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EXCITE

Extension Collaborative on
Immunization Teaching & Engagement

Annual Report – Year Three:
Implementation Phase of Adult Immunization
June 1, 2023 – May 31, 2024

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ATTRIBUTION

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On behalf of the Cooperative Extension System, the Extension Foundation serves as Principal Investigator, provides grant administration, fiscal, operational, and technological services, system-wide communication, innovation processes, wrap-around services for projects, data collection and dashboards, and partnership development for the EXCITE Program.

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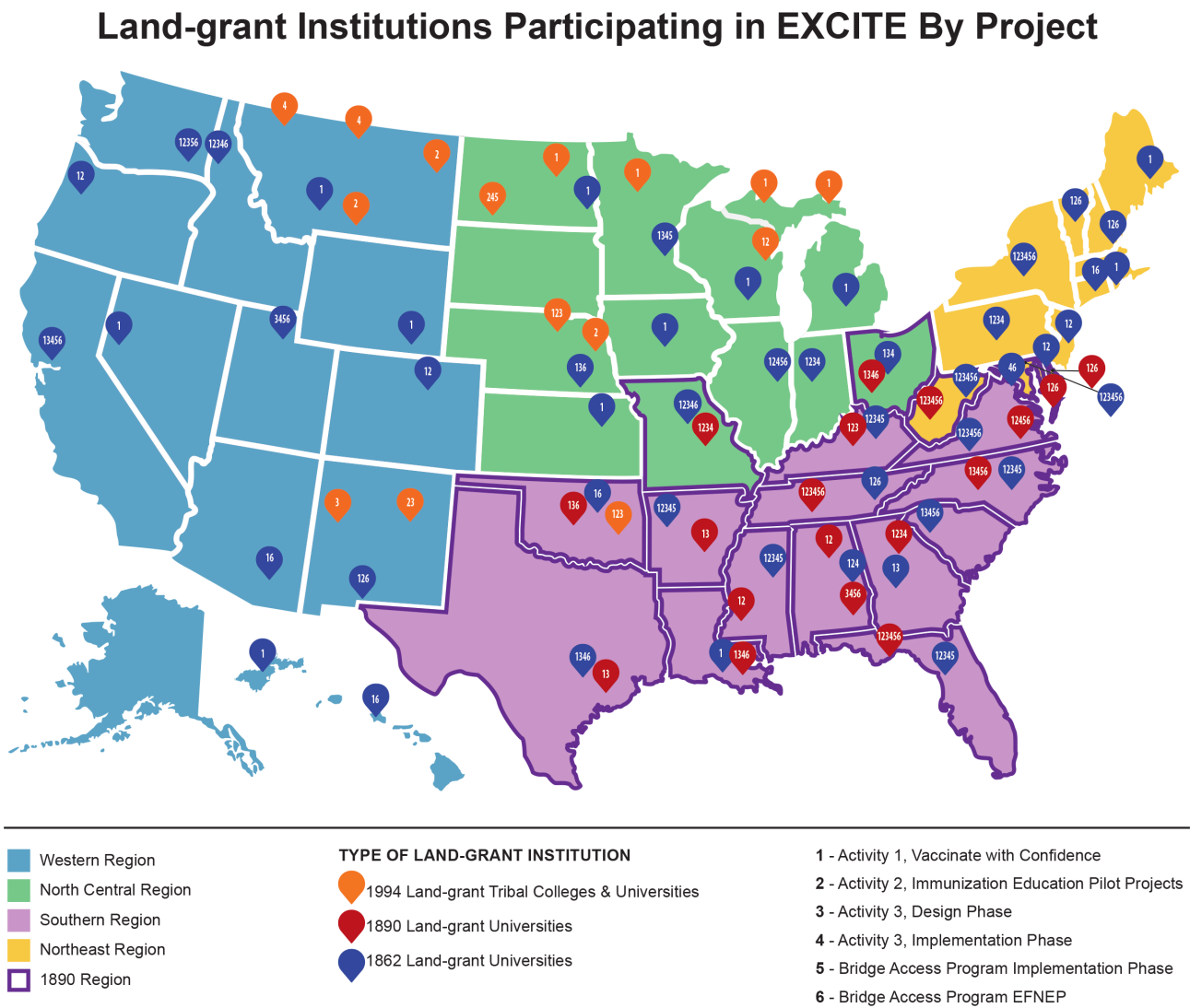
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ADULT IMMUNIZATION PROJECT TEAMS

In June 2023, the EXCITE Implementation Phase was launched and included 32 adult immunization projects involving 36 Land-grant universities (LGUs). These LGUs included 23 1862 institutions, nine 1890 institutions, and four 1994 institutions. This represents 40% of the 1862 institutions, 45% of the 1890 institutions, and 4% of the 1994 institutions. West Virginia State and West Virginia University and Virginia Tech and Virginia State Universities, both 1862 and 1890 pairings, continued to work together in a successful three-year immunization education effort. Two 1862 institutions, The Ohio State University and Texas A&M, were paired together for the first time, building on each other's faculty expertise.

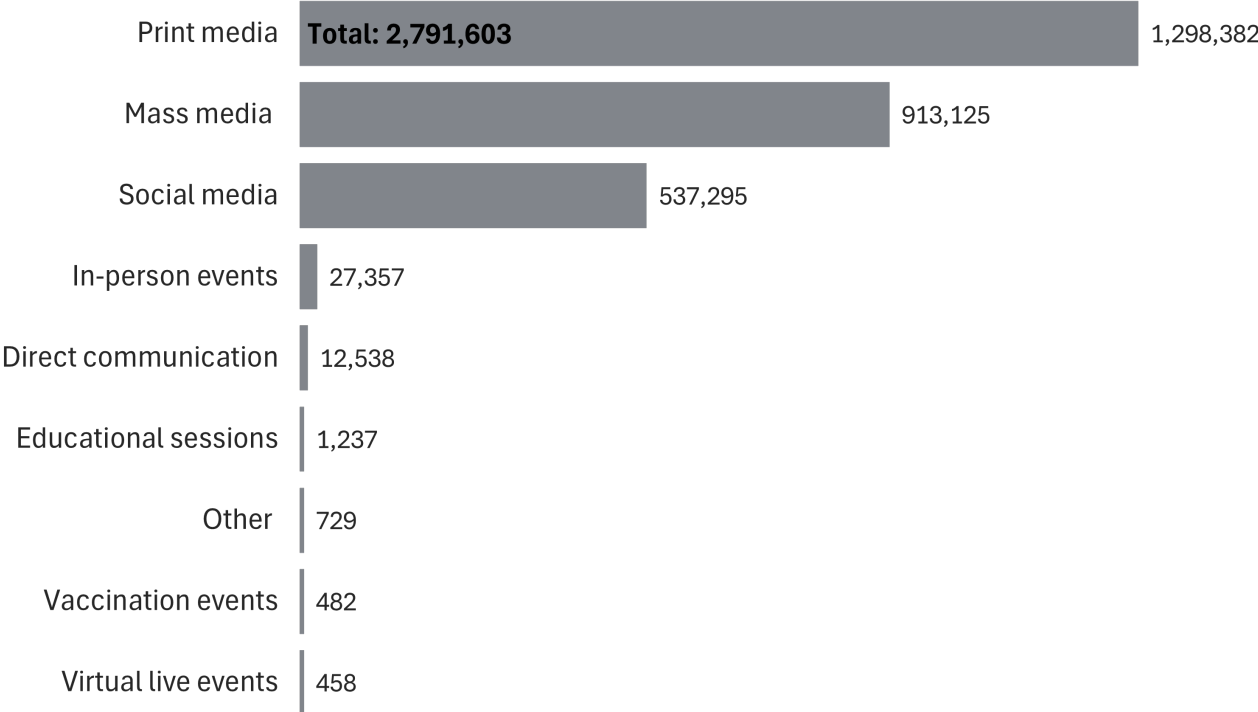
Figure 1: Land-grant Institutions participating in EXCITE by project



All the institutions include immunization education on COVID-19 as part of their project, and also focus on a diversity of other adult immunization types. In Illinois, for example, the team is focusing specifically on HPV vaccine for Latino audiences as identified by a needs assessment process. Minnesota is focusing on the population of individuals across the state who have substance abuse disorder, a group at greater risk and need for adult vaccines. North Carolina State University focuses on migrant labor and education specifically around the needs for DPT immunization. Decisions about immunization education are impacted by local needs and by community partners who are willing to partner and able to provide the vaccine at little or no cost to participants. The cost of vaccines is a significant factor in immunization.

The institutions continue to use various engagement activities to reach their audiences, many which are tailored to their specific audiences, with materials translated as needed. The figure below illustrates the number of and reach for engagement activities in Year 3.

Figure 2: Year 3 Activities and Reach

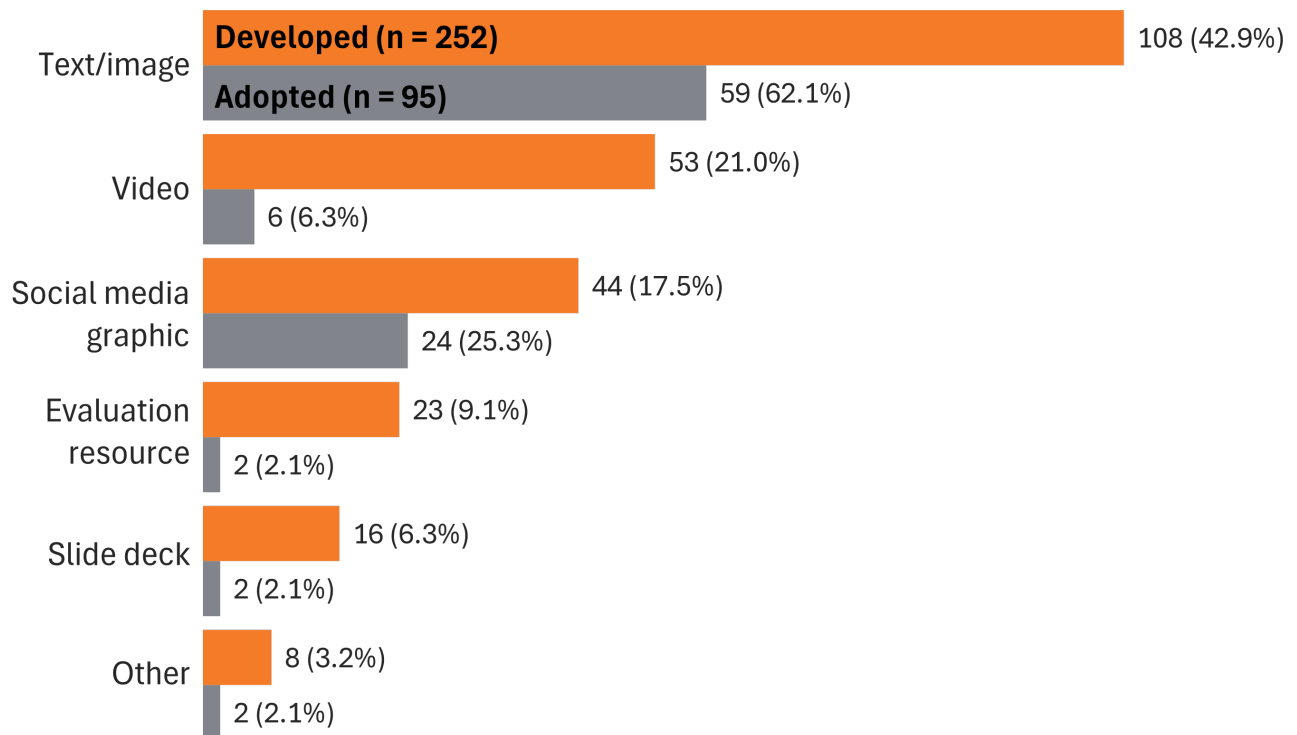


Extension vaccine education projects are increasingly reporting the efforts to shift from a single vaccine education focus to integrating vaccine education into ongoing Extension education programs. For example, the University of Idaho used the EXCITE Design Phase in 2023 to participate in professional development on poverty-informed care. They now incorporate key aspects of poverty-informed care into the delivery of immunization education. First, the team focused on training community health workers and other health educators about poverty-informed care. Now they are forming coalitions that bring together poverty-informed care concepts into a holistic approach. For instance, coalitions are bringing together in a community the opportunity for food pantries,

immunizations, and other health care at one location. They are promoting a holistic approach in a way that makes community members feel supported and valued and that one service does not limit involvement in the other.

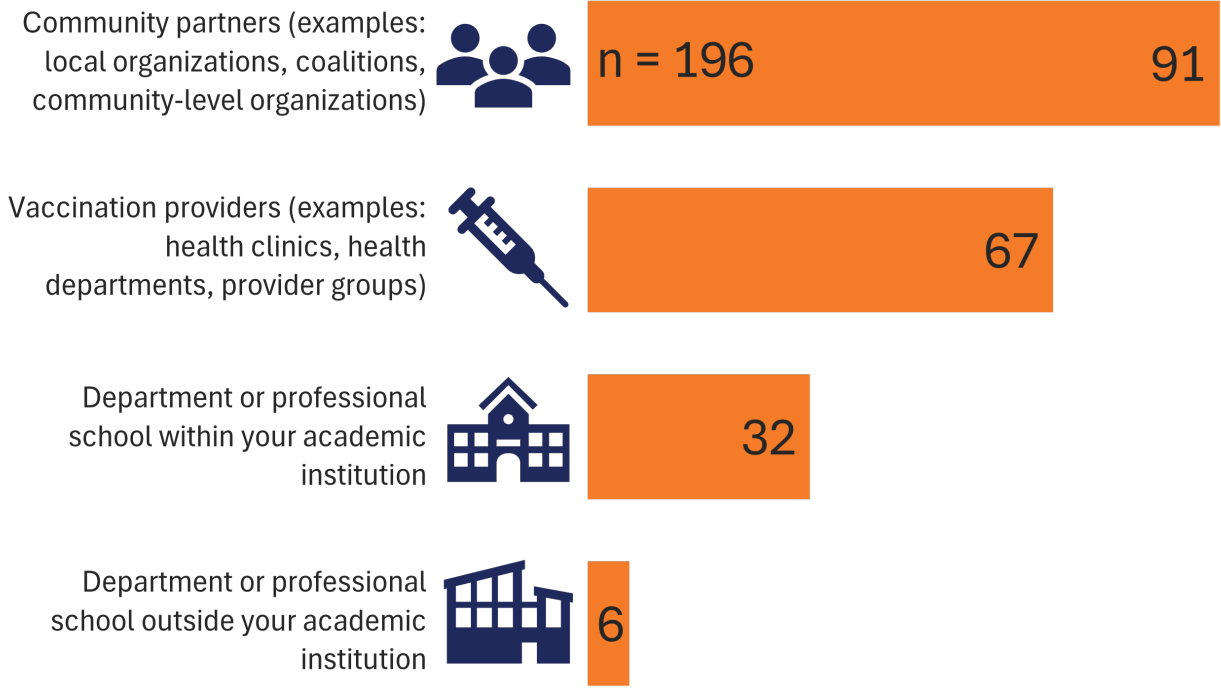
Virginia State University created a game that models for participants the body’s immune response to a vaccination, using magnets and a fishing pole to demonstrate the concept. As participants play the game a second time, with prior knowledge of the target, they learn how vaccines boosts their bodies immune response. This is an example of a simple teaching tool that translates the science into a concept that each person can understand in just a few minutes at a fair exhibit, as one example.

Figure 3: Year 3 Assets Developed and Adopted



Partnerships remain an important aspect of the project. See the chart below for additional information.

Figure 4: Year 3 Partnerships



PROFESSIONAL DEVELOPMENT

Each EXCITE project has a coach assigned to their team. The coach meets with the team and/or the Principal Investigator (PI) of each team once a month. Additionally, the coach meets monthly with a cohort of the PIs from the five-six teams they are coaching. Each team is contracted to meet quarterly via Zoom for a 1.5-hour professional development session. The EXCITE Program Team plans quarterly professional development sessions and facilitates share sessions by EXCITE project representatives. Share sessions are provided in eight to ten-minute segments, followed by a time for questions and answers, concluding with small-group discussions.

Washington State University (WSU), an EXCITE Implementation Phase project team, provided significant professional development during the 2023-24 program year. As part of the Implementation Phase launch (June 2023), they presented the newly revised *Getting to the Heart and Mind of the Matter Tool Kit* and Zoom learning modules about motivational interviewing, science media literacy, and neuromarketing. Various members of the WSU team presented sessions, sharing their expertise in specific areas. Motivational interviewing was led by Dr. Anja Sheftel and was attended by 118 educators. Science media literacy was led by Dr. Erica Austin and Dr. Nicole McDonnell; it was attended by 98 educators. The neuromarketing session was led by Dr. Paul Bolls and was attended by 68 educators.

The modules were recorded and posted to YouTube for later use by EXCITE teams. There were more than 31 views of the recorded video modules on YouTube. Additionally, the Director of the Public Health Foundation attended the workshops and asked to place these learning modules on the Public Health Foundation TRAIN Learning Network. TRAIN is the Public Health Foundation's Immunization program that supports the dissemination of resources and training for immunization professionals across the country. The director commented, "These modules are widely useful and tangible for our audiences. I have read through other resources on motivational interviewing for immunization, but this was far more comprehensive and skill-building than the information sharing I have experienced thus far."

In the fall, coaches indicated that EXCITE teams desired more hands-on training with motivational interviewing techniques. EXCITE teams understood motivational interviewing conceptually but needed more skill-building to increase their confidence in using the technique, especially in group settings. Motivational interviewing has traditionally occurred in clinical settings, and some adaptations were necessary to make this feel more comfortable in group teaching settings that are normal to Extension.

These concerns were addressed with additional practice-based professional development opportunities held in spring 2024 during five cohort sessions. The cohort sessions provided smaller groups in which EXCITE project team members could feel more comfortable practicing motivational interviewing with each other. Some members had much more experience than others and were able to serve as mentors or role models. All team members were encouraged to participate in these motivational interviewing practice sessions.

In the fall of 2024, a survey with EXCITE project team members will be conducted by members of the WSU team. The survey's purpose is to gather feedback on the toolkit, the additional professional development opportunities provided, and the use of motivational interviewing and other tool kit techniques by individual educators during Implementation. The WSU team members continue to update the tool kit based on feedback and experiences with the teams as they use the materials.

Applied Neuromarketing

The WSU team was also contracted to provide five neuromarketing sessions in 2024 with institutions that self-selected to participate. LGU's EXCITE teams that chose to be involved are included in the chart below.

Institution	Technique and Adult Immunization
United Tribes Technical College, Bismarck, ND	Booster Videos; COVID-19
Mississippi State University, Starkville, MS	Social media and audio PSA; General adult vaccination adults >65
University of Illinois, Urbana-Champaign, IL	Videos for Spanish-speaking audiences; HPV vaccine
Utah State University, Logan, UT	Social media posts for Hispanic immigrants; General vaccination awareness

A fifth team was initially recruited, but the difficulty with scheduling the neuromarketing testing could not be resolved. It was determined that the fifth neuromarketing session would be a return visit to Illinois with a follow-up test of revised videos. The follow-up testing will occur in the fall of 2024.

NEW PARTNERS: EXTENSION, RURAL HEALTH AND CDC PARTNERSHIP

This year saw the continuation of the CDC-initiated effort between the National Rural Health Association (NRHA) and Cooperative Extension, now named New Partners. The executive committee for the project includes three members of CDC, three members of EXCITE, and three members of NRHA. The goal of the project is to implement and evaluate promising strategies for increasing vaccine confidence and uptake at rural pilot sites. The project engages Cooperative Extension and members of the NRHA to collaborate at the local level to increase vaccine confidence. The objectives include:

- To better understand the success and challenges around implementing adult immunization,
- Identify promising strategies in rural clinical settings, and
- Increasing understanding of how to successfully forge rural health partnerships, especially between providers and trusted messengers.

The project's activities included identifying Cooperative Extension EXCITE projects and NRHA members with common goals that might align to address the stated objectives. A list of EXCITE project teams was shared with NRHA, and a comparative list of states with potential interests similar to those of NRHA was compiled.

Cooperative Extension and state NRHA members were each provided \$10,000 to participate in a Design Phase to identify a particular project and strategy they might work on together. Their work aimed to build upon the promising practices identified in the white paper report produced in the convening in February 2023 (as described in the Year 2 annual report). EXCITE teams in Minnesota, Virginia, and North Carolina collaborated with their state NRHA and participated in the Design Phase.

Due to staffing changes and geographic limitations, the North Carolina project was unable to develop a collaborative project. EXCITE teams at the University of Minnesota (UMN) and Virginia Cooperative Extension provided proposals to the executive committee members. These were reviewed and approved for funding and implementation. Tennessee was identified as a potential third state, and following a brief design period, submitted a proposal that was approved and moved into implementation.

A coach was hired for the three project teams. The role of the coach is to meet periodically with the teams to help address any barriers or concerns and provide communication/liaison with the executive committee. Periodically the teams will also meet with the executive committee.

The following describes the three EXCITE and state NRHA projects.

The Minnesota New Partners Project is a partnership between the UMN and the Minnesota Rural Health Association. It aims to address the unique resource needs of rural healthcare professionals and public health practitioners working with individuals with substance use disorder. This collaboration underscores the importance of trusted messengers, such as peer counselors and staff at rehabilitation centers, in delivering customized vaccine education. The intervention and resources developed will target misinformation, dispel common myths surrounding vaccine safety and efficacy, address disease risks, and mitigate potential disruptions to recovery caused by illness. The collaboration aspires to increase immunization uptake and construct an educational model that emphasizes harm reduction through vaccination for individuals with substance abuse disorder.

The Virginia New Partners Project involves the Virginia Rural Health Association and Virginia Cooperative Extension (Virginia State University and Virginia Tech University). The promising practice that will be incorporated is the community health worker model, which involves training community health workers (CHWs, doulas, and peer recovery specialists) to serve as vaccine ambassadors. This effort will involve many partner organizations, including West Piedmont Health District, Mount Rogers Health District, Pittsylvania/Southside, Gateway Health, La Casa de la Salud, and Eastern Virginia Region Area Health Education Center. The priority population is rural people, specifically people in recovery, pregnant, and members of the Hispanic community. The poverty rate in the specific geographic area is above the state average at 15.87%.

The University of Tennessee Health Science Center (a member of the Tennessee Rural Health Association) and Tennessee Cooperative Extension will collaborate to assess the needs and develop and implement appropriate professional development experiences to enhance immunization education skills of nurse liaisons and primary care providers in rural primary care clinics in West Tennessee. The focus on western Tennessee includes areas where access to healthcare services is limited and vaccine hesitancy rates are notably high. Cultural beliefs also influence vaccine acceptance and should be addressed within this educational effort.

These projects will complete their pilot efforts in August of 2025.

BRIDGE ACCESS PROGRAM

The distribution of COVID-19 vaccines changed in September 2023 as these products moved into the commercial market. COVID-19 vaccines are still available at no cost to most people living in the U.S. through their private health insurance, Medicare, and Medicaid plans. However, there are 25-30 million adults without health insurance and additional adults whose insurance does not offer COVID-19 vaccines at no cost to them. CDC's Bridge Access Program provides no-cost COVID-19 vaccines to adults without health insurance and adults whose insurance does not cover all COVID-19 vaccine costs.

The Bridge Access Program was designed for adults 18 years and older without health insurance and adults with health insurance that does not provide zero-cost access to COVID-19 vaccines. The Bridge Access Program was to provide no-cost COVID-19 vaccines to eligible adults through December 31, 2024. All CDC-recommended updated COVID-19 vaccines are included in the Bridge Access Program. In the fall of 2023, EXCITE became aware of the potential of a significant amount of funding through our Interagency Agreement (IAA) with USDA-NIFA for a Bridge Access Program awareness campaign.

While USDA NIFA was awaiting the funding proposal from CDC, EXCITE was having multiple preparatory conversations about the appropriate approach for Bridge Access Program awareness. Most specifically, conversations were held with USDA NIFA regarding the USDA Expanded Food and Nutrition Education Program (EFNEP), which provides nutrition education to families with children receiving food assistance. Most of these families would fall into the category of medically underserved and have limited or no medical insurance.

After several discussions, it was decided to explore a new model involving EFNEP, which would provide awareness information to their audience about accessing free COVID-19 immunizations and potentially partnering with pharmacies for free COVID-19 clinics. It was determined that about 50% of the funding would be provided to testing this model of integration as part of the Bridge Access Program funding. An EFNEP Curriculum Specialist and EFNEP Assistant Director were hired on EXCITE funds to help lead this effort.

The funding agreement with USDA NIFA was obtained at the end of January 2024, and the Extension Foundation, on behalf of EXCITE, submitted a proposal with a four-prong approach.

- 1) The current 32 adult Implementation Phase projects could apply for \$30,000 to augment their existing work with Bridge Access Program awareness efforts.
- 2) Institutions with EFNEP (85 institutions at 1862 and 1890 locations) could apply for \$70,000 to incorporate an awareness campaign regarding the free Bridge Access Program vaccination program.
- 3) A mixed-method social media campaign would be offered to the states that do not have EXCITE offered through any of the above opportunities. Each state would have the opportunity to opt into the campaign.
- 4) 1994 Institutions could select to coordinate with 1994 engagement coordinator Ruth Hursman in soliciting tribal artwork to include in a mixed media campaign. These campaigns would be available for use by all tribal communities willing to engage with the materials.

This funding had several starts and stops, all largely due to federal budget priorities. The first was the potential to withhold the funds once they had been funded due to budget limitations. The second was the early closure of the Bridge Access Program in August of 2024 (due to the budget negotiations that led to the finalization of the federal budget for 2024). This included an August completion of the Bridge Access Program funding, rather than December 2024 as initially planned. So, with contracts finally completed in May and the program ending sometime in August, there will be a very short window to provide Bridge Access Program education. Fortunately, all funds will remain with the EXCITE program with a shift in focus to adult immunization education when the Bridge Access Program ends.

Twenty-one (66% of potential) Implementation Phase immunization institutions contracted for Bridge Access Program funds and 33 EFNEP units (39% of all EFNEP units) submitted applications and have contracted for the Bridge Access Program project. The Implementation Phase was originally intended to be completed in November 2024. The unexpected addition of Bridge Access Program funds to many Implementation Phase teams will provide them the option to complete their project in November of 2024, or continue until March 2025.

Twelve states (80% of eligible states) agreed to participate in the national media campaign. Following a bidding process, iHeartMedia was selected as the vendor. A directed campaign strategy was developed for Alaska, Georgia, Indiana, Kansas, Massachusetts, Michigan, Montana, New Jersey, Nevada, Oregon, Pennsylvania, and Rhode Island. Dashboard data on the success of these campaign efforts will be available for next year's report. The solicitation for tribal art has been released and is due in mid-July.

TECHNOLOGY AND PERSONNEL CHANGES

Technology

All the EXCITE projects are now using the WizeHive grant management software. This includes teams involved in the Implementation Phase, New Partners, and Bridge Access Program. The transition to WizeHive has involved initiating over 100 projects as the first users of this new grant management system from application to completion. We hope that this new software will allow us to integrate the program and financial functioning of projects more fully and more closely monitor projects.

There are the expected ups and downs of any new software implementation and the related learning curves for the LGUs, the Extension Foundation financial team, and the EXCITE Program Team. However, overall, we are pleased with the transition. WizeHive will allow coaches to monitor the program implementation and budget to assure that the work aligns with budget expectations and that we address any contract/budget issues as they occur.

Personnel Changes

Other significant changes this year involved personnel. At the start of this program year, the Extension Foundation was six months into the adjustments of a new CEO and financial team but was also searching for the new COO and grant management staff. Additionally, EXCITE had several Program Team changes. Due to the demands of the home institution, a team coach resigned, and we hired a replacement coach mid-year. Also, with the addition of Bridge Access Program funding, specifically EFNEP involvement in immunization awareness, an Assistant Program Director was hired at 50% time, and an EFNEP Curriculum Specialist was hired at 25% time to lead the EFNEP efforts. We also experienced a turnover in data management and evaluation staffing. Thus, the Program Team, which has been relatively consistent, has experienced changing roles and membership. Yet, the Program Team has continued to maintain solid programmatic leadership, with the changes having little to no effect on the LGUs implementing the program.

Another significant personnel change came in the form of a new position: Partnership Development Specialist. In August of 2023, an internal committee of EXCITE and Extension Foundation members began discussions about the sustainability of EXCITE, particularly program and funding. The most significant need identified was to pursue additional funding opportunities to sustain educational efforts for immunization once the IAA with CDC is completed. USDA NIFA has indicated verbally that the Extension Foundation must complete the project by November 2025 so that USDA NIFA can complete IAA paperwork by the end date of February 2026.

To accomplish this sustainability need, a Partnership Development Specialist position description was created for one full-time employee. Following interviews and negotiations it was determined to hire an individual on contract for 10 hours/week to perform key tasks in the position description. This position began on May 1, 2024, with the goal of contacting 10 potential funding partners in the year and designing a strategic funding plan for the future. (See Appendix A for the Partnership Development Specialist position description.)

Strategic Planning and Goal Setting

The Project Director led the Program Team through strategic planning. The Program Team identified four strategic internal initiatives that would make the largest difference in the 2024 calendar year. These included:

- Professional Development—Conduct an internal survey of the Program Team's professional development needs and develop actions related to the response.
- Operational—Develop and fully implement all aspects of the WizeHive system, addressing any aspects of the system that are not working to satisfaction.
- Sustainability—Develop an RFA to focus on the integration of immunization education into existing or emerging extension programs.
- Visibility/Awards—Identify and submit award applications to recognize the impact of the EXCITE program on the Extension System.

At the writing of this report, mid-calendar year, all four of these goals are in various stages of implementation. The professional development survey is completed; recommendations for action are to be provided to the team. WizeHive is being implemented. Currently, the fiscal reporting for coaches is being adjusted so that it is operational for coaches to view. The sustainability group has launched two RFA's to request projects that integrate immunization education: 1) Adult Immunization Education Integration Project (\$125,000) and 2) Adult Immunization Awareness Messaging Integration Project (\$40,000). Additionally, an award application about the EXCITE national program effort has been submitted to the National Association of Immunization and Influenza Summit for consideration.

PRESENTATIONS BY NATIONAL PROGRAM TEAM MEMBERS; OTHER MEETINGS

The EXCITE Program Team attended many conferences this last year to disseminate findings to communities of interest. These conferences include:

- National Extension Association of Family and Consumer Sciences Program Leaders Meeting held in Providence, RI, September 13, 2023
- Extension Committee on Organization and policy Health Program Action Team held online, September 26, 2023
- National Outreach and Engagement Conference held in East Lansing, MI, October 10, 2023
- National Extension Directors & Administrators Conference held in Tucson, AZ, October 10, 2023
- National Association of Immunization and Influenza Summit Equity Group held online, January 24, 2024
- Expanded Food and Nutrition Education Program Annual Conference held in Washington, D.C., February 21, 2024
- St. Jude HPV Project held online, February 23, 2024

We met with several other groups to explore potential collaborations, including:

- USDA Beginning Farmer and Rancher Development Program
- The Biden Cancer Moonshot
- Heartland Forward
- Centers for Disease Control Collaborative Initiatives

LESSONS LEARNED AT THE SYSTEM LEVEL

The Program Team has learned a great deal about providing professional development and other aspects of program development and implementation. Key lessons learned this year are described below.

The Cohort Experience

Time is always a precious commodity in Extension, and finding the best use of time for professional development and project management with the teams has always been critical. The decision for coaches to meet with teams individually and in a monthly cohort session has been extremely well received. The monthly cohort meetings included team sharing, professional development, and program updates.

We are very intentional about incorporating responsive and interactive learning in any session that we conduct to make it most meaningful and useful. This has included much peer-to-peer sharing about challenges and successes in smaller groups where all can converse and have one-on-one consultations. This was demonstrated by the training that WSU provided on motivational interviewing. Cohorts reported that they still did not feel comfortable with this skill. Smaller, interactive training sessions were offered within the cohorts. Participants reported verbally to their coaches that these sessions were helpful in increasing their confidence in this skill.

Teams report that the cohort meetings have been very helpful for providing updates, sharing experiences, and gaining insights and support from one another. These smaller groups have provided a comfortable setting for sharing, disbursement of best practices, and adaptation of ideas, along with encouragement for work in challenging environments.

The sharing, whether in a cohort or the larger quarterly meetings, has also been of great value as Extension educators struggle with resistance to immunization education. Resistance is experienced by some Extension educators in the community, and from community leaders, local, state, and national legislators. Some educators feel that they need to “hide” their immunization education efforts by integrating immunization information into other programs so that it is possible to provide it. They don’t want to be recognized for their work in this area for fear of funding retaliation or receiving negative attention within the Extension organization. Thus, sharing with others doing this work with similar experiences is also helpful in reducing a sense of isolation, boosting morale, underscoring the value of their work, and boosting a sense of camaraderie.

Operations

The new WizeHive software has facilitated the integration of programmatic and financial reports. This first year has had a steep learning curve, including getting the correct information into formats that coaches can use for coaching purposes. We are providing system processes as we move forward, and we are hopeful that we will end the project year with expended budgets and completed projects due to much more ability to coach on both program and finances throughout the project year. The end of project year finances should be very illustrative of the success of this effort.

Evaluation and Related Scholarship

Evaluation expectations were incorporated into the contract, professional development, and team coaching. Because of the increased expectations around program evaluation, we anticipate being able to acknowledge greater levels of impact.

EXCITE-related scholarship occurs primarily through conference presentations among Extension professionals and external organizations. The WSU team has accomplished scholarly writing by providing communication-related professional development. The EXCITE Program Team and project teams often struggle to develop journal articles about their EXCITE work. This is mainly due to time constraints and because EXCITE work does not necessarily fit into the research format of many journal publications.

The EXCITE evaluation team continues to document and assess the working relationship of EXCITE teams and their partners. Throughout this year, EXCITE teams have continued to identify their leading collaborators in their immunization education. Next year, the evaluation team will contact the identified partners to assess the nature of the working relationship from the partners' perspective. EXCITE teams will assess the nature of the working relationship with these same partners at the end of the project.

Other Lessons Learned

The need for flexibility and adaptability remains, as evidenced by the many changes in the Bridge Access Program this year. Federally funded Immunization programs face consequences and barriers of bias and instability due to the political nature of the funding. Navigating the politics of immunizations in this environment is one of the greatest challenges in this work.

We have certainly learned the value of having design or planning time built in for the LGUs before RFAs are released. Allowing design RFAs has enabled state teams to initiate partnerships and/or confirm partnerships before implementation, identify specific locations and priority communities, consider and cost budget needs, and plan for staff time/resources prior to implementation. The result of the design of RFA has been better-written implementation plans and readiness for implementation upon funding for most institutions. In other words, the time spent planning has seemed to result in better and more successful implementation. As we wrap up the Implementation Phase in the next year, we can further evaluate this, but thus far, it seems to have provided for quicker start-up for most teams, more timely hiring of staff, and moving into implementation and expenditure of funds more quickly.

While difficult to measure, EXCITE has provided a model for the Extension system of how external funding can be systematically received, implemented, managed, and evaluated for collective impact. For example, other Extension Foundation projects are incorporating aspects of the EXCITE model (including cohort development, deployment of motivational interviewing, etc.) into other of Extension programming. EXCITE is serving as a model for project management systems using WizeHive tools, asset libraries, and communication systems. There is a strong sense of positivity in that all parts of the system have had opportunities to participate in various aspects of the funding and have had choices to participate when appropriate.

The greatest challenge is preserving the EXCITE program's national leadership structure without continued CDC and USDA NIFA funding. While we seek additional funding for long-term sustainability, current resources will support individual pilot projects but not the core program management. This year, we will prioritize exploring new models to sustain both the overarching program leadership and the individual EXCITE programs.

NEXT STEPS

Specific opportunities in the coming year include the following:

- Focus on coaching Implementation Phase teams, Bridge Access Program EFNEP teams, New Partner Projects, and the projects selected for the Integration RFA's. Specific professional development efforts will focus on the transition for EFNEP from Bridge Access Program awareness efforts to immunization education efforts. Bring to successful completion and expenditure in March 2025 the completion of the Implementation Phase and Bridge Access Program projects.
- Selection of the Integration RFA projects. Coaching approximately 20 projects through implementation and evaluation phases of development, including compiling the curriculum and related resources in the immunization resource library.
- Planning and conducting a Preconference at the National Health Outreach Conference on April 27, 2025, in Omaha, Nebraska. This pre-conference will showcase the work of the RFA projects as they are developed at this point in time. As projects are completed in August and curriculum and resources are placed in the resource library, attendees will be encouraged to replicate the curriculum in their states and communities across the country. We would hope to set up a system to track both the use and evaluation impact date of these curricula.
- In November 2025, the EXCITE Program Team will meet face-to-face for the first time. Additionally, representatives from CDC and USDA NIFA will join this meeting to celebrate, evaluate, and strategize for the future. This will be a pivotal opportunity that enables evaluation among the EXCITE Program Team and planning with all partners in a face-to-face setting.
- Sustainability will be pursued programmatically through the integration of RFA projects. Additionally, funding for sustainability will be pursued through contacts with seven immunization pharmaceutical companies, pharmacies, foundations, and other federal partners. Consideration will be given to establishing a new IAA with CDC that will lead to a new five-year plan.
- Ongoing system discussions and partnerships that should be established to include emerging threats such as H5N1, improve vaccine access and confidence, and demand for rural, farm worker, and other underserved communities will be pursued for further development.
- The pursuit of scholarship through presentations and journal articles will continue. Specific efforts by WSU and states they have partnered with, as well as by the Program Team, CDC, and NRHA, are natural starting points.
- Lastly, efforts will be dedicated to completing the final evaluation.

APPENDIX A – DEVELOPMENT SPECIALIST POSITION DESCRIPTION

Immunization and Health Partnership Development Specialist

Application Deadline: open until filled

Position Type: 1 FTE

Application Link: <https://registry.extension.org/240245225299861>

The Extension Foundation (EXF) is a well-established non-profit organization providing diverse services to over 100 public universities across the United States. EXF is a membership-based 501(c)(3) non-profit operating foundation formed in 2006 by Extension Directors and Administrators. EXF partners with university-based Cooperative Extension Services to increase their capacity and offers exclusive professional development to its members. EXF has multiple sources of funding, including memberships and multiple federal awards.

The Extension Foundation, as part of the Extension Collaborative on Immunization Teaching & Engagement (EXCITE) seeks an Immunization and Health Partnership Development Specialist who is passionate about advancing health and immunization education through the work of the Cooperative Extension System and its partners. The Immunization and Health Partnership Development Specialist will be key in establishing and managing strategic partnerships with organizations and institutions to support our mission of providing sustainable health and immunization programming across the Cooperative Extension System. The central focus of the work is to assist the EXCITE Program Director in identifying and increasing engagement with key partners including Land-Grant Institutions, National Foundations, Federal partners, and Healthcare Providers. This position is grant-funded through a CDC-NIFA cooperative agreement.

This work will be done with an eye toward strengthening leadership, building awareness, and ensuring the sustainability of health as a durable program thrust of the Cooperative Extension System. The Immunization and Health Partnership Development Specialist will report to the EXCITE Program Director and EXF Partnership Development Coordinator. This position will help identify potential partners, build collaborations, strengthen sustainability and system capacity, and be a key liaison to the Extension Committee on Organization and Policy (ECOP) Health Program Action Team (PAT) projects. This EXCITE Partnership Development role will work extensively with Extension Directors and Administrators, Extension specialists, and outside collaborators such as federal government agencies and philanthropic organizations to develop sustainable partnerships for the EXCITE program.

Job responsibilities include:

- Cultivate opportunities for additional engagement and new partner participation in EXCITE. Connect with 10 potential partners in the first year—liaison with the Program Development team on opportunities and program development.
- Lead proposal development, and partnerships in collaboration with the Extension Foundation Partnership Development Coordinator for identified EXCITE and health projects.
- In collaboration with the EXCITE PD, coordinate the management and reporting of project partnership and development milestones (EXCITE)
- Formulate the development of a partnership plan for achieving project milestones
- Participate in meetings with partners and stakeholders to grow the visibility of EXCITE, the CDC and NIFA partnership, and Cooperative Extension's health-related work

- Lead partnership and development activities to support ongoing projects and the long-term sustainability of EXCITE and CES health programs.
- Be the prospect meeting organizer, notetaker, and ensure action items are recorded and followed up on.
- Report to EXCITE Project Director and Extension Foundation Partnership Development Coordinator with accountability to the Extension Foundation CEO.

Qualifications

- Bachelor's degree or higher education level
- Experience in higher education or Health-related Partnership and Development strategies and effectiveness
- Generalized working knowledge and passion for the mission of the broad portfolio of health-related work of Cooperative Extension.
- Demonstrated commitment to health equity, addressing contextual determinants of health, and collective action.
- Experience in strategic planning and donor relations, including managing expectations with or of multiple institutional partners.
- Excellent communication skills, both written and oral required.
- Strong organizational skills, with the ability to manage and prioritize multiple tasks and work within tight deadlines.
- Flexible and adaptable style; a leader who can positively impact strategic and tactical initiatives.
- Ability to work both independently without close oversight, but also as a team player who will productively and entrepreneurially engage with others at varying levels of seniority within and outside Extension Foundation.
- Familiarity with online collaboration and networking tools. Experience in a virtual, national, or global team environment is preferred.

Remote work requirements (annual reimbursable allowance offered toward meeting these needs):

- PC: Capable of running current Windows or macOS versions; capable of running Zoom.
- Apps: Microsoft Office (2019 or newer) desktop applications. Google G Suite will be provided. Adobe Acrobat Pro
- Connectivity: Broadband internet connection able to support 480p live video 480P (or better) webcam

In compliance with federal law, all persons hired will be required to verify identity and eligibility to work in the United States and to complete the required employment eligibility verification form upon hire.

Hours: 40 hours/week, non-exempt, benefits-eligible. 100% remote.

Benefits: health, dental, vision, flexible spending account, 403(b) retirement plan.

APPENDIX B – YEARS 1-3 DATA INSIGHTS

Figure 1: Years 1-3 Activities

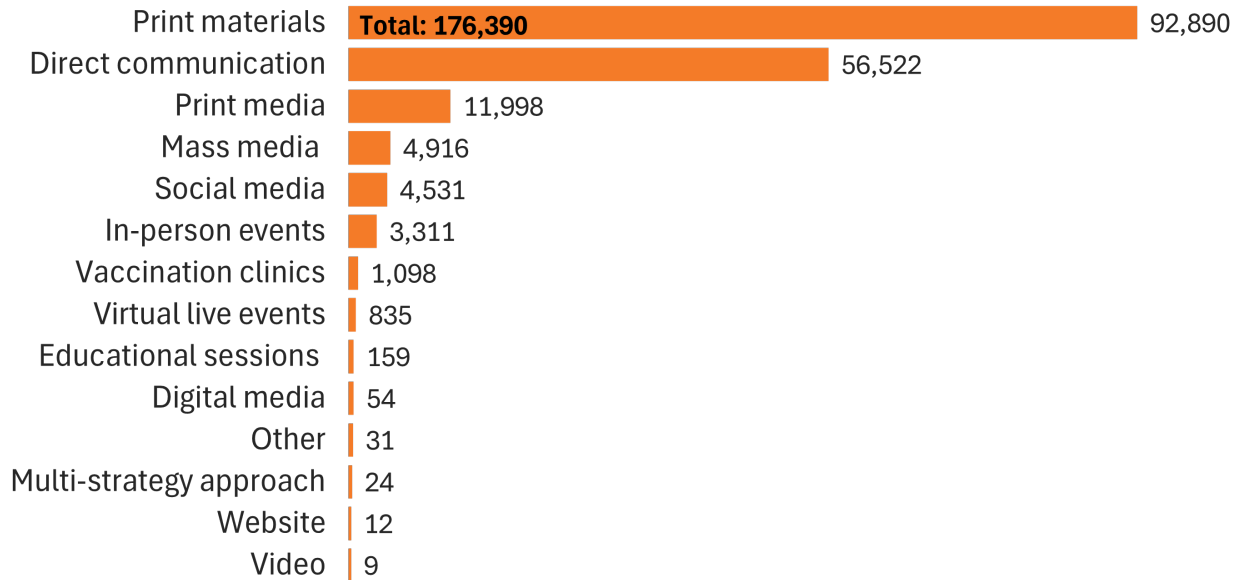


Figure 2: Years 1-3 Assets Developed and Adopted

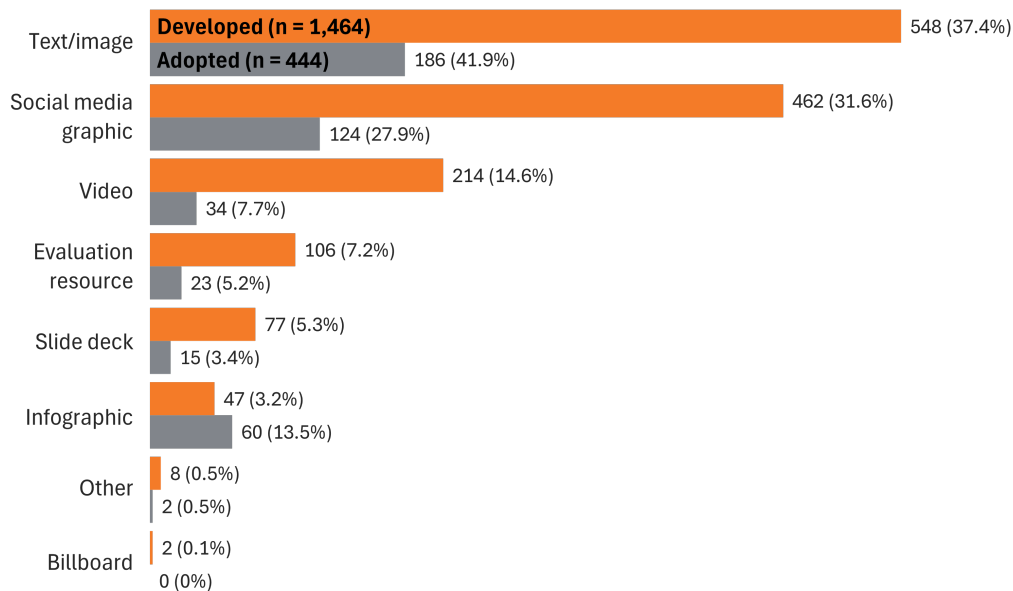


Figure 3: Years 1-3 Partnerships

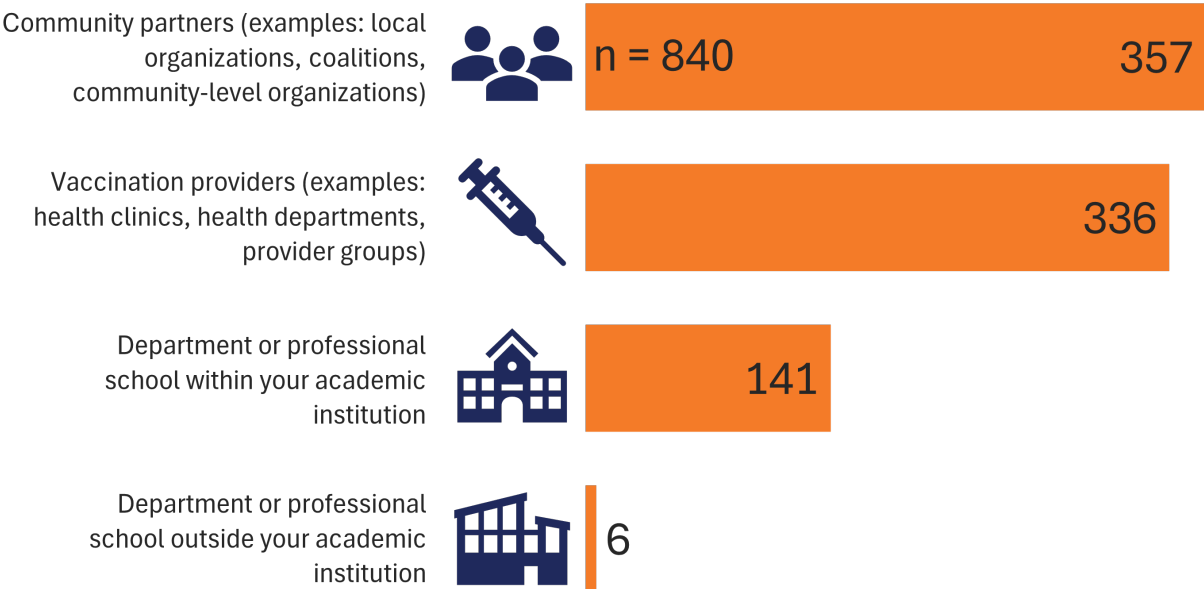


Figure 4: Years 1-3 Reach

