

COVID WEBINAR

Building Community Partnerships to Support COVID Vaccine Efforts

Friday, July 9, 2021
1:00 pm Eastern Time



Trey George

President/CEO

Topeka Housing Authority



Mari Tucker, MBA

RENEW Partnership Liaison

Washburn University



National Nurse-Led Care Consortium



The **National Nurse-Led Care Consortium (NNCC)** is a membership organization that supports nurse-led care and nurses at the front lines of care.

NNCC provides expertise to support comprehensive, community-based primary care and public health nursing.

- Policy research and advocacy
- Program development and management
- Technical assistance and support
- Direct, nurse-led healthcare services

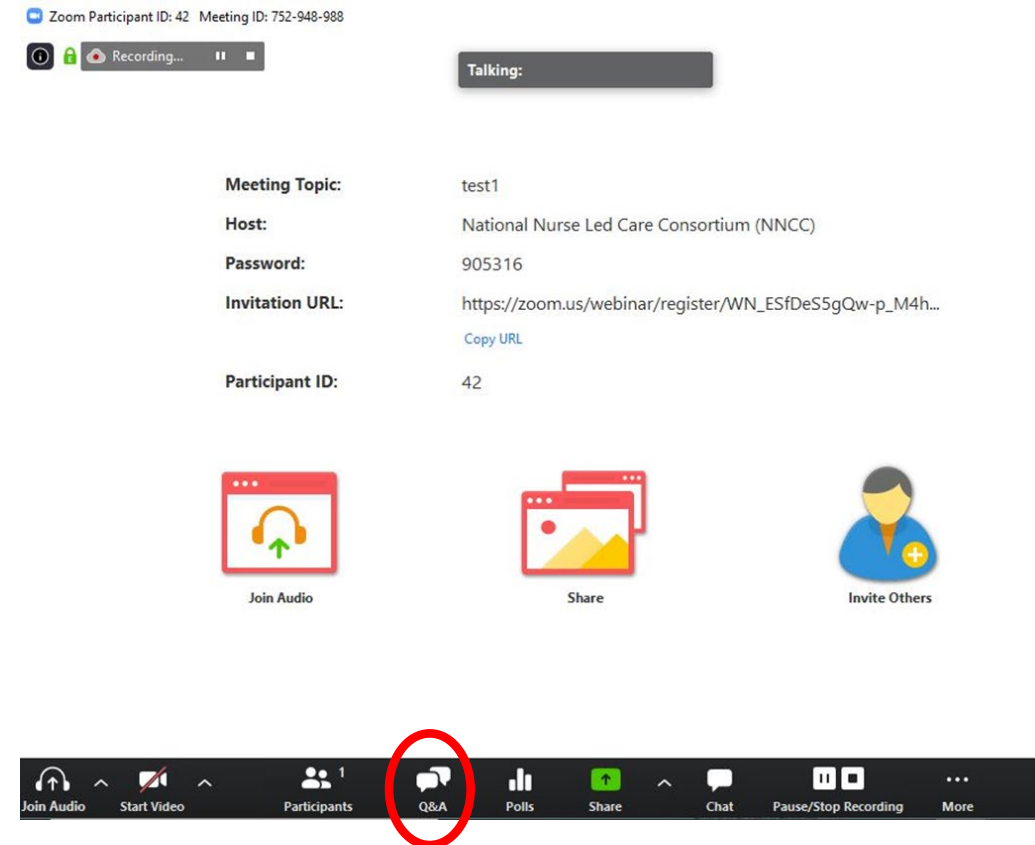
Housekeeping Items

Question & Answer

- Click Q&A and type your questions into the open field.
- The Moderator will either send a typed response or answer your questions live at the end of the presentation.

Continuing Education Credits

- Please complete the evaluation survey after today's training.
- Certificate will arrive within 3 weeks of completing the survey.



Nurse-Led Vaccine Confidence Project

NNCC is partnering with the Centers for Disease Control and Prevention (CDC) to build COVID-19 vaccine confidence among nurses and the communities they serve.

Through this project, NNCC strives to:

- Empower nurses with the necessary information to engage with care teams and communities about COVID-19 vaccines
- Provide learning opportunities to share up-to-date guidance, support peer engagement among nursing colleagues, and strengthen the nursing role
- Amplify the nursing voice by featuring everyday nurse champions through our podcast and other media.

Visit nurseledcare.org to learn more!



Nurse-Led Forum for Vaccine Confidence

Our aims are to create a bi-weekly forum to:

- Explore questions around vaccine hesitancy
- Share strategies for building confidence in COVID-19 vaccines among nurses and communities they serve
- Learn perspectives from the field and promising practices for vaccine communications, partnerships, and decision-making

This webinar was funded in part by a cooperative agreement with the Centers for Disease Control and Prevention (grant number NU50CK000580). The Centers for Disease Control and Prevention is an agency within the Department of Health and Human Services (HHS). The contents of this resource center do not necessarily represent the policy of CDC or HHS, and should not be considered an endorsement by the Federal Government.

COVID-19 Vaccine Resources

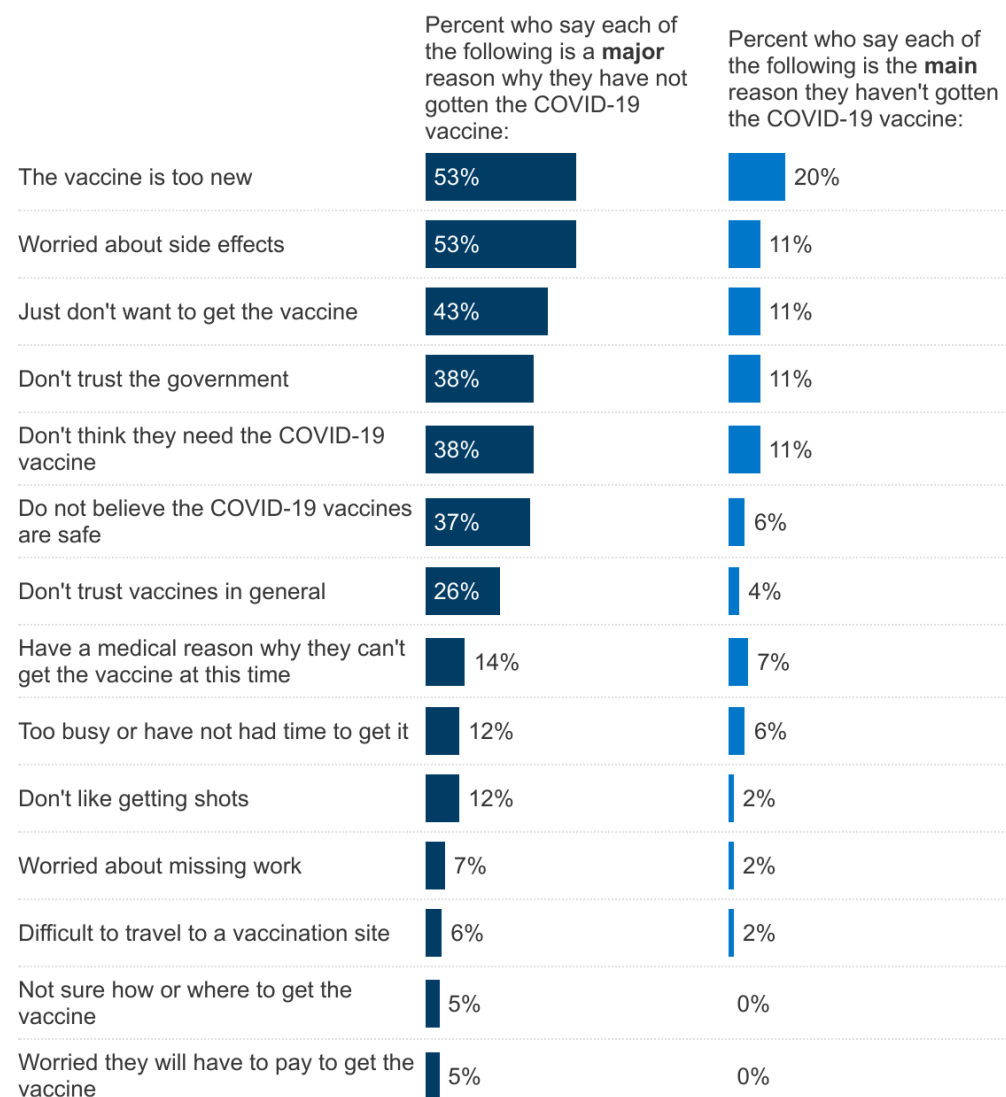
- [CommuniVax Implementation Toolkit](#)
- [Ad Council: COVID Vaccine Education](#)

COVID-19 Vaccine Resources

- [KFF COVID-19 Vaccine Monitor: June 2021](#)
- The latest KFF COVID-19 Vaccine Monitor:
- Unvaccinated adults cite a variety of reasons why they have not gotten a COVID-19 vaccine, with half citing worries about side effects and the newness of the vaccine as major reasons (53% each).
- Other major reasons include just not wanting to get the vaccine (43%), not trusting the government (38%), thinking they do not need the vaccine (38%), not believing the COVID-19 vaccines are safe (37%), and not trusting vaccines in general (26%).

Figure 6

Newness Of COVID-19 Vaccines And Worries About Side Effects Are Top Reasons Why Some Remain Unvaccinated



NOTE: Based on those have not gotten the COVID-19 vaccine.
SOURCE: KFF COVID-19 Vaccine Monitor (June 8-21, 2021).

Speakers



Trey George
President/CEO,
Topeka Housing Authority



Mari Tucker M.B.A
Partnership Liaison, RENEW Grant
Washburn University
School of Nursing

Pine Ridge Family Health Center

PARTNERSHIP IN ACTION



Trey George, Executive Director, THA
Mari Tucker, Partnership Liaison, Washburn University

Learning Objectives

- ❖ Describe the co-creation of a quality primary care system
- ❖ Identify the role of partnerships in collaboration to create health care change
- ❖ Articulate the steps of community-based participatory research (CBPR) as a means to collect/report data which demonstrates the impact and value of nurse-led care

Topeka Housing Authority & THA, Inc.



- ❖ 744 Public Housing Rentals in Topeka
- ❖ 4000+ Individuals Assisted Daily
- ❖ # under 18 years of age = 1300
- ❖ # over 60 years of age = 584
- ❖ \$6,000,000 + Paid Annually to Section 8 Landlords

Poverty Challenges



- ❖ Mean household income in Topeka = \$46,980
- ❖ Average annual income for individuals residing in public housing = \$12,411
- ❖ Poverty rate in US = 13.7%
- ❖ Poverty (Topeka) = 16.7%
- ❖ Children living in poverty = 14.8% (state); 17.5%(Topeka)

The Pine Ridge Partnership



- ❖ Pine Ridge Prep I & II
- ❖ Parents as Teachers
- ❖ Wellness Center
- ❖ Born Learning Trail/Park
- ❖ Pine Ridge Family Health Center

Washburn University



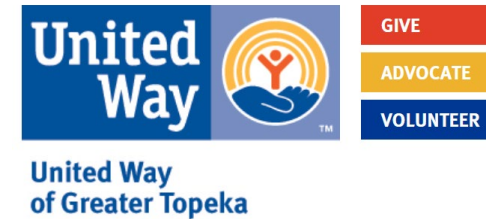
- ❖ Undergraduate & Graduate Nursing Programs
- ❖ NEXUS & HRSA Grant Projects
- ❖ Support for the Pine Ridge Wellness Center
- ❖ PRFHC Clinical Training Site for BSN & DNP Students

Community Partners

❖ USD 501



❖ United Way of Greater Topeka

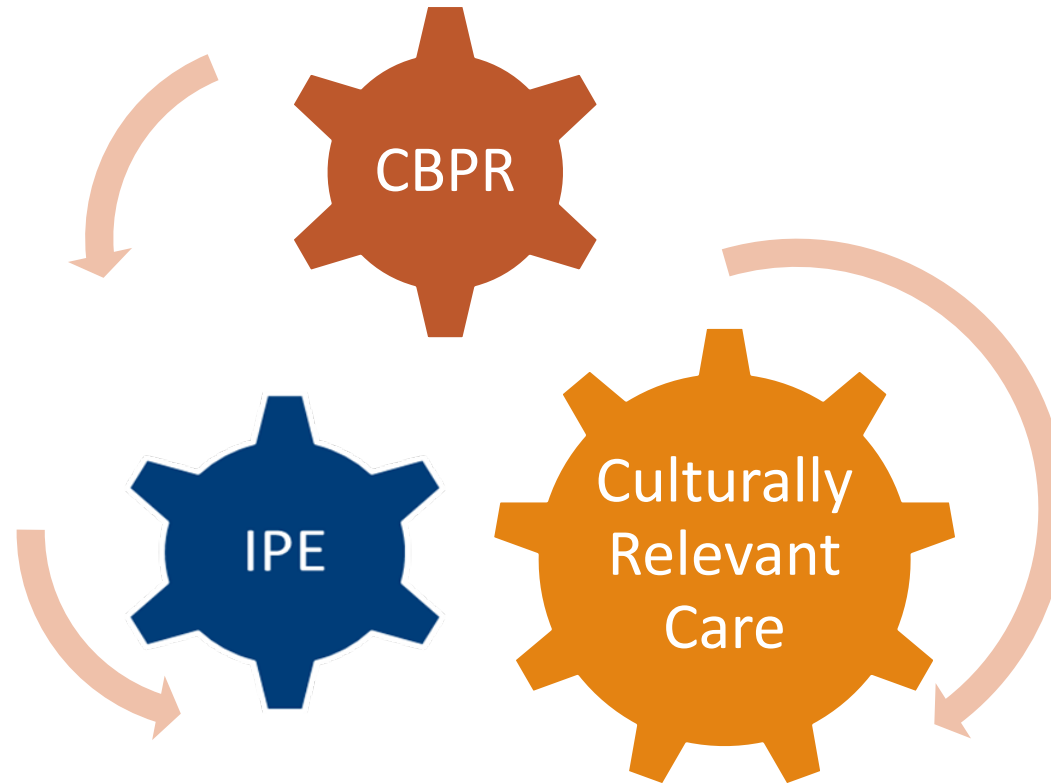


❖ City of Topeka



Topeka Kansas

Components of Collaboration



IPE to Address Social Determinants of Health



- Health Behaviors (30%)
- Clinical Care (20%)
- Social and Economic Factors (40%)
- Physical Environment (10%)

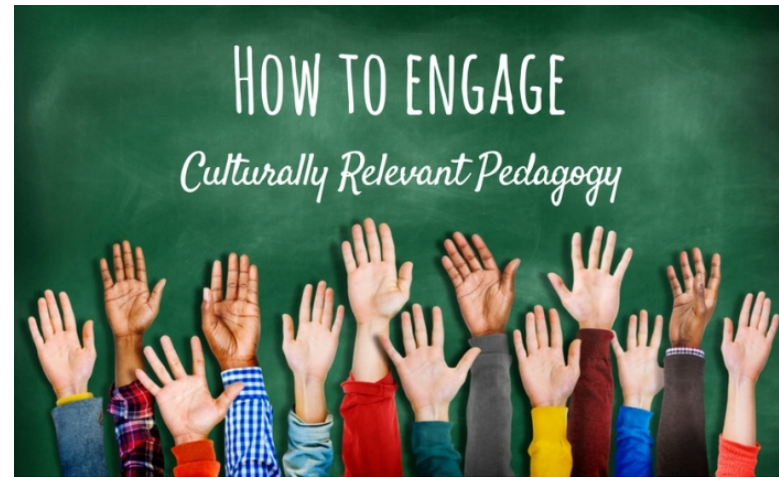
Culturally Relevant Care

Building Trust

Cultural and Linguistic

Competency

Cultural Congruence



Community Based Participatory Research

CBPR is the design approach used to provide structure for the interprofessional relationships between residents, students, faculty, and THA, Inc. leaders.



Pine Ridge Family Health Center



- ❖ Classroom to Community Grant Project
- ❖ Interprofessional Education
- ❖ Curriculum focused on SDOH
- ❖ Practice Focused on Resident Needs
- ❖ Nurse-Led Urgent and Primary Care

Pine Ridge Family Health Center

Changing Lives & Improving Health

- ❖ 4000 + Patient Encounters
- ❖ 20% Reduction in Emergency Room visits
- ❖ Well-Child & Sports Physicals
- ❖ Primary Care Across the Lifespan
- ❖ Addressing Barriers to Healthcare & Social Determinants of Health
- ❖ Medicaid/Medicare/Private Insurance

Pine Ridge Family Health Center Vaccination Efforts

- ❖ Patient Education

- ❖ Vaccination Availability

 - 1) Childhood Immunizations

 - 2) Influenza

 - 3) HPV

 - 4) COVID-19

 - a) Topeka vaccination rate = 50%

 - b) Kansas vaccination rate = 48.6%

Addressing Vaccine Hesitancy

- ❖ Engage the Community
- ❖ Improve access to healthcare
- ❖ Zip Code Impact:
<https://www.cdc.gov/500cities/>



Local data for better health

Impacting Lives

“I want to give a shout out to all of the staff at Pine Ridge and to THA as a whole for one of the very best experiences I’ve had accessing and receiving health care in my entire adult life. Leaving the office, all I could think about was the quality of my experience and care from start to finish. I knew at that moment that this would be my new primary medical care clinic. Your collective attentiveness and direct action are definitely making a difference to the underprivileged you serve in public housing in Topeka.

— *PRFHC Patient*

Panel with Patient Representatives

Randy and Lacy Korgol

Contact Information

Trey George (tgeorge@tha.gov)

Mari Tucker (mari.tucker@washburn.edu)

<https://www.tha.gov/>

<https://www.thainc.org/>

<http://www.washburn.edu>

Q&A



Nurse-Led Forum for Vaccine Confidence

NEW COVID WEBINARS

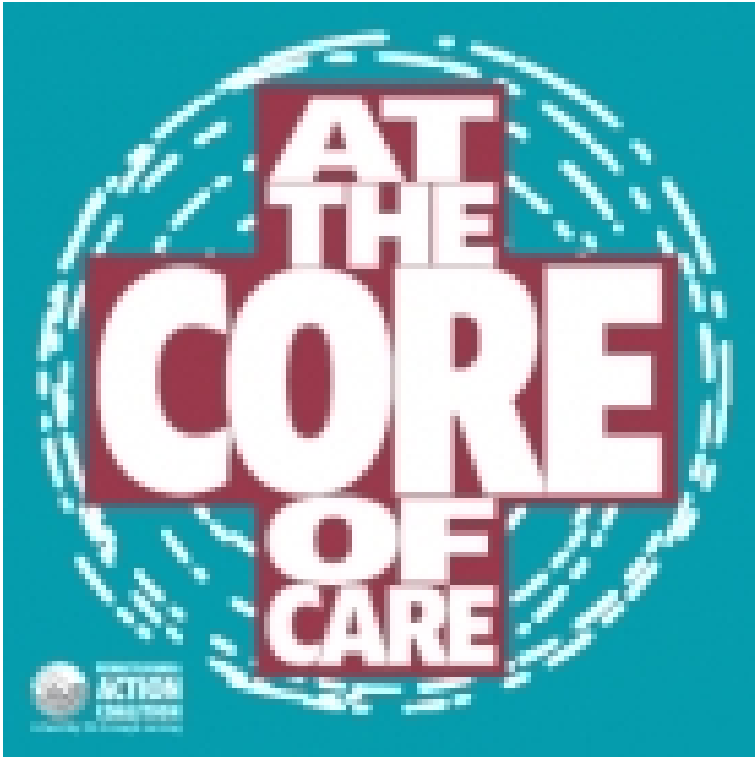
EVERY OTHER FRIDAY 1 - 2 pm ET

Visit NurseLedCare.org to register



**NATIONAL
NURSE-LED CARE
CONSORTIUM**
a **PHMC** affiliate

Vaccine Confidence Podcast Series



Topics:

Vaccine Confidence: Nurses Turn Skepticism Into Action

Vaccine Hesitancy: Is Healthcare Listening?

Vaccine Confidence: Building Trust

Vaccine Confidence: Community Partnerships & Accessibility

Sharing Your Vaccination Experience

Vaccine Confidence: Identifying Trusted Messengers

Six episodes available now

[Listen here!](#)

THANK YOU

Special thank you to all our NNCC members who make exceptional nurse-led programming possible.



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