PROMOTING COVID-19 VACCINATIONS TO STRENGTHEN IOWA COMMUNITIES

WHO WE ARE

The University of Iowa Prevention Research Center for Rural Health (UI-PRC-RH) is part of the Vaccine Confidence Network comprised of twenty-six Prevention Research Centers that leverage CDC's Vaccinate with Confidence strategy to build and evaluate COVID-19 vaccine confidence and demand in diverse communities.

Our goal

To increase

COVID-19 vaccine uptake
in micropolitan communities
(10,000-49,999 people) in Iowa.

How we'll do this

- 1. Partner with Iowa Public Health Association, Iowa Immunizes, and Iocal community leaders and organizations
- 2. Identify the current barriers and facilitators to vaccination
- 3. Develop community-specific interventions to address the barriers



PROJECT PHASES

Gather Information

Gather data about barriers and facilitators to vaccination through guided discussions with:

- Local public health departments
- Chamber of Commerce
- ISU Extension & Outreach
- Faith leaders
- Pharmacists
- Immigrant community leaders

Pilot Interventions

Match community identified needs with evidence informed interventions, through:



Creating social media campaigns



Supporting health care providers



Supporting small businesses



Working with immigrant communities



Communicating about vaccines for children and youth

Dissemination

Use promising interventions in micropolitan communities

2 Share findings and interventions with public health and academic communities





