Vaccine Messaging for Rural Communities

Tuesday, September 21, 2021, 10 – 11 a.m. ET

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The World as we Knew it Changed!

• In early March 2020, COVID-19 became an unwelcomed term now introduced to the world that would change our lives forever.

• The first documented cases on the Kentucky map were located in Cynthiana and the urban areas of the state.

• By late summer rural Eastern Kentucky counties were added to the map.

• Introduction to the COVID-19 Vaccine from many different news reports (positive and negative)

• The whole world needed to be vaccinated!
December 14, 2020, UPS delivered the first Pfizer/BioNTech vaccine to the University of Louisville Hospital, where the first vaccine was given to health care workers.

Getting the Vaccine Out to Rural Counties

• Logistic issues in rural counties
• Nationwide shortage of vaccine
• Appointments on line not working due to lack of rural internet
  • Not understanding how to book appointments on line.
Factors Influencing Vaccine Hesitancy or Confidence

• Cultural
• Social
• Political factors
• Individual beliefs and understanding
• Families or group beliefs and understanding
• Trust or lack of trust in the Government
Who are the Influencers or Messengers?

- Medical providers
- Family members
- Neighbors and Friends
- Community Health Workers
- Politicians
- Newspapers
- TV ads
- Facebook and other social media
You may be the messenger in your family and community!

• Be a **positive messenger**, learn all you can about the vaccine from creditable sources
• Talk with your health care provider to get the facts about COVID-19 vaccines
• Dispel the myths and untruths
• Listen to trusted science and not the rumors
• Different messengers as well as the message resonate with people of all walks of life

**Promote vaccine confidence and help elevate vaccine hesitancy!**
Getting the Message to Everyone

• Messages need to be tailored, targeted, and delivered to address the unique needs and perspectives of diverse populations.
• Clear and consistent messaging
• Accommodate different levels of health literacy
• Prioritize equity to address the needs of vulnerable, underserved, and traditionally marginalized populations

OUR SHOT AT A HEALTHIER TOMORROW

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HEALTH DAYS 2020

KENTUCKY • WEST VIRGINIA

LEARN.

UNDERSTAND.

DECIDE.

COVID-19 VACCINE: OUR SHOT AT A HEALTHIER TOMORROW

LEARN.

UNDERSTAND.

DECIDE.
Reasons given for hesitancy or delay in getting a COVID-19 vaccine

• I was concerned about the vaccine’s potential side effects
• None - I didn’t have any concerns making me hesitate to get a COVID-19 vaccine
• Something else such as (scared, age, sickness, pregnant, kids) made me wait until today
• I don’t really trust vaccines in general and I don’t usually get any vaccines
• I don’t know why I was hesitant to get the vaccine before
• I did not think I was at high-risk for getting COVID-19
• Information I learned about the vaccine scared me - but I later learned that this was wrong information
• Lack of transportation
• Lack of time due to work
• Lack of time due to childcare
• Politics (one political party against the other)
A picture is worth a thousand words
but words are just words.

Doesn't matter
Who said them or heard them.
Who read them or wrote them.
They are just words
until you live them.  TRI

https://pics.me.me/a-picture-is-worth-a-thousand-words-but-words-are-27642872.png
A picture is worth a thousand words!

https://www.phrases.org.uk/meanings/a-picture-is-worth-a-thousand-words.html
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