Be a Superhero: How to Increase COVID-19 Vaccine Uptake in Schools through Community Collaboration
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
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
Add video of the flow of school event
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
#___________________________________________________________

Thank you for registering. Please bring this card to Indian Creek Elementary (day)______________, (date)________________ at your assignment time.
SUPERHERO VACCINE AT INDIAN CREEK ELEMENTARY

POW! FEBRUARY 5 8:30-12:30
SUPERHEROES WEAR MASKS & GET VAXXED!

PLEASE GO TO INDIAN CREEK TO REGISTER & LEARN MORE

$100 Cash Card for first 300 people vaccinated

Check out this cool Flyer!!
SUCCESS OF SCHOOL VACCINE EVENTS

974 Total Vaccinations

57% Pediatric Vaccines
15% Adult 1st & 2nd Vaccines
28% Boosters 12 & Up
North American Refugee Health Conference

June 23-25

refugeesociety.org/narhc-conference