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