



# A Jackson County COVID-19 Vaccination and Health Services Initiative in KC's Eastside

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UMKC COMMUNITY HEALTH RESEARCH GROUP

Funded amount: \$5 million  
Funding period:  
6/1/2021-12/31/2021



## Primary Goals:

1. Increase reach of COVID-19 vaccinations and access to health services
2. Build a community-health-academic infrastructure to address health disparities across 4 sectors in the Eastside (business, faith, youth, neighborhoods)

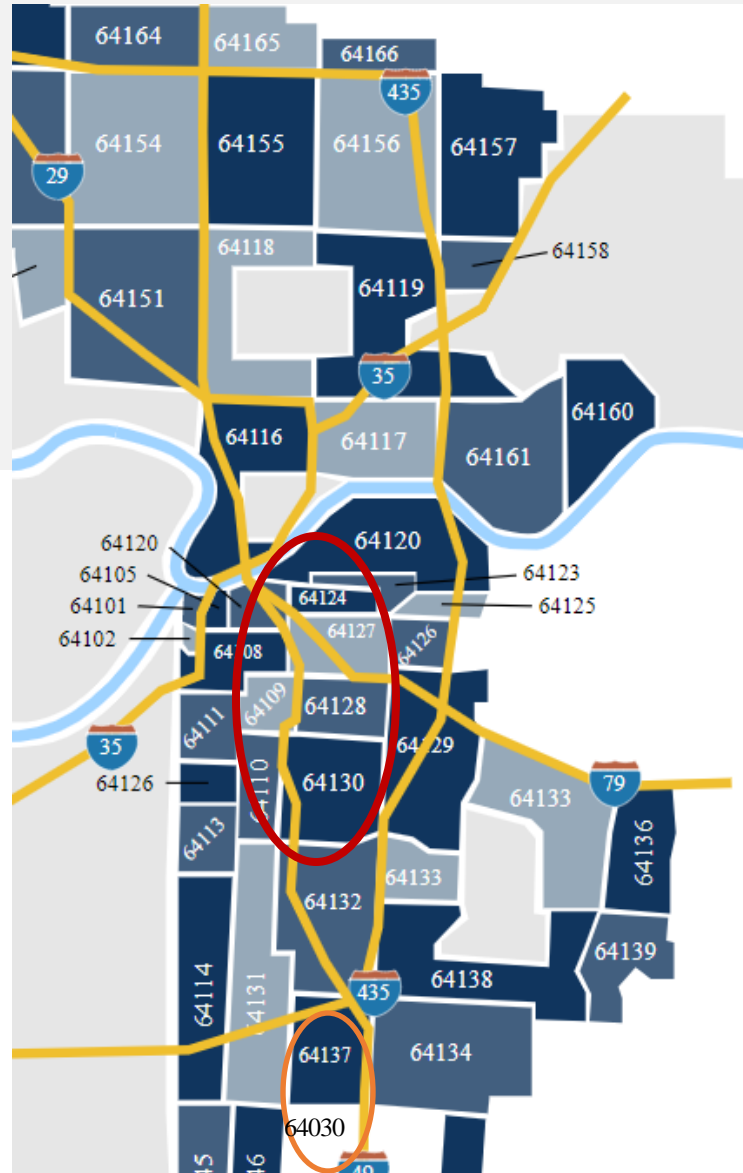




# WHERE?

## SOCIAL VULNERABILITY & LOW COVID-19 VACCINATION RATES

- Vulnerable Zip Codes
- **64106**
- **64109**
- **64127**
- **64128**
- **64129**
- **64130**



Equipping Community  
Influencers to Encourage  
COVID-19 Vaccinations and  
Use of Health Services



Churches



Neighborhood  
Associations



Youth  
Organizations



Businesses

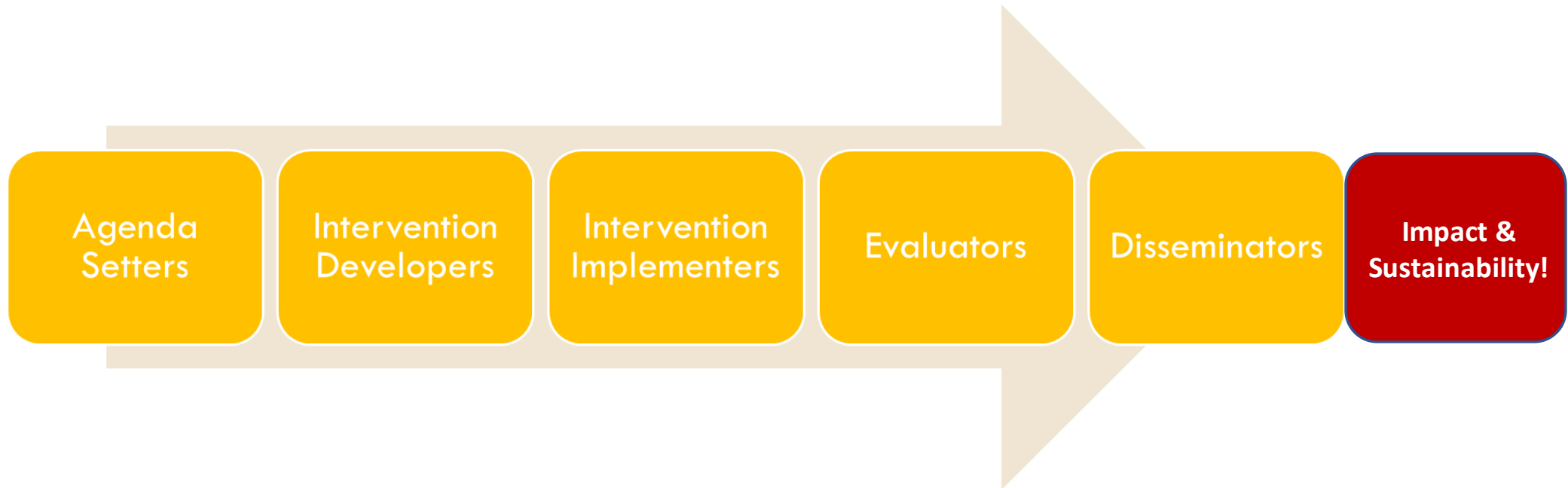


Tapping community influence, access, and capacity

# Community Engagement Approach

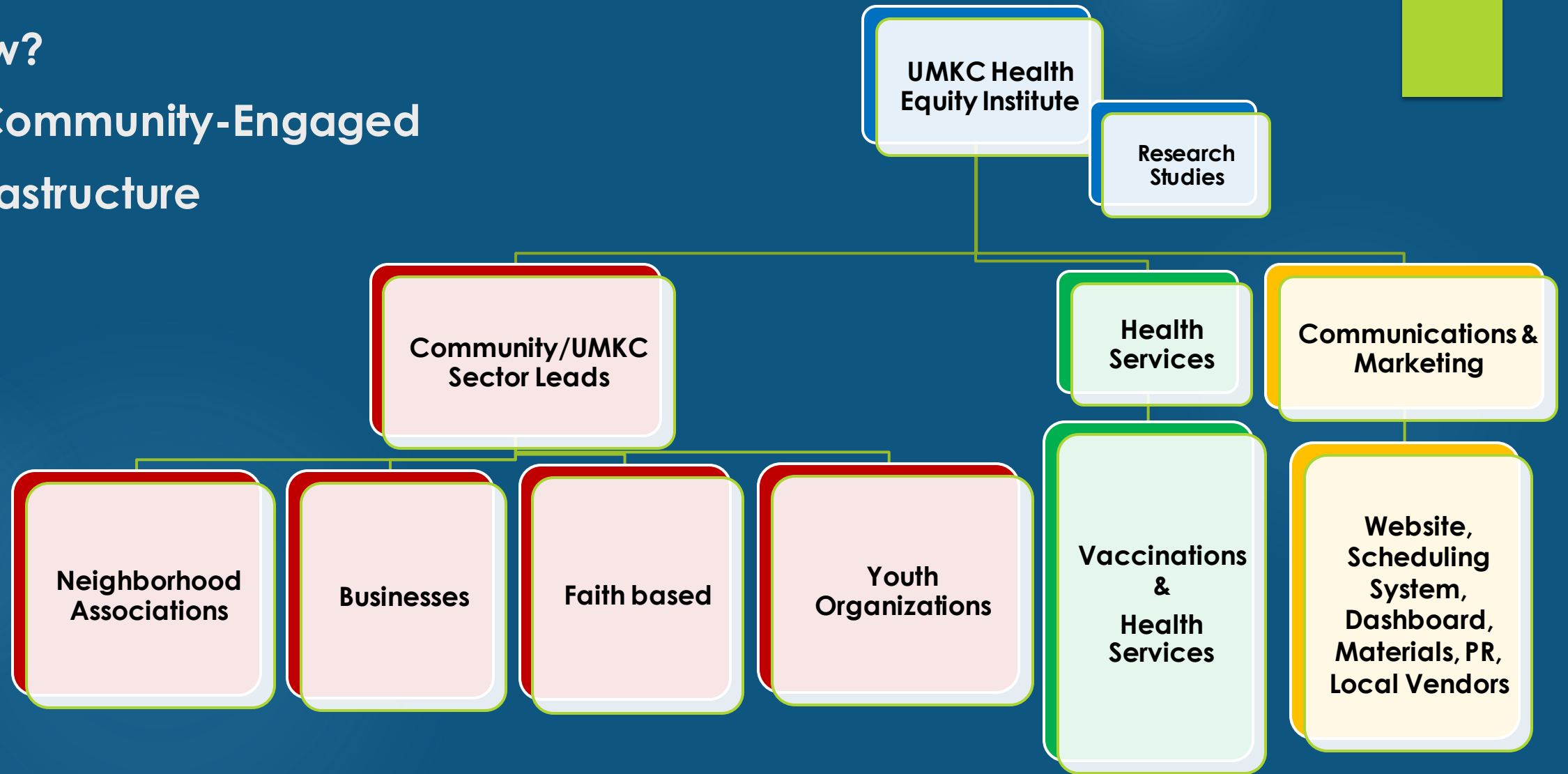
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Engaging the Eastside Community Across All Phases of the Work



# How?

## A Community-Engaged Infrastructure



Over 60 community partners across 4 sectors!





Dina Newman, Center  
for Neighborhoods



LaMonica Upton, Center  
for Neighborhoods



Minister Gregg Wilson,  
Community Engagement  
Outreach Liaison



Cash Wilson,  
Community Engagement  
Outreach Liaison

# Neighborhood Sector

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Denise Dean, UMKC School of  
Nursing and Health Studies



Amanda Grimes, UMKC School of  
Nursing and Health Studies



Monique Johnston, Youth  
Ambassadors of KC

# Youth Sector

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Maria Myers, Source Link  
UMKC Innovation Center



Daniel Smith, The Porter House KC

# Business Sector

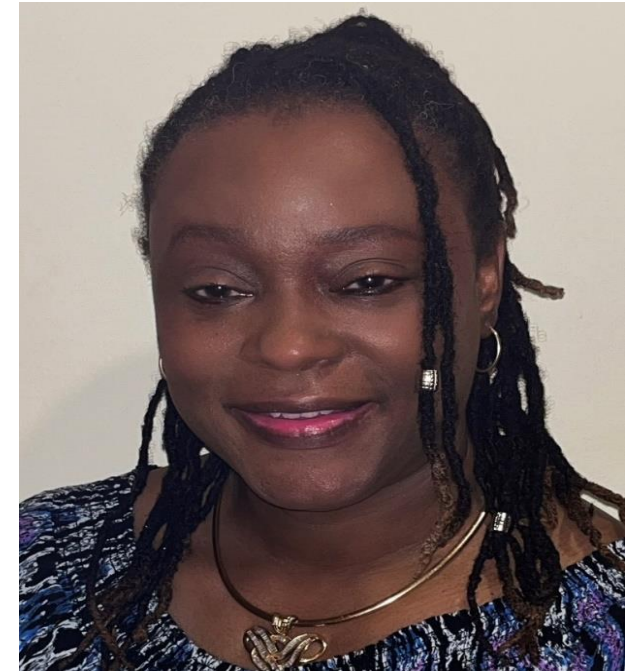
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Carole Bowe Thompson, UMKC  
Community Health Research Group



Rev. Eric Williams, Calvary Temple  
Baptist Church



Leah Banks, Calvary Community  
Outreach Network

# Faith Sector

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## SPECIAL THANKS TO OUR COMMUNITY PARTNERS:

Heart of the City Neighborhood Association  
Ivanhoe Neighborhood Council  
Coachlight Square Homes Association  
Boston Heights/Mt. Hope  
Santa Fe Area Council  
Key Coalition Inc.  
East 23rd Street PAC Neighborhood Association  
Blue Hills Neighborhood Association  
Paseo West Neighborhood Association  
Vineyard Neighborhood Association  
Washington Wheatley Neighborhood  
Wendell Phillips Neighborhood Association  
Eastwood Hills Community Association Inc.  
Second Baptist Church  
Victorious Life Church  
Heart of God  
Victory Temple Church  
Bethel Family Worship Center  
aSTEAM Village  
Mt. Sinai Missionary Baptist Church  
Sunlight MBC  
Heaven Sent Outreach Ministries  
Pleasant Green MBC  
Rhema Church  
Pleasant Green MBC  
Morning Star Baptist Church  
Youth Ambassadors KC  
Apostolic Church of God

Centennial UMC  
Memorial Church International  
Boone Tabernacle COGIC  
Harris Park  
ArtsTech  
W.E.B. DuBois Learning Center  
HYPE: Helping Youth Plan For Excellence  
DeLaSalle Center  
Boys & Girls Club Thornberry Unit  
Boys & Girls Club J&D Wagner  
Operation Breakthrough  
YMCA Linwood  
Guadalupe Centers High School  
Hogan High School  
Morning Star Baptist Church  
CHES Inc.  
KC Daiquiri Shop  
Reconciliation Services  
KBCC Inc dba Heartland Black  
Chamber of Commerce  
Aya Coffee and Books  
Ruby Jean's Juicery  
One Pair LLC  
The Amethyst Place  
The Prospect KC  
180V Barber Shop  
CHES Inc.  
Aya Coffee and Books  
Troostapalooza





# 160 Community Health Liaisons!

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- Handed out flyers
- Attended community meetings
- Talked to friends and family
- Hung door hangers
- Did call blasts
- Posted on social media
- Coordinated OHKCE events
- Showed up and showed out!



## Sample of OHKCE Materials




FUNDED BY

COVID-19

# MYTHS & FACTS

Gettng Immunized against COVID-19 will keep most people from getting sick. Even in a rare case where one does catch the virus, a vaccine will likely prevent you from becoming seriously ill. Check the other side to learn more details on Myths and Facts.

**PROTECT THE EASTSIDE**  
MAKE YOUR PLAN TO GET VACCINATED TODAY








MAKE YOUR PLAN TO GET VACCINATED TODAY

[healthyeastside.org](http://healthyeastside.org)

## MYTHS

**MYTH: Getting the COVID-19 vaccine gives you COVID-19.**

**MYTH: The COVID-19 vaccine was developed too fast, making it unsafe for the public.**

**MYTH: The COVID-19 vaccine enters your cells and changes your DNA.**

## FACTS

**FACT: No, it's not possible to get COVID-19 from the current FDA-authorized vaccines.**

**FACT: Medical professionals are developing vaccines for COVID-19 in 2020, based on decades of research on how immune responses and vaccines work.**

**FACT: There is no virus in the vaccine. Instead it contains Messenger RNA that "teaches" your body how to fight COVID-19.**






**MYTH: The COVID-19 vaccine enters your cells and changes your DNA.**

**MYTH: COVID-19 vaccines are being provided free of charge.**

**Learn more at [eastsidevac.com/govhealthfinder](http://eastsidevac.com/govhealthfinder)**

MAKE YOUR PLAN TO GET VACCINATED TODAY

[healthyeastside.org](http://healthyeastside.org)



**PROTECT  
Eastside**

**JOIN THE  
SQUAD!  
HERD IMMUNITY**

SPONSORED BY







**MAKE YOUR PLAN TO  
GET VACCINATED TODAY**  
call (816) 468-CARE or  
visit [healthykceastside.org](http://healthykceastside.org)



**PROTECT  
THE  
SQUAD!  
WITH HERD IMMUNITY**

What is herd immunity?  
Herd immunity is our collective target group that develops immunity to a disease, like COVID-19, through vaccination.


- ✓ 70% of us need to be vaccinated to achieve a healthy community.
- ✓ With more people getting vaccinated, the less COVID is spread.
- ✓ The less COVID is spread, we'll have less people in hospitals and less sick people in our community.
- ✓ Once we have herd immunity we can ditch those masks!









**MAKE YOUR PLAN TO GET VACCINATED TODAY**  
call (816) 468-CARE or visit [healthykceastside.org](http://healthykceastside.org)



МОН  
РЕСПУБЛИКИ  
КАЗАХСТАН



МОН  
РЕСПУБЛИКИ  
КАЗАХСТАН



МОН  
РЕСПУБЛИКИ  
КАЗАХСТАН

# TALKING POINTS

The information is provided for informational purposes only and is not intended to be used for legal or financial advice.

**1. Introduction**

The purpose of this document is to provide information on the services provided by the Ministry of Education and Higher Education of the Republic of Kazakhstan. The document is intended for the general public and is not intended to be used for legal or financial advice.

The information provided in this document is for informational purposes only and is not intended to be used for legal or financial advice. The Ministry of Education and Higher Education of the Republic of Kazakhstan is not responsible for any losses or damages resulting from the use of this information.

The Ministry of Education and Higher Education of the Republic of Kazakhstan is committed to providing high-quality education and training for all citizens. The Ministry is committed to ensuring that all citizens have access to the same quality of education and training, regardless of their background or financial situation.

The Ministry of Education and Higher Education of the Republic of Kazakhstan is committed to providing a safe and secure environment for all students. The Ministry is committed to ensuring that all students are protected from harm and are able to learn in a safe and secure environment.

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**2. Services provided by the Ministry of Education and Higher Education of the Republic of Kazakhstan**

The Ministry of Education and Higher Education of the Republic of Kazakhstan provides a wide range of services to its citizens. These services include:

- **Education and Training:** The Ministry provides a wide range of education and training programs, including primary, secondary, and higher education. The Ministry is committed to ensuring that all citizens have access to the same quality of education and training, regardless of their background or financial situation.
- **Research and Development:** The Ministry supports research and development in the field of education and training. The Ministry is committed to ensuring that all research and development is conducted in a safe and secure environment.
- **Policy and Regulation:** The Ministry is responsible for developing and implementing policy and regulation in the field of education and training. The Ministry is committed to ensuring that all policy and regulation is based on the best available evidence and is in the best interests of the citizens.
- **Quality Assurance:** The Ministry is committed to ensuring that all education and training programs meet the highest standards of quality. The Ministry is committed to ensuring that all programs are evaluated regularly and that any areas for improvement are identified and addressed.
- **International Cooperation:** The Ministry is committed to promoting international cooperation in the field of education and training. The Ministry is committed to ensuring that all international cooperation is based on the best available evidence and is in the best interests of the citizens.

**3. Contact Information**

The Ministry of Education and Higher Education of the Republic of Kazakhstan can be contacted at the following address:

Ministry of Education and Higher Education of the Republic of Kazakhstan  
Narynbulatov Street, 100  
Almaty, 050000, Kazakhstan

The Ministry of Education and Higher Education of the Republic of Kazakhstan can also be contacted by phone at the following number:

Phone: +7 7172 222 222

The Ministry of Education and Higher Education of the Republic of Kazakhstan can also be contacted by email at the following address:

Email: [info@mon.gov.kz](mailto:info@mon.gov.kz)

**HERD THE WORLD!**

REMEMBER TO TWO WHOLE THINGS THERE ARE  
NO CEREAL, NO POGS – ONLY ONE BE HERO.

**Herd immunity** occurs when a large portion of a community (or small, less dense groups) against a disease, reducing the disease's overall spread, so that it can no longer be sustained. In this case, the whole community becomes better protected.

**WE NEED 70% OF THE "HERD"  
TO GET THE VACCINE.**

**LET'S PUT THAT  
VIRUS ON ICE!**

**JOIN THE  
SQUAD!  
HERD IMMUNITY**

**PROTECT  
THE BLOCK!**

**BROTHERS  
The  
Eastside**

**Healthy  
KC**

**FUNDED BY**

**Healthy KC**

**Eastside**

**MAKES YOUR PLAN TO GET VACCINATED TODAY**  
call (816) 464-6464 or [herd.health@eastsidekc.org](mailto:herd.health@eastsidekc.org)

**Chickering-McCoy**  
CLOTHING

**LAKE'S**  
SHIRT



PROTECT  
THE  
**Eastside**



FUNDED BY



**COVID**  
**BLOCKER**

MAKE YOUR PLAN TO GET VACCINATED TODAY  
call (816) 404-CARE or visit [healthykceastside.org](http://healthykceastside.org)

**VACCINE =**  
**COVID**  
**BLOCKER**

**Vaccine Benefits**

- ✓ COVID-19 vaccine is both safe and effective in children ages 12 and older.
- ✓ COVID-19 Vaccine protects kids from severe illness.
- ✓ The more people who get vaccinated the closer we get to back to normal.
- ✓ A very small number of people may experience allergic reactions to the vaccine.
- ✓ The shot is over in a blink of an eye! You'll feel a quick pinch and then all done.
- ✓ Once vaccinated your family and friends are on the road to be better protected.







Children's Mercy  
KANSAS CITY



UNMC  
KANSAS CITY

**MAKE YOUR PLAN TO GET VACCINATED TODAY**  
call (816) 404-CARE or visit [healthykceastside.org](http://healthykceastside.org)



# Engaged Community Partners and Community Health Liaisons



Completed thousands of entries on their implementation activities in online database system

# Vaccinations Given

# 12,942



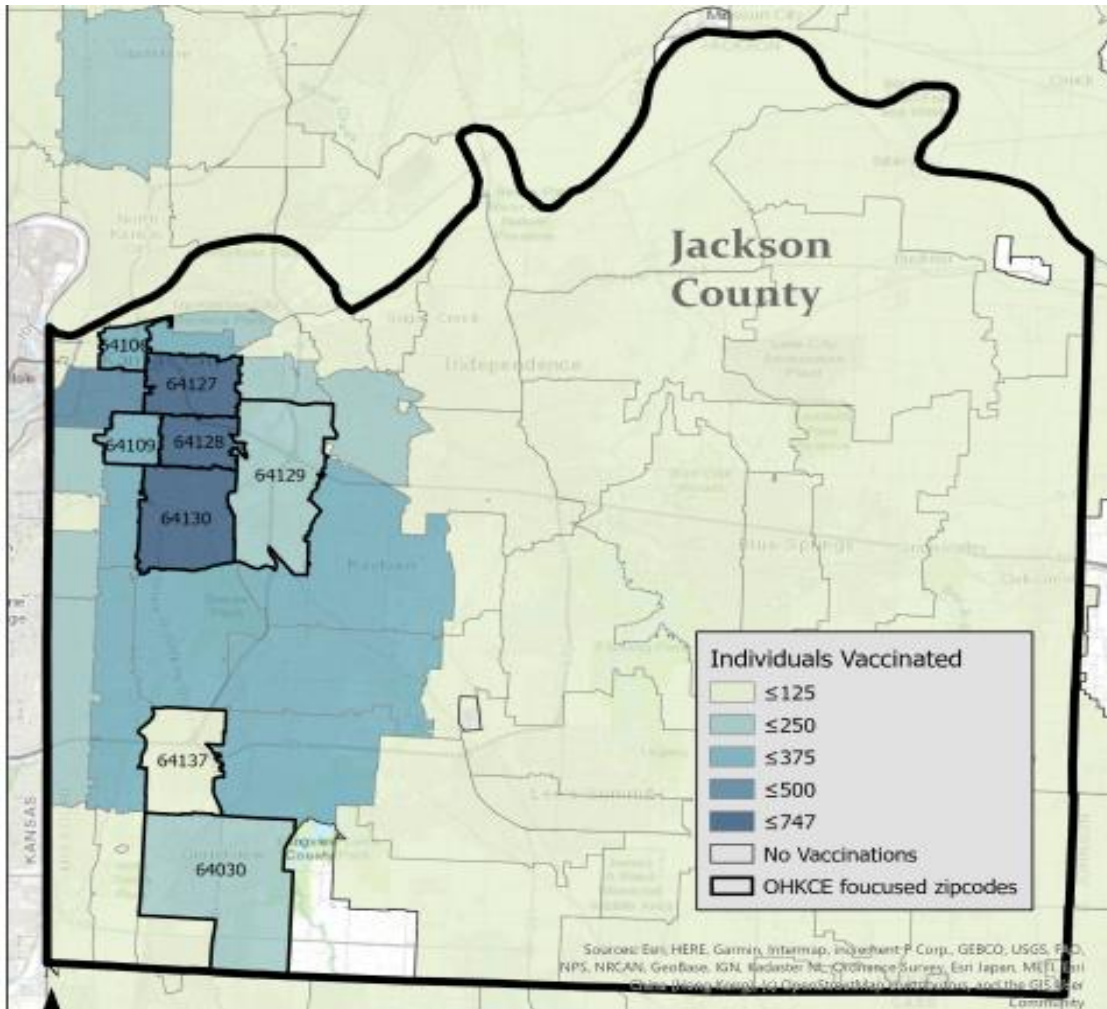
\$50 for 1<sup>st</sup> shot



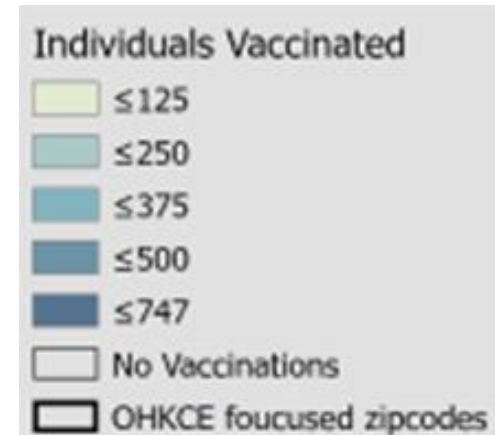
“A friend told me they were having this event. I’d been on the fence for 6 months, but I have a new grandbaby. I care about myself, but this wasn’t all about me. It’s about keeping my [grandbaby] safe.”



# Individuals Vaccinated by Zip Code



**Persons Vaccinated**  
**57% Females**  
**43% Black/African American**  
**13% Hispanic, Latino, Spanish Origin**



# Vaccination Rates by Age Group

	5-34 initiated	5-34 Completed	35+ Initiated	35+ Completed
64106	43% ↑	34% ↑	88% ↑	74% ↑
64109	64% ↑	50% ↑	81% ↑	71% ↑
64127	58% ↑	44% ↑	83% ↑	70% ↑
64128	43% ↑	31% ↓	75% ↑	65% ↑
64129	42% —	34% ↑	72% —	63% ↓
64130	44% ↑	34% ↑	79% ↑	69% ↑
Citywide	42%	33%	72%	64%
		Initiated		Completed
Overall KCMO Vaccination Rates		66.7%		58.3%



Data accurate through 2/17/22

Office of Population Health Science and Statistics

Data presented by the KCMO Health Department at the OHKCE Community Forum, 2/2022





### Top 3 events

1. KC Daiquiri Shop at Happy Foods: 61 people vaccinated
2. Guadeloupe High School: 59 people vaccinated
3. Morning Star Missionary Baptist Church: 57 vaccinated



# Health Services Provided

# 4,152

Blood pressures, blood glucose screening, mental health screenings, dental assessments, linkage to care

“I just need to get my sugar checked. I’m doing good but glad I can get this done here.”



# Highlights on Health Screening Services



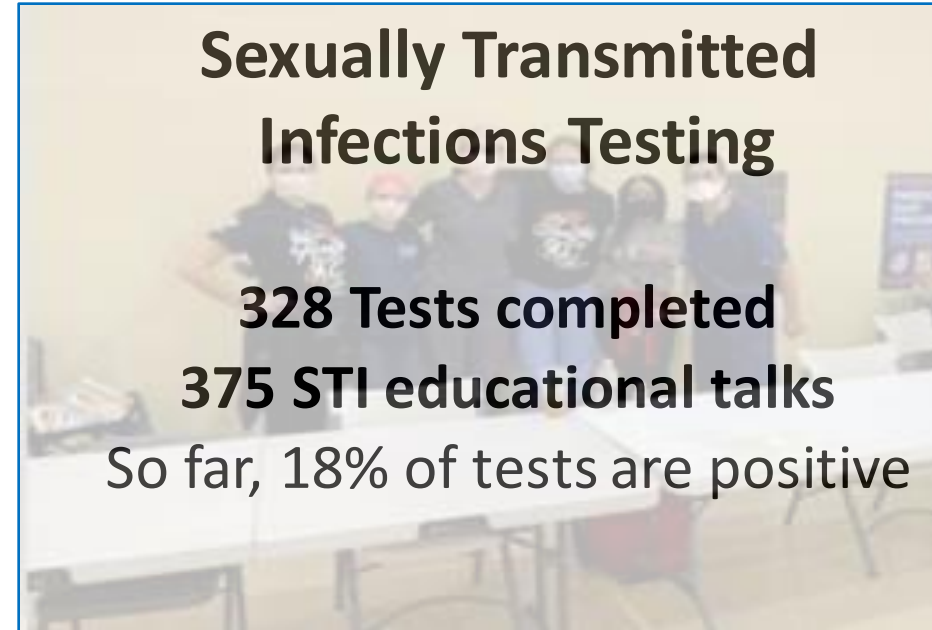
## **Dental Services**

**358 Dental referrals**

**242 Dental appointments completed**

“Holy crap!!! I want to freaking cry!!! You have no idea how much this means to me!!! I’m so excited to start over, you have no idea!! Thank you!!!”

-OHKCE dental patient



## **Sexually Transmitted Infections Testing**

**328 Tests completed**

**375 STI educational talks**

So far, 18% of tests are positive

“One of my favorite moments was a real discussion with a newly divorced 60 something woman about safe sex practices and ways to reduce her risk. She expressed she hasn't this talk with her doctor, and she felt empowered to ask questions and take charge of her health.”

-Dr. Stefanie Ellison, UMKC School of Medicine

# How Services Delivered? Many Volunteers!!!

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Health Providers



Faculty



Students



Nearly 300 student volunteers!



# Survey on Health Beliefs and Behaviors

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3,496

Surveys Completed



# Survey Participant Characteristics (N=3,496)

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- 81% African American
- 59% Females
- 16% Hospitalized due to COVID-19
- 77% Would use health services at the community-based vaccination location

## Why Vaccinated?

- 78% Wanted to keep family safe
- 60% Wanted to keep self safe
- 51% Wanted to keep community safe

## Health

- 24% postponed medical care since pandemic
- 49% Saw dentist in past year
- 30% Hypertension
- 21% Depression
- 13% Diabetes





# Participants and Social Determinants of Health

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## Social Determinants:

- 40% Did not have enough food in past year
- 32% Lost income since pandemic started
- 24% Challenges with transportation
- 9% Had challenges getting to vaccination site
- 77% Believed people should wear masks as mandated by government



# OHKCE Community Forum

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**121 Attendees** (Community health liaisons, community partners, health, and researchers)

-OHKCE successes, findings, Eastside vaccination rates

-12 Focus groups

-Health priorities

- **Diabetes, high blood pressure, and mental health**

-Needed strategies and programs

- Health education and literacy including support in finding doctors and resources to cover costs
- Nutrition and exercise
- Access to/trust with healthcare systems and reduction of healthcare costs



## Lessons Learned

The Community Engagement matters!

Increasing capacity to co-locate health services in community settings is critical.

Ex. Young man vaccinated after talking to pharmacist

People will use health services provided in community-clinics.

Double benefit – uptake of services and data collection on health behaviors.

Community partners need to get paid – and fed!

Celebrate progress!!

# What Comes Next?

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## **Preventive Health Services:**

- COVID-19 and chronic diseases
  - Vaccinations and health screenings
- Cancer
  - Cancer screenings and referrals
- Diabetes
  - Evidence-based Lifestyle change programs
- Infant mortality
  - Evidence-based Early reproductive services



# Vaccinations, Health Screenings, and Other Healthcare Services

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## Vaccinations

- COVID-19
- Flu



Goal: 5,000 vaccinations

## Health Screenings

- Blood pressure
- Blood glucose
- Mental health
- Dental assessments  
and treatment
- STIs/HIV

Goal: 2,000 units of health services

## -Cancer screenings

- Colon
- Oral
- HPV
- Mammograms

## -Broadband Internet Services



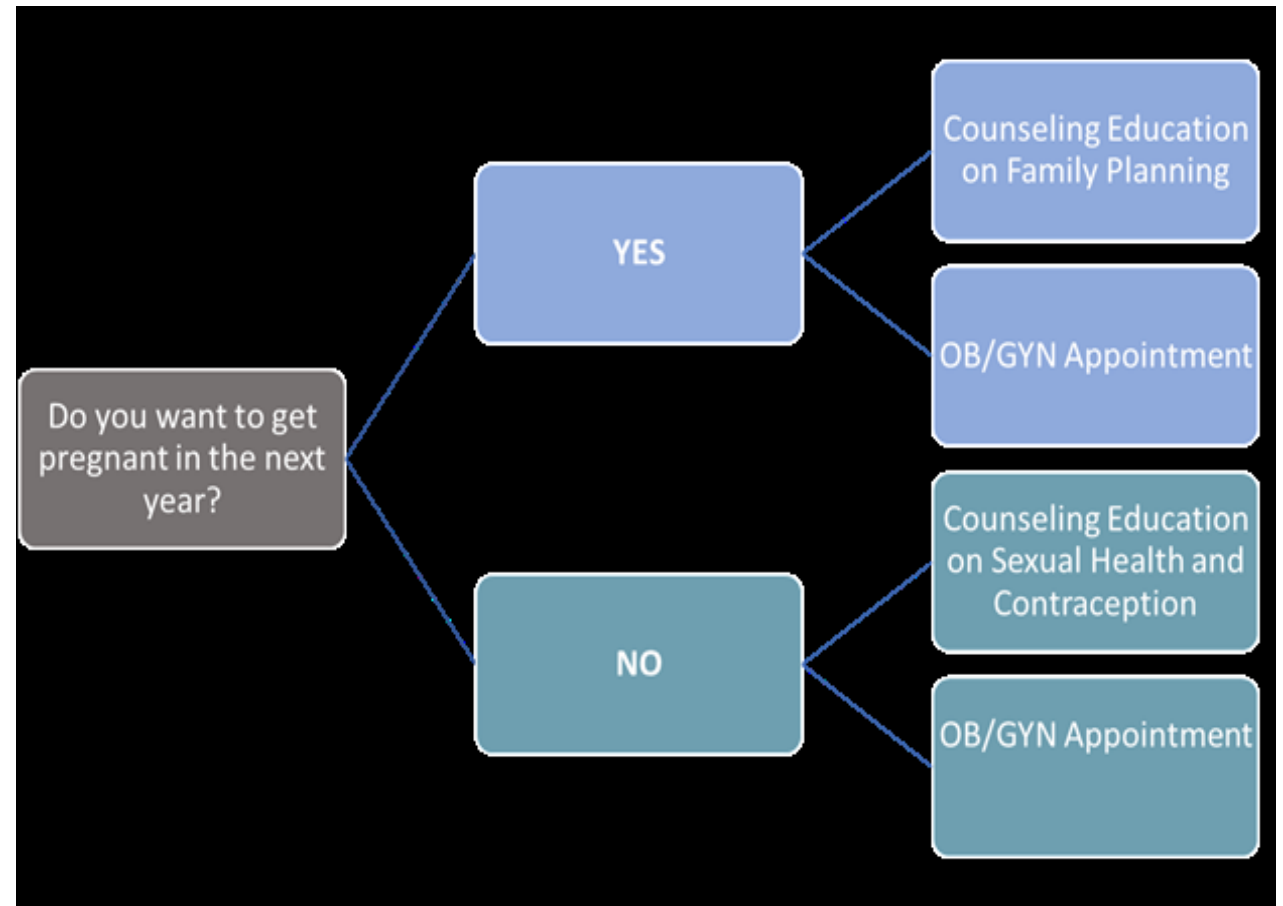
# Infant Mortality

## Reproductive age women:

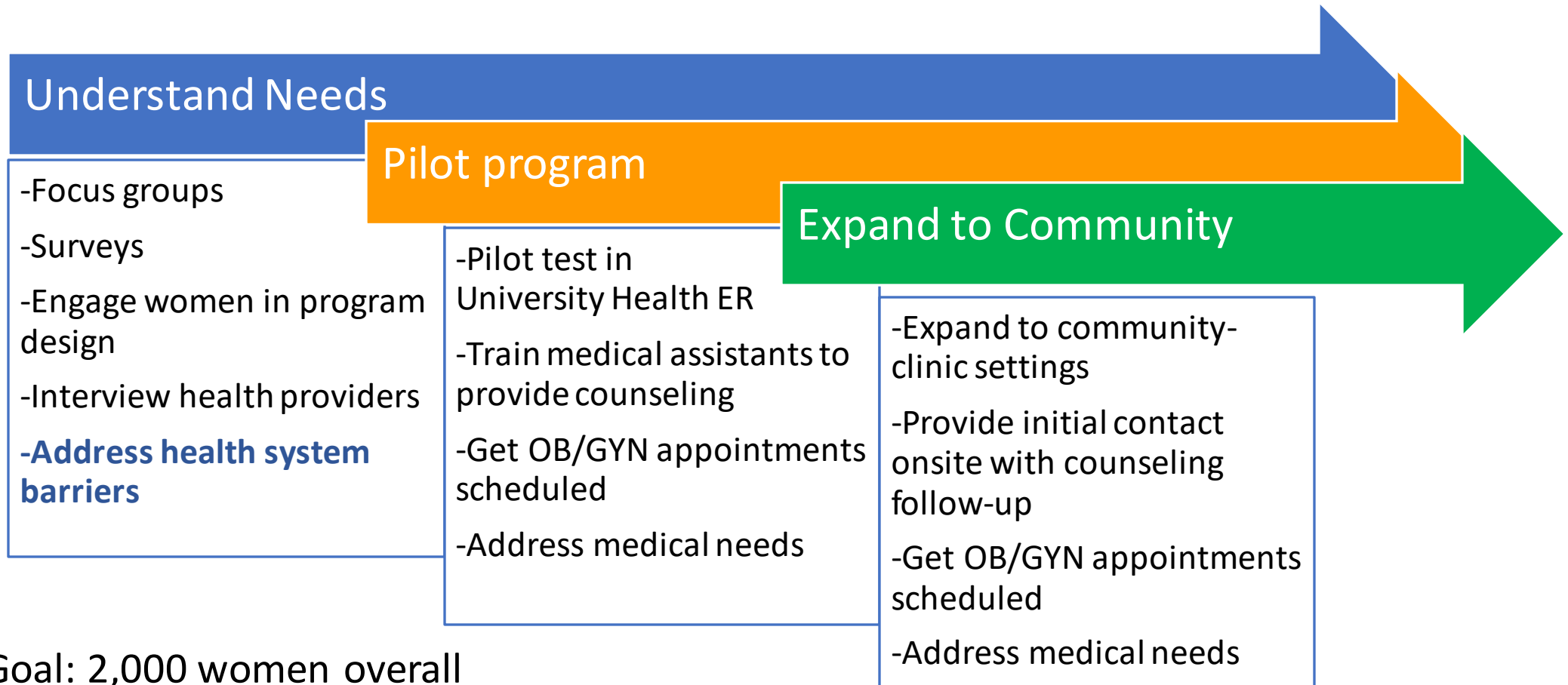
- Early prevention
- Early decision-making
- Support
- Access to Care

## Asking 1 Question:

***DO YOU WANT TO BE PREGNANT  
IN THE NEXT YEAR?***



# Infant Mortality Program: We CARE-KC





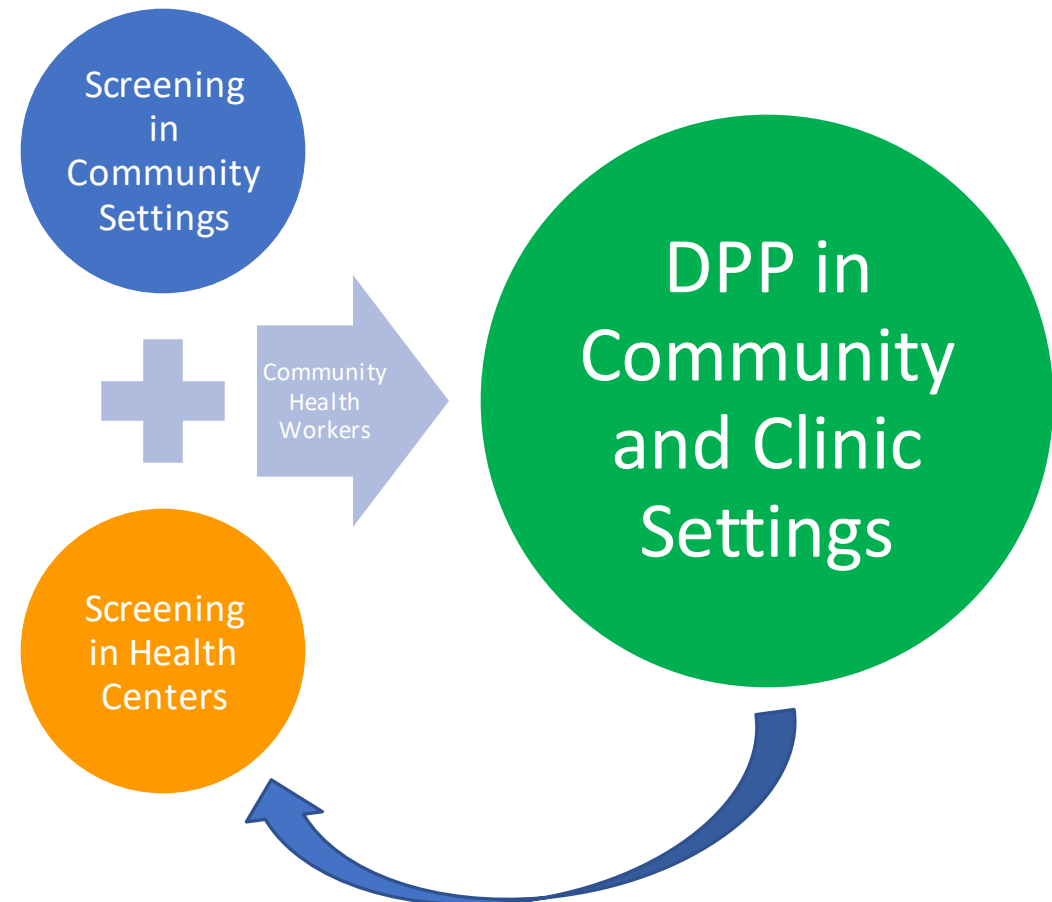
# Diabetes Prevention Program

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## Need for Diabetes Prevention Programs

- High rates of prediabetes
- Early screening with at-risk persons
- Access to free diabetes prevention programs in trusted clinic and community spaces
- Tailored for special populations
- Support from community health workers

Goal: 1,500 prediabetic persons



# Expand and Sustain the Project

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## Geographic and Organization Expansion

- Go beyond initial zip codes
- Include more community organizations
  - Especially youth organizations
- Include more special populations
  - Spanish speaking
  - Refugee

## Additional Funding and Resource Expansion

- Grant funding
- Systems changes
- Infrastructure support



# Thank You!!

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