

EXCITE 3 Reporting: Quick Reference Guide

Demographic questions

- Institution, reporting quarter, contact information for the person filling out the report, state
- Priority population demographics—this will be collected on the first report and may be collected again if priority populations change/more information is needed
 - Age range
 - Broad categories to select all that apply:
 - Agricultural workers
 - College students
 - Extension personnel
 - Faith-based communities
 - Medical, professional, or healthcare workers
 - Low-resource individuals, families, or communities
 - Older adults
 - Patients of community health centers and other high-risk populations
 - People in long-term care
 - People with chronic conditions
 - People with disabilities
 - Pregnant people
 - Racial/ethnic minority groups
 - Refugee, immigrant, and migrant populations
 - Rural populations
 - Tribal communities
 - Other (please specify)
 - Individuals of Hispanic, Latino, or Spanish origin
 - Counties represented
 - Native American Reservations represented
 - First quarter: Criteria questions related to participation in Washington State University's neuro testing project.

Partnerships

- First quarter: teams will identify partners
- Subsequent quarters: teams will only add new partnerships
- Information gathered related to partnerships:
 - Department or professional school **within** your academic institution
 - Department or professional school **outside** your academic institution
 - Community partner (Examples: local organizations, coalitions, or community level organizations)
 - Vaccination provider (Examples: health clinics, health departments, provider groups)

Engagement activities

- Identify which adult immunizations the project targeted this quarter
- Number of **events** held this quarter, number of individuals reached at events this quarter
 - Events examples: virtual live, in-person, training sessions for trusted messengers, community ambassadors or spokespersons, vaccination events
 - *Note* vaccination events will have more follow-up questions:
 - Type of vaccination event
 - Standard, this could include: clinics, hospitals, pop-up/temporary sites, urgent care centers, retail clinics and pharmacies, etc.
 - Mobile, this could include: mobile clinic bus, mobile clinic van, etc.
 - Third-party, this could include: long-term care facility (LTCF), nursing home, employees-only clinic within a hospital, etc.
 - Other
 - How many individuals were **vaccinated** at these events?
- Number of **communication activities** held this quarter, number of individuals reached through communication activities this quarter
 - Communication activities examples: mass media, social media, direct communication (instant messages, direct mailing, direct text including WhatsApp, emails), print media
 - *Note* social media will have more follow-up questions:
 - Reach
 - Number who **viewed** these social media activities,
 - Number who **interacted** with these social media activities
 - Link to the account where you posted these social media activities
 - Platform(s) you used
- Access and implementation of the “Getting to the Heart and Mind of the Matter” toolkit
- Identify the sections of the “Getting to the Heart and Mind of the Matter” implemented quarterly.

- Motivational Interviewing
- Science Media Literacy
- Neuromarketing

Results

- Priority population's perceived trust in vaccinations
- Priority population's perceived safety
- Priority population's perceived importance of vaccines for preventative health and disease prevention
- Priority population's perceived social norms emphasizing importance of vaccinations
- Priority population's adult immunization behaviors
- *Note* Priority population's adult immunization behaviors will have more follow-up questions:
 - Behaviors assessed this quarter? (Select all that apply)
 - Talking to a medical provider/clinician about adult immunizations
 - How many participants reported talking to a medical provider/clinician about adult immunizations?
 - Scheduling an appointment for adult immunizations
 - How many participants reported scheduling an appointment for adult immunizations?
 - Receiving adult immunizations
 - How many participants reported receiving adult immunizations?
 - Other

Assets

- Number/type of assets developed or adopted this quarter
- Language/s of assets
- Highlight up to two assets from this quarter and upload a file for only these two assets