



## PRINCIPAL INVESTIGATORS

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## FOCUS COMMUNITIES

Philadelphia metropolitan area, especially racial/ethnic minorities, immigrants, communities living in poverty, specific neighborhoods, children and youth



## PARTNERSHIPS

Governance group: Steering Committee, including selected community representatives

Advisory group: Community Advisory Board

Resource sharing w/ community: **16%**<sup>1</sup>

Partner Type	Number
Community-based organization	32
Academic	6
Health care	3
Government	3
Individual community member	0
Other/unknown	23
<b>Total</b>	<b>67</b>



## Summary of Activities

### COMMUNICATION & EDUCATION

#### Education

Canvassing; phone calls; resident conversations; community events

#### Virtual/social media

Twitter; website

#### Language

Spanish, Mandarin, simplified Chinese

### VACCINATIONS

- COVID Community Response Captain (CRC) program to promote vaccination
- See Community Education activities
- VaxUpPhillyFamilies: Penn Nursing, Philly Counts, Penn Medicine, GoVax, and CHOP engaged parents/caregivers to increase vaccination rates in children of color

<sup>1</sup>From Year 2 application budget narrative, actual allocation may be different. Defined as the percent of the project budget allocated to nonacademic organizations (excluding state government), community-based positions, community members, incentives for engagement (not data collection), or community-based resources such as office space, equipment, etc.



## Summary of Activities

### COMMUNITY EDUCATORS

- Philly Counts Vaccine Ambassadors program for community members in partnership with city and libraries

### CLINICAL TRIALS RECRUITMENT

- No specific activities

### RESEARCH & EVALUATION

COMMON SURVEY (CS)	CS1	CS2
Sites submitting data	N/A	1
Data collection waves	N/A	1
Sampling strategy	N/A	Nonprobability
Sample size	N/A	3,935

#### Longitudinal surveys

- Longitudinal follow-up surveys with 100-200 participants using Common Survey

#### Wiki surveys for message evaluation

- Community respondents rank draft messages and contribute additional messages as desired for others to rank

#### Evaluation

- Process evaluation of Ambassador program
- Partnership evaluation

#### Capacity building

- Research training for Philly Teen Vaxx

#### Social Interactive Feedback Team

- Ambassadors and community leaders provide real-time weekly impressions about their local community needs via SMS
- Community Coalition members hosted parent focus groups, town hall and general community meetings, health fairs, and tabling events to promote COVID-19 educational awareness and resources

### SOCIAL DETERMINANTS OF HEALTH (SDOH)

- Use of National Institute of Minority Health and Disparities research framework to inform multilevel survey items and analyses

### DISSEMINATION

#### Peer-reviewed

- 2 total peer-reviewed publications<sup>2</sup>

#### Community

- Press releases, infographics, short videos about project results
- Dissemination products targeted to policymakers at city, county, and state levels

<sup>2</sup>Shen AK, Browne S, Srivastava T, et al. Factors influencing parental and individual COVID-19 vaccine decision making in a pediatric network. *Vaccines (Basel)*. 2022;10(8):1277. doi:10.3390/vaccines10081277

Srivastava T, Shen AK, Browne S, et al. Comparing COVID-19 vaccination outcomes with parental values, beliefs, attitudes, and hesitancy status, 2021-2022. *Vaccines (Basel)*. 2022;10(10):1632. doi:10.3390/vaccines10101632