EXCITE
Priority Populations & Partnerships

October 13, 2022

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Today's Agenda

3:00-3:20 pm ET	Identifying and working with priority populations	Lindsey Haynes-Maslow
3:20-3:40 pm ET	Building partnerships	Laura Downey
2:40-2:50 pm ET	EXCITE Application	Brenna Kotar
2:50-3:00 pm ET	Q&A	Lindsey, Laura, Brenna

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Priority Populations…What Do You Need to Know?

Two EXCITE requirements
   1) Rural and/or
   2) Medically underserved

Reaching Priority Populations
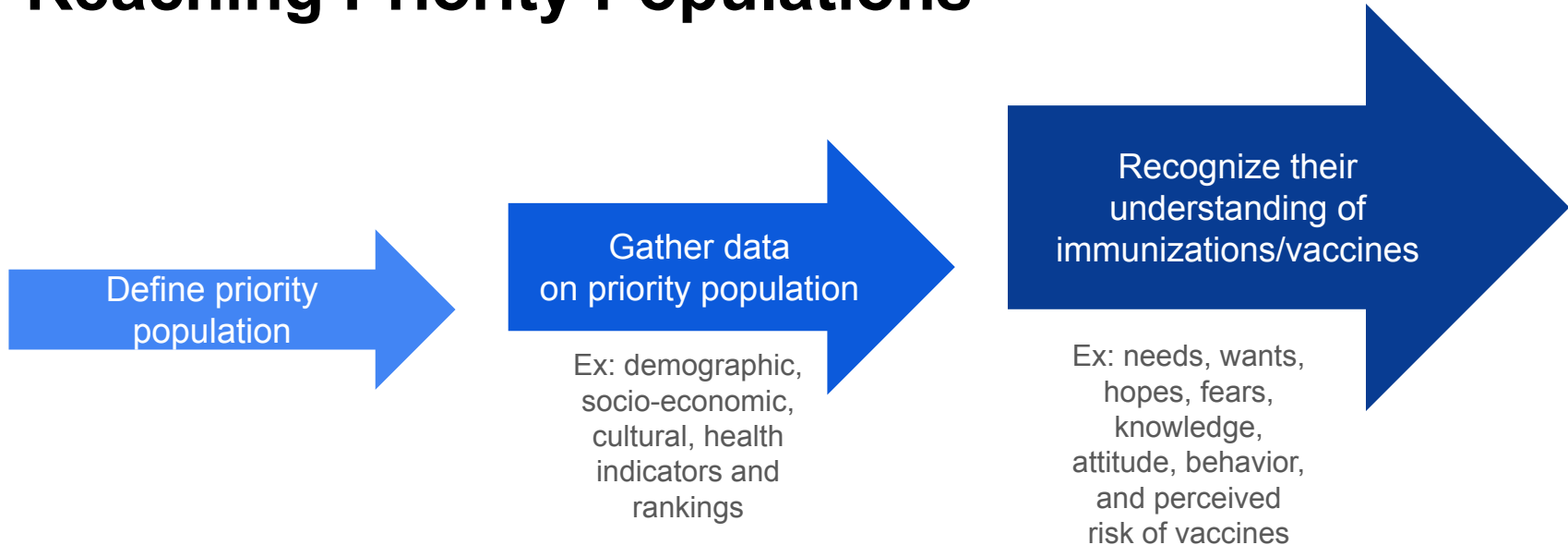
Define priority population

Gather data on priority population

Ex: demographic, socio-economic, cultural, health indicators and rankings

Recognize their understanding of immunizations/vaccines

Ex: needs, wants, hopes, fears, knowledge, attitude, behavior, and perceived risk of vaccines

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Defining "Rural": Lots of Definitions!

- Census Data (county percent rural)
- OMB (population >10,000 but <50,000)
- Frontier & Remote Area (FAR) codes by census tract
- Rural Urban Commuting Areas (RUCA) by by census tract
- Rural Urban Continuum Codes (RUCC)

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Defining "Rural": Rural Health Information Hub

Defining "Medically Underserved"

- Medically Underserved Areas/Populations (MUAs/MUPs) are designated by the Health Resources and Services Administration (HRSA)
  - MUAs/MUPs may also be designated by a state's Governor
- MUAs are geographic areas where there is a shortage of health services.
- MUPs are groups of people with economic, cultural, or linguistic barriers to healthcare.

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Where to Find Demographic Data?
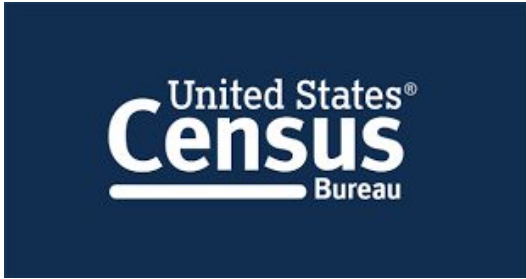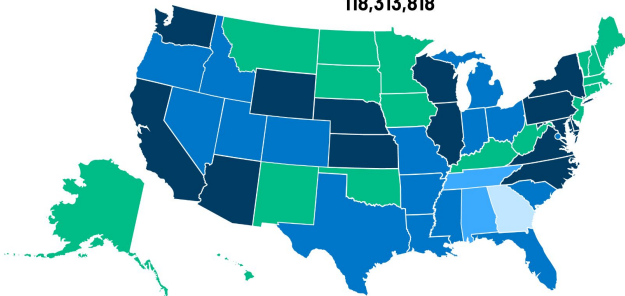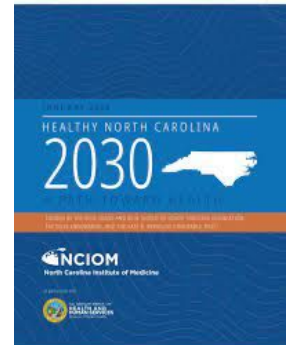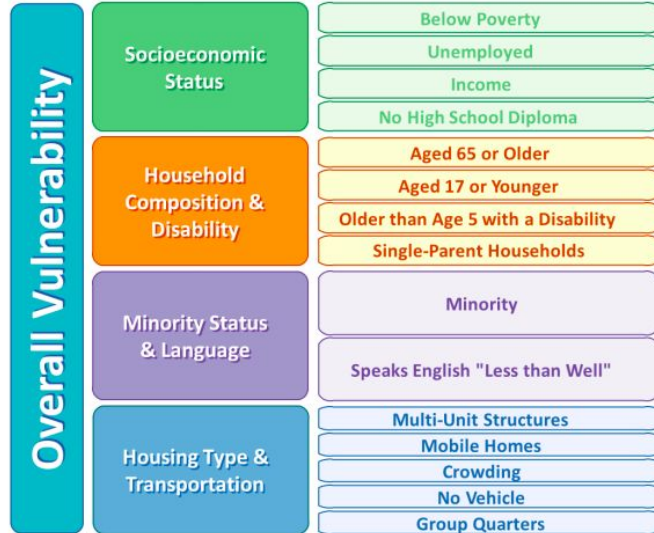
Where to Find COVID-19 Vaccine Data?

https://covid.cdc.gov/

How Does Data Support Working with Your Priority Population?
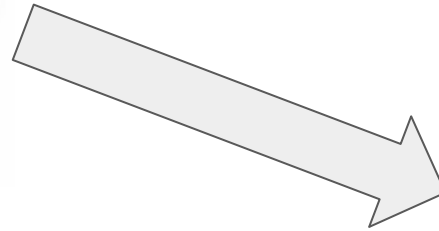
Priority Populations and Partner(s)
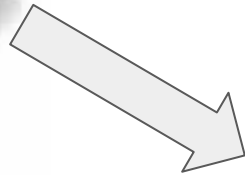
Your Partner(s)!
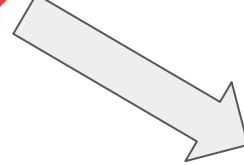
EXCITE Project Partners

Another LGU
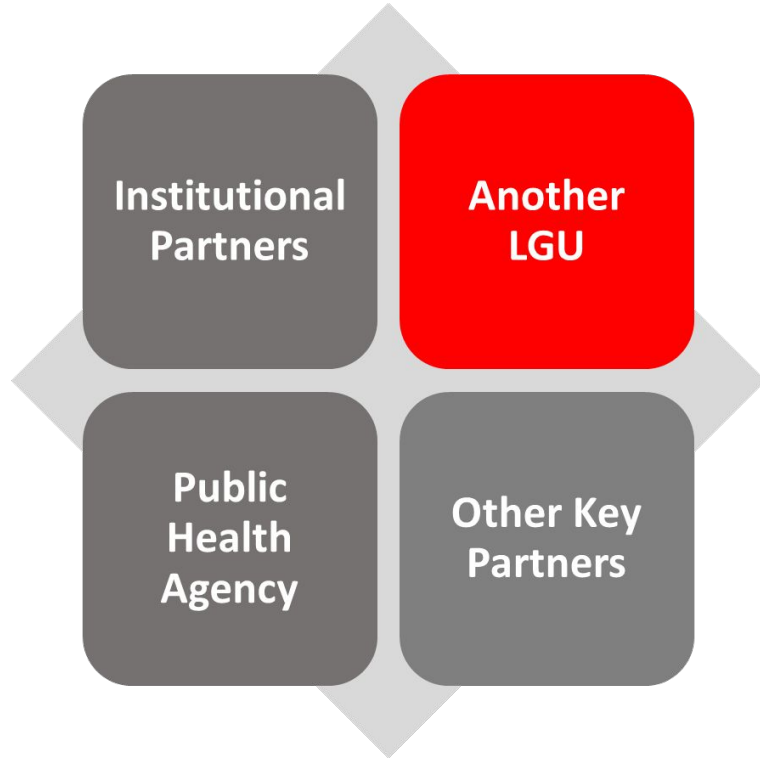
The application will ask you to describe:
- the nature of your relationship.
- each LGUs roles and responsibilities.
- experience with this partner or plan for building partnership.

Public Health Agency

Institutional Partners

Another LGU

Public Health Agency

Other Key Partners

REQUIRED
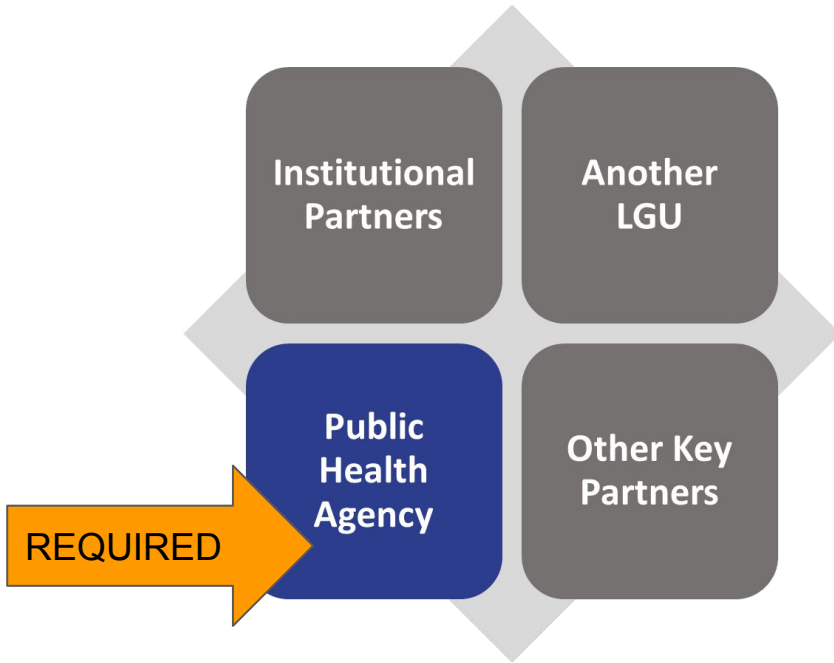
The application will ask you to describe:
- the nature of your relationship.
- partner's contribution to the project.
- experience with this partner or plan for building partnership.

Upload a letter of commitment.

Other Key Partners

The application will ask you to describe:
- the nature of your relationship.
- partner's role on the project.

Nature of Your Relationship

National Network for Collaboration Framework

Networking	Cooperation	Coordination	Coalition	Collaboration
• No shared leadership • No shared resources • Informal communication	• No shared leadership • Limited sharing of resources • More communication to ensure tasks are done	• No shared leadership • Emphasize sharing resources • Frequent and clear communication	• Shared leadership and clearly defined roles for group members • Generate new resources (human, fiscal, or technical) • Communication is frequent and a priority to those involved	• Leadership high, trust level high, productivity high • Ideas and decisions equally shared • Highly developed communication

*Bergstrom, A., Clark, R., Hogue, T., Iyechad, T., Miller, J., Mullen, S., . . . Thurston, F. (1995). *Collaboration framework: Addressing community capacity.* Fargo, ND: The National Network for Collaboration. Retrieved from http://www.uvm.edu/crs/nnco/collab/framework.html

Networking → Cooperation → Coordination → Coalition → Collaboration

Relationship Description: Partners dialog and share information

Example: Extension professional and another agency's employees share information about immunization education efforts provided independently to adults.

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Relationship Description: Partners assist with referrals, provide space, distribute immunization education materials, and host events open to community members.

Example: Extension professionals place immunization education publications in the lobby of another agency; They provide a brief immunization education presentation at a local event.

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Networking | Cooperation | **Coordination** | Coalition | Collaboration

Relationship Description: Partners have a common focus that aids in decreasing barriers to adult immunizations.

Example: Extension professional works with community agency to increase opportunities for immunizations.

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Networking → Cooperation → Coordination → **Coalition** → Collaboration

Relationship Description: Partners have longer-term commitment to joint action.
Example: Extension professionals work with local agency to initiate and maintain changes that increase opportunities for adult immunizations.

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Relationship Description: Partners contribute to joint activities and decisions about effective strategies and interventions; an interdependent system that works to address issues and opportunities.

Example: Local public health agency organized a multi-agency group to address adult immunization rates. Extension is a partner who works to identify locally relevant strategies.

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Concluding Thoughts

- Numerous factors influence the working relationship—time, needs, trust, contextual factors
- An "ideal" level might evolve over time as needs change (Extension, partner, and/or community needs).

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EXCITE Implementation Phase Application Questions

1. Who is your priority population? Describe in a narrative the demographics, number of total population, geographic scope. Describe how they meet the designation "Rural and medically underserved".
2. What existing data did you use as a part of your needs assessment? How did existing data inform your decision on a priority population (Rationale)?
3. What approach did you use for additional data collection? How did the findings for additional data inform your decision?
4. What is your experience with your proposed priority population or plan for building that relationship?

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Questions…