

Alabama Vaccine Confidence Network

A CDC-Funded Prevention Research Center Project



Project Summary



Overview



The Alabama Vaccine Confidence Network (VCN) is a project of the UAB Center for the Study of Community Health **conducted in collaboration with the 26 other CDC-funded Prevention Research Centers** across the US. The goal was to gather information from residents concerning their hesitation to receive the COVID-19 vaccine and develop messaging (print, electronic, social media) to increase vaccination rates.

The Alabama VCN and its Community Partners have worked together to create tailored resources for Alabamians to talk about COVID-19 vaccination. These resources were created as an outcome of listening sessions and surveys that **represented Alabamians' voices and vaccine perspectives from 26 rural and urban counties across the state.** These resources were put together into a free COVID-19 Vaccine Messaging Toolkit.

Overview

The Alabama VCN toolkit includes fact sheets, printable resources, local vaccine story cards, and social media messages to encourage COVID-19 vaccination. **The toolkit has been provided to VCN community partners and others** to use in their marketing and messaging and pass on to other residents, leaders, and organizations in their communities working on COVID-19 vaccine messaging.

The goal is to continue encouraging people to get vaccinated in the state of Alabama and **create a feedback loop for our partner health agencies** as they work to increase vaccine confidence and remove barriers to vaccination.

"The light bulb came on that we need to get vaccinated because we have people depending on us and we need to look out for each other." - **Focus Group Participant**





**Populations
of Focus**

- Urban African Americans
- Rural African Americans
- Latinx communities
- Released offenders

**Community
Partners**



Project Activities

"I learned a lot of information from the focus groups that I could pass along to family and friends. I felt motivated to be more vocal in talking to others about vaccination." - **Focus Group Participant**

- Distributed over **200 surveys** to assess vaccine confidence and uptake in Alabama
- Distributed **over 100 parent surveys** to assess pediatric vaccine confidence and uptake in Alabama
- Distributed **over 200 Vaccine Messaging surveys** to test VCN messaging efficacy
- Conducted **30 focus groups** to understand vaccine confidence in Alabama and to assess VCN messaging efficacy
- Created **Bi-Monthly "What We're Learning Reports"** to report vaccine confidence and messaging findings to community partners
- Curated **individually tailored Vaccine Messaging Toolkits** for each VCN community partner

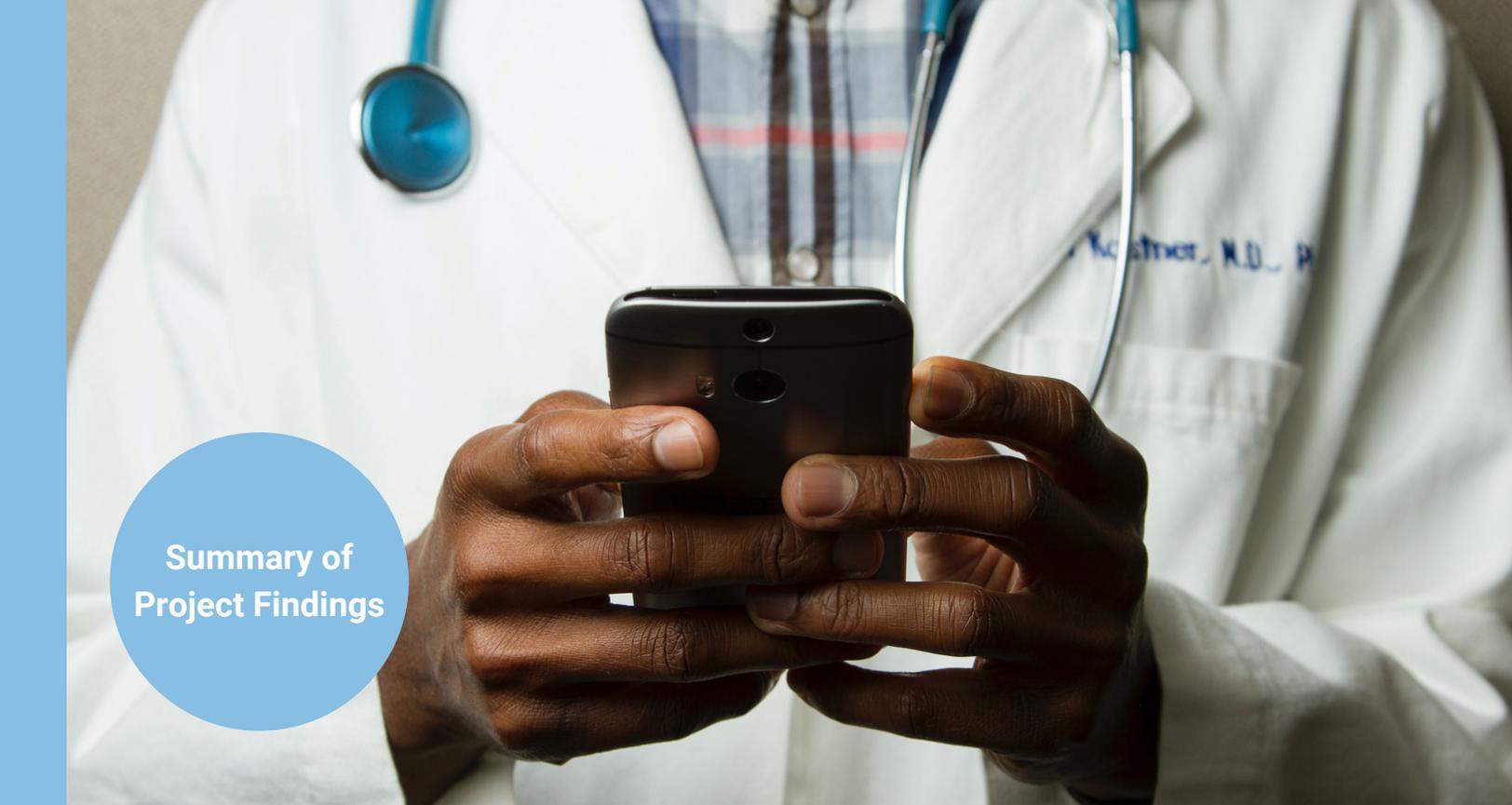




Summary of
Project Findings

Alabamians who are vaccinated have been motivated to get the COVID-19 vaccine because:

- They have experienced personal losses due to COVID-19
- They have a personal connection to someone who has contracted COVID-19 and wants to avoid having a similar experience
- They are concerned about elderly family members and those with underlying conditions
- They want to increase their social engagements to be around more people and family again
- They want to keep themselves safe when engaging in necessary activities that put them around others (work, grocery shopping, medical appointments, etc.).
- Incentives to get vaccinated—money, gift cards, gas cards, etc.
- They desire to participate in events/activities that require vaccination
- They have heard personal stories from people who have received the vaccine that calmed their fears of vaccination
- A doctor made a strong recommendation for vaccination based on the individual's personal health information



Summary of
Project Findings

Focus group participants found vaccine messaging to be most compelling when it featured:

- **Personal vaccination stories from local and trusted community sources.**
 - Stories that feature an individual's personal narrative about their decision-making process to get vaccinated
- **Families making decisions to get vaccinated to protect each other.**
- **Adults and caregivers making decisions to get vaccinated to keep the children in their lives who are too young for vaccination safe.**
 - Participants communicated feeling a sense of responsibility to protect the children in their lives.
- **Messages focused on community protection- protecting your team (work, sports, congregation, etc.), your family, vulnerable populations.**
 - Messages that focused on the collective good (i.e. "There is no I in Team").



Alabama Vaccine Confidence Network Toolkit Information

Download the FREE VCN toolkit here

<https://nowincluded.com/alabama-vaccine-confidence-network/>

Printable Resources

1. COVID-19 Vaccination Fact Sheet
2. Tips for Talking to Those You Love About COVID-19 Vaccination
3. Local Vaccine Story Cards

Social Media Resources

1. Social Media Images
2. Monthly Suggested Content Calendars



Sign up for the VCN Online Community at

https://app.nowincluded.com/courses/6701079?utm_source=manual

Contact us for more information on the Alabama Vaccine Confidence Network and its work.

Contact the project Co-PIs
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Visit our website
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