

Increasing Vaccination Rates in Indian Country

An Overview of the VacciNative & Native Boost Campaigns



NORTHWEST PORTLAND AREA
INDIAN HEALTH BOARD



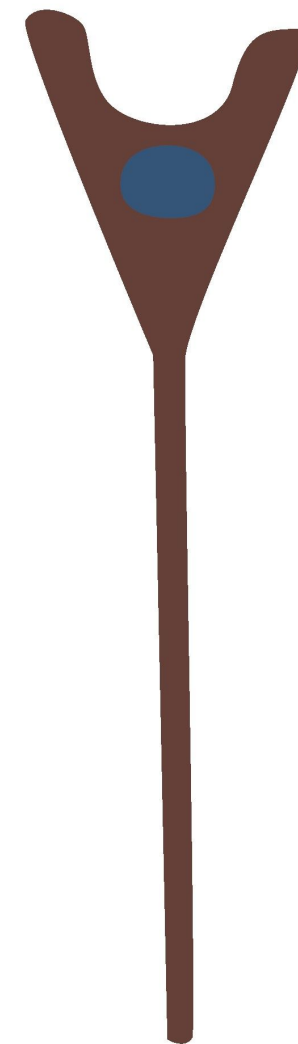


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Financial Disclosures

- LaKota Scott, faculty for this CE activity, has no relevant financial relationship(s) with ineligible companies to disclose.
- None of the planners for this activity have relevant financial relationships to disclose with ineligible companies.
- The Arizona Alliance for Community Health Centers is accredited by the Arizona Medical Association to provide medical education for physicians.
- The Arizona Alliance for Community Health Centers designated the 2025 Arizona Immunization Conference educational activity for a maximum of 11 hours AMA PRA Category 1 Credits Physicians should only claim credit commensurate with the extent of their participation in the activity.
- The Arizona Pharmacy Association is accredited by the Accreditation Council for Pharmacy Education (ACPE) as a provider of continuing pharmacy education.



Agenda

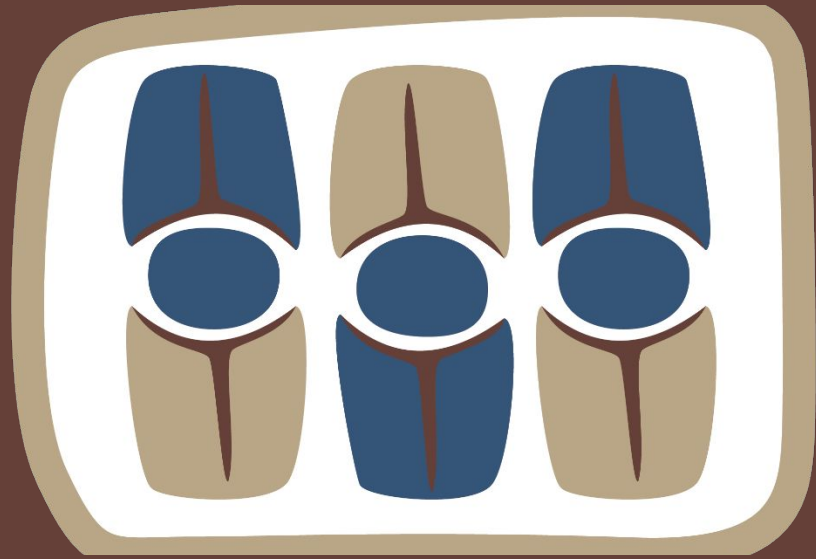


- About Native Boost
- NB's Process
- NB Materials
- NB's Success



- About Vaccinative
- VN's Process
- VN Materials
- VN's Success





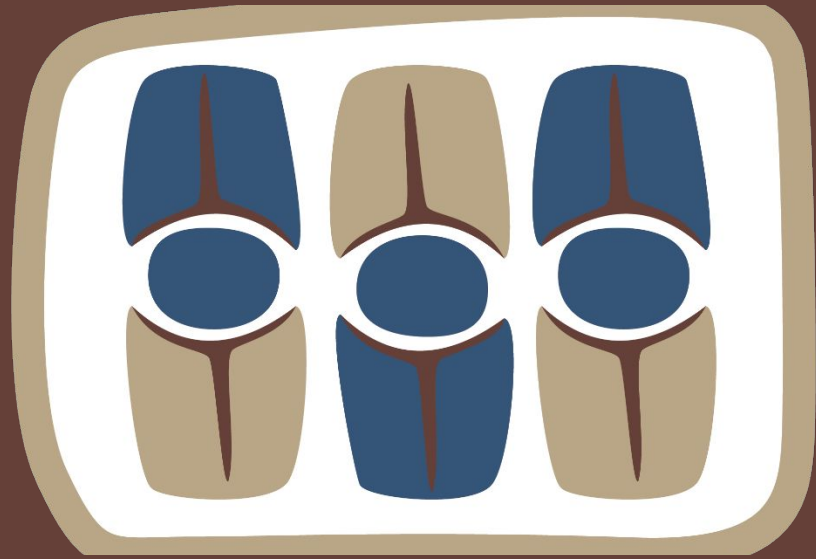
About Native Boost

Native Boost

**Dedicated to Sharing accurate, high-quality
Childhood vaccine resources with:**

- Native people
- Their medical providers
- Educators





Native Boost's Process

Our Research

II Focus Groups in Pacific NW (2024)

- **5 Groups:** I/t/U Healthcare Providers and Clinic staff (n=58)
 - 12 Tribal and 2 urban clinics
- **6 Groups:** Tribal community members (n=44)



Start with the basics

Discuss:

- what disease infections are
- Consequences of **not** vaccinating against them



Language matters

When speaking with Parents and Caregivers:

- Use clear and concise language
- **Avoid** medical and scientific jargon

Tribal community members:

- don't relate to medical/scientific jargon
- Avoid asking providers questions when they don't understand concepts or words



Consider saying

- Measles, mumps, and rubella are infections that spread easily.
- When a child gets measles, they have a high fever, cough, runny nose, and a full body rash. In addition to being very uncomfortable, measles can make it hard for your child to breathe. It can also cause seizures, irreversible brain damage, and death.



Consider saying

- Like measles, mumps can be very dangerous. Mumps usually causes painful swelling in the neck glands, as well as flu-like symptoms. If it spreads, mumps can damage reproductive organs and cause seizures. Rarely, measles can cause brain damage and hearing loss.
- Rubella, unlike measles and mumps, often causes mild symptoms in kids, like rash and fever. But if rubella gets passed to a pregnant person, it can result in miscarriage or severe birth defects.
- Fortunately, we have vaccines that protect kids for life.



Consider saying

- MMR Vaccines are effective
- Most children who are fully vaccinated will be protected in childhood.
- And, if your child gets vaccinated and then happens to get sick - which is unlikely - their illness will be mild.



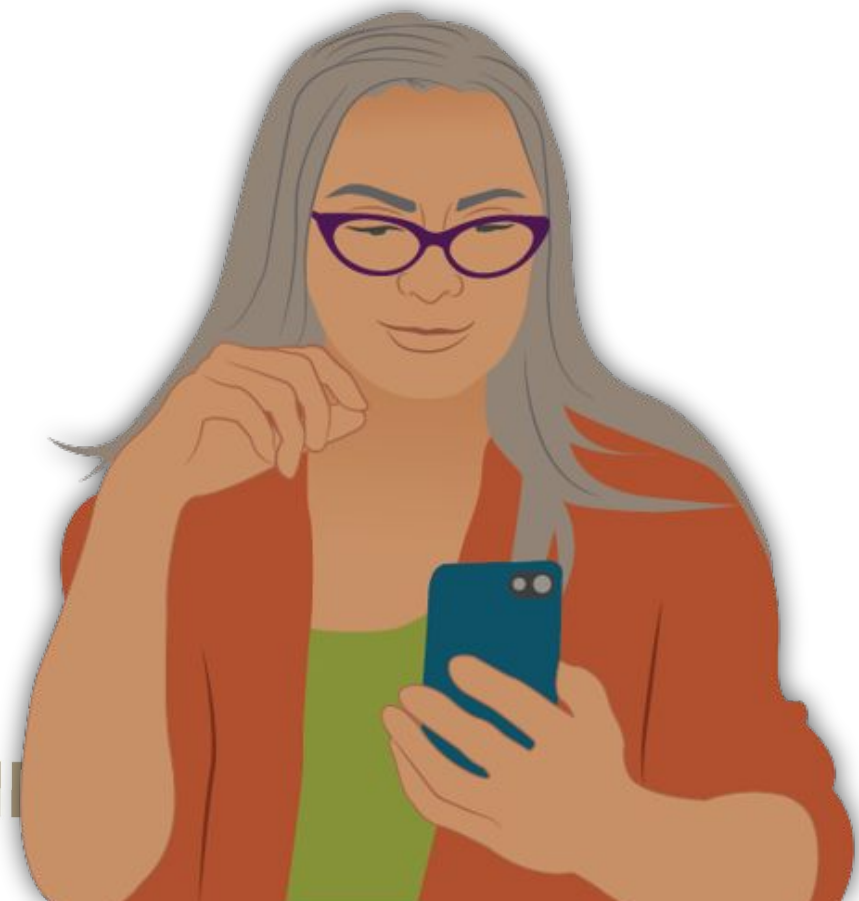
Vaccine safety

Parents and caregivers:

- Interested in vaccine safety
- Especially as it relates to Native people

Let Parents and caregivers know:

- We've been regularly vaccinating kids in the us against measles, mumps, and rubella since the early 1970s
- Since it was approved, millions of americans, including AI/AN, have safely received the vaccine



Vaccine safety

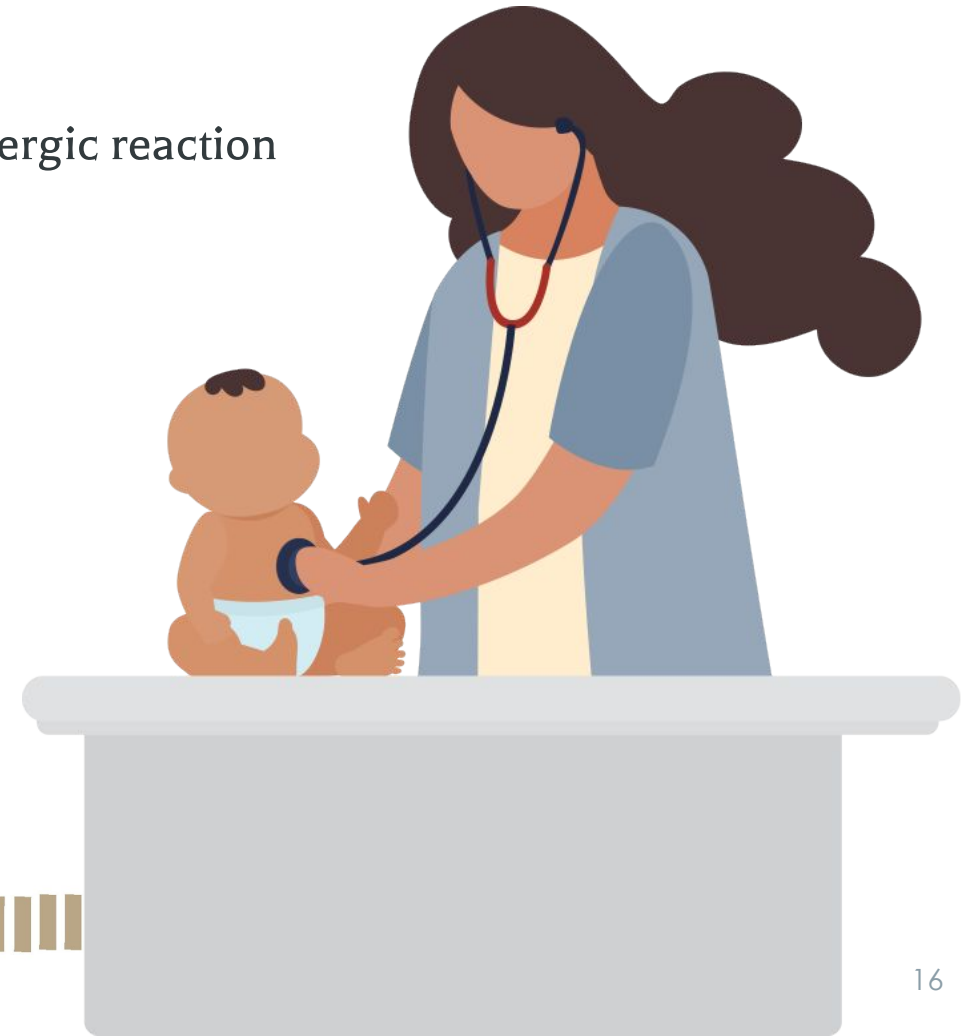
Let Parents and caregivers know:

- Reports linking MMR vaccine to autism have been carefully evaluated.
- The consensus among medical providers, public health experts, and multiple oversight committees is that MMR vaccine does not cause a child to develop autism.



Serious reactions to vaccines are rare

- Serious reactions to vaccines are extremely rare.
- You are more likely to get hit by lightning than have a severe allergic reaction to any shot.



Normalize Mild vaccine side effects

- common side effects may include fever, or pain, redness, or swelling where they got the shot.
- Mild side effects are a good sign that your child's body is preparing to fight diphtheria, tetanus, and pertussis .
- Within our bodies, each of us has warrior cells (also called antibodies) that stand guard and attack diseases.
- Vaccines – like the DTaP vaccine - help our warrior cells see and fight disease.



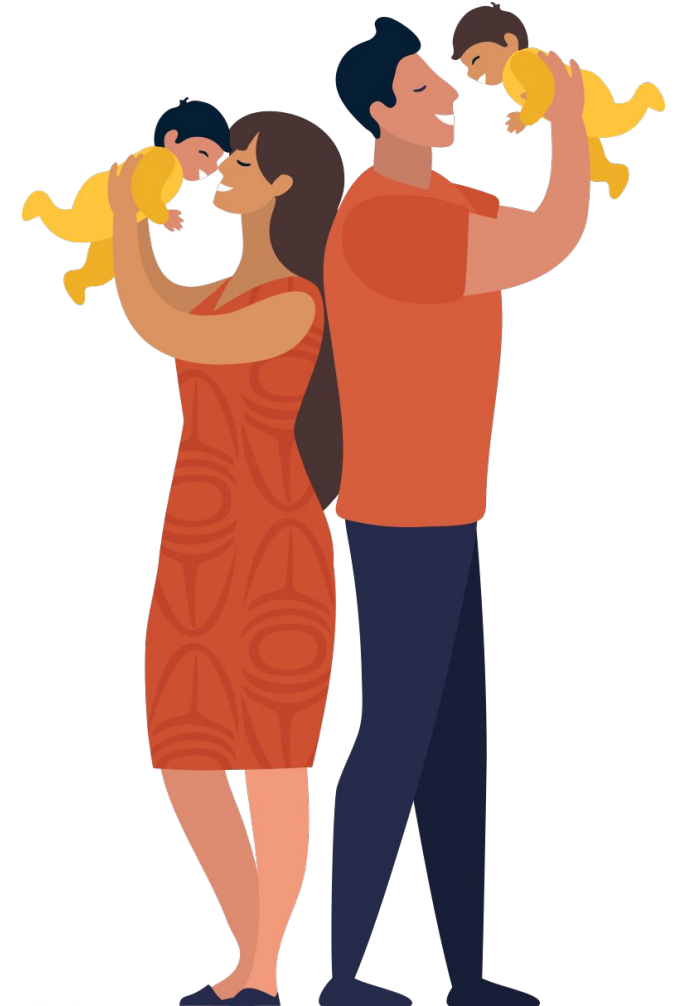
Normalize Mild vaccine side effects

- when we get the DTaP shot, the ingredients in the shot tell our warrior cells how to recognize and fight against Diphtheria, tetanus, and pertussis.
- Sometimes when our warrior cells are preparing to be able to fight, they cause mild side effects. These side effects are not a sign of illness. They are a sign your child's body is getting prepared if needed to fight Diphtheria, tetanus, and pertussis in the future.
- Most mild side effects usually go away within a few days.



Summary

1. **Educate parents and caregivers about the basics (what Diphtheria, tetanus, and pertussis are, consequences of not vaccinating)**
2. **Use clear and concise language**
3. **Avoid medical and scientific jargon**
4. **Discuss vaccine safety and effectiveness**
5. **Normalize mild vaccine side effects**



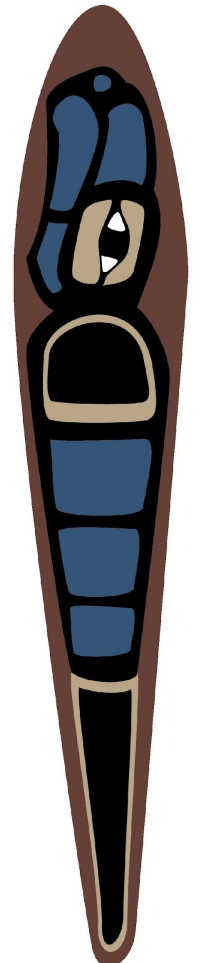
Use Culturally resonant messaging

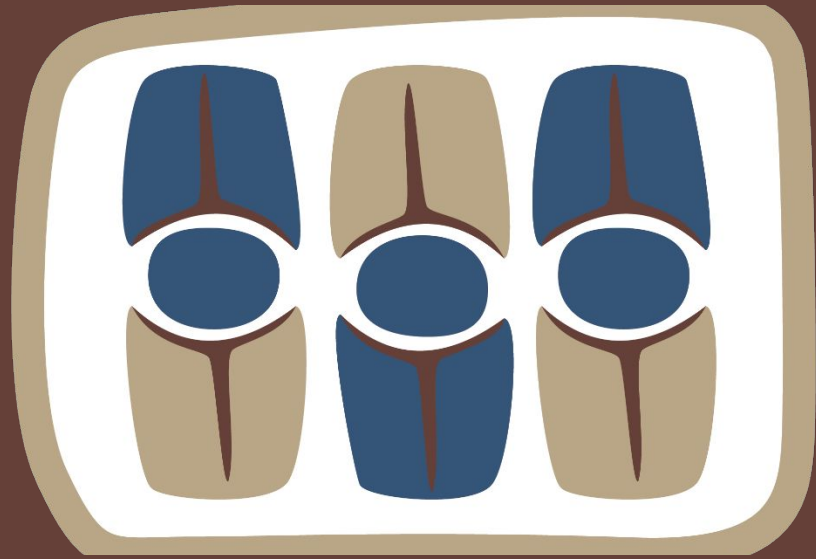
Emphasize the benefits of vaccination from both an individual and community perspective

Remind patients of their responsibility to care for others and future generations

Honor patient's autonomy and individual sovereignty

- Be non-judgmental & empathetic, Affirm experiences
- Share basic info about vaccines
- Answer questions/ Address myths
- Accept the decision-making power rests with patients





Native Boost's Materials

Social Media Toolkit

- Posts formatted FOR FACEBOOK & INSTAGRAM

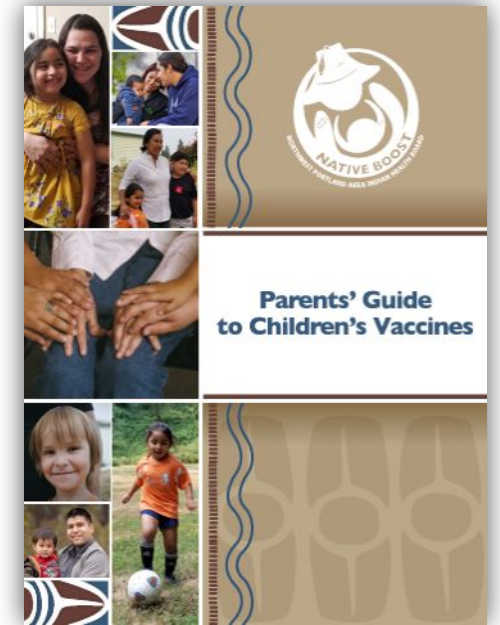
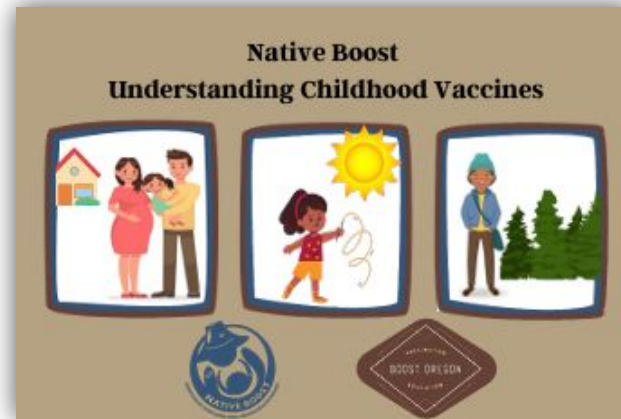


PSAs



Print & Digital material



- Parent's guide to vaccines
- Medical provider's guide
- Understanding Childhood vaccines book
- Your Child's vaccine flip book
- HPV rack cards







Educator support

- Training
- handouts
- Lesson plans
 - Preschool
 - Elementary School
 - Middle School
 - High School

Elementary Lesson Plan

Topic		Ages
Community Immunity		5-11 yo
Learning Objectives		
To learn how viruses spread by droplets and establish a need for vaccines.		
Time		Materials
5 min	Set-up	<ul style="list-style-type: none">• Bubble board #1 • Bubble board #2 
10 min	Activity	
5 min	Check-in	
20 min	Total time	
Background Information		
<p>1. Tell students that today, they will learn about viral droplet spread.</p> <p>2. Ask students to get in groups of two or ask for two volunteers to come to the front of the class.</p> <ul style="list-style-type: none">a. Each group of 2 student we receive bubble boards and instructions (Appendix B & C).b. Read the directions while the students follow along. <p>How can a vaccine help you protect other people? Let's play with a bubble board toy to find out.</p>		



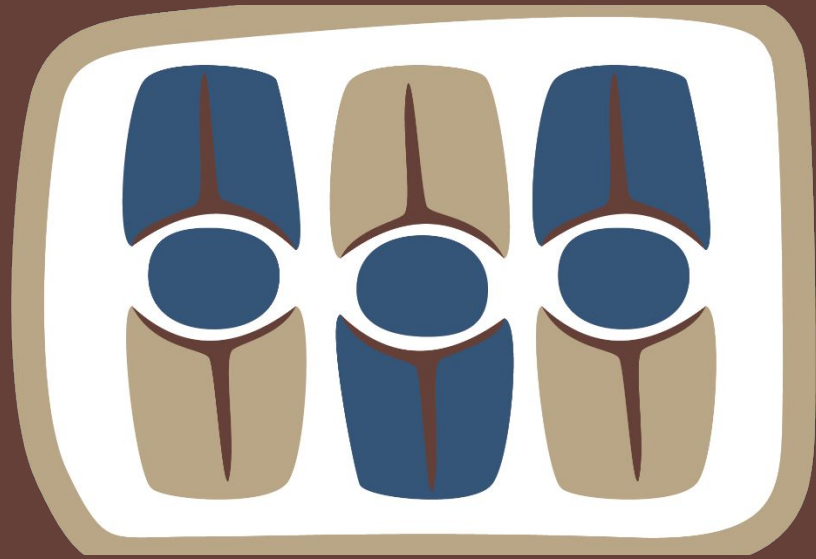
Procedure
<p>Step 1: Identify the lime green plastic ball - the body of a virus is like a shell. Let's pretend that this plastic ball is the shell of the virus.</p> 
<p>Step 2: Identify the white shoelace - The last important part of the virus is the instructions. The instructions tell how to make more copies of itself once it is inside your cells. Then it can spread throughout your body to make you sick. Let's pretend that white shoelace is the instructions for building the shell.</p> 
<p>Step 3: Insert the white shoelace into the lime green plastic ball - The virus carries the instructions inside the shell, so let's put the shoelace inside the plastic ball.</p> 
<p>Now that we have built a virus, let's see how we make a vaccine.</p> <p>Step 4: Identify the red paper and place the virus on the paper - Inactivated vaccines are made by exposing the virus to chemicals or heat to kill the virus. This process stops the virus from reproducing itself and causing disease.</p> 



EDUCATIONAL VIDEOS

- Vaccines Types
 - mRNA
 - Inactivated
 - Attenuated
 - Vector
 - Subunit
 - Toxoid
- Community Immunity





Native Boost's Success

Native Boost's Success

Over 500 Materials
Ordered in a single
month!

+4K Material
Downloads

IndianCountryECHO.org/Native-Boost





About VacciNative

Keeping Our Communities Safe

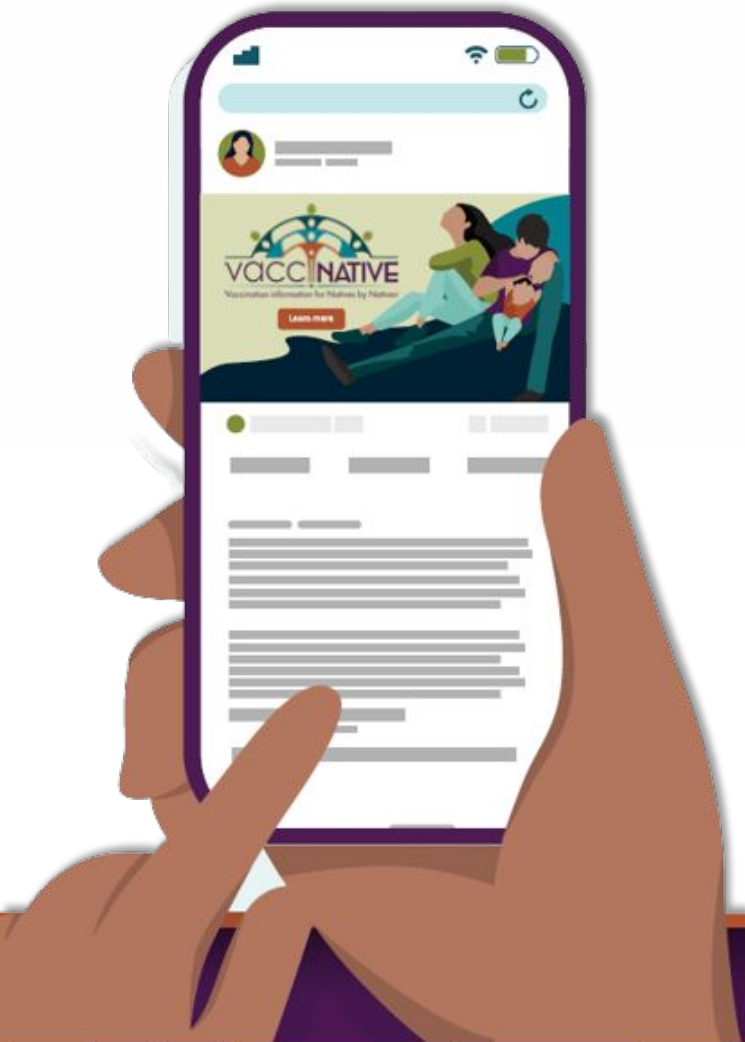
It's important for everyone who can get vaccinated to do so!

- However, many of us have family members, friends, or acquaintances who are hesitant



VacciNative

A national campaign that offers
accurate vaccine information for
Native people by Native people



Vaccinative

Designed to:

- Support health providers and health educators in having vital conversations with clients



Goals & Objectives

Collaborate on vaccination efforts with the 12 Tribal Epi Centers.

Launch an educational campaign to promote vaccination.

Strengthen evidence and resource availability.

Analyze data to address vaccine hesitancy and identify effective strategies for improving accessibility.

Foster community partnerships to expand vaccination opportunities.





VacciNative's Process

Our Process

To develop culturally resonant materials, VacciNative gathers info from:

- Community focus group discussions
- Native health professionals
- Subject matter experts
- National survey

What sort of materials would you use?

What are common vaccine myths?



Our Process

We conducted a national survey:

- 9 open-ended questions
- 5 multiple choice questions
- 89 people participated

NATIONAL ADULT
VACCINE PROMOTION
CAMPAIGN



2022 SURVEY FINDINGS



Our Process



Vaccinative Alliance

Our Process



Clinicians



Knowledge Keepers



Elders

Subject Matter Experts




VacciNative's Materials

What's come from this collaboration?




Handouts




Vaccination information
for Natives by Natives

Overcoming Vaccination Fears



Getting vaccinated protects you and your community from many serious illnesses. However, some of us have fears about vaccines. These fears are normal, and it's okay to ask questions.

This handout is designed to help you address vaccination fears so you can take care of yourself and your community.



“Being vaccinated allows me to safely visit my Elders and create a safe environment for my children.”
— M'Kya Berthgo, Round Valley Indian Tribes, Mother and Public Health Student

Common Vaccination Fears

For some people, getting a vaccine is a simple task. For others, it might be difficult. Common fears about vaccination include fears about safety and fears about needles.

To Overcome Fears About Safety

Learn the facts. Each vaccine goes through several rounds of testing, which may take years and includes thousands of volunteers. Vaccines are approved for public use only after they are shown to be safe and effective. Once a vaccine is approved, everyday people who get the vaccine can show how it made them feel. This testing and continued monitoring ensure that vaccines are safe for everyone.

Be mindful of what you read online. The best sources of vaccine information are current, updated regularly, reviewed by medical professionals, and based on scientific research. It's also important that the authors are listed (along with their credentials), and they say where their information comes from. Too often, the vaccine-related stories that become popular on social media spread false information.

To Overcome a Fear of Needles

Numb your arm. To help with any potential discomfort, use ice or over-the-counter lidocaine cream to numb your arm. If using a cream, be sure to apply it at least 30 minutes before the procedure.



Vaccination information
for Natives by Natives

Vaccine Ingredients



Our ancestors had limited resources to fight serious illnesses. As a result, many of our relatives passed on. However, today we have vaccines that work with our body's natural defenses to protect us and others.

This handout is designed to help you weigh important decisions about vaccine ingredients so you can take care of yourself and your community.



“My father told me we have been through a pandemic before. He said when he was about 3 years old sickness came to the Crow reservation. During this time, my father lost his brother who was just an infant. He told me ‘There was a lot of death, but we survived. Don’t be fearful. Just protect yourself.’ His sharing that story with me was very powerful. We don’t have much we can control in life, but we can protect ourselves and others.”
— Lana Schenderlex, Elder and Crow Tribal Member

Vaccines

Vaccines protect us from diseases like the flu and measles. In combination with natural supplements, ceremonies, and traditional medicine, vaccines help us improve our overall health.

How Vaccines Work

Within our bodies, each of us has warrior cells that stand guard against diseases. Vaccines help our warrior cells see and fight disease. For example, when we get the flu shot, the ingredients in the shot tell our warrior cells how to recognize and fight the flu.

That is why if you get a flu shot, you are less likely to get sick with the flu. Getting vaccinated can also reduce the seriousness of illness if you happen to get sick.



“Vaccines are not to be feared but to be embraced. Vaccines are a protective warrior shield against the monsters of infection and disease. Stay the monster by getting vaccinated and boosted to keep the healing strength within us and for all.”
— Michelle Singer, Navajo Elder and Public Health Professional



Vaccination information
for Natives by Natives

Vaccine Safety



Vaccines are safe. And many handouts are important to you and your community.



“Vaccines save lives in Tribal communities every day. When we get vaccinated, we are protecting ourselves and all of the precious Indigenous knowledge we have. It is unacceptable! Our people are sacred.”
— Dr. Maxine Brings, Hm Black-Jana, Ed.D., MPH, BS, University of Arizona

Vaccines

Within our bodies, each of us has warrior cells that stand guard against diseases. Vaccines help our warrior cells see and fight disease. For example, when we get the flu shot, the ingredients in the shot tell our warrior cells how to recognize and fight the flu. That is why if you get a flu shot, you are less likely to get sick with the flu. Getting vaccinated can also reduce the seriousness of illness if you happen to get sick.

Vaccine Testing

Each vaccine goes through many rounds of safety tests, which may take years and thousands of volunteers. During vaccine testing, important questions are considered, like “Is the vaccine safe?” and “How does the body react to it?”

Vaccine Side Effects

Vaccine testing also helps us learn about possible side effects. Most vaccines have mild side effects, like fever or soreness, that go away in a few days. Mild side effects are a sign that your warrior cells are preparing to be able to recognize and fight disease.

If side effects from a vaccine are found to be serious during testing, the vaccine will not be approved.



“The simplest way to help our community is by getting vaccinated. Vaccines are protecting our bodies and our community.”

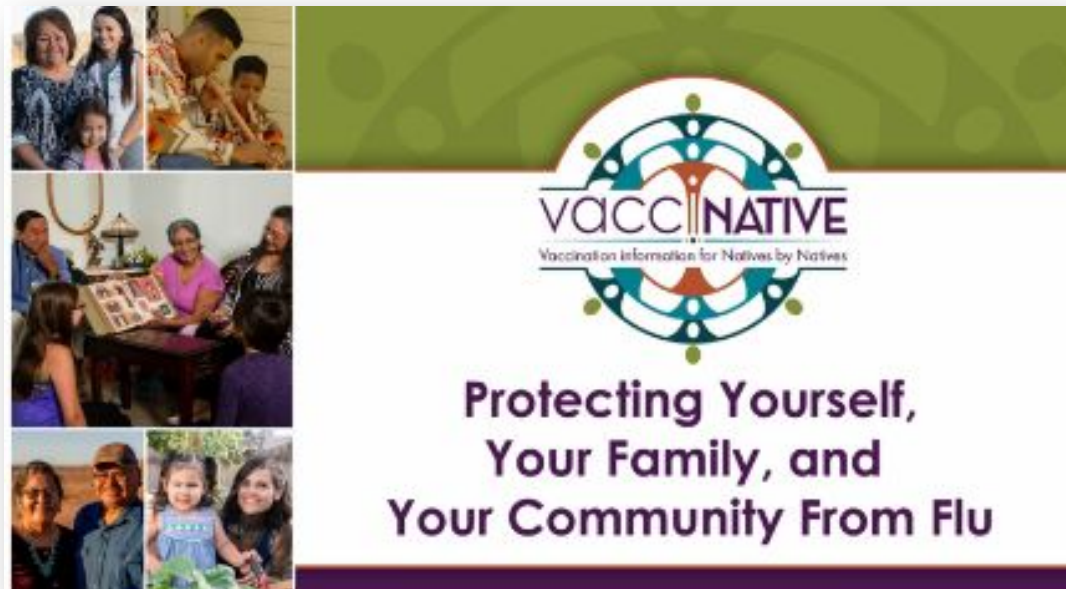
Videos



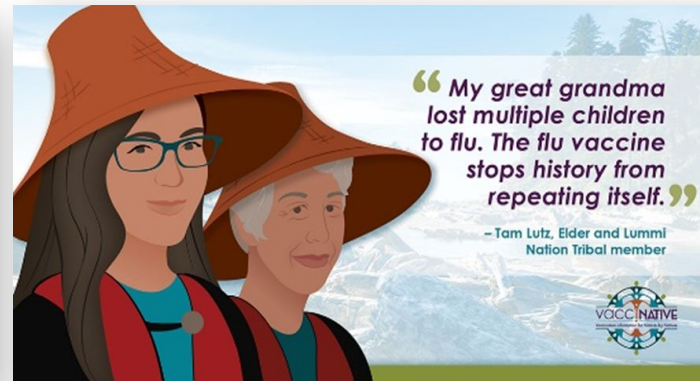
Educational Flip Chart



Presentations



Social Media Posts



How Can We Access These Materials?



Vaccine Resource Dissemination Channels

1. Email IScott@npaihb.org to be added to the Vaccine Resource folder
2. VacciNative Alliance members
3. In the future
 - a. indiancountryecho.org





VacchiNative's Success

VacciNative's Success

Over 1K of
Materials Ordered
in a single month!

+3K Material
Downloads



IndianCountryECHO.org/VacciNative



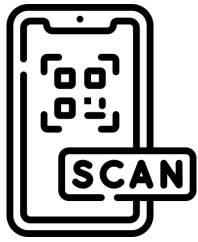


Any Questions?

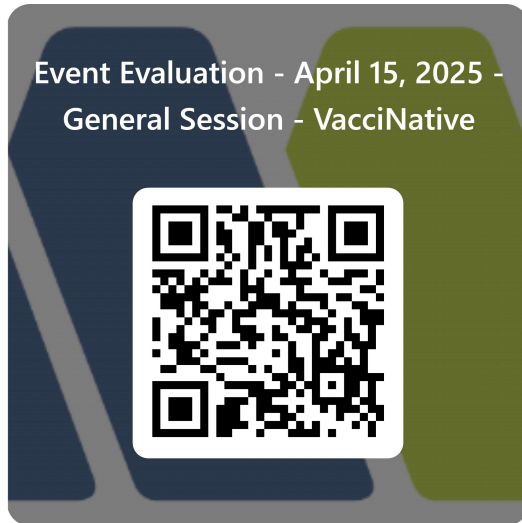


Thank You!





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