

Be a Superhero: How to Increase COVID-19 Vaccine Uptake in Schools through Community Collaboration



TODAY'S PANELISTS



**Suad
Ali**

Georgia State
University Prevention
Research Center



**Dr. Omar
Aziz**

International Rescue
Committee



**Stephanie
Brown-Bryant**

Indian Creek
Elementary



**Temple
Moore**

Refugee Women's
Network



DeKalb County
GEORGIA



REFUGEE
WOMEN'S
NETWORK



BACKGROUND

- Clarkston, Ga: “The Ellis Island of the South”
- Approx 50% Foreign Born, 50% African American
- CORE/ IRC existing relationship
- Mobile Team Response
- Community Efforts during the pandemic
- Partnership with DeKalb County Board of Health (DBOH)



CLARKSTON & HEALTH EQUITY



- Addressing Barriers in Clarkston, GA

- Clarkston's Social Vulnerability Index (SVI) is among the top 8% in the US
- High rates of uninsured, food insecurity, housing insecurity, lack of living wage jobs
- Transportation, Language, Finances, Culture, Health Literacy, Childcare
- Large Communities from **Afghanistan, Burma/Myanmar, Iraq, Iran, Syria, Democratic Republic of Congo, Ethiopia, Eritrea, Somalia, Rohingya, Kurdistan, Central and South America**

- The Pandemic Response

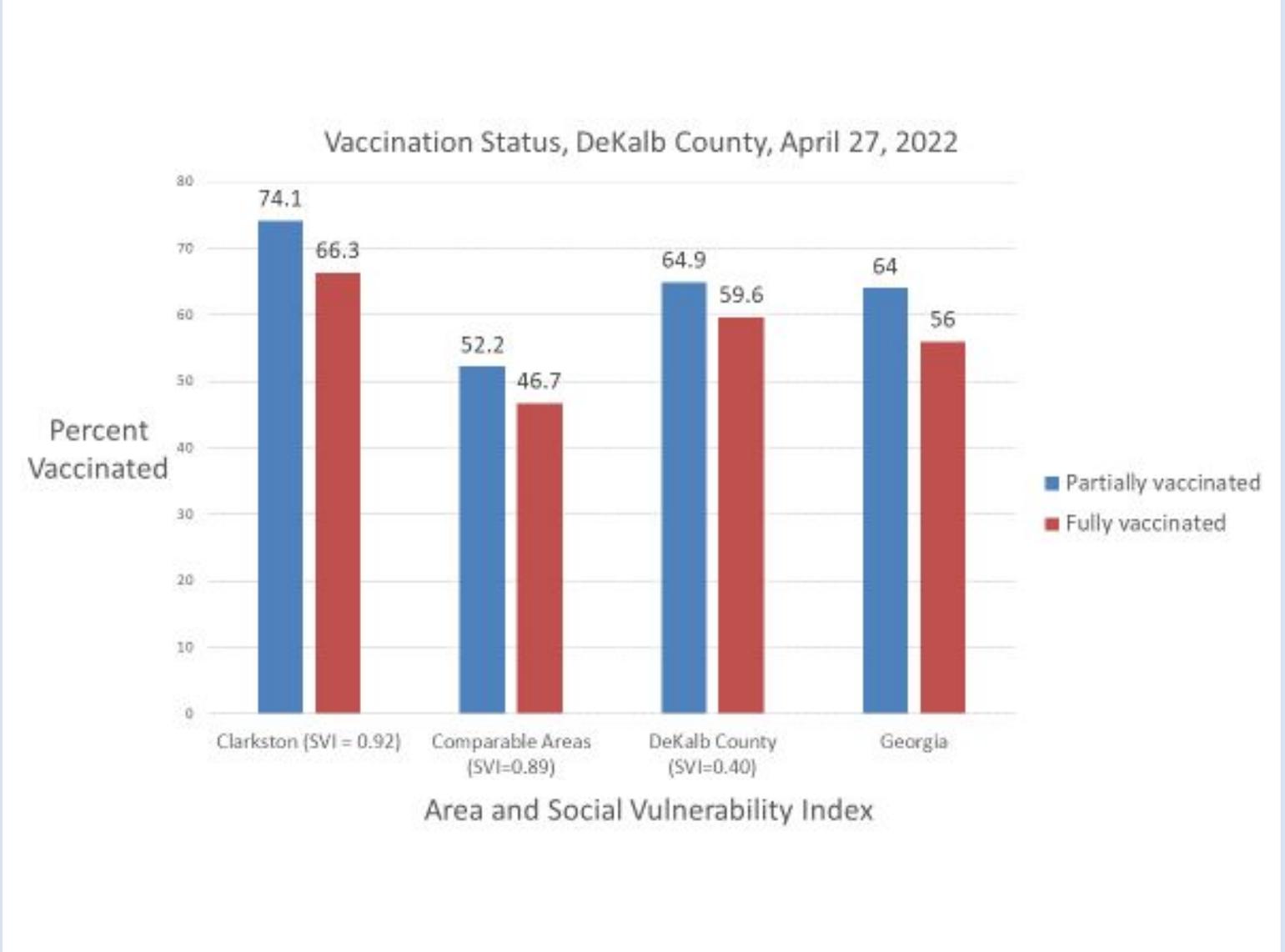
- Community Engagement & Trust
- Language specific initiatives: Virtual Workshops, Town Halls, Translated Fact Sheets
- Community Health Workers: A bridge to health



Clarkston Health Equity Coalition

- Formed June 2021
- Over 30 non-profit, public, corporate and academic partners
- Weekly meetings to plan vaccination & health services events
- Focus on RIM and marginalized communities of DeKalb County





(Source: Preliminary analysis from Georgia State University Prevention Research Center)



SCHOOL LOGISTICS

- Schools: A community's most trusted institution
- Partnerships: Local schools & Community Based Organizations (CBOs)
- School District Approval: Preliminary steps taken to establish trust



SUPERHERO THEME

- Planning Phase
- Clinical Logistics
- Oversight and Flow of School Vaccine Event



PLANNING PHASE

Before Event:

- FLYERS
- WEBINARS
- SOCIAL MEDIA MARKETING
- COALITION & SCHOOL OUTREACH
- MEDIA OUTREACH



During Event:

- MULTILINGUAL FACTSHEETS
- COMMUNITY HEALTH WORKERS
- INCENTIVES: \$100!
- GIFT BAGS
- FUN ZONE with PRIZES
- VOLUNTEERS IN SUPERHERO COSTUMES
- PHOTO STATION

VACCINE UPTAKE IN SCHOOLS





FACTSHEET STATION



PHOTO STATION



INCENTIVE STATION



WAITING AREA



GIFT BAG STATION



ADDTL' SERVICES STATION





FUN ZONE

COMMISSIONER TED TERRY (BATMAN) & OUR OTHER SUPERHEROES



OVERSIGHT & FLOW OF THE VACCINE EVENT



- Site visit and map is created for safety protocol
- Language capacity needs
- Type of vaccines
- Registration link is created
- Consent forms
- Capacity & school request determined (closed event or open to the public)
- Process for walk-up to ensure safety



CLINICAL LOGISTICS

- Registration: 10 mins
- Consent form completed
- Wrist band: Name, age, & type of dose administered
- CORE team escorts patient to vaccination station
- Clinician: Screen to verify accuracy
- Vaccination: Takes 5 mins
- Observation: Takes 15-30 mins depending on the medical condition of the patient





LINE B

Donor
\$2.00

Introducing Principal BB: Our Superhero



PRINCIPAL CASE STUDY

- Schools involvement with Vaccination efforts
- Organization of events
- Health campaigns for students and families
- Success of the “Superhero” themed events
- Importance of Incentives
- Addressing most resistant communities and providing equity
- Creating back to school vaccine events with additional screenings



STUDENT NAME:

STUDENT GRADE:

TOTAL FAMILY MEMBERS TO RECEIVE VACCINE (Including Student)

APPOINTMENT TIME:

ASSIGNED FAMILY PHONE

#



Pre- Registration Slip

**Thank you for registering. Please bring this card to Indian Creek Elementary
(day) _____, (date) _____ at your assignment time.**





Check out this cool Flyer!!



SUPERHERO VACCINE AT INDIAN CREEK ELEMENTARY

POW! **FEBRUARY 5** **8:30-12:30** **BLAST!**

SUPERHEROES WEAR MASKS! & GET VAXXED!

TAP! **BANG!**

\$100 Cash Card for first 300 people vaccinated

PLEASE GO TO INDIAN CREEK TO REGISTER & LEARN MORE



SUCCESS OF SCHOOL VACCINE EVENTS

974

Total Vaccinations

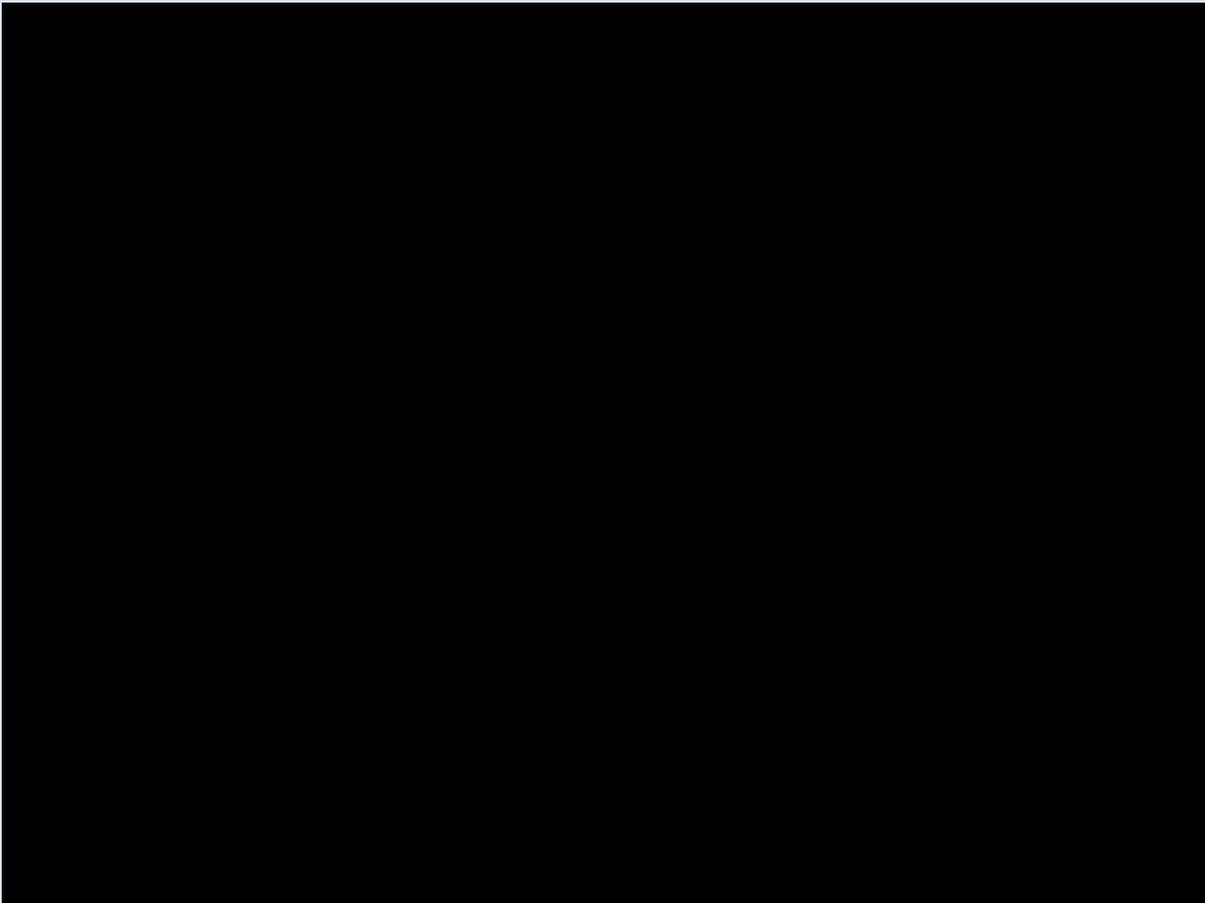
57%- Pediatric Vaccines

15% Adult 1st & 2nd Vaccines

28% Boosters 12 & Up



Video of “Little Eva”



https://www.tiktok.com/@rwnhealthpromotion/video/7058308597008076079?_r=1&_t=8RQk3jsl0DK&social_sharing=v3





Society of Refugee
Healthcare Providers

North American Refugee Health Conference

June 23-25

refugeesociety.org/narhc-conference

