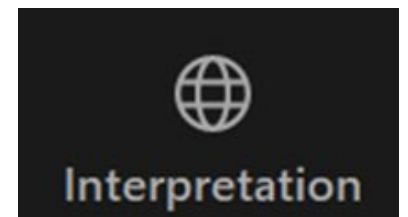


Partnering for **Vaccine Equity**



Learning Community – Using Data Visualization
to Show and Celebrate Your Impact (UnidosUS)

05.02.2022



- Participants will **remain muted** during this webinar, but you can use the **raised hand feature** to be unmuted to ask a question, OR
- Use **Q&A tab** in Zoom task bar to submit a question at any time
- **Live Spanish interpretation:** for webinars offering this option, access the interpretation option in the Zoom toolbar (Globe icon)
- **Chatroom Etiquette:** Avoid posting questions for the speaker in the Chatroom, and be civil
- **Technical problems?** Email vaxequitylearning@urban.org

Today's Speakers



Matt Mears, MA

Data and Impact
Manager, Health
at UnidosUS



Judy Gutierrez

CDC Program
Specialist, Health at
UnidosUS



Edwin Rodriguez

Program Manager,
Health CDC at
UnidosUS

UNIDOS US

ESPERANZA
HOPE FOR ALL

Using Data Visualization to Show & Celebrate Your Impact

*CDC's Partnering with National Organizations to Increase Vaccination Coverage Across Different Racial and Ethnic Adult Populations
Currently Experiencing Disparities*

Agenda

- Welcome
- Overview of EHFA Program
- Compiling Data
- Process for Creating Graphic
- Programmatic Use of Graphic
- Opportunities for Sharing Data
- Resources and Events
- Q&A

Overview of EHFA Program

Esperanza Hope for All



Health

Ensure equitable delivery of vaccines



Economy

Preserve housing & prevent loss of home equity



Education

Mitigate disproportionate learning loss

In March 2021, UnidosUS launched a public health communications & outreach campaign consisting of a **\$16 million** investment to ensure the health, economic, & education recovery of the Latino community, with a major emphasis on vaccine equity.

STRATEGIC OBJECTIVES

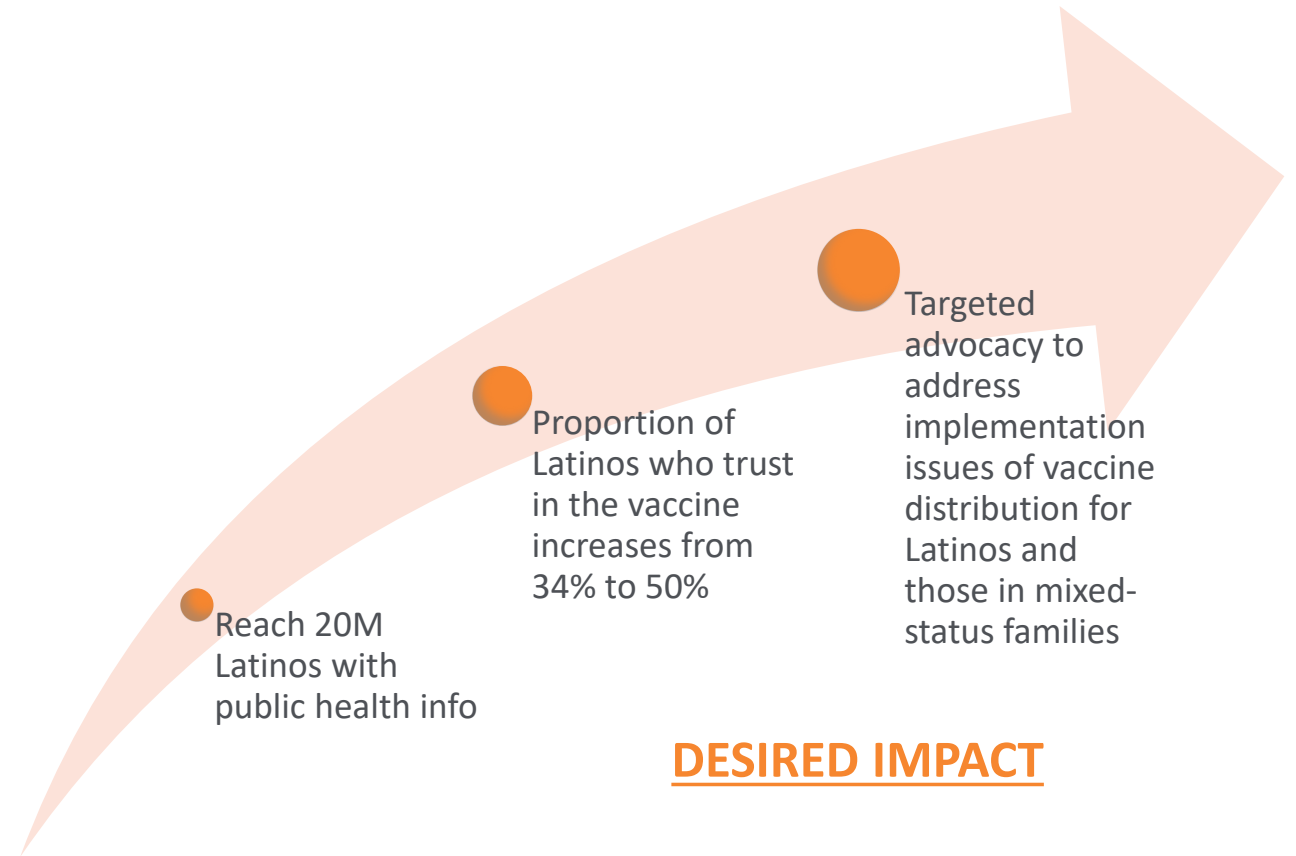
Reach Latinos through trusted channels and sources to share information about COVID-19 vaccines

Offer trusted information on the safety, validity, and importance of the vaccines, which in turn diminishes the hesitancy to get vaccinated

Serve as a trusted source for information on how and where to get immunized locally

Encourage the Latino community to make the best-informed decision regarding the vaccines

Strategic Objectives & Impact



DESIRED IMPACT

Our Plan: Expand Vaccine Equity & Uptake

Health: Ensure *equitable delivery & update of COVID-19 & Flu vaccines through public health awareness & education campaigns* & continue prevention, education, & testing efforts.



- Drive dual-language, culturally-relevant communications
- Lead Latino-focused national stakeholder engagement
- Partner with UnidosUS Affiliate Network, including Federally-Qualified Health Centers (FQHCs), to ensure equitable delivery, confidence, & uptake of COVID-19 vaccine among Hispanics

Year 1: Elements of the Campaign

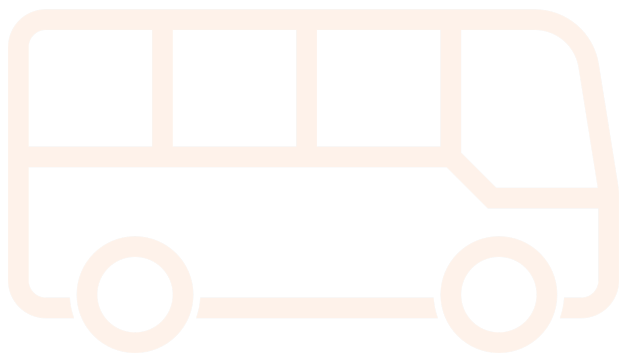
Part A - Building Our AIR Game

Leverage UnidosUS credibility, national platform, & voice to: Coordinate & deploy educational campaigns & enhance resources & evidence



Part B - Building Our GROUND Game

Leverage Affiliate Capacity to: Lead on Cultural Humility Education & Outreach & Expand Vaccine Access through Affiliate Health Centers & CBOs



Protect Yourself and Your Loved Ones Against COVID-19




- AS OF 1.27.22


Total = 33 CDC-Funded Affiliates

Compiling Data

Data Collection and Tracking

 03_Influencers_Trained.xlsx

 04-05_Communication_Products.xlsx

 06-09_Events.xlsx

 10-13_Campaigns.xlsx

 14-18_Provider_Partnerships.xlsx

- UnidosUS partnered with 33 Affiliates
 - 23 Federally Qualified Health Centers (FQHCs)
 - 10 community-based organizations (CBOs)
- Affiliates submitted monthly self-reported performance data to track programmatic progress, reach, and impact required by CDC. UnidosUS entered this data into trackers each month.
- Both quantitative and qualitative data reported by each organization was aggregated (May 2021 - November 2021)

	14 information or communication products to populations of focus	15 administrators to increase vaccination opportunities	15.1 administer vaccines to increase vaccination opportunities	16.1 with Provider Groups or Clinics			16.2 with State Health Departments			16.3 Departments			16.4 partnership with 2 or more entities			16.5 vaccines			17 site established due to any partnership		18 racial and ethnic population(s) of focus	
				Covid-19	Flu	Both	Covid-19	Flu	Both	Covid-19	Flu	Both	Covid-19	Flu	Both	Covid-19	Flu	Both	Covid-19	Flu	Covid-19	Flu
FQHC	17	0	2	1	0	0	0	0	0	0	0	0	0	0	0	3	3	0	2141	230	1108	77
FQHC	38	2	40	0	0	0	1	0	0	4	0	0	0	0	0	52	0	6	3476	701	2262	325
FQHC	18	2	8	0	0	0	0	0	0	1	0	0	0	0	0	2	0	0	797	63	150	50
FQHC	27	8	4	5	0	0	0	0	0	1	0	0	0	0	0	3	0	0	904	95	0	0
FQHC	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
FQHC	4	0	19	6	2	0	0	0	0	0	0	0	0	0	0	19	0	0	3107	0	3130	0
FQHC	5	0	2	50	20	0	0	0	0	0	0	0	0	0	0	0	0	0	13519	0	0	0
CBO	24	15	0	0	0	0	0	0	0	3	0	0	13	0	0	0	0	0	273	0	270	0
CBO	20	5	0	0	0	0	1	0	1	0	0	0	0	0	0	0	0	0	329	140	0	0
CBO	9	3	0	7	0	0	0	0	0	4	0	0	0	0	0	0	0	0	987	0	0	0
FQHC	8	1	8	0	0	0	0	0	0	0	0	0	0	0	0	6	1	0	2870	54	2344	20
CBO	14	3	0	5	0	0	1	0	0	5	0	0	3	0	0	0	0	0	0	0	0	0
CBO	21	8	1	2	0	0	4	0	0	1	0	0	9	0	0	0	0	0	2888	0	183	0
CBO	13	6	13	3	0	0	4	0	0	7	0	1	0	0	0	10	0	0	280	10	0	0
FQHC	14	1	12	3	2	0	0	0	0	0	0	0	0	0	4	17	0	0	397	0	196	0
CBO	8	4	0	1	0	0	1	0	0	0	0	0	1	0	0	1	0	0	733	0	673	0
FQHC	3	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	43476	9216	40405	2632
FQHC	3	0	7	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	858	0	741	0
FQHC	2	0	1	0	0	0	0	0	0	0	0	0	4	0	0	1	0	0	1628	760	1628	760
FQHC	11	0	11	1	0	1	0	0	0	0	0	0	0	0	0	2	0	0	4855	0	4854	0
CBO	7	1	5	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	98	0	1	0
FQHC	9	1	11	2	0	0	6	0	0	1	2	0	1	0	0	13	0	0	676	180	70	0
CBO	11	10	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	123	0	123	0
FQHC	8	3	0	3	0	0	0	0	0	0	0	0	0	0	0	0	0	0	325	0	0	0
FQHC	13	0	3	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
FQHC	12	1	18	4	0	0	0	0	0	0	0	0	0	0	0	10	0	0	842	0	1044	0
CBO	2	1	0	1	0	1	1	0	0	1	0	0	1	0	0	1	0	0	263	231	263	231
FQHC	23	0	21	0	0	0	0	0	0	0	0	0	0	0	0	8	0	0	5356	0	5356	0
FQHC	4	0	24	9	0	0	0	0	0	0	0	0	0	0	0	15	0	0	426	0	0	0
FQHC	60	9	39	7	0	0	1	0	0	5	0	0	0	0	0	61	0	0	1474	0	1474	0
FQHC	14	9	15	6	0	0	1	0	0	4	0	0	1	0	0	10	0	0	3297	3258	4681	5347
FQHC	15	5	36	0	0	0	2	0	0	8	0	0	7	0	0	18	0	0	23448	0	4542	0
FQHC	23	3	7	0	0	0	0	0	0	1	0	0	4	0	0	26	8	4	689	152	0	0
Total information		461																				
Total vaccines (Vax administrators)		101																				

Data Quality Review

- Conduct quality review and identify priority metrics
- Determine adjusted estimate metrics:
 - Perform direct outreach to sub-recipients for verification
 - Refer to other programs, CDC itself, or alternate datasets to identify outliers
- Document and store all notes and adjustments for reference
- Data Limitations
 - Report terminology and performance questions subject to individual interpretation; led to some overreporting and underreporting
 - Health Team adjusted impact metrics to account for the variation in month-to-month reporting (e.g., outliers, etc.)

Process for Creating Graphic

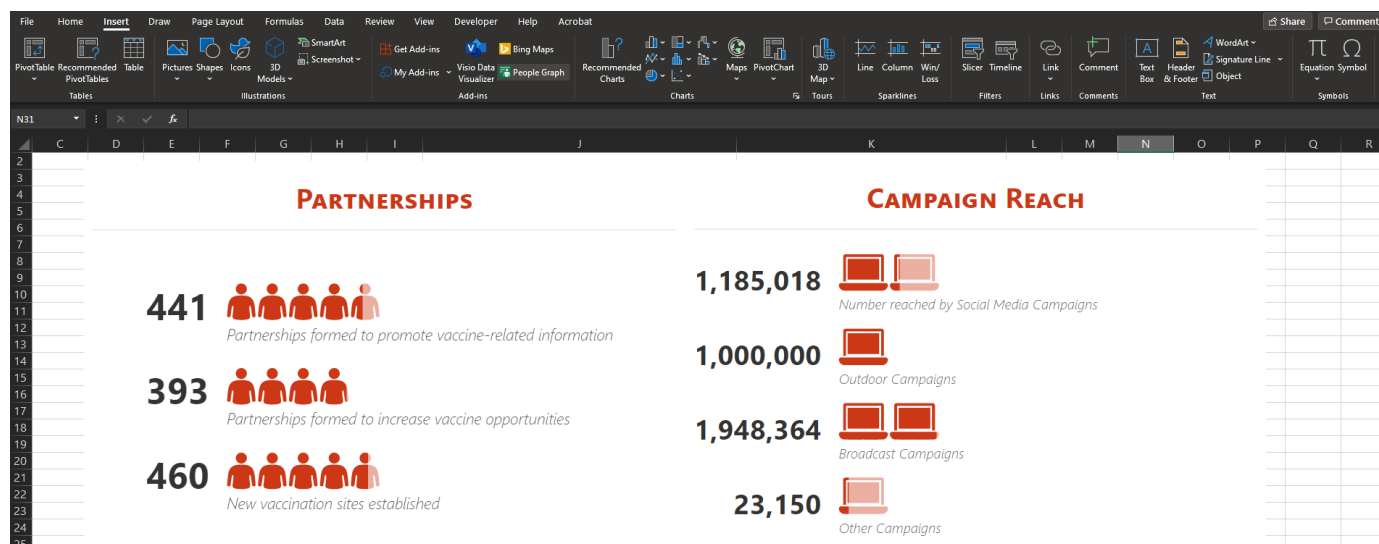
Selection of data for graphics

- Assessing what data will be shared
 - Accurate
 - Representative
 - Purposeful
- To whom and where it will be shared
 - What would internal stakeholders want to see?
 - What would external stakeholders want to see?

	A	B
1	Data point	Adjusted Estimate from all subrecipients
2	Partnerships formed to promote vaccine-related information	441
3	Partnerships formed to increase vaccine opportunities	393
4	New vaccination sites established	460
5	Number of vaccines administered through partnerships	114,059
6	Number of Vaccines Administered for population of focus	75,493
7		
8	Total Campaigns (COVID-19 Only)	516
9	Number reached by all campaigns (including Social)	4,156,532
10	Number reached by Social Media Campaigns	1,185,018
11	Outdoor Campaigns	1,000,000
12	Broadcast Campaigns	1,948,364
13	Other Campaigns	23,150
14	Impressions/Click throughs of social content	727,547
15	Shares/Reposts of Social content	26,284
16		
17	Informational Sessions or Webinars	744
18	Discussion Sessions or Town Halls	144
19	Community Workshops	64
20	Other events	806
21	Number of languages	7
22	All attendees	200,000
23	Target Audience Attendees	99,443
24		
25	TV/Radio Commercials	158
26	Outdoor Advertisements	303
27	Call and Text Scripts	2,017
28	Print Media	31,817
29	Social Media Posts	3,468
30	Other Products	561
31	Number of Languages	15
32		
33	Celebrities, political figures, social media influencers, or other public figures	144
34	Community health workers, health volunteers, and health ambassadors trained	1,388
35	Healthcare providers or healthcare professionals trained	340
36	Print media or radio/television personnel trained	178
37	Faith leaders trained	191
38	Others trained	1,129
39		

Resources to develop graphics

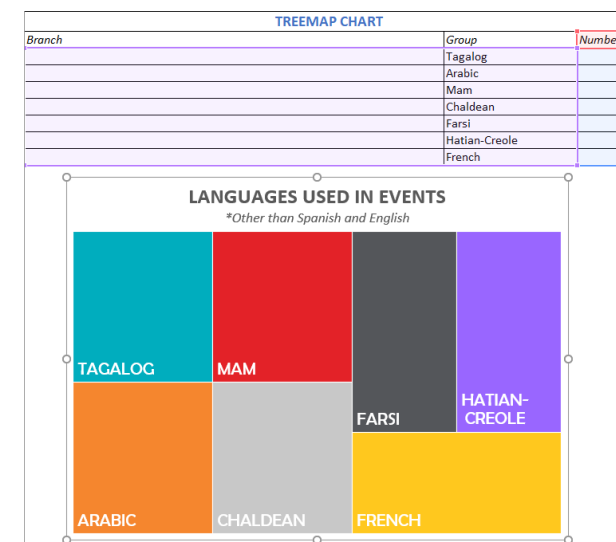
- Starting with the basics - Excel
 - Charts such as pie charts, treemaps, line graphs, etc.
 - People Graphs tool
- Intermediate skills and knowledge on using Excel



PIE - DOUGHNUT GRAPH

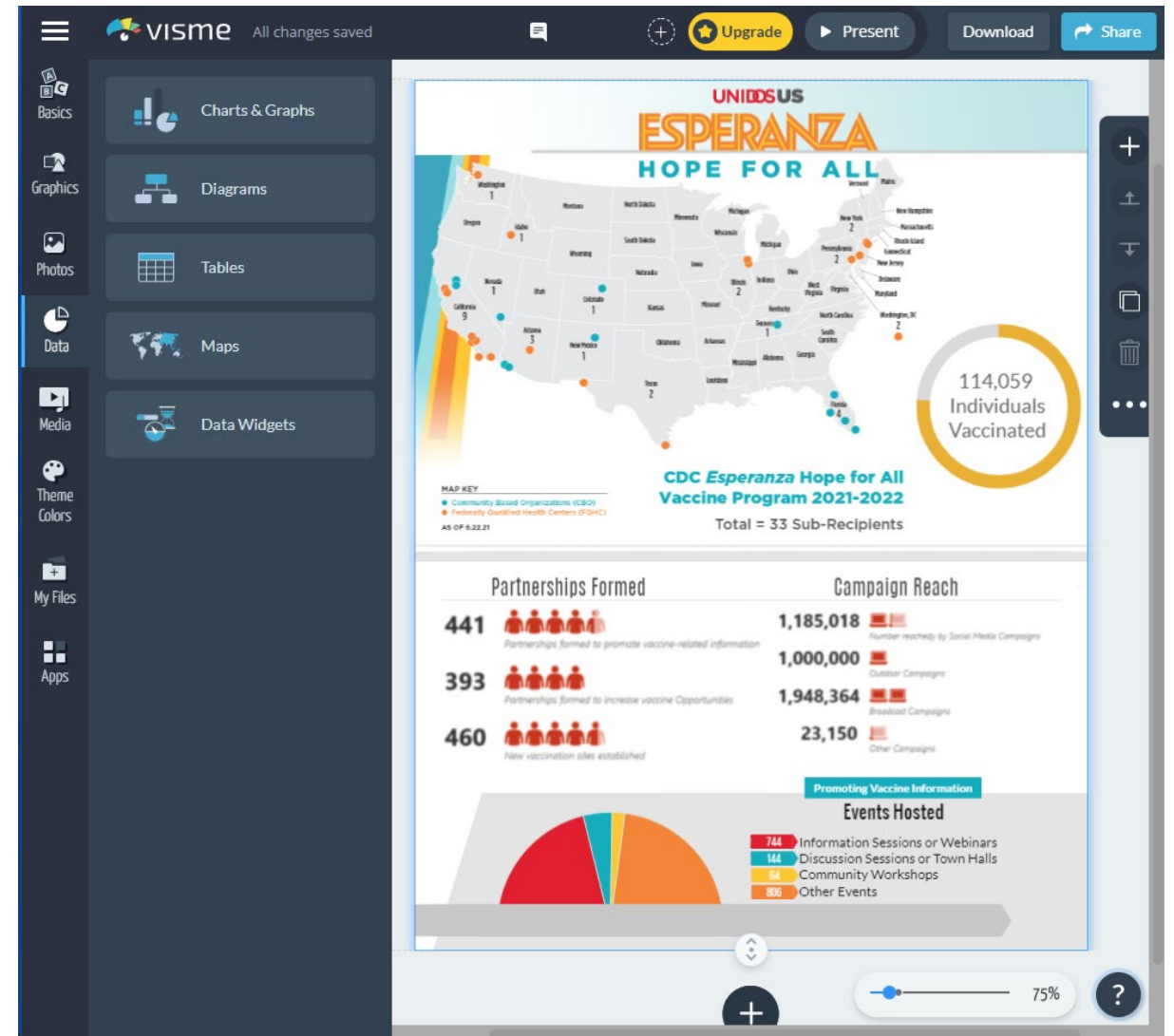


TREEMAP CHART

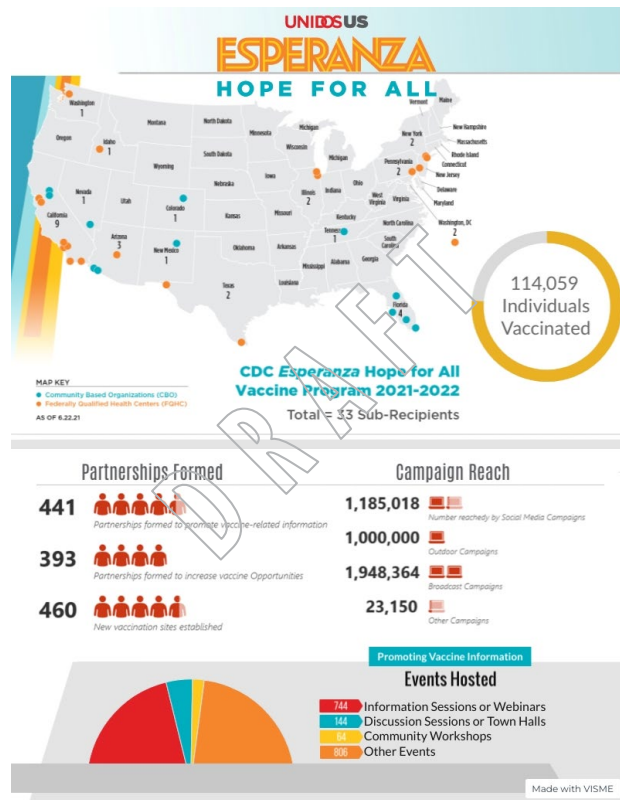


Resources

- Using an online visual tool or infographic creator
 - Visme
 - Canva
 - Venngage
 - Infogr.am
- Intermediate level or skill

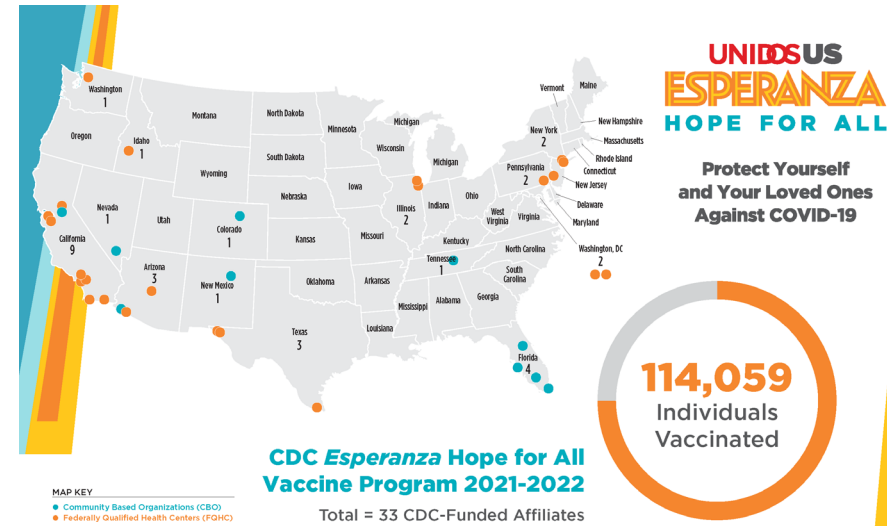


Marketing & Communications Branding



- MARCOMM
 - At the start of the EHFA campaign we had developed branding guidelines for the campaign
 - Request was channeled to the Design team who used branding guidelines and their expertise to edit graphics
 - Editorial team provided copy-editing and final proofreading

Final Infographic



By the Numbers

Affiliates Campaign Reach

1.9M+
Broadcast Campaigns

1.1M+
Social Media Campaigns

1M
Outdoor Campaigns

23K+
Other Campaigns

Partnerships Formed

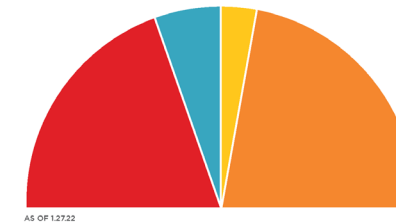
460
New vaccination sites established

441
Partnerships formed to promote
vaccine-related information

393
Partnerships formed to
increase vaccine opportunities

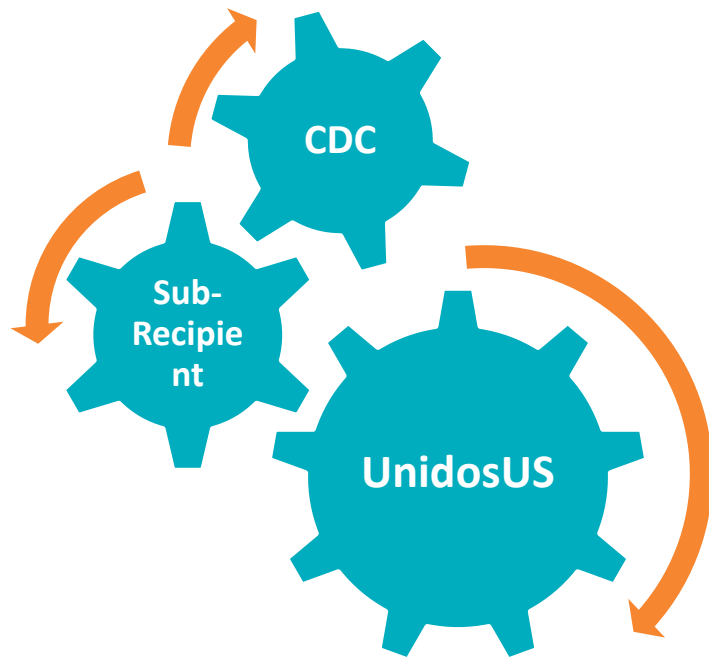
Events Hosted (Promoting Vaccine Information)

- ▶ **806** Other Events
- ▶ **744** Information Sessions/Webinars
- ▶ **144** Discussion Sessions/Town Halls
- ▶ **64** Community Workshops



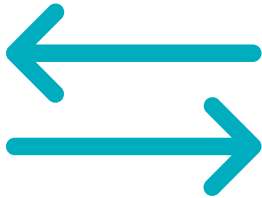
Programmatic Use of Graphic

Programmatic Use



- Inform, celebrate, and encourage sub-recipients
 - Making data a two-way exchange
 - Using visuals as a step toward fostering a stronger data culture
 - Create an environment where sub-recipients feel a part of an overall continuous learning process and take ownership over the data they submit
- Moving forward, aim to develop and share back products like this at higher frequency; have interactive dashboards in addition to graphics

Programmatic Use



Convey information

Internal/External reports



Summarizing results or presentations

Impact and reach
Successes and challenges
Showcase community's stories

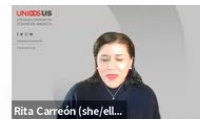
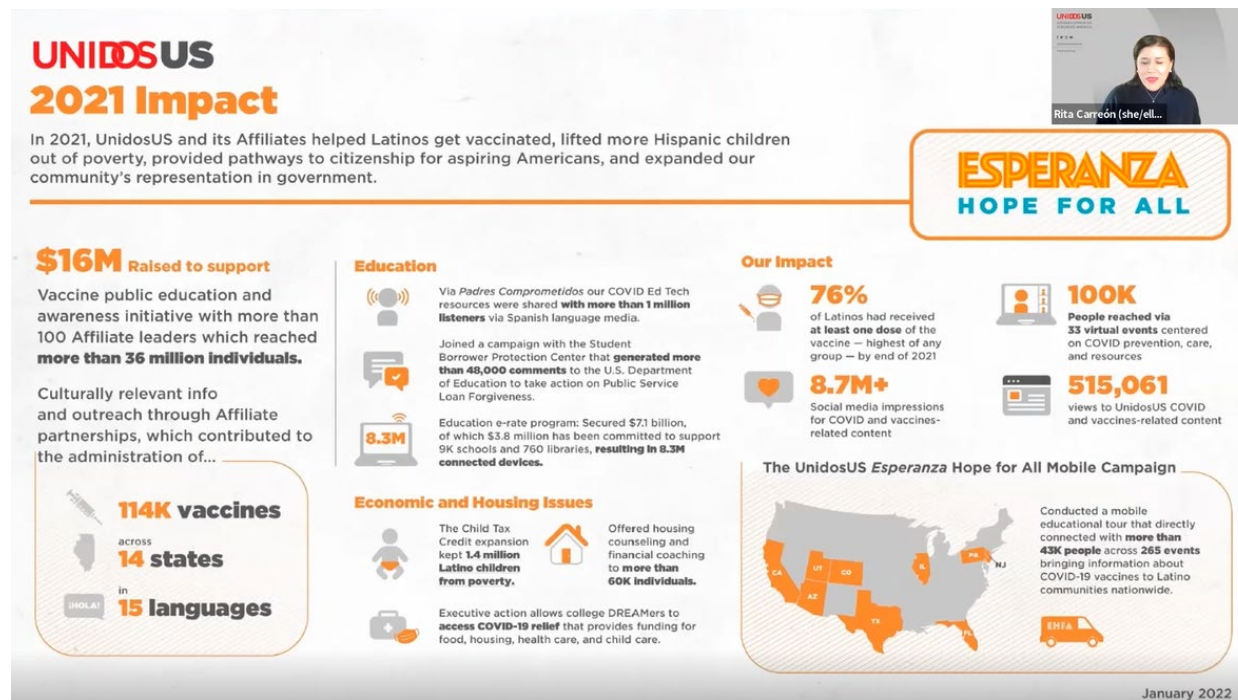


Inform decision making

Technical Assistance Calls

Opportunities for Sharing Data

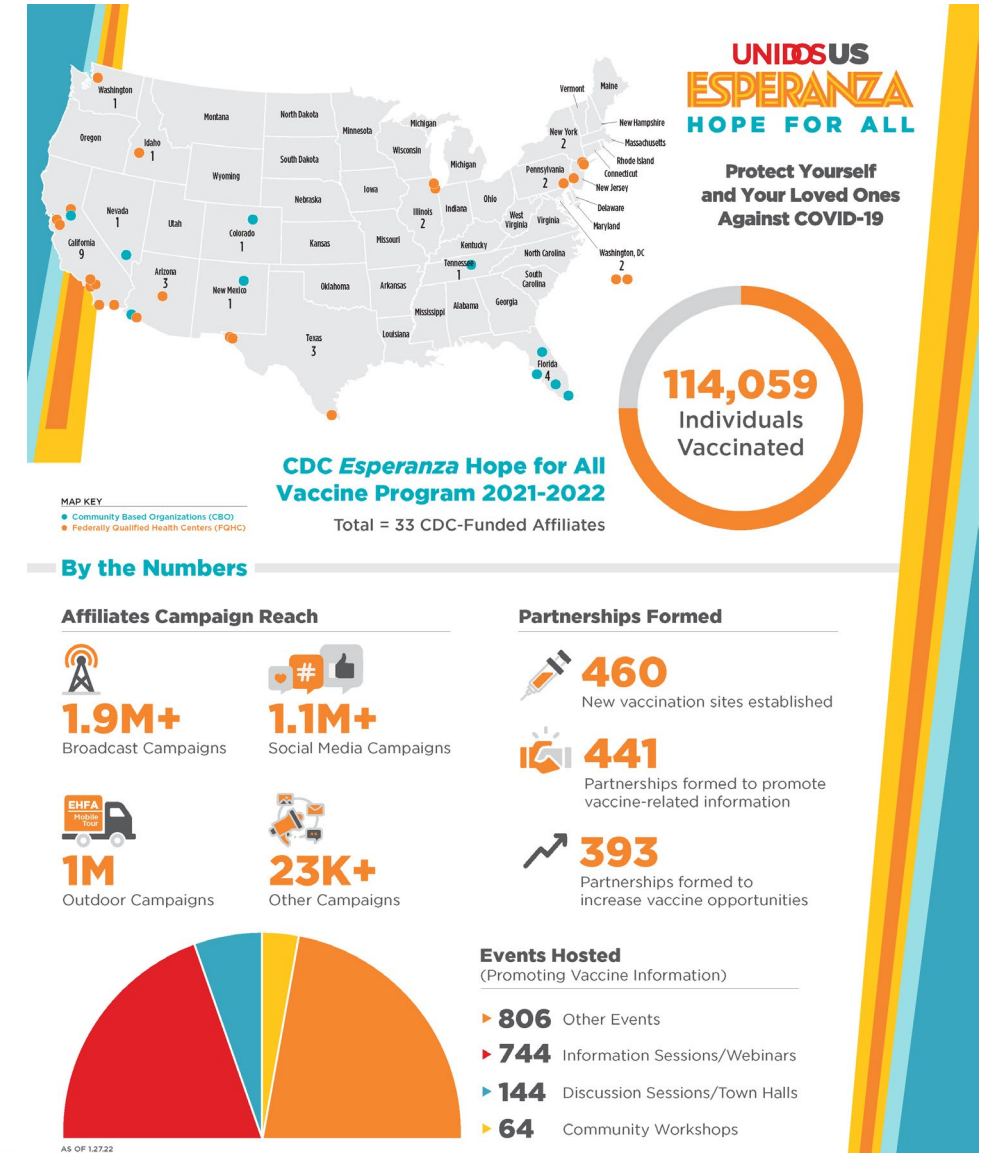
Internal



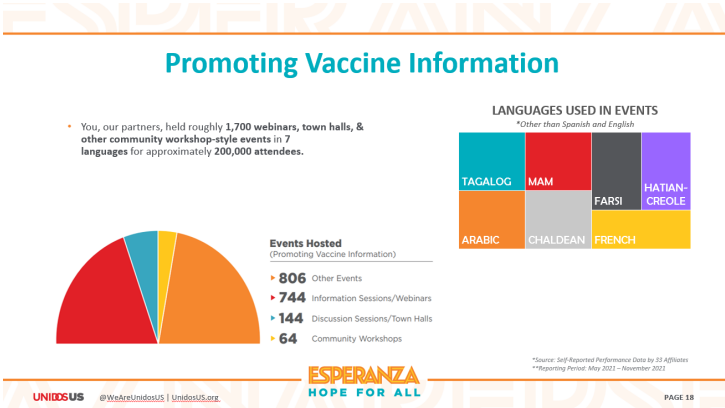
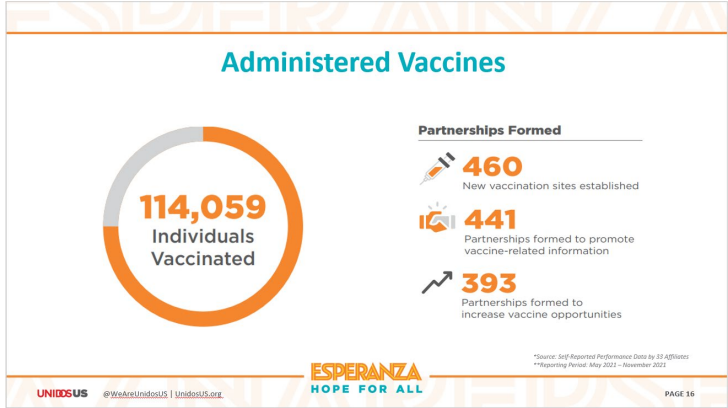
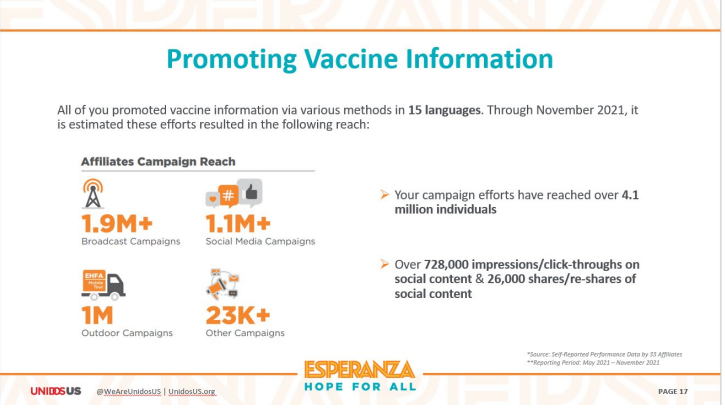
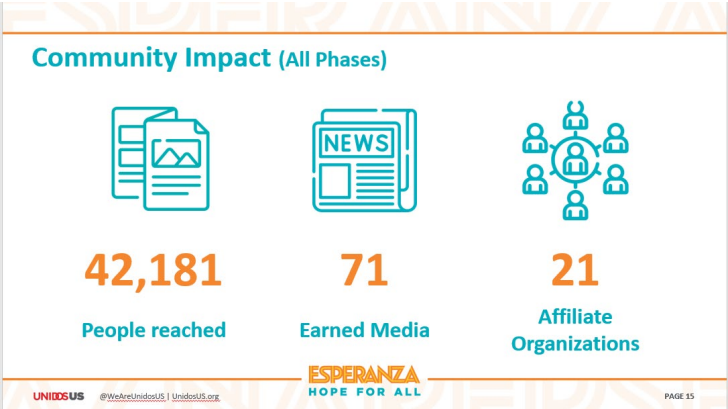
- Board of Directors
- Sub-recipients
 - All Sub-Recipient Calls and Regional Calls
- Other internal components
 - Internal program promotion

External

- External Stakeholders
 - Coalitions, Partners, Taskforces and Press
- UnidosUS Reports and Publications
 - Factsheets, Webinars, Briefs, etc.



Presentation Slides



Resources & Events

UnidosUS Resources: EHFA Virtual Toolkit

NEW - The *Esperanza* Hope for All campaign web-based toolkit will be available in English & Spanish projected for May 2022.

It will contain recent campaign key messages, messaging do's & don'ts, social media posts, & more.



Upcoming Events

UnidosUS Annual Conference

July 9-11, 2022

San Antonio, TX

Registration is now open

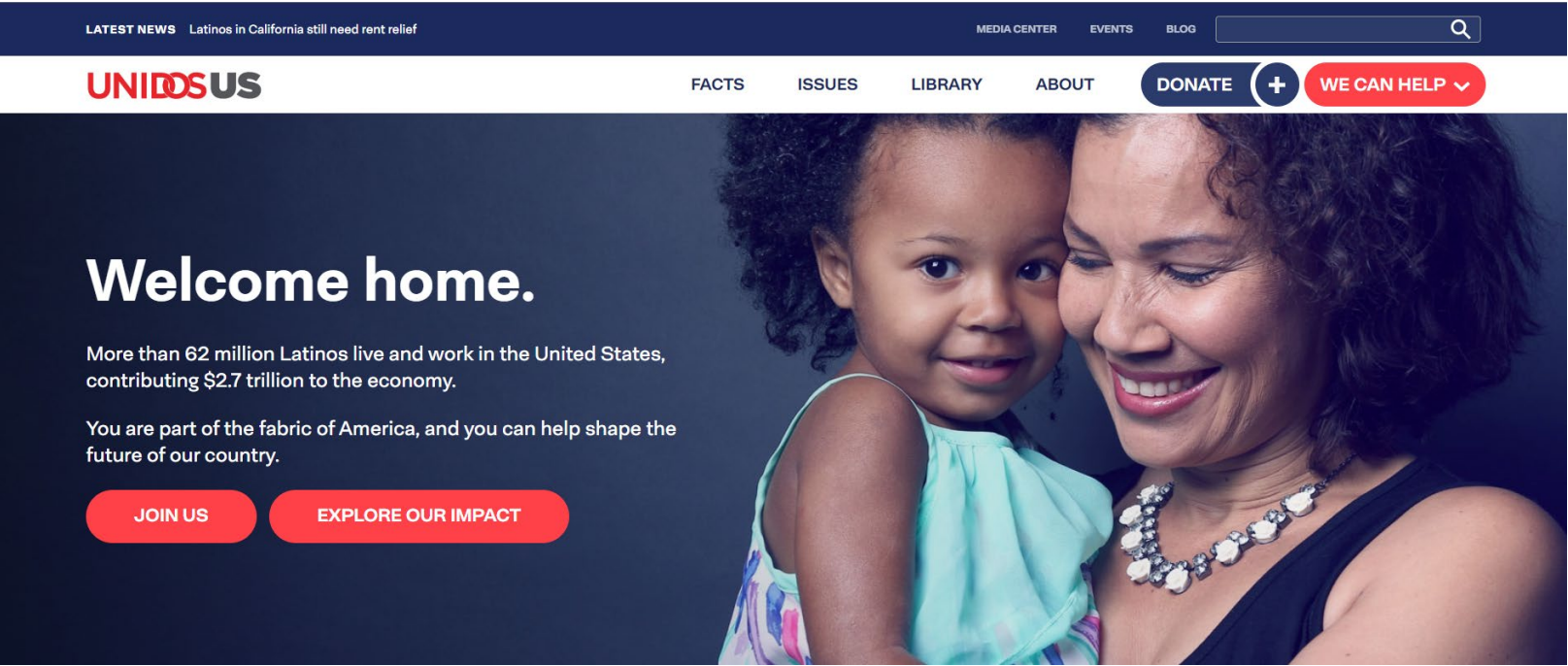
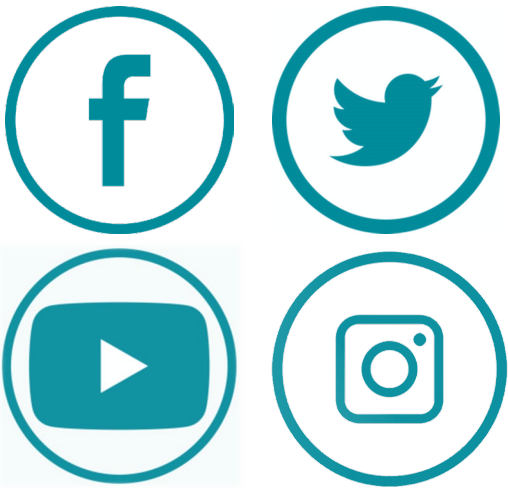
EHFA YR2 Mobile Educational Tour

Early Summer through Fall 2022

Locations

Phoenix, Tucson, Albuquerque, Denver,
Philadelphia, & Ft. Myers/Naples

Visit us online and follow us on social media



Q&A



Event Satisfaction Poll

Partnering for **Vaccine Equity**

