



Community Network for Engagement,
Connection and Transformation



Community Health Worker and Social Determinants of Health Approach to COVID-19 Vaccination

ALIGNMENT WITH NATIONAL WORK AND BEST PRACTICE



“Community-based organizations have been a pivotal piece of the COVID-19 response effort by providing social support to families in need (food, housing, and legal support, etc.), addressing barriers to accessing quality care (through Medicaid enrollment and community health worker services), and providing vaccine educational material through culturally competent outreach. More recently, these organizations have successfully led community outreach and engagement strategies to increase vaccine acceptance and access.”

[Access, Data, Power, and Resources: A Roadmap to Health Equity](#)

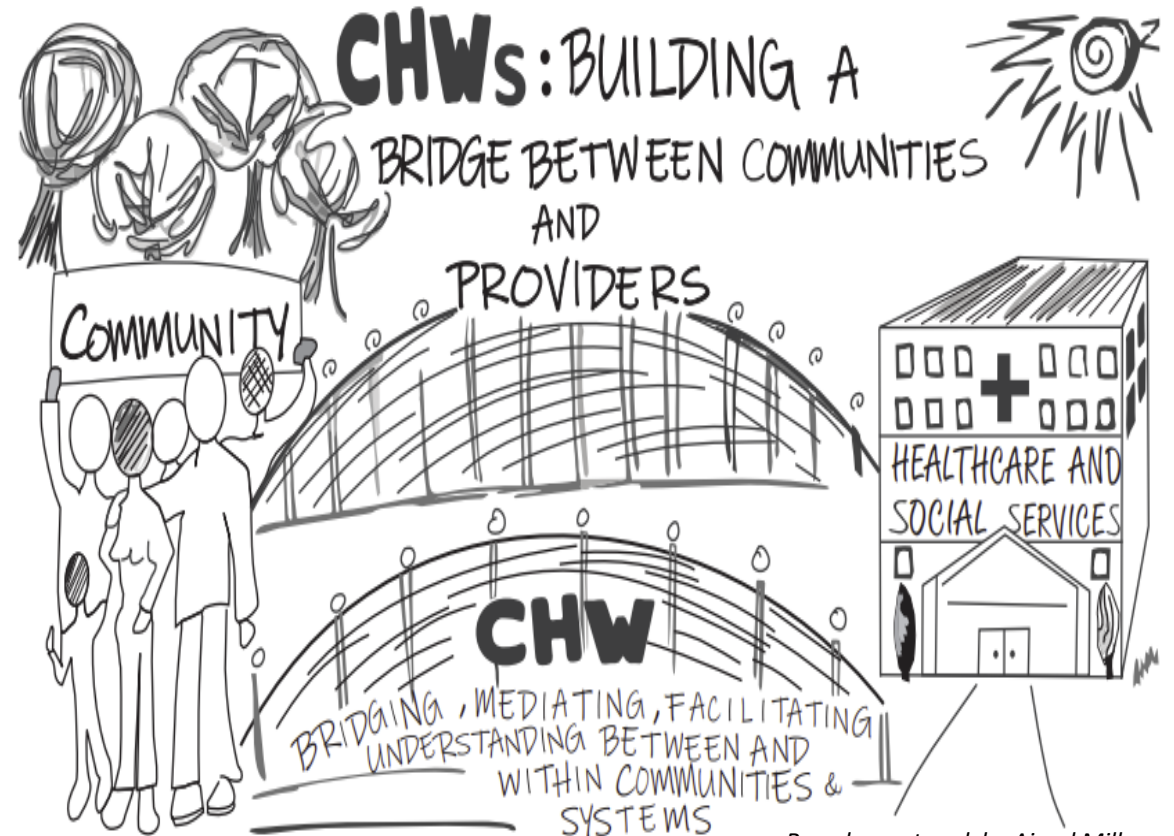
National Association of CHWs, Vaccine Equity Cooperative, Partners in Health, Social Current and Health Leads, January 2022



BACKGROUND



- Initiative funded by Erie County Department of Health beginning June '21
- Working in and with neighborhoods and populations with low vaccination rates
- Community Health Workers central to approach along with focus on partner collaboration



Based on artwork by Ajmal Millar, CHW

INITIAL STAGES

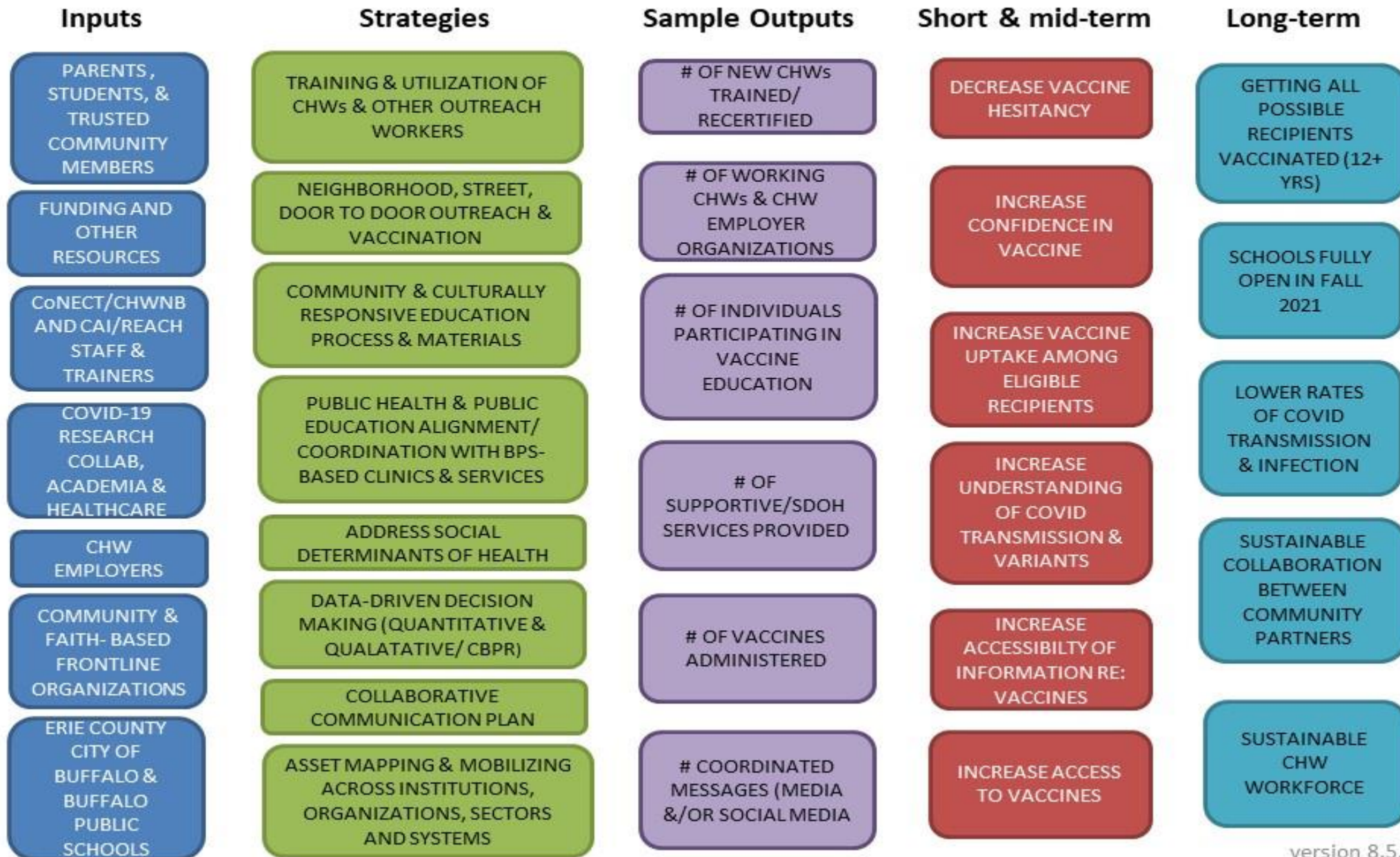


- **Co-creation of strategy** with CHWs and frontline organizations in various social determinants of health, ECDOH, City of Buffalo, Buffalo Public Schools and academics
- **Training more CHWs and outreach workers** in CHW core competencies, vaccine education and neighborhood outreach



Logic Model of Neighborhood and Community-Based COVID-19 Vaccination Efforts

OUTCOMES



IMPLEMENTATION



- Vaccine clinic as part of a larger **community event with other wellness supports**
- Pre-event/clinic **door-knocking and neighborhood canvassing**
- Bringing **targeted supports** based on community assets and needs (healthy food, housing support, mental health, etc.)



IMPLEMENTATION



- Fall/winter focused on clinics and events in Buffalo Public Schools
- Multiple formats- School day, Saturday, sports events and Parent Center/evening clinics
- Working in “whole school, whole community, whole child” model

W.O.W.
WELLNESS OUR WAY
FREE EVENT!

SATURDAY, OCTOBER 2
10AM-1PM

PS #207 LAFAYETTE HIGH SCHOOL
370 LAFAYETTE AVE, BUFFALO
An event **BY** and **FOR** students and parents!

Music | Dance | Games | Sports | Fun, delicious, and healthy food

ALSO ON-SITE:
COVID-19 VACCINE CLINIC
Walk-up or pre-register at www.erie.gov/vax or call 716-858-2929
12-17 year-olds must be accompanied by a parent/caregiver or have consent form completed

SATURDAY ACADEMY AT LAFAYETTE
Additional activities inside the school building
Walk-up or pre-register at www.bit.ly/SAPreReg

This event will be **OUTSIDE** weather permitting and in compliance with Buffalo Public Schools and Erie County Department of Health COVID-19 protocols. Please dress accordingly, wear a mask and practice social distancing.



SUCCESSSES TO DATE



- **20+** COVID-19 vaccine clinics/community health events were held in vaccine hesitant/historically marginalized communities, with **1000+** individuals receiving a vaccine
- **50+** CHWs/outreach workers were trained on how to talk about vaccination, effective community outreach and engagement, and neighborhood canvassing
- **2000+** contacts were made with community members, parents/caregivers and students providing education and assistance with multiple social determinants of health (bags of produce, mental health peer counseling, housing linkage, etc.)



BUILDING COMMUNITY HEALTH CAPACITY



- **Breaking down siloes** between institutions, systems and community to improve communication, coordination and collaboration
- **Community empowerment** through shared decision making and support for grassroots partners
- **Equity focused approach-** trauma-informed, culturally and linguistically responsive, working to create access for historically marginalized communities



COMMUNICATION IS KEY!



20+ stories on TV, radio and print media

- Getting students vaccinated: high turnout reported for COVID clinic
WGRZ
- Vaccine outreach easier 'when it's somebody that they can relate to'
The Buffalo News
- Erie County partnering with Buffalo Public Schools to get more people vaccinated against COVID 19
WGRZ
- Erie County, BPS, and health workers partner to combat vaccine hesitancy
Spectrum News
- Pop-up clinic brings vaccines to Bennett High School football game
Spectrum News



Khadijah Hussein, a Community Health Worker, talks with vaccine hesitant patients about the vaccines before and after they may get vaccinated at a Covid-19 vaccine clinic at Lafayette High School in Buffalo on Saturday, Oct. 2, 2021.

John Hickey / Buffalo News



COMMUNICATION IS KEY!



- Use of social media and institutional and organizational communication infrastructure (e.g. BPS ability to call/email/text all families)
- “Trusted messengers” having 1:1 and small group interactions in a culturally and linguistic responsive manner
- Positive and affirming narrative offering support and encouraging wellness, health and safety



CHALLENGES



- **Volatile and uncertain environment-** COVID-19 surges and restrictions, supply chain issues with PPE, vaccines, etc.
- **Communication, coordination and collaboration** between multiple systems and between institutions/community
- **Capacity of both systems and community-** staff shortages, CHWs dealing with the same challenges the community is and trauma, burnout, etc.



PARTNERSHIP IS KEY TO SUCCESS





HAVE A SAFE AND HEALTHY 2022!



Get yourself and your 5+ children fully vaccinated (including boosters for those eligible)



Wear a good mask properly when in groups or in public



Stay home and limit contact with other people if you are sick

NEGATIVE
 POSITIVE

Get tested/test yourself regularly



Keep your mind and body strong with healthy food, exercise, sleep and mental health support

BUFFALO PUBLIC SCHOOLS JANUARY VACCINATION & WELLNESS CLINICS

FRIDAY, JANUARY 14
3:30-7pm
International School #45
141 Hoyt Street, 14213

SATURDAY, JANUARY 22
10am-1pm
West Hertel Academy #94
489 Hertel Ave, 14207

SATURDAY, JANUARY 29
9am-12pm
Southside Elementary #93
430 Southside Pkwy, 14210

Questions? Call 716-858-2929
Anyone under 18 must be accompanied by a parent/caregiver or have consent form completed

Also offered on-site:

- Free masks
- Rapid test kits based on availability
- Healthy food samples
- Pop-up play
- Mental health support
- ...and more!

Check out ERIE.GOV/VAX to register for an appointment and more vaccine clinic sites

BPS parents/caregivers - sign up your child for regular COVID-19 testing at ERIE.GOV/SCHOOLTESTING

This event will be in compliance with Buffalo Public Schools and Erie County Department of Health COVID-19 protocols. Please wear a mask and practice social distancing.

BROUGHT TO YOU BY

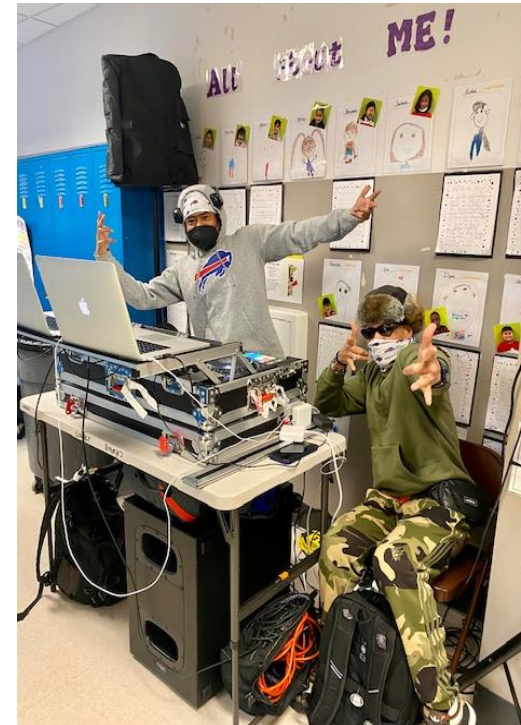












FEEDBACK AND NEXT STEPS



Questions or comments?

What lessons did we learn in the past year?

What are your recommendations for how we move forward?

