



## COVID-19 Pandemic

In Spring 2020, a pandemic environment was experienced worldwide due to COVID-19. The virus itself was changing as were recommendations to the general public worldwide of how to protect oneself from this virus that was killing many.



## Vaccine Development

The CDC and medical community had great trust that a vaccine in development would be the solution to protect the world population from the virus and to stop the contagious spread. An immunization was developed and approved on an emergency basis in late fall 2021 and became available to the public in early spring 2022.



## Challenges in Persuasion

Equally challenging, was the need to convince the general public to make a personal choice to get vaccinated through a series of two shots and to do so as quickly as possible.



## Uncertainty & Mistrust

There was an environment of uncertainty and misinformation, mixed messages, and misperceptions regarding the appropriate response.



## Challenges in Logistics

There were many challenges, including production of the vaccine in quantities needed, distribution to the locations and limited information as each state developed their own response.



1

## ADDRESSING LOCAL NEEDS

Cooperative Extension has a long history of addressing local needs, and particularly in rural areas given the great amount of focus on agriculture. CES also is focused on science-based information, informed by research, and has strong outreach and engagement skills with multiple delivery strategies.



2

## PARTNERSHIPS

Cooperative Extension routinely partners with other organizations to accomplish programming. Partners include expertise within other facets of the University as well as partners in the community.



3

## TRUST

Cooperative Extension agents live, work, worship and recreate in the communities that they serve and have a long history of being a "trusted messenger" of information.



4

## NATIONAL NETWORK

Cooperative Extension also has a nationwide network with Extension offices in almost every county or parish in the country.



7  
Land-grant  
Universities

9  
Community  
&  
Healthcare  
Partners

20  
Counties in  
6 States

65,397  
Individuals  
Reached with  
Immunization  
Education

1994  
EXCITE PROGRAMS  
REGIONAL  
**IMPACT**

8  
Native  
American  
Reservations

72  
Land-grant  
Universities

410  
Community  
&  
Healthcare  
Partners

1017  
Counties in  
48 States  
& U.S.  
Territories

12,000,000+  
Individuals  
Reached with  
Immunization  
Education

EXCITE PROGRAMS  
NATIONAL  
**IMPACT**

15  
Native  
American  
Reservations

Seventy-two applications for non-competitive funding for the CDC's Vaccinate with Confidence communication campaign were received and funded from Land-grant institutions representing all six regions of Cooperative Extension. Each award was approximately \$24,000.

Thirty applications were received for competitive Pilot Project funding involving 38 Land-grant institutions representing five regions of Cooperative Extension; 24 were selected for funding. Each award was approximately \$200,000.

**VACCINATE WITH CONFIDENCE  
COMMUNICATION CAMPAIGN, \$24,000**

Bay Mills Community College  
Cankdeska Cikana Community College  
College of the Menominee Nation  
College of the Muscogee Nation  
Keweenaw Bay Ojibwa Community College  
Nebraska Indian Community College  
Red Lake Nation College