

UTILIZING A SHARED PLATFORM TO DISSEMINATE COVID-19 VACCINE READINESS RESOURCES

A Success Story from Healthy Northeast Ohio

AT A GLANCE

A collaborative of partners in Cuyahoga County created a toolkit for vaccine ambassadors that included vetted COVID-19 resources aimed at increasing levels of vaccine readiness and building trust in communities of color. Through a partnership with Healthy Northeast Ohio, a Vaccine Ambassador Toolkit webpage was created, as a way to easily share these resources with partners. Since the launch of this toolkit, it continues to be one of the most visited pages on Healthy Northeast Ohio, and serves as an example of using a shared platform to disseminate credible resources to support community health improvement.

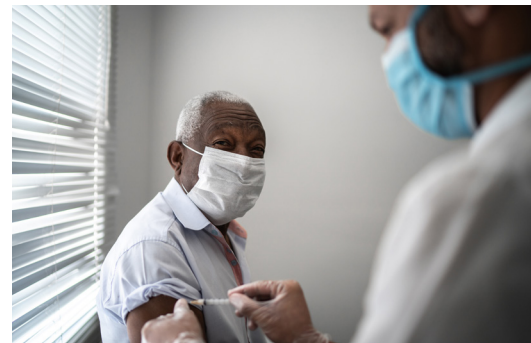
CHALLENGE

Months after COVID-19 vaccines became available, there were community members in Cuyahoga County who had not yet made the decision to be vaccinated. This was due to a variety of reasons including mistrust, especially in under-resourced communities and communities of color, and the spread of misinformation. The need arose for a way to share vetted and credible COVID-19 resources with vaccine ambassadors aimed at increasing levels of vaccine readiness, building trust, and providing talking points for having effective conversations about COVID-19 vaccines with community members.

SOLUTION

A group of collaborative partners in Cuyahoga County, including hospitals, health centers and other community-based organizations, worked together to create a toolkit for vaccine ambassadors (see a complete list of partners [here](#)). Danielle Price, Director, Community Health Engagement, and Tyler Coy, Social Work Intern, from University Hospitals, who were part of this collaborative, connected with the Healthy Northeast Ohio team about the toolkit. Danielle and Tyler had a vision for creating a visually appealing webpage to house these resources that could be easily shared with partners. The [Healthy Northeast Ohio](#) website allows for custom webpages to be created using a variety of 'tiles' to display content in a clean and visually appealing way. As Healthy Northeast Ohio strives to be responsive to partner needs and find creative solutions to support the health of the community, this was a welcomed request.

“Healthy NEO made it easy for vaccine ambassadors to locate trusted information that had been vetted by local healthcare representatives, especially as it pertains to culturally-specific messages, which was missing from many sites focused primarily on accessing vaccines. Our aim was to remove any barriers to people making an informed decision about vaccination. Additionally, most of the partnering organizations on the committee were already using Healthy NEO as a central repository for community health improvement, so it was an ideal solution,” stated Price.



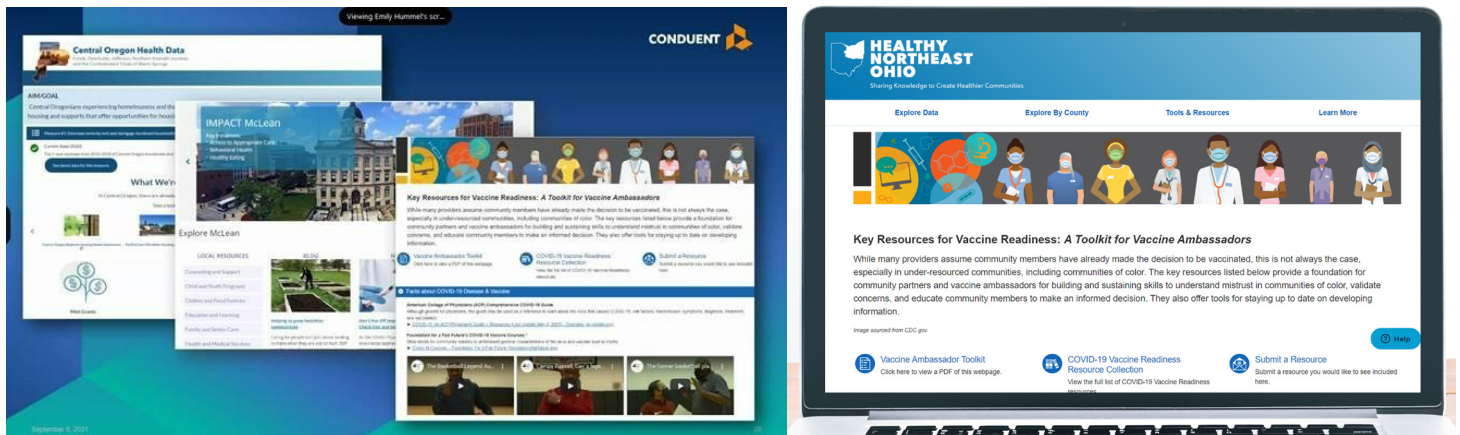
RESULTS

Danielle and Tyler provided the Healthy Northeast Ohio team with the COVID-19 resources to be included on the [Vaccine Ambassador Toolkit](#) webpage. These resources included articles, guides, trainings, and videos related to COVID-19, COVID-19 vaccines, vaccine misinformation, and building trust in communities of color. The Vaccine Ambassador Toolkit includes this robust content, as well as a list of vaccine clinics available in the Greater Cleveland area that are updated weekly. In addition, the Healthy Northeast Ohio team created a [COVID-19 Vaccine Readiness Resource Collection](#) to house all of the resources included in the toolkit. Website users even have the option to suggest additional resources using the 'submit a resource' button on the webpage.

"In addition to increasing access to meaningful information, the collaborative process undergirding the final product made local health providers more aware of the messaging and content being produced and disseminated by each other -- thereby leveraging information and resources. More importantly, the collective effort helped to foster and build trust within the health sector and among other community stakeholders," commented Price.

Sample social media messaging was shared with collaborative partners to help promote this new webpage. Since the Vaccine Ambassador Toolkit webpage launched on June 3, 2021, there have been 423 unique page views (number of sessions in which this page was viewed at least once), and it has been the 6th most visited webpage on Healthy Northeast Ohio.

Conduent Healthy Communities Institute, the vendor for Healthy Northeast Ohio, featured this webpage in their August 2021 Client Spotlight Newsletter, and in their August 2021 webinar titled, "Part 1 - Community Health Dashboards: Bringing Your Assessment and Plan to Life." During this webinar, the webpage was described as being a robust page that is rich with information and resources. Emily Hummel, the Conduent Senior Account Manager who supports the Healthy Northeast Ohio team, shared that the toolkit is ***"... a really great way to utilize a shared space to communicate, and share resources that are extremely important to a community"***



ABOUT HEALTHY NORTHEAST OHIO

Healthy Northeast Ohio provides hospitals, public health departments, community-based organizations, philanthropic agencies and other stakeholders with data and resources to support regional and community health improvement activities and strengthen collaboration in the region. Healthy Northeast Ohio serves as a neutral repository of de-identified health information that highlights the collective impact toward positive health outcomes. It allows for easy identification of areas with the highest impact and greatest need. Vetted and verified data comes from more than 30 sources.



Visit us at www.healthyneo.org

Questions? Please contact us to learn more or to share your own success story.

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