

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.

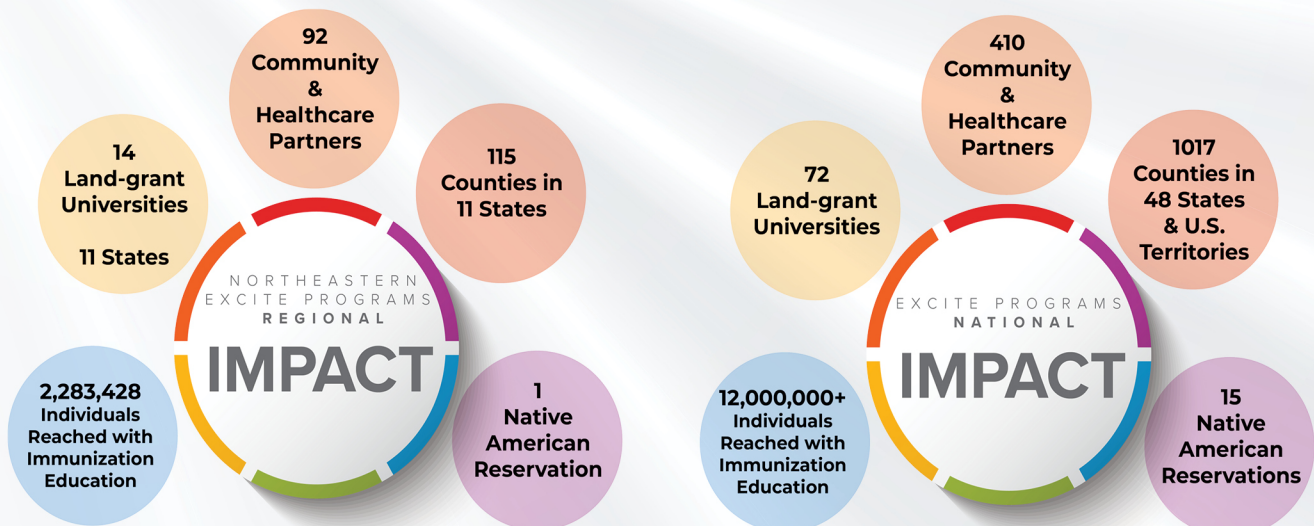
SITUATION



EXTENSION'S STRENGTHS



IMPACT



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**

- Cornell University
- Delaware State University
- Pennsylvania State University
- Rutgers University
- University of Connecticut
- University of Delaware
- University of Maine
- University of Maryland
- University of Maryland Eastern Shore
- University of New Hampshire
- University of Rhode Island
- University of Vermont
- West Virginia State University
- West Virginia University

**ADULT IMMUNIZATION
PILOT PROGRAMS, \$200,000**

- Cornell University
- Pennsylvania State University
- University of Connecticut
- University of Delaware & University of Maryland
- University of Maryland Eastern Shore & Delaware State University
- University of New Hampshire
- University of Vermont
- West Virginia University and West Virginia State University