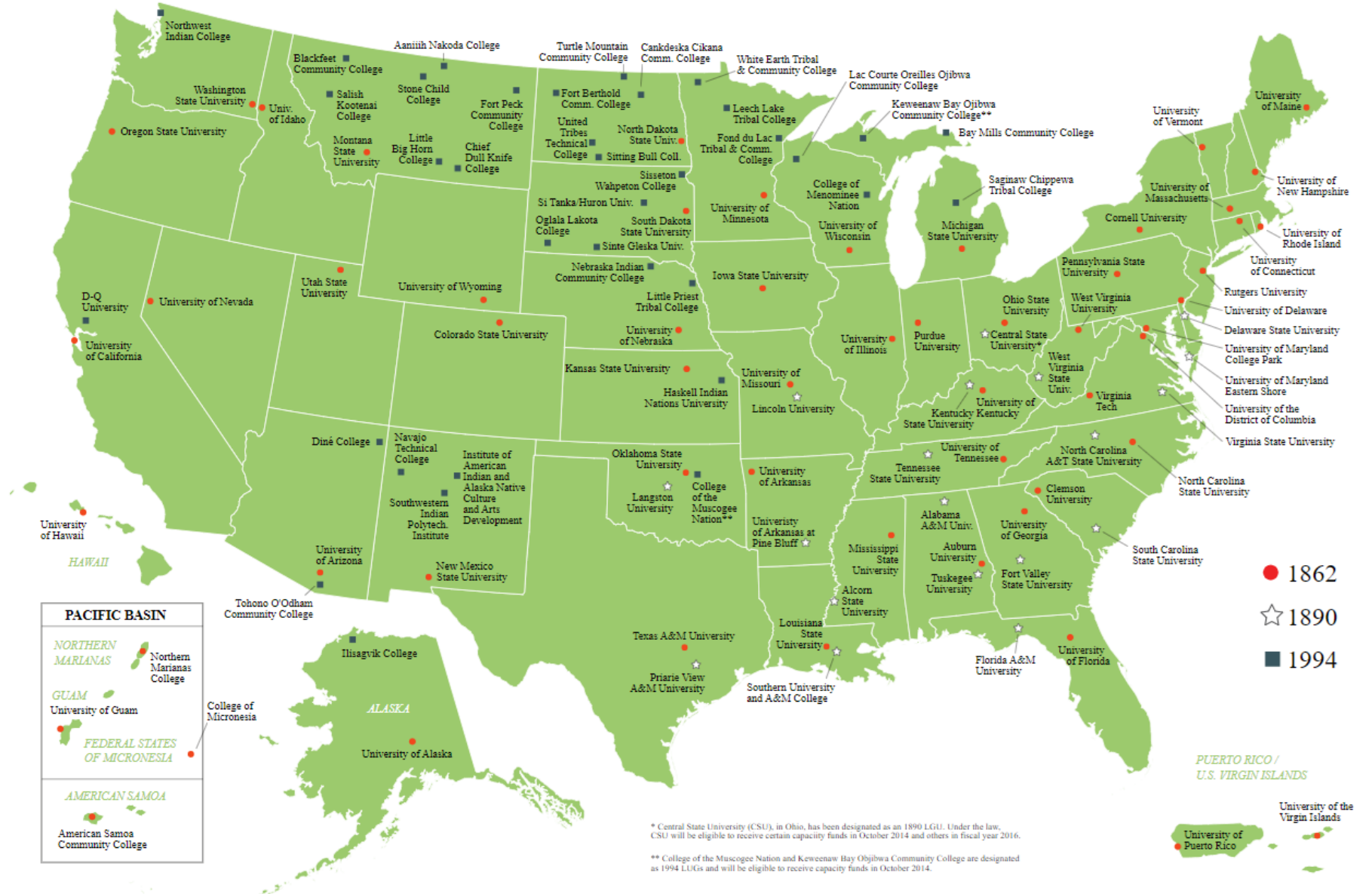
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1862 – Morrill Act - Federal lands were gifted to the states to establish colleges with a focus on science, agriculture, and engineering.

1890 – 2nd Morrill Act – race was not a criteria (Historically black colleges)

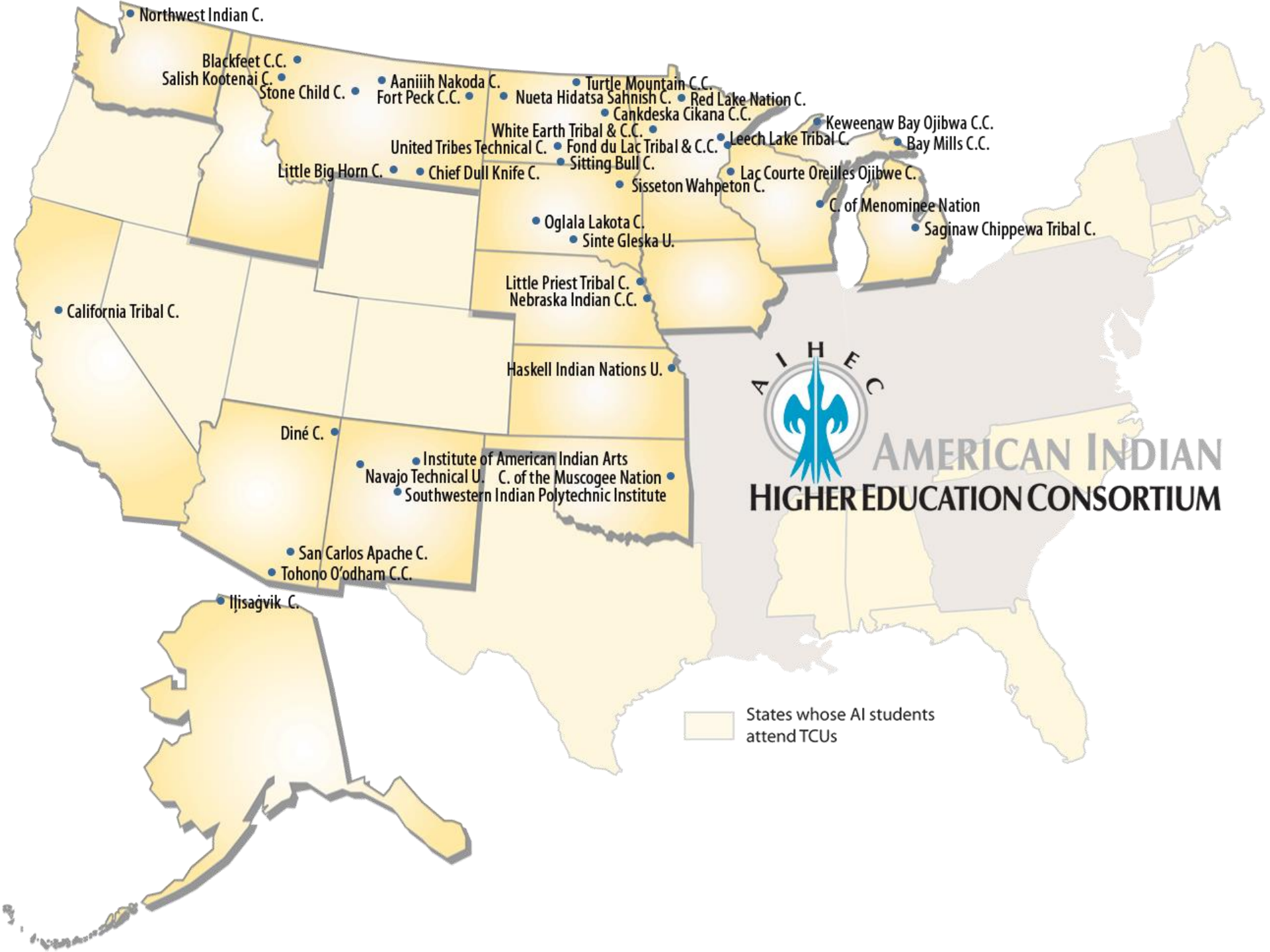
1994 – Acknowledged the Tribal colleges as LGUs

Land-grant universities (LGUs)

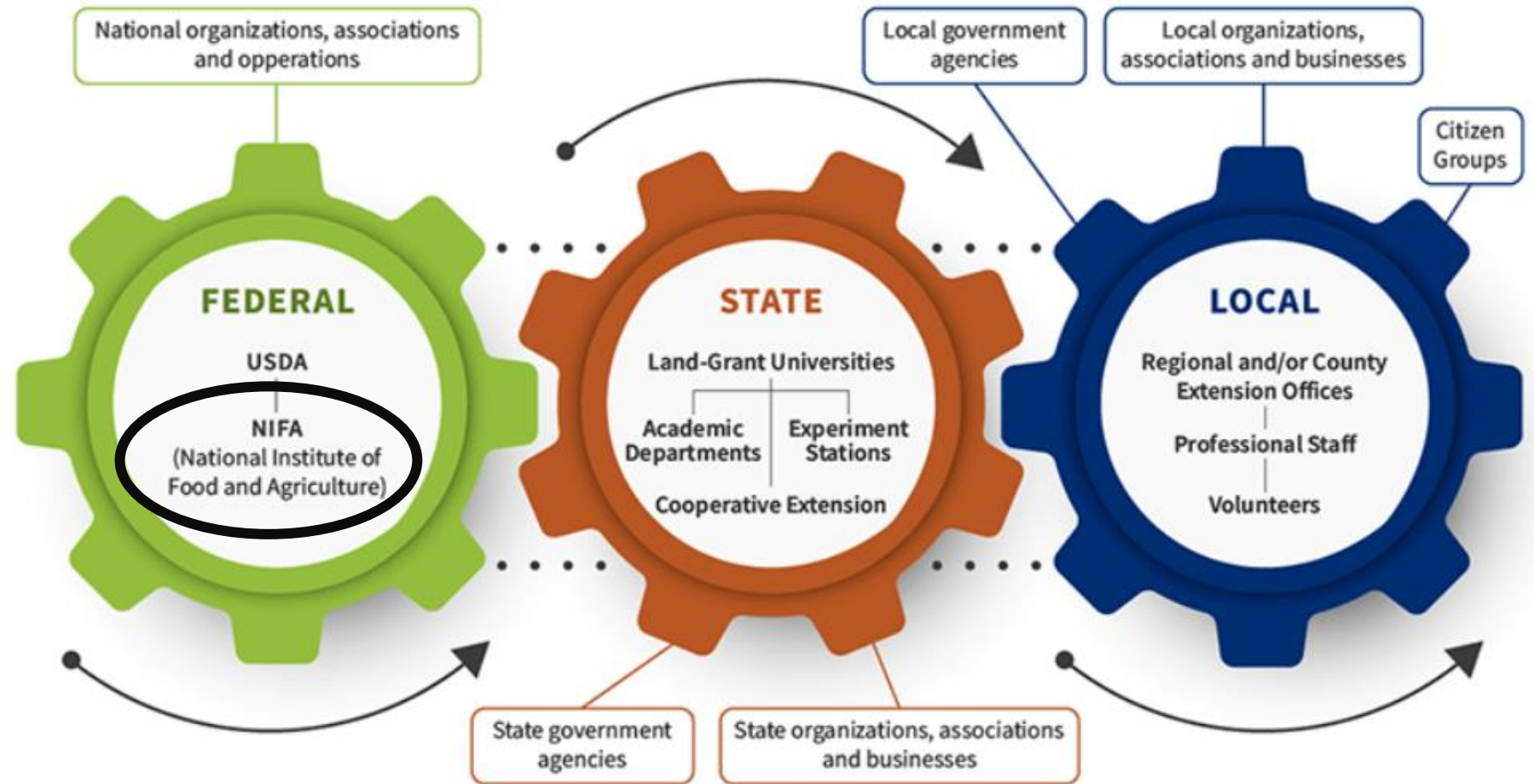


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COOPERATIVE EXTENSION



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<https://www.nifa.usda.gov/about-nifa/how-we-work/extension/cooperative-extension-system>



National Institute of Food and Agriculture
UNITED STATES DEPARTMENT OF AGRICULTURE

It is a department of United States Department of Agriculture (USDA).

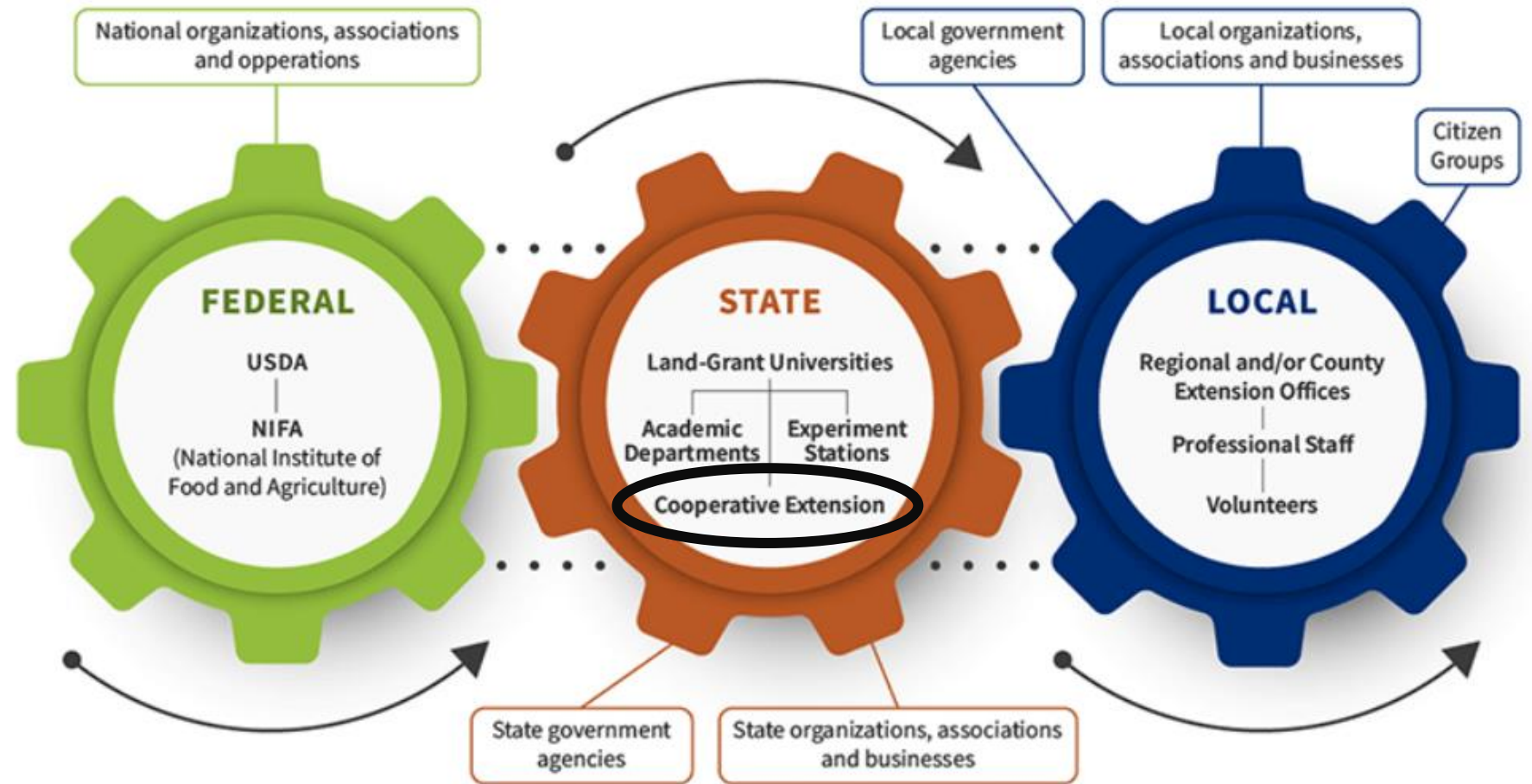
Their goal is to ensure that groundbreaking discoveries in science and technology reach the people who can put them into practice.



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COOPERATIVE EXTENSION



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<https://www.nifa.usda.gov/about-nifa/how-we-work/extension/cooperative-extension-system>

—COOPERATIVE— EXTENSION

In 1892, the boll weevil was devastating cotton crops in Texas.

This beetle was eating the buds and bolls of cotton plants.

In 1902, the United States Department of Agriculture (USDA) sent a researcher and educator to Texas to help find a solution to the boll weevil infestation.

Knapp set up an experimental farm to demonstrate to growers how soil cultivation and the use of early-maturing cotton varieties could help lessen boll weevil damage.

This farm and its research became a model for agricultural demonstration, and it would be influential in leading to the creation of the national Cooperative Extension Service in 1914.



<https://www.ncmuseumofhistory.org/events/canceled-weevil-evil>



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—COOPERATIVE— EXTENSION

Established in 1914 (Smith Lever Act)

Federally funded (with some state match)

Research and extension (outreach) work

Intended to inform citizens about current developments
in the areas of science and research



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—COOPERATIVE— EXTENSION

All universities engage in research and teaching

LGUs have a third, critical mission — extension.

Through extension, LGUs bring vital, practical, evidence-based information to not only the college students but their communities as well.

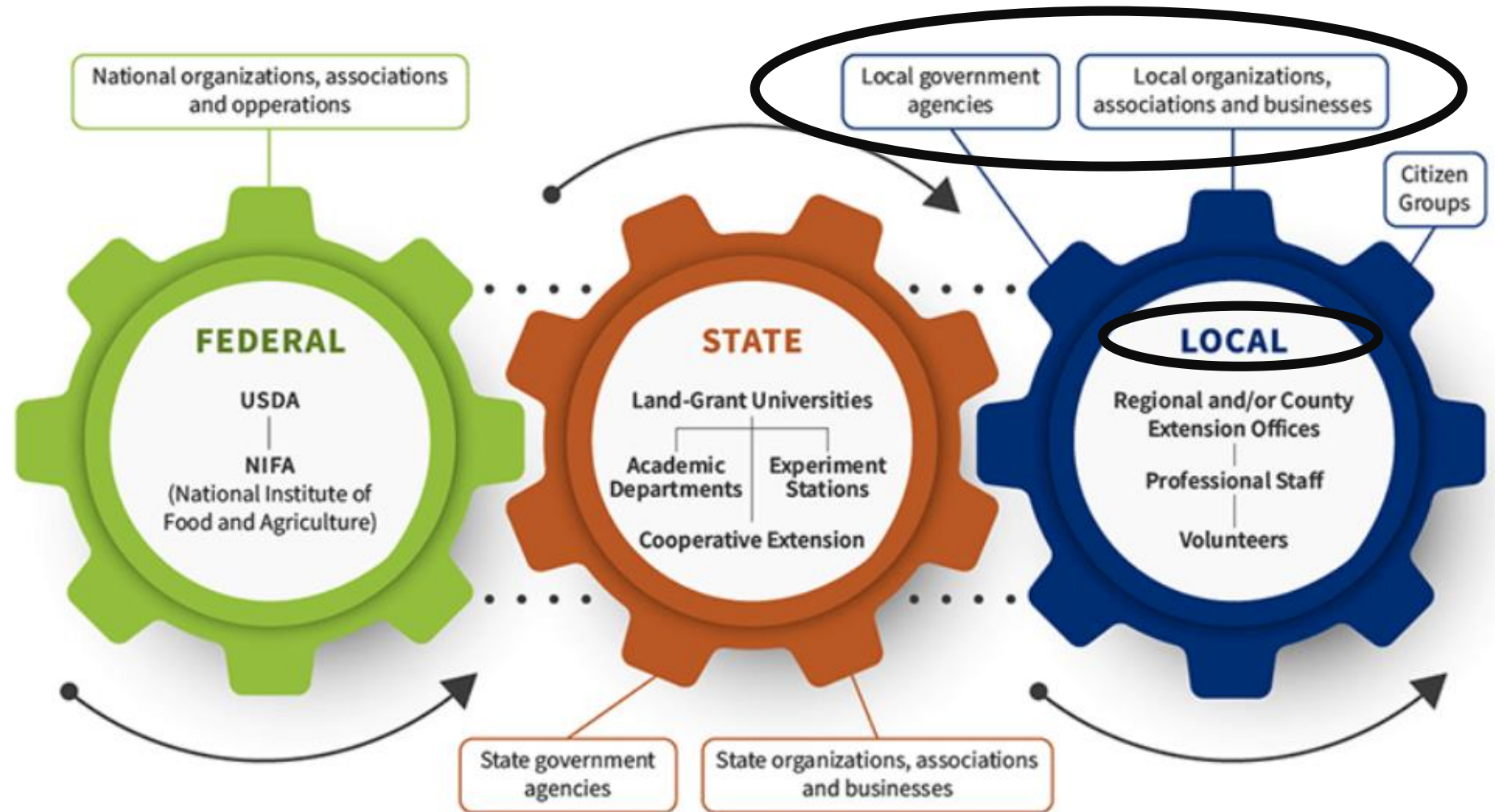


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<https://www.nifa.usda.gov/about-nifa/how-we-work/extension>

What is Cooperative Extension?



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<https://www.nifa.usda.gov/about-nifa/how-we-work/extension/cooperative-extension-system>

Who are local partners?

Indian Health Services

Tribal Health

Human Services

Public Safety Organization

Local Public Health

Religious community

Educational Community

Other

Healthcare providers

Youth Development

Pharmacy

Recreational and Arts Org.



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EXTENSION FOUNDATION

Formed in 2006

Liaison between Extension Cooperatives and outside stakeholders

Provides programmatic services

- investigating new methods and models for implementing programs
- providing professional development to Cooperative Extension professionals
- offering exclusive services to its members



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EXTENSION FOUNDATION

- Grant administration
 - Fiscal, operational and technological services
- System-wide communication
- Innovation processes
- Wrap-around services for projects
- Data collection
- Dashboards
- Resource sharing
- Partnership development



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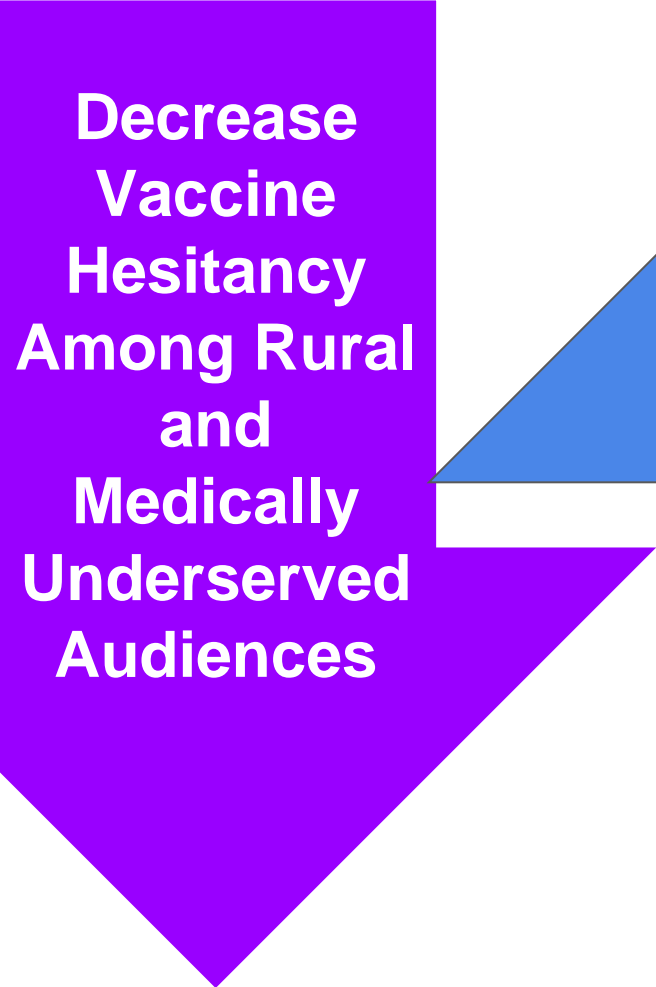
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Two National Projects

- **Vaccinate with Confidence
(non-competitive)**
- **Impact Collaborative on Adult
Immunization Education**

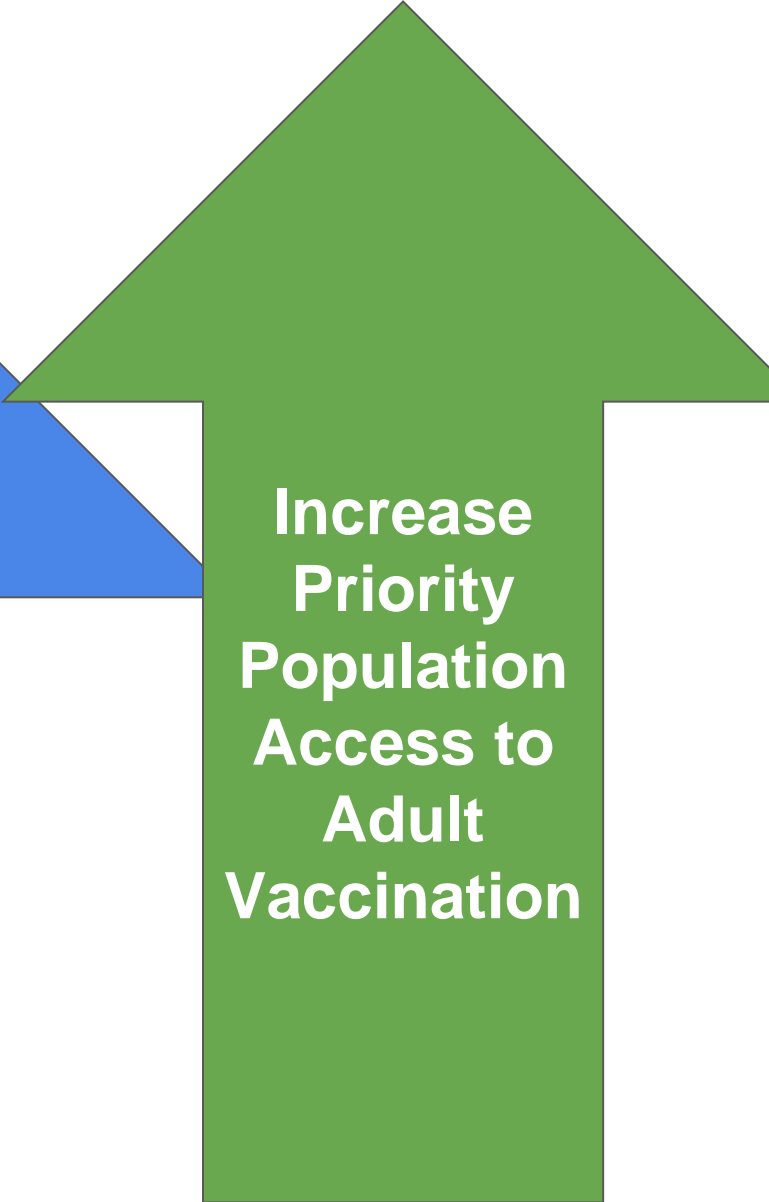
EXCITE Goals



**Decrease
Vaccine
Hesitancy
Among Rural
and
Medically
Underserved
Audiences**



**Increase
Connection and
Communication
between
Priority
Populations and
Healthcare
systems**



**Increase
Priority
Population
Access to
Adult
Vaccination**



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Project Director



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Assistant Proj. Dir.



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Operations Mgr.



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1890s Engagement
Coordinator



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1994s Engagement
Coordinator



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Marketing & Evaluation
Assistant



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Team Development Lead



Melanie Pugsley
Communications Associate



Alexi Piasecki
CDC Liaison

Rapid Community Assessment

Determine priority population?

Determine the vaccination needs?

Determine what resources are available?

Determine what resources are needed?



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Priority Populations:

- Adults (15-100 years of age)
- All geographic areas of residence (city, suburb, town, rural area)
- 65% (n=48) serving Hispanic, Latino, or Spanish individuals (including migrant farmworkers)

Additional racial breakdown

- White (n=46)
- Black or African American (n=44)
- **American Indian or Alaskan Native (n=23)**
- Asian (n=16)
- Native Hawaiian or Pacific Islander (n=11)



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Priority Populations:

Agricultural workers

College students

Faith-based communities

Healthcare professionals

Extension personnel

Tribal communities



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Tribal Colleges in Vaccine with Confidence

Bay Mills Community College - MI

Keweenaw Bay Ojibwa Community College - MI

Nebraska Indian Community College - NE

Red Lake Nation College - MN

College of Menominee Nation - WI

College of the Muscogee Nation - OK

Cankdeska Cikana Community College - ND



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Tribal Colleges in Adult Immunization Education

College of Menominee Nation - WI

College of the Muscogee Nation - OK

Nebraska Indian Community College - NE

Little Priest Tribal College - NE

Institute of American Indian Arts - NM

Fort Peck Community College - MT

Little Big Horn College - MT

United Tribes Technical College - ND



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EXCITE Spotlight Activity 1

Outreach to Tribal Communities to Increase Vaccine Acceptability

Michigan State University Extension
Keweenaw Bay Ojibwa Community College
Bay Mills Community College

Presented by:

Charlee Brissette, Tribal Extension Educator

Emily Proctor, Tribal Extension Educator



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<https://app.vidgrid.com/view/Rm4Lge8b6r5T>

Nebraska Indian Community College



<https://use.vg/t9GUJL>

College of Menominee Nation



<https://use.vg/0KTolZ>



Red Lake Nation



<https://use.vg/LotqU0>

Evaluation Indicators (Programmatic)



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Projects Results

- Improved trust in vaccinations
- Improved perceived vaccine safety
- Improved perceived importance of vaccines for preventive health and disease prevention
- Improved social norms emphasizing the importance of vaccinations
- Increased number of individuals vaccinated
- Decreased barriers to vaccinations
- Increased adult immunization rates



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Evaluation Highlights - March 2022



131,148 Events/Activities



9,978,580 Reach



25,492 Immunizations



730 Vaccination Clinics

Total ALL EXCITE projects reach:

11,201,951

Total Tribal College projects reach:

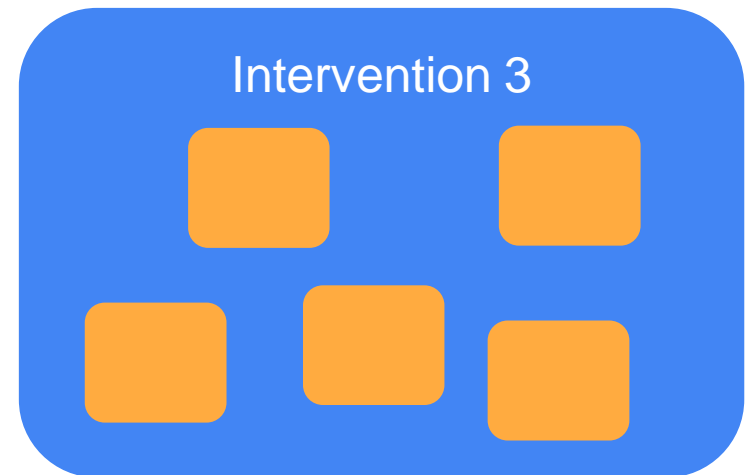
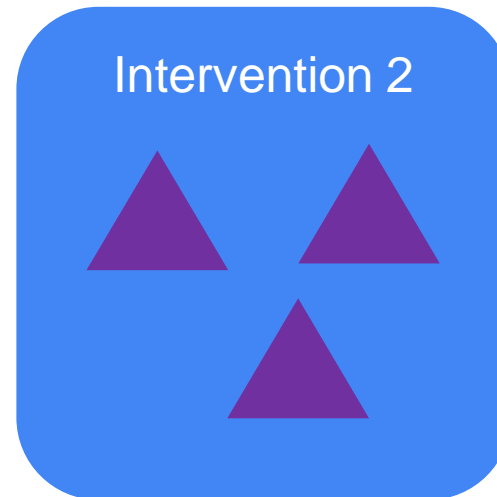
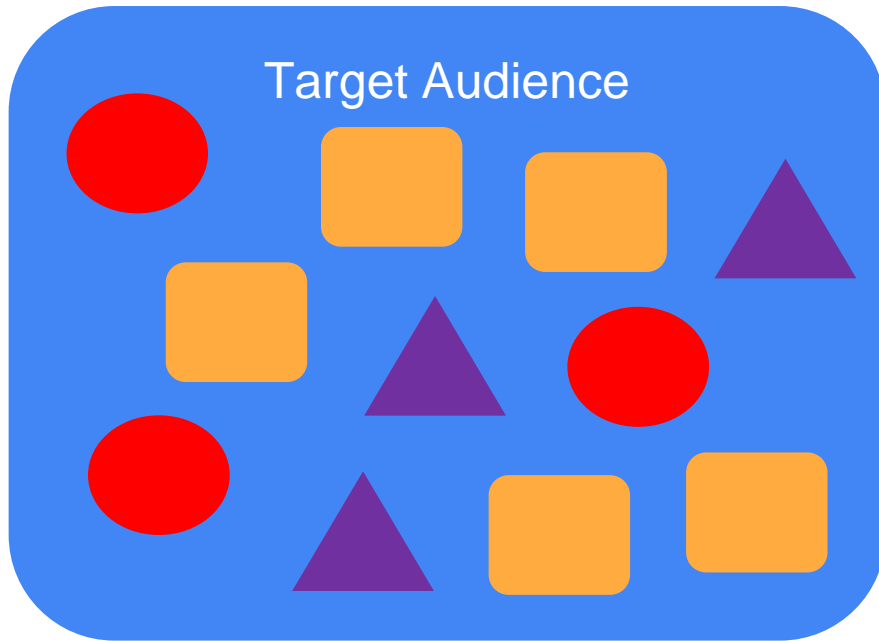
125,599



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Design Tailored Programs and Interventions



“Meet your population where they are!”



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Shared Resources

- Website
- Newsletters
- Dashboard
- Project videos
- Spotlight session
- National Registry of assets

Website

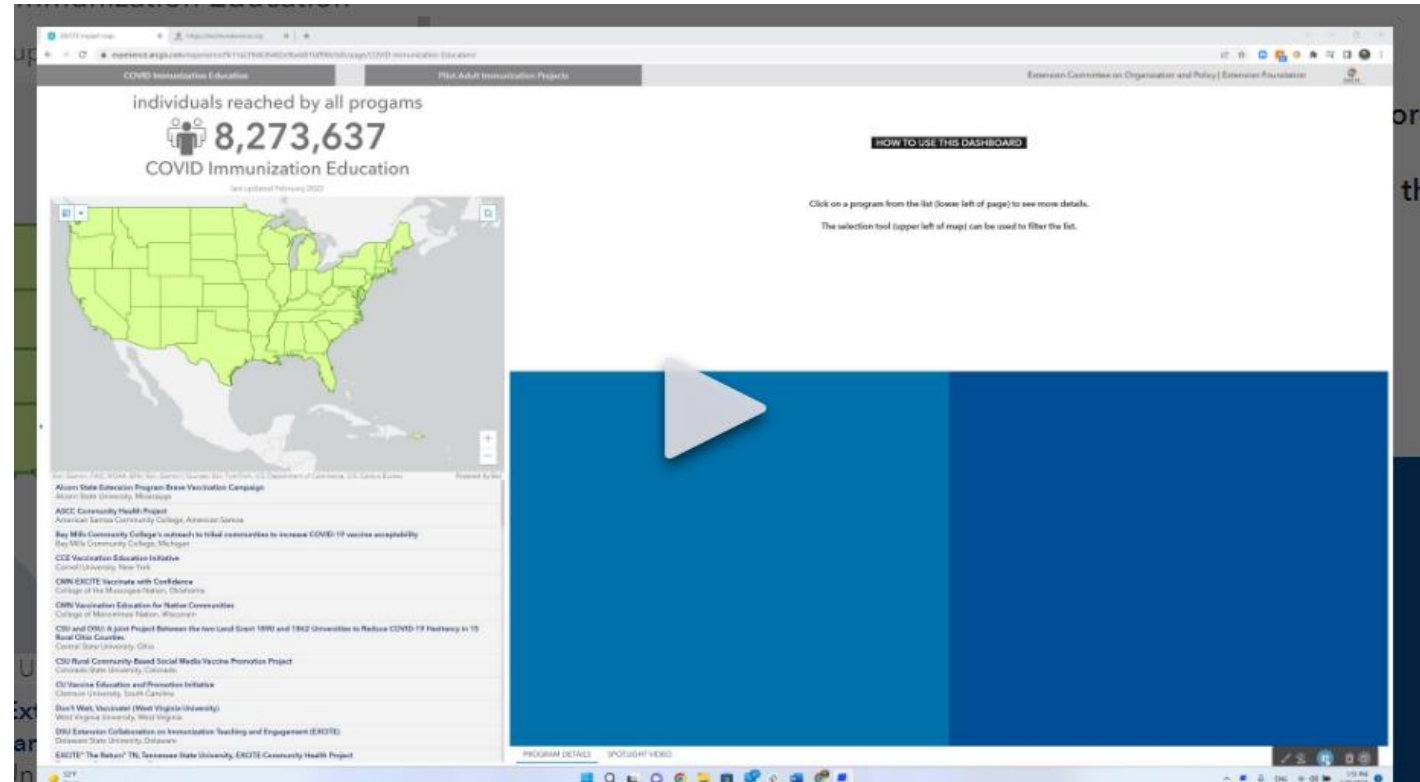
<https://excite.extension.org>

Sign up for weekly newsletter on the same page



Dashboard

<https://excite.extension.org>



The screenshot displays the EXCITE Dashboard interface. At the top, it states "individuals reached by all programs" with a large number "8,273,637" and "COVID Immunization Education". Below this is a map of the United States with a selection tool. To the right, there is a "HOW TO USE THIS DASHBOARD" section with instructions: "Click on a program from the list (lower left of page) to see more details. The selection tool (upper left of map) can be used to filter the list." Below the map and instructions is a large blue video player with a play button. At the bottom of the dashboard, there is a list of programs including "Alison State Extension Program Boost Vaccination Campaign", "ADCC Community Health Project", "Bay Mills Community College's outreach to tribal communities to increase COVID-19 vaccine acceptability", "CCE Vaccination Education Initiative", "CNR EXCITE Vaccinate with Confidence", "CNR Vaccination Education for Native Communities", "CSD and OHSU Joint Project Between the two Land Grant 1890 and 1862 Universities to Reduce COVID-19 Prevalence in 19 Rural Ohio Counties", "CSD Rural Community-Based Social Media Vaccine Promotion Project", "CI Vaccine Education and Promotion Initiative", "East West Vaccinator (West Virginia University)", "EPA Extension Collaboration on Immunization Teaching and Engagement (EXCITE)", and "EXCITE: The Return of the Vaccine State University, EXCITE Community Health Project".

The video above provides an overview of how to use the EXCITE Dashboard

[USE THE DASHBOARD](#)



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Dashboard

<https://excite.extension.org>

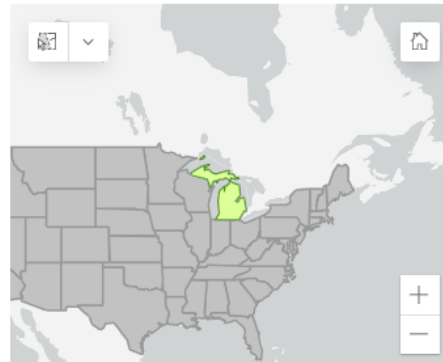
[Click Here to Open Dashboard in Full Screen Mode](#)

individuals reached by all programs

 **11,201,951**

COVID Immunization Education

last updated August 2022



Esri, FAO, NOAA, USGS | Esri; Garmin Intern... Powered by Esri

Alcorn State Extension Program Brave Vaccination Campaign
Alcorn State University, Mississippi

ASCC Community Health Project
American Samoa Community College, American Samoa

Bay Mills Community College's outreach to tribal communities to increase COVID-19 vaccine acceptability
Bay Mills Community College, Michigan

CCE Vaccination Education Initiative
Cornell University, New York

CMN EXCITE Vaccinate with Confidence
College of the Muscogee Nation, Oklahoma

CMN Vaccination Education for Native Communities

individuals reached

 **65,152**

by

Bay Mills Community College's outreach to tribal communities to increase COVID-19 vaccine acceptability

Bay Mills Community College | Michigan

Steve Yanni | syanni@bmcc.edu

Vaccine education efforts targeting Tribal Nations in Michigan facilitated by a multi-institution collaborative team. Engagement activities include cultural multi-generational gatherings, print media resources for youth, and social media.

LOCATIONS / PARTNERS

Counties represented

Chippewa County, Baraga County, Berrien County

Healthcare & Community Partners

Eva Oldman, Matt Lamphere, Carrie Iverson

Native American Reservations

Bay Mills Reservation

PRIORITY POPULATION

Description

Tribal communities, Rural communities

Age range

15-100

Where they live

Small city or town, Rural area

Race

American Indian or Alaska Native, multi-racial and multi-ethnic

[PROGRAM DETAILS](#)

[SPOTLIGHT VIDEO](#)



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Spotlight / Insight Sessions

<https://excite.extension.org>

HOME ABOUT NEWS RESOURCES ▾ CONT

Register for NEW EXCITE Opportunity Information Session Here

Agenda for Upcoming Events

-

Recordings

- [09012022 Spotlight](#)
- [Using the National Registry](#)
- [All Recordings](#)

Support

- [Impact Bullet Generator Guide](#)
- [Activity 2 Assistance](#)
- [Excite Standard Language](#)
- [How to Make a Change in PI or Scope of Work/Budget](#)

Program Reporting

- [National Registry of Cooperative Extension Programs & Assets \(NRCEPA\)](#)
- [EXCITE Events & Reporting Deadlines](#)
- [Project Roadmaps](#)
- [Activity 1 Reporting](#)
 - [Activity 1 User Guide](#)
 - [Activity 1 Final Report Checklist](#)
 - [Activity 1 Final Report](#)
- [Activity 2 Reporting](#)



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National Registry:

<https://extension.org/registry/>

**MANAAJI'IDIG
MIINAWAA
GANAWE-
NINDIG**
[Protect & Respect]



As mask mandates and other COVID-19 prevention measures are relaxed around the country, it is important that we remember that the pandemic is still impacting our Native communities and our most vulnerable members. It is important to continue to protect those most precious to us by following local guidance and being respectful of those around us.



**PUT YOUR BEST
FOOT FORWARD**



Let's gather together again...



Doing our part for our community
Vaccinated!

307-332-6805
esthealth.org

"I got it because it was the right thing to do."
-Western "Gus" Thayer



National Registry

<https://extension.org/registry/>

National Registry of Cooperative Extension Programs & Assets (NRCEPA)

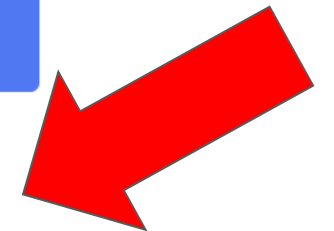


National Institute of Food and Agriculture
U.S. DEPARTMENT OF AGRICULTURE

This work is supported in part by New Technologies for Ag Extension grant no. 2020-41595-30123 from the USDA National Institute of Food and Agriculture. Any opinions, findings, conclusions, or recommendations expressed in this publication are those of the author(s) and do not necessarily reflect the view of the U.S. Department of Agriculture.

Register Your Program, Project, or Curriculum in the National Registry of Cooperative Extension Programs & Assets

View the National Registry of Cooperative Extension Programs & Assets



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National Registry

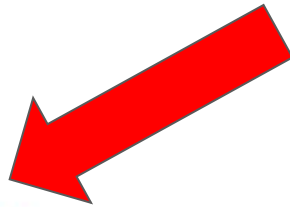
<https://extension.org/registry/>

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Instructions

If you have questions about any particular question, simply hovering over the question will prompt more details about the question. Depending on your responses, you may be asked different questions depending on your Extension program area or other selection type. For technical assistance, please contact the Extension Foundation at contact-us@extension.org.

I agree to the [terms of use](#). *



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National Registry

<https://extension.org/registry/>

National Registry of Cooperative Extension Programs & Assets
[View This Form](#)



Programs & Assets ⓘ

Filter ▼

<p>Vacationer Supported Agriculture</p> <p>Last Update Date Not updated yet</p> <p>Logo or Branding </p>	<p>First Impressions - North Carolina</p> <p>Last Update Date Not updated yet</p> <p>Logo or Branding </p>	<p>NCCE Agritourism Curriculum</p> <p>Last Update Date Not updated yet</p> <p>Logo or Branding </p>
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National Registry

<https://extension.org/registry/>

Tables **National Registry of Cooperative Extension Programs & Assets**
[View This Form](#)

Nati... Urba... Clim... FCS... Touri... 4-H/... Wor... Ag &... Com... Imm...

Search Filter

WI CMN Vaccination Education for Native Communities ★	KY KYSU Successful Kentucky Immunization Project (SKIP - COVID) ★	Vaccinate with Confidence Hawaii ★
Submission Date Sep 13, 2022	Submission Date Sep 12, 2022	Submission Date Sep 12, 2022
Your Project Name WI CMN Vaccination Education for Native Cor	Your Project Name KY KYSU Successful Kentucky Immunization P	Your Project Name Vaccinate with Confidence Hawaii
State Wisconsin	State Kentucky	State Hawaii
Land-grant Institution College of Menominee Nation	Land-grant Institution Kentucky State University	Land-grant Institution University of Hawaii at Manoa
Point of Contact Name Brian Kowalkowski	Point of Contact Name Allison Young	Point of Contact Name Heather Greenwood
Point of Contact Email bkowalkowski@menominee.edu	Point of Contact Email allison.vouna@kvsu.edu	Point of Contact Email heather8@hawaii.edu

Total: 928 entries

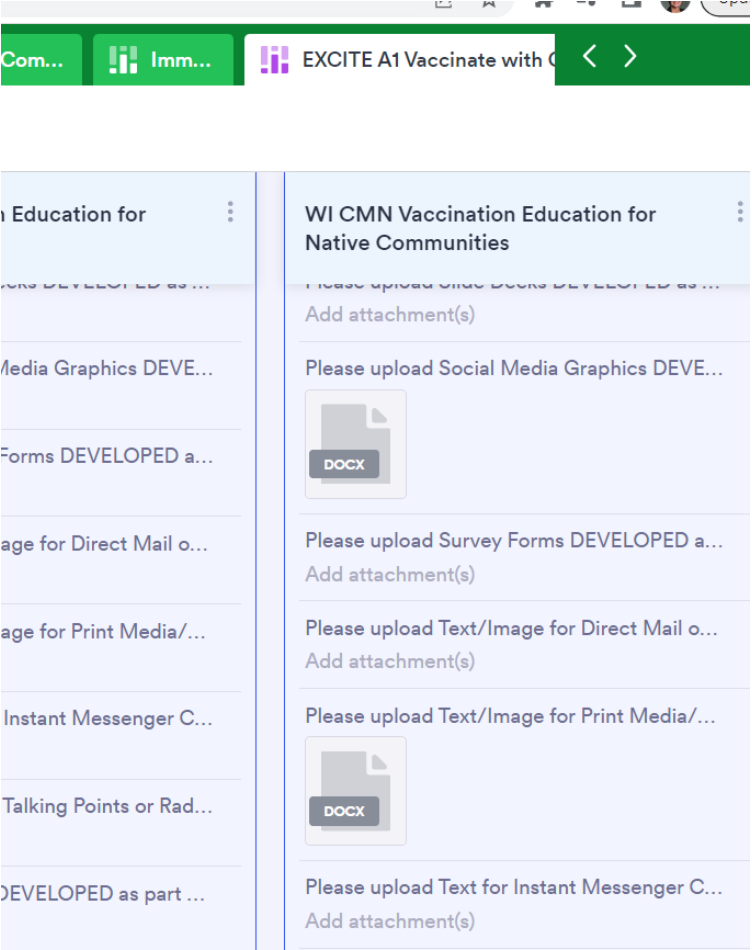


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National Registry

<https://extension.org/registry/>



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What is next for EXCITE?

- Additional funding to expand upon this work
- Use lessons learned and best practices
- **Leverage partnerships (healthcare) to continue to enhance the health and well-being of our communities**

National Network for Collaboration Framework*



*Bergstrom, A., Clark, R., Hogue, T., Iyechad, T., Miller, J., Mullen, S., . . . Thurston, F. (1995). *Collaboration framework: Addressing community capacity*. Fargo, ND: The National Network for Collaboration. Retrieved from <http://www.uvm.edu/crs/ncco/collab/framework.html>

Networking

- No shared leadership
- No shared resources
- Informal communication



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Cooperation

- No shared leadership
- Limited resource sharing
- More communication to ensure tasks are done



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Coordination

- No shared leadership
- Emphasize sharing resources
- Frequent and clear communication



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Coalition

- Shared leadership and clearly defined roles
- Generate new resources
- Frequent, prioritized communication



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Collaboration

- Leadership high, trust level high, productivity high
- Ideas and decisions equally shared
- Highly developed communication



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NEW funding opportunity for the third phase of EXCITE!

The long-term goal of this project is to increase immunization, with a special focus on vaccination confidence related to adult immunizations



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EXCITE

- Advancing the work of EXCITE 1 and 2 for adult immunization education in local communities.
- Address vaccine confidence in LGU Extension communities
- Focus on rural healthcare provider partnerships



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This EXCITE project will operate in two phases:

1. Design Phase (6 months) - non-competitive

Open to all 112 LGUs

- **Objective:** assist institutions to prepare for the Implementation phase with competitive proposals
- **Activities:** attend six (6) monthly workshops beginning in October 2022. Each month's workshop will focus on a different topic.



QUESTIONS? Email: EXCITE@extension.org

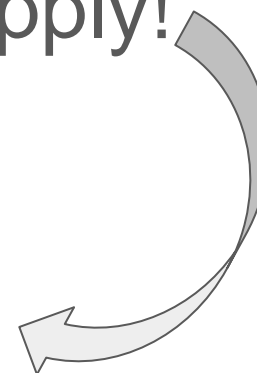
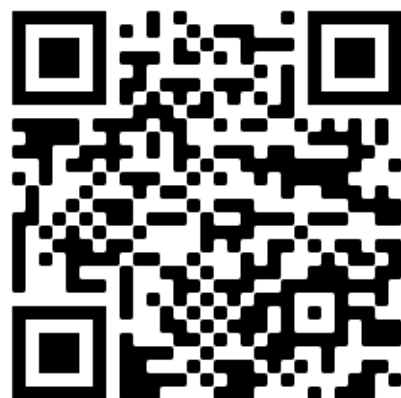
Design Phase

Application Opens: September 22, 2022

Application Deadline: November 1, 2022

Award Period: October 15, 2022 - March 15, 2023

Scan QR code to apply!



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This EXCITE project will operate in two phases:

- **Topics:**
 - identification of priority population
 - implementation of a rapid community assessment
 - partnership development
 - selection of best practices of delivery method
 - training in the use of the LGU vaccine confidence tool kit
- **Outcome:** upon completion of the EXCITE Design Phase, participants will be ready to apply for the EXCITE Implementation phase.



QUESTIONS? Email: EXCITE@extension.org

This EXCITE project will operate in two phases:

2. Implementation Phase (18 months) - competitive

Open to all 112 LGUs

- **Objective:** implement the plans for adult immunization education and vaccination which were developed during the Design Phase
- **Activities:** Implementation at the local level, directed to the identified rural and medically-underserved populations, to address COVID-19 vaccine and other adult vaccine confidence.



QUESTIONS? Email: EXCITE@extension.org

EXCITE

Partnership is a requirement of Implementation Phase:

- Dept. of Public Health (state, regional, local)
- Federally Qualified Health Center
- Rural Health Clinic
- Tribal Health Center or Indian Health Service



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Discussion:

1. Do any of you work specifically with immunization or vaccination projects?
2. Are you currently partnering with the Tribal College in your community? (What does that look like?)
3. How can Cooperative Extension partner with Tribal health departments/IHS?
4. Are there messages or feedback that I can bring back to the Tribal Colleges?



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<https://EXCITE.Extension.org>

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