

**UB Community Health Equity Research Institute
First Annual Research Day Abstract Submission**

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- Title: **COVID-19 Outreach Campaign: Each One, Must Reach One**
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Text of Abstract:

Background: This poster will highlight the author's participation in community targeted approaches aimed at increasing the distribution of the COVID-19 vaccine. The author served on the New York State (NYS) COVID-19 Vaccine Distribution and Implementation Task Force, and the Western New York (WNY) Vaccine Hub. The NYS task force serves in a clinical advisory role and worked to create culturally sensitive messages for various communication channels. The WNY task force focuses primarily on the implementation and equitable distribution of the vaccine. These experiences evolved into the author's personally inspired efforts to launch a COVID-19 vaccination flashcard campaign.

Objective: To bring awareness to how participation in local and statewide task forces can lead to focused outreach efforts to specifically address COVID-19 vaccination hesitancy in underserved, minority, or African American communities.

Methods: The author recognized the need to address vaccination hesitancy, therefore she developed the idea to create flashcards with personal narratives from minorities or African Americans who were once vaccine hesitant, but later decided to get the vaccine. The author selected participants for the narratives from her personal networks, based on her knowledge of each person's viewpoint about the vaccine, and how that perspective evolved. A graphic designer created the 8.5 x 11 prototypes that are in color and include a photo of each participant along with their narrative. The prototype flashcards are currently available on Facebook and sent to select state agencies via email. Sponsorship from a local health insurance company will allow for creation of final versions of the flashcards for distribution in the community, and to community organizations via the United Way of Buffalo & Erie County.

Results: The soft launch of the flashcard campaign began in September 2021 via Facebook, and email to various state agencies. Initial results indicate that the flashcards give voice, and presence to minority or African American community members and help to influence the vaccine hesitant to get vaccinated.

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