



EXCITE

Extension Collaborative on
Immunization Teaching & Engagement

Immunization Education Quarterly Spotlight

Celebrations & What's Next!

September 18, 2025

Agenda

- USDA & CDC guests
- APhA: Fall COVID vaccines
- Celebrations!
- What's next?!?!
- Closing





United States Department of Agriculture
National Institute of Food and Agriculture





APhA

American Pharmacists Association

For Every Pharmacist. For All of Pharmacy.



Vaccines Within Reach: Pharmacists Leading the Way

Allison L. Hill, PharmD, RPh

Director, Professional Affairs

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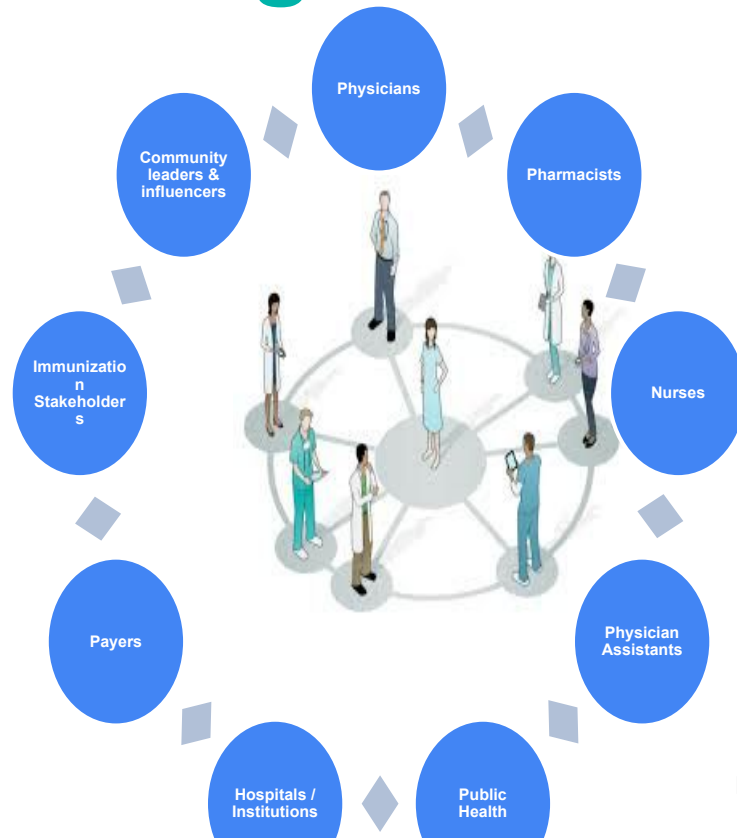
American Pharmacists Association



The American Pharmacists Association (APhA) is the first-established, largest, and most diverse national professional association representing pharmacists, pharmaceutical scientists, student pharmacists, and pharmacy technicians in the United States and is the only organization advancing the entire pharmacy profession.

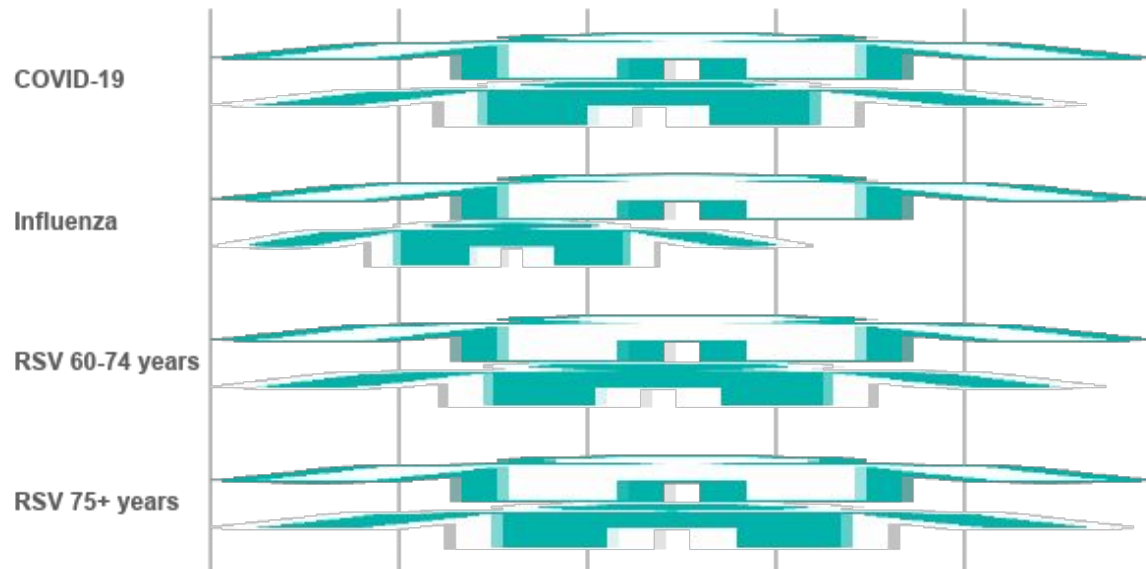
Immunization Neighborhood

Collaboration, coordination, and communication among immunization stakeholders dedicated to meeting the immunization needs of the patient and protecting the community from vaccine-preventable diseases. – coined by APhA in 2012



Pharmacies: America's Vaccination Powerhouse

Pharmacists and pharmacy personnel delivered most adult vaccines during the 2024-2025 season. Their accessibility and trust make them essential to public health.



1. COVID-19 vaccinations administered in pharmacies and medical offices*, adults 18 years and older, United States. (2025, May 7). COVIDVaxView. <https://www.cdc.gov/covidvaxview/weekly-dashboard/vaccinations-administered-pharmacies-medical.html>
2. Influenza vaccinations administered in pharmacies and physician medical offices*, adults, United States. (2025, May 7). FluVaxView. <https://www.cdc.gov/fluview/dashboard/adult-vaccinations-administered.html>
3. Respiratory syncytial virus (RSV) vaccinations administered in pharmacies and physician medical offices*, adults, United States. (2025, May 7). RSVVaxView. <https://www.cdc.gov/rsvvaxview/dashboard/adult-vaccinations-administered.html>

Pharmacists are Accessible



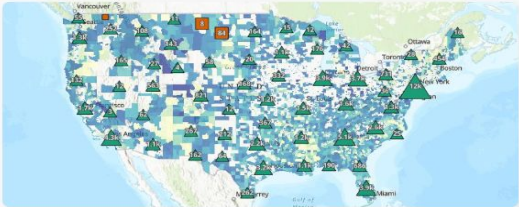
- More than **400,000** pharmacists, student pharmacists, and **100,000** pharmacy technicians are trained to administer vaccines
- More than **60,000** pharmacies provide vaccinations





<https://www.pharmacist.com/DNNGlobalStorageRedirector.ashx?egsfid=BdS0HbVWDTw%3d>

Interactive Pharmacy Vaccine Access Maps

Pharmacy vaccine access maps



- Public vaccine access map
- Health care provider vaccine access map

- Public map filters
 - Pharmacies that administer vaccines without an appointment
 - Handicap accessibility
 - Hours of operation
 - Spoken languages

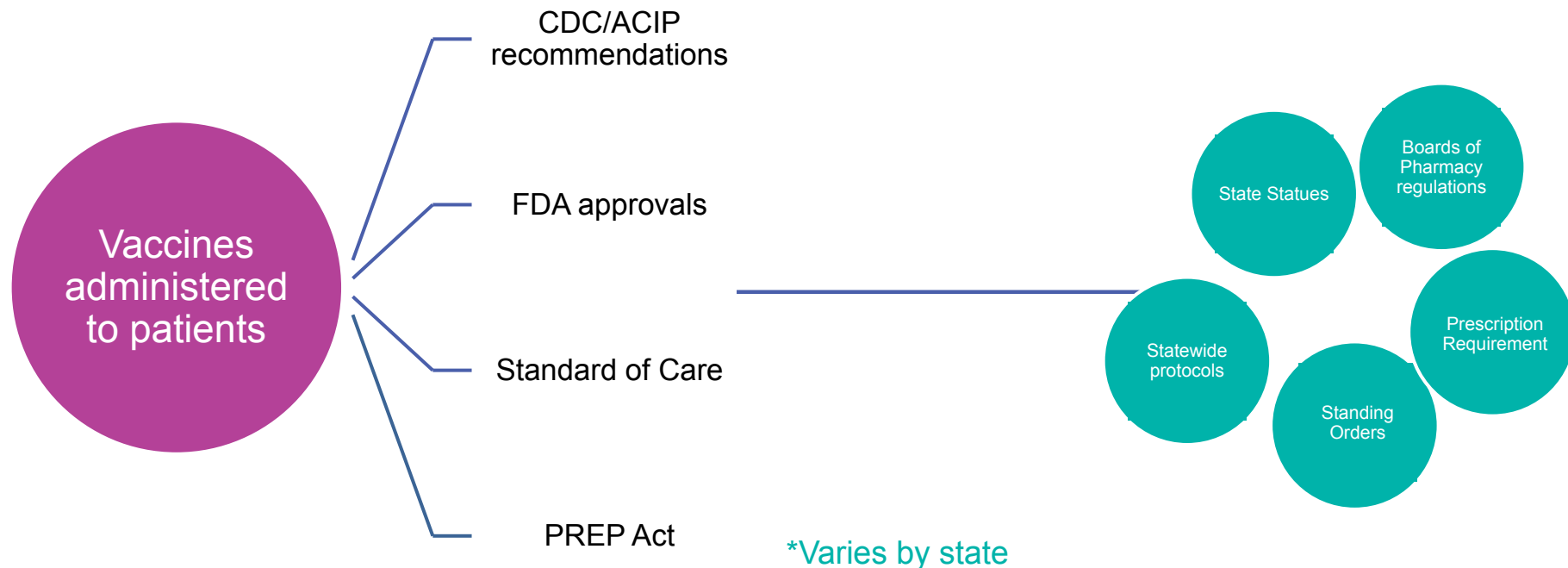
- Provider map filters

-  rs plus
erability
nderserved areas




Access via vaccineconfident.pharmacist.com or

Pharmacists' authority to immunize



Patients may need a prescription for a COVID-19 vaccine:

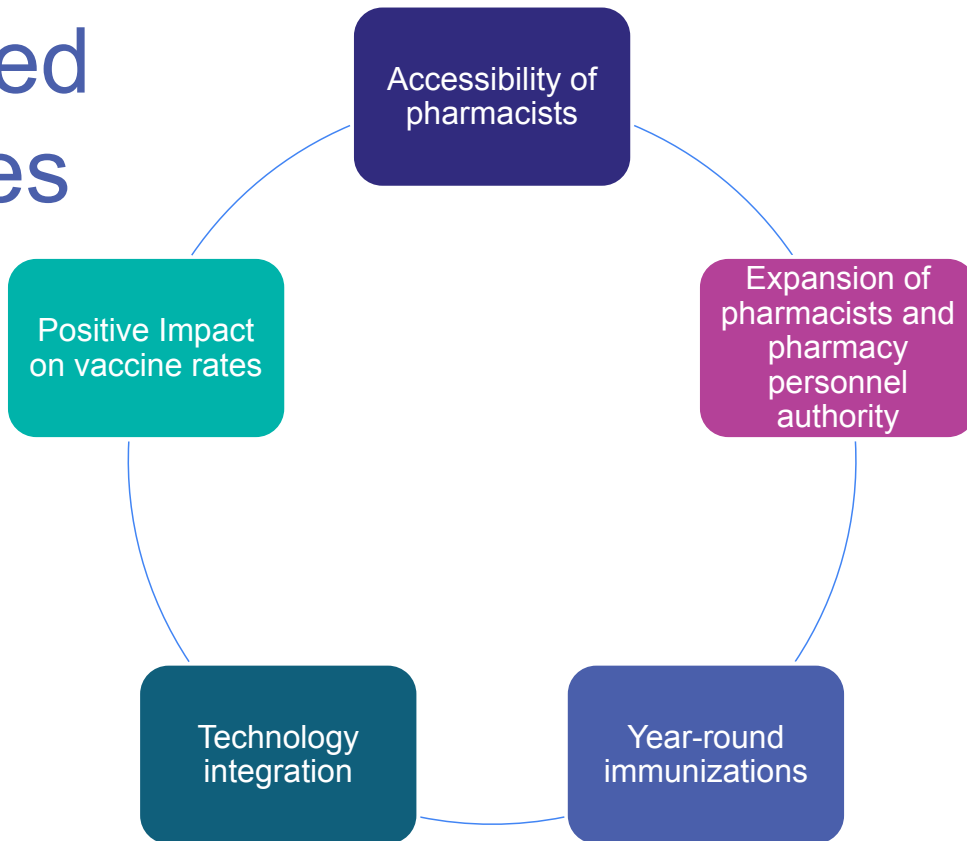
- Arizona
- District of Columbia
- Florida
- Georgia
- Louisiana
- Maine
- North Carolina
- Oregon
- Utah
- West Virginia

*Not an inclusive list:

Pharmacists' vaccination authority relies on CDC/ACIP recommendations:

- AL
- AZ
- CA
- CT
- DC
- FL
- IN
- LA
- ME
- MO
- MT
- NC
- ND
- OR
- SC
- UT
- VA
- VT
- WV
- WI

Pharmacy-based vaccine services





Questions and Thank You!

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American Pharmacists Association

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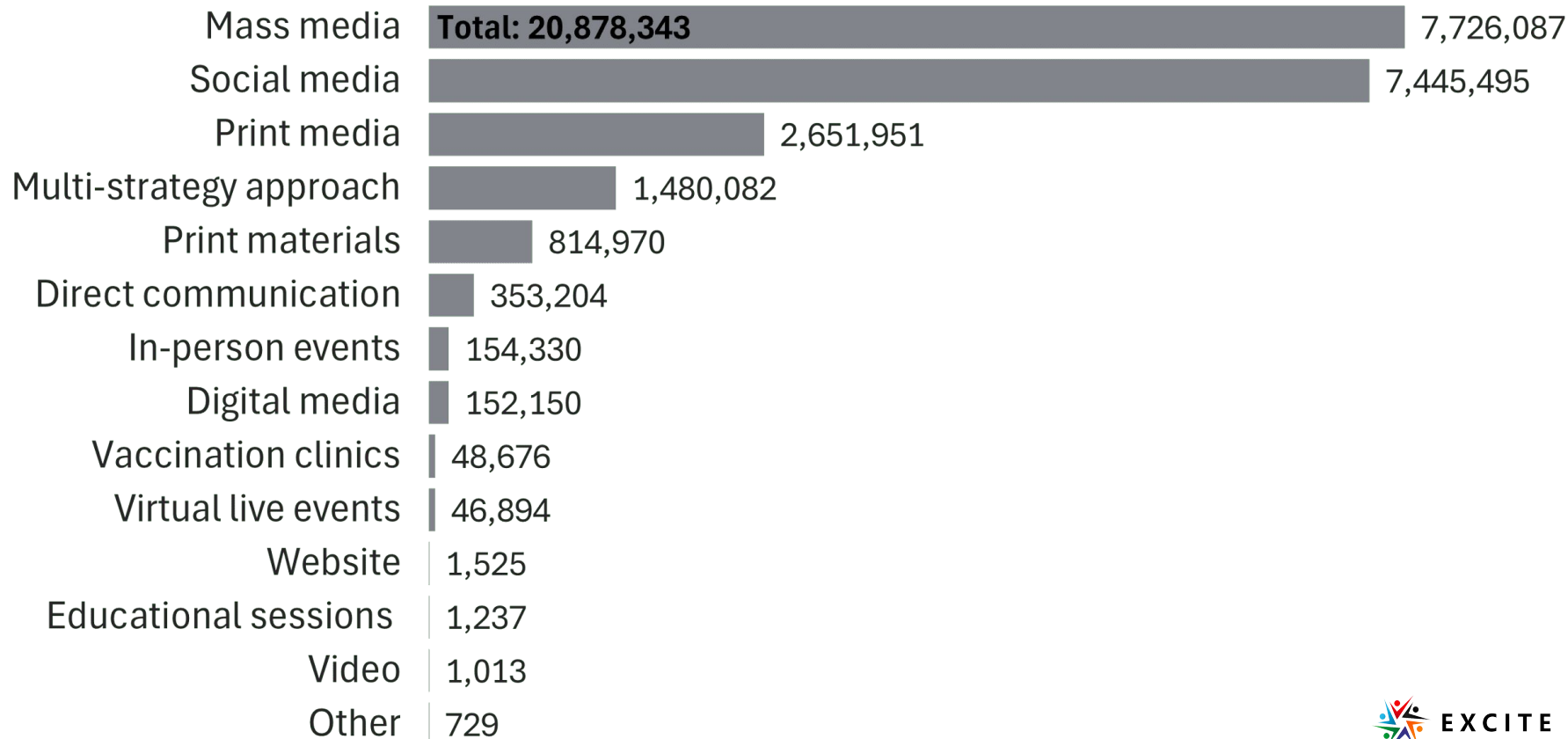


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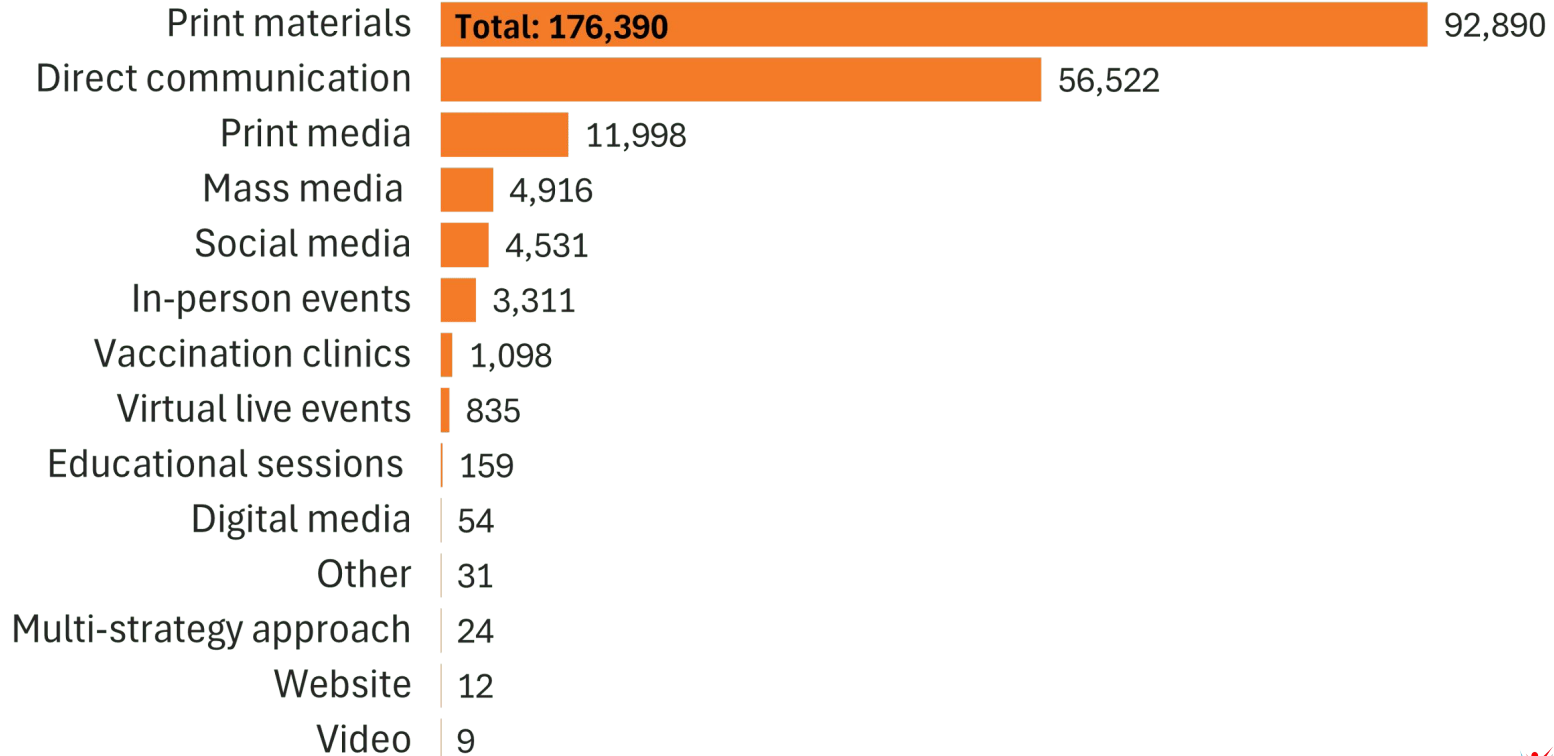
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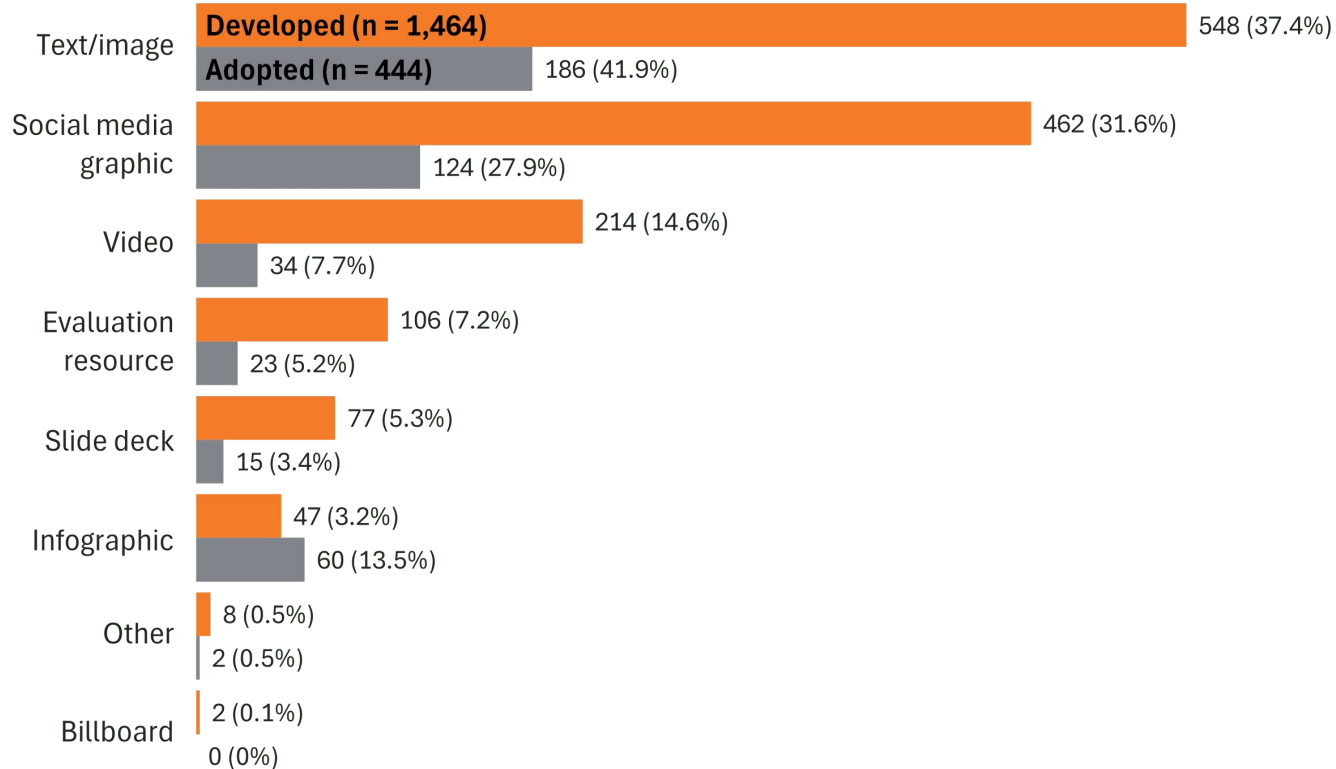
Years 1 - 3: Reach



Years 1 - 3: Activities



Years 1 - 3: Assets Developed



Years 1 - 3: Partnerships

Community partners (examples: local organizations, coalitions, community-level organizations)



n = 840

357

Vaccination providers (examples: health clinics, health departments, provider groups)



336

Department or professional school within your academic institution



141

Department or professional school outside your academic institution



6

The EFNEP and EXCITE Partnership

Jackie Wilkins, PhD

Associate Director, EXCITE EFNEP BRIDGE Program
Professor,
The Ohio State University

Diane Oliver, MPH, RDN, LDN

Curriculum Specialist, EXCITE EFNEP BRIDGE Program
EFNEP Coordinator
University of Delaware



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Why EFNEP?

EFNEP Institutions

- 76 Institutions \$50-70,000 RFA
- Trusted messengers already working with priority population
- Integration with existing program support
EFNEP sustainability
- NIFA support

31 EFNEP Institutions were awarded \$2,174,444



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EFNEP Total Reach

17,018,089



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EXCITE H5N1 Response

Providing One-Stop-Shop for science-based H5N1 knowledge and resources:

- Website and resources

H5N1 Educational Resources

Empower your Community with H5N1 Educational Resources

The purpose of this website is to provide Cooperative Extension professionals with resources made available from the Centers for Disease Control and Prevention (CDC) and other partners regarding H5N1 and human health.

How is it spreading?

While the current public health risk is low, CDC is watching the situation carefully and working with states to monitor people with animal exposures.

Cooperative Extension Resources

Keeping Our Farms Safe: Protecting Against H5N1

Worker Protection

H5N1 in the Workplace. Resources for protecting yourself and your employees.

H5N1 Educational Resources

- Print and Media Resources
- Food Safety
- Upcoming Events and Opportunities
- Supporting Websites for General Information
- USDA Actions and Regulations
- On-Farm Biosecurity Recommendations and Training
- Youth Livestock Events and Shows
- Poultry Resources

H5N1 Results as of August 2025



13 • Colleges/Universities



3,998 • Individuals Reached



222 • Educational Events



49 • Educational Products Used



7 • Vaccination Events

Requests for Additional Resources:

- 4-H and biosecurity
- County fair biosecurity
- 4-H specific handouts
- Backyard chickens and infection levels
- Active map with recent infections



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Neurotesting & Motivational Interviewing!



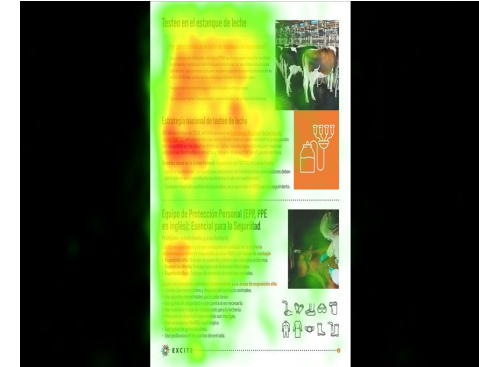
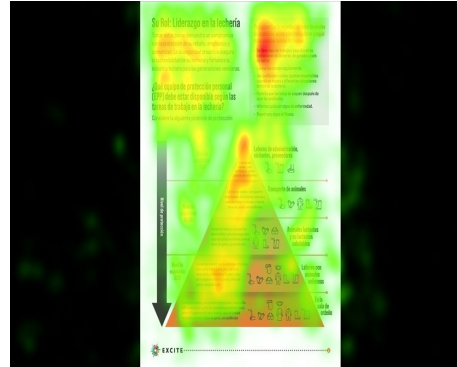
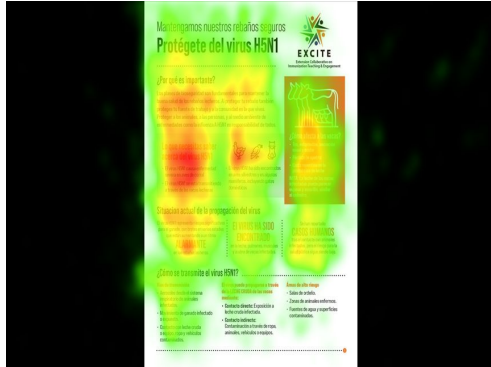
**GETTING TO THE
HEART AND MIND OF
THE MATTER:**

A Toolkit to Build Confidence as a Trusted Messenger of Health

Information



Applied Neuromarketing Preliminary Insights



- Educational print content
 - Visual icons/Information graphics are effective
 - “Real photos” are less effective
 - Blocked Column, sectioned layout is effective
- H5N1 Educational content for farmworkers
 - Text about milk testing and how H5N1 impacts animals is engaging
 - Text about PPE is less engaging



UNITED TRIBES TECHNICAL COLLEGE

“The EXCITE initiative enabled us to develop culturally relevant vaccine messaging and deliver in-person education through trusted messengers, strengthening the relationship between healthcare systems and the tribal communities we serve. As a result, we saw a significant increase in vaccine uptake. Through Neuromarket Testing, we also gained valuable insights into effective vaccine education strategies for American Indian and Alaska Native communities, which will help guide future public health efforts. Our team at United Tribes Technical College was honored to contribute to this impactful work and to support the health and well-being of our communities.”

FAMU

FLORIDA
AGRICULTURAL AND
MECHANICAL
UNIVERSITY

“

When the COVID vaccine came out, my elderly grandmother was afraid to get it. She thought it might harm her because of things she'd heard. Instead of pushing, I listened, answered her questions, shared facts, and reminded her how much we wanted to keep her safe. Eventually, she agreed. The day she got her shot, she squeezed my hand and said, "Thank you for not giving up on me." Getting her vaccinated was one of the most meaningful moments for our family. It brought us peace and brought us back together safely. **Having access to EXCITE resources like hand sanitizer, masks, hand soap, and easy-to-understand information about the importance of vaccines really helped her feel more confident and make an informed decision.**

”

“

I remember when going to the grocery store it felt like a mission. Every errand, every interaction came with a wave of anxiety. COVID changed so much, and for a long time, I didn't feel safe being around people, even those I loved. Getting the COVID vaccine changed that for me. It wasn't just about protection from the virus it gave me peace of mind. I felt a weight lift after my first dose, and by the time I was fully vaccinated, I finally felt like I could breathe again. I could visit my family without fear. I could laugh, hug, and be present. Being vaccinated helped me feel safe enough to step back into life. I know everyone's experience is different, but for me, getting vaccinated was a turning point not just for my health, but for my mental health. **Vaccination is key and EXCITE helped connect the dots showing how vaccines can reduce health disparities and protect our communities.**

”

University of Idaho: Poverty-Informed Care

43%
of Idahoans do not meet an income threshold for meeting basic survival needs.

Our Challenge

Train Healthcare Providers and Public Health Professionals in Poverty-Informed Care

The Response

Team members completed four days of training to earn certification as poverty coaches through Communication Across Barriers. From August 2023-March 2024, the EXCITE team provided **13 trainings to 132 employees of Southwest District Health and South Central Public Health District.**

Participants were from various departments within the health districts. These included Women, Infants and Children (WIC), immunization and clinic services, Parents as Teachers, administration, public health preparedness, and customer service.

As a Result...

- ✓ **90% of participants** felt personally more capable of providing support to those in poverty
- ✓ **90% of participants** felt their organizations are more capable of providing support to those in poverty
- ✓ **13 Certified Poverty Coaches** have trained over 300 additional participants at over 100 partners



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NC State University: Vaccine Education in the Ag Work

26%

of those living in Sampson County report poor health, higher than the state average of 17%

Our Challenge

Reach agricultural workers, who primarily speak Spanish, with culturally meaningful vaccine education

As a Result...

The Response

Much of the team's effort centered around formal, on-farm training sessions in collaboration with agricultural employers. Beyond the workplace, they extended their outreach into rural communities through a Promotora who attended community events, small group meetings, and went door to door in neighborhoods historically home to farmworker families.



45 agricultural workers received training on best practices for both farm and personal health, including vaccines



over **99% of the workers** reported that they knew more about vaccines and felt they were both safe and necessary after the training



The Promotora spoke with **371 individuals** about vaccines, sharing either videos or resources



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Total EXCITE Impact!

EXCITE Impact by the Numbers

51,611,354
Reach

194,764
Engagement
Activities

1,214
Vaccination
Clinics

52,875
Immunizations

Coaches!

YOU DIDNT COME THIS
FAR TO ONLY COME
THIS FAR

2025 NHOC



WHAT
NEXT?

EXCITE Objectives 2025-2028

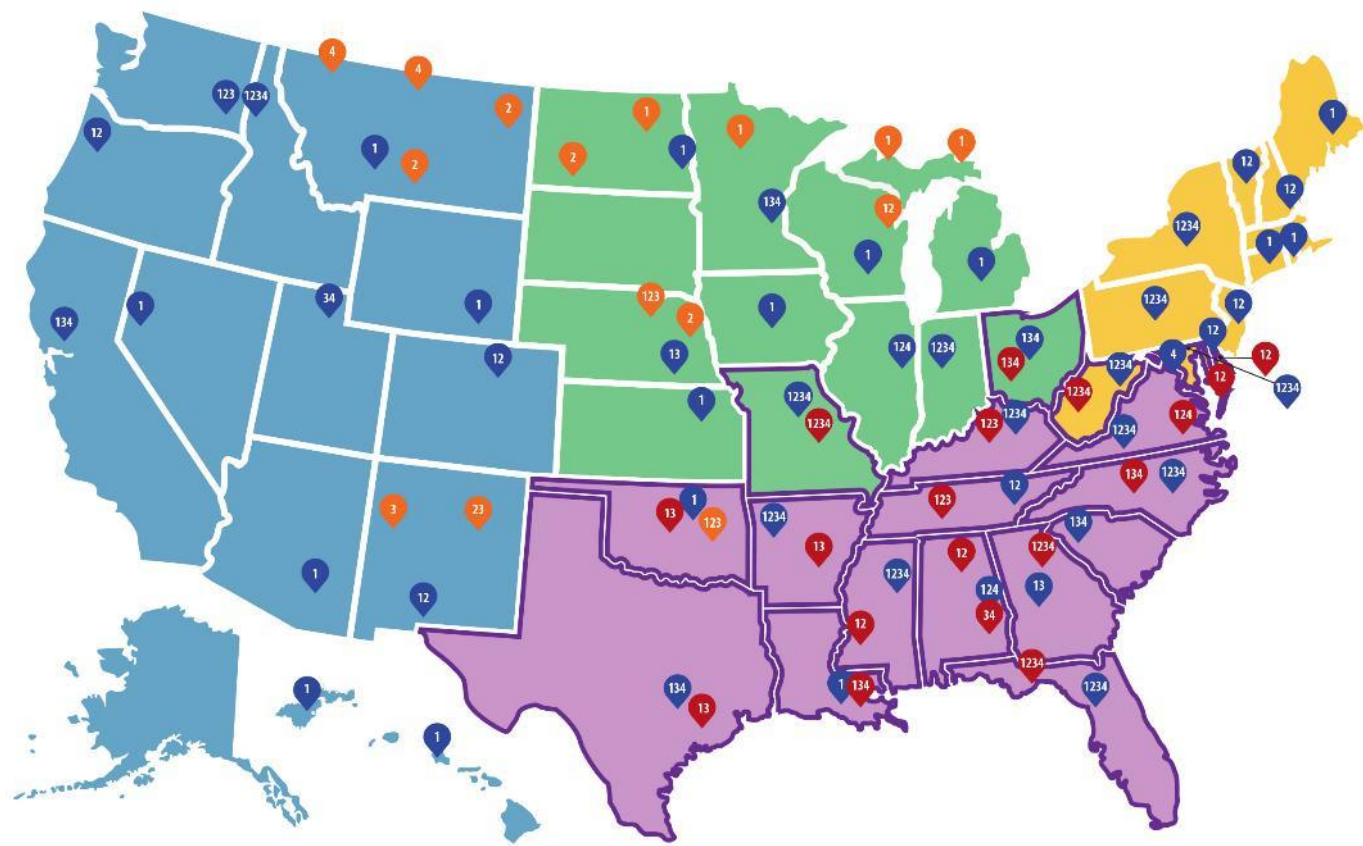
Objective #1: At the community level, EXCITE **regional positions** will collaborate with local partners to conduct activities to **increase public confidence** in adult immunizations for vaccine-preventable diseases and **increase outbreak response capabilities**.

Objective #2: Extension professionals across program areas will **increase their knowledge of and ability to educate communities** using a model for making sustainable health decisions.

Objective #3: EXCITE will **expand and strengthen partnerships** with university partners, health departments, healthcare providers, and community-based organizations, depending on their communities' needs.

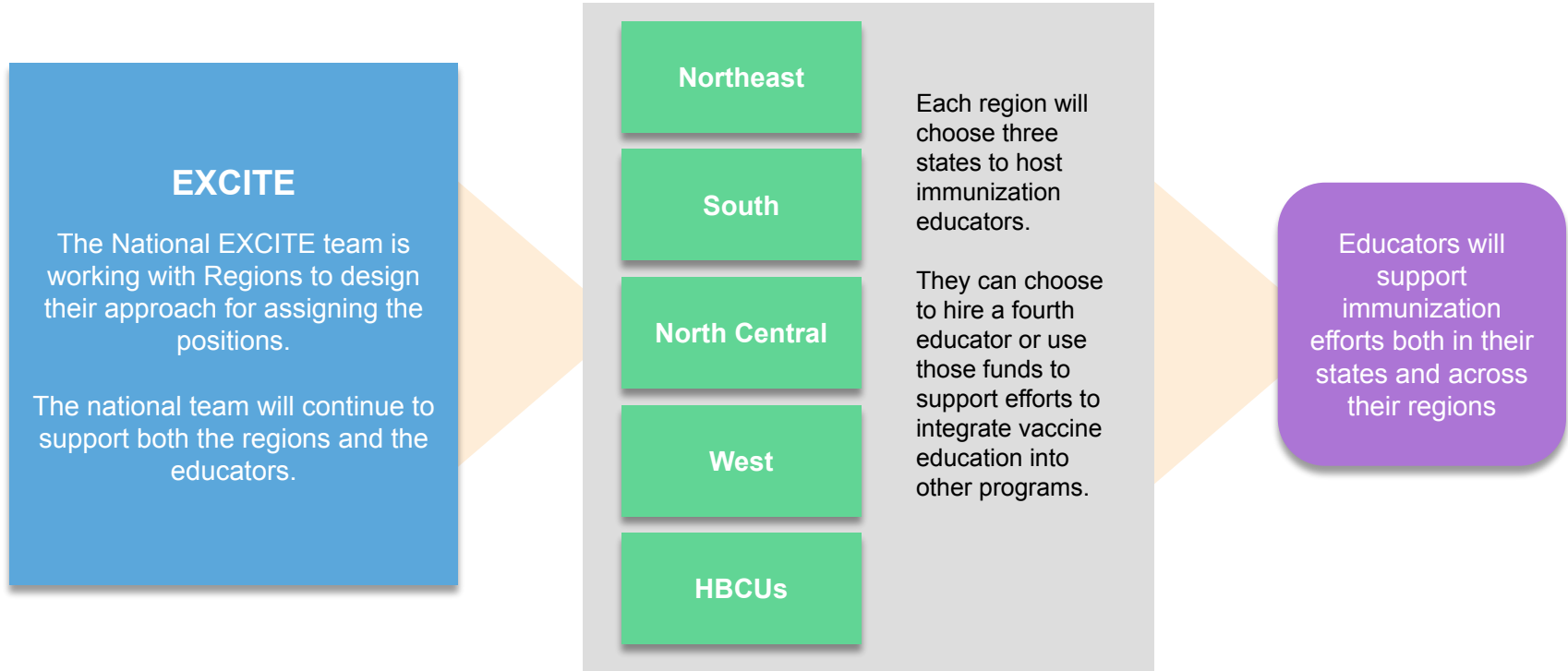
Objective #4: EXCITE regional positions will **integrate vaccine education across program areas** with their Extension colleagues, community health workers, and volunteers as a core part of Cooperative Extension's ongoing outreach.

Land-grant Institutions Participating in EXCITE by Project

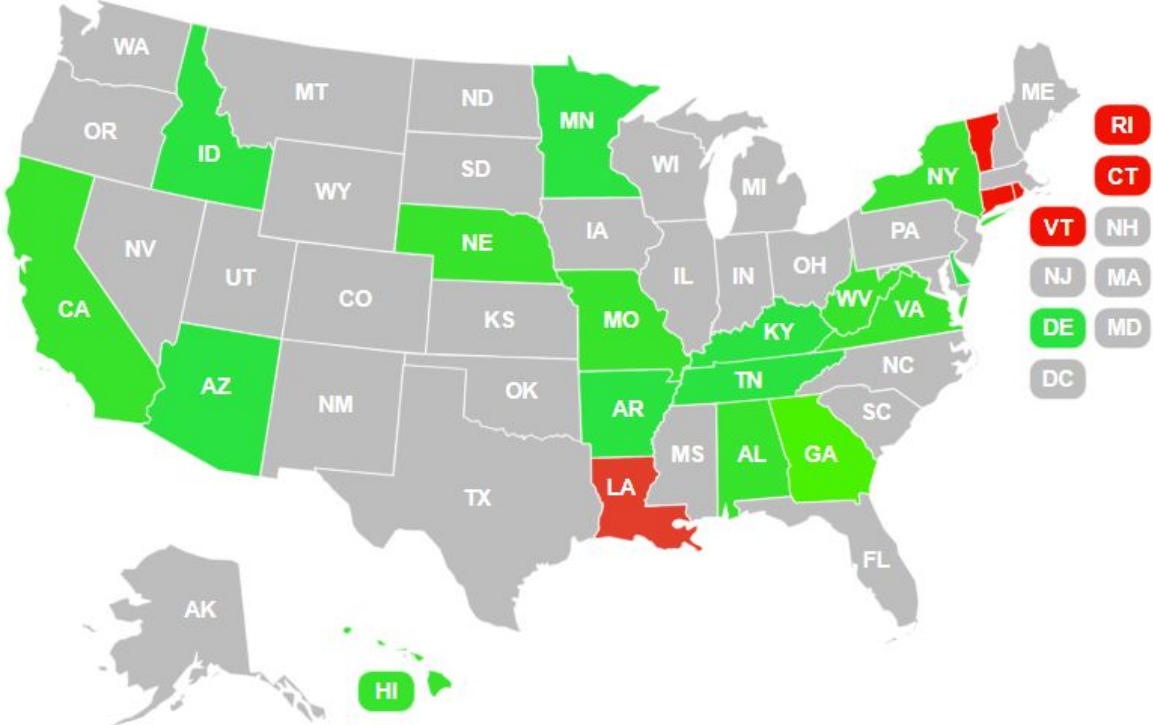


TYPE OF LAND-GRANT INSTITUTION		
■ Western Region	● 1994 Land-grant Tribal Colleges & Universities	1 - Activity 1, Vaccinate with Confidence
■ North Central Region	● 1890 Land-grant Universities	2 - Activity 2, Immunization Education Pilot Projects
■ Southern Region	● 1862 Land-grant Universities	3 - Activity 3, Design Phase
■ Northeast Region		4 - Activity 3, Implementation Phase
■ 1890 Region		

20 New Immunization Educator Positions



EXCITE - Health Agent and EFNEP positions



Health Agents - Job Descriptions

- 50% - Providing immunization education in their geographic area**
- 25% - Providing leadership and professional development to Ext. Prof. in their region.**
- 10% - Developing and maintaining immunization community partnerships**
- 15% - Personal professional development, scholarship, program evaluation, and reporting.**

Integrating Vaccine Education into Existing Curriculum

Curriculum Focus	Lead LGUs
Increasing Immunization Messaging and Resources for Expanded Food & Nutrition Education Program (EFNEP)	University of Arizona and University of Delaware, tested at 6 LGUs
Diabetes Prevention Program (Immunization Supplement)	University of Arizona
Health Training & Capacity Building	Clemson University
Junior Master Wellness (Immunization Supplement)	Mississippi State University
Health Workers: Empowering Adult Immunization Education	Oregon State University
How to Talk to Your Doctor: Learn.Understand,Decide.	University of Arkansas
Poverty Informed Strategies for Immunization Education	University of Idaho
Animal & Human Health Toolkits	Utah State University
Stay Strong, Stay Healthy. (Immunization Supplement)	University of Missouri
Balanced Living with Diabetes (Immunization Supplement)	Virginia Tech

Vaccine Education Tools in Development

Tool in Development	Lead LGUs
Messages for Pharmacists	University of Arkansas
Family & Community Health Messaging	Rutgers University
Annual Health & Wellness Planner	The Regents of the University of California
EFNEP seasonal talking points and recipe card, podcast, and bus ad	University of Arizona
COVID-19 Outreach Toolkit for Farmers and Rural Adults	Utah State University
Community Motivational Interviewing	Washington State University

Whole Health!



Increasing Focus on H5N1

<https://h5n1.extension.org/>

Potential for additional Funding in new FY 26 New IAA with Influenza Division

Potential for additional funding national team support for health educators

Photo Credit: Mark Stabrick



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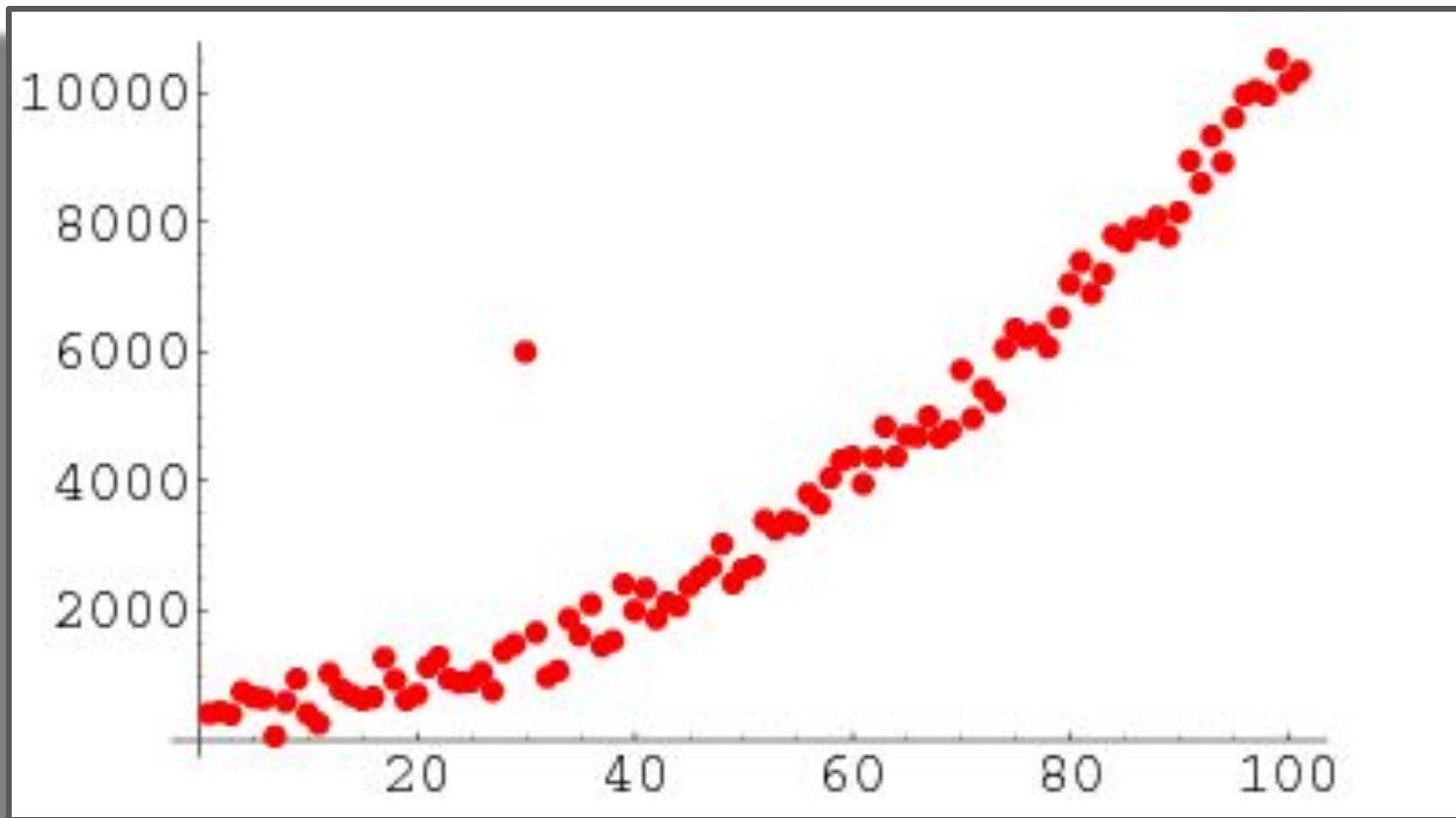
Merging Animal and Human Health Efforts

Objective #1	Objective #2	Objective #3
Cooperative Extension Dairy Agents will increase their knowledge and understanding of H5N1 and gain knowledge and enhance skills in behavior change communication as it relates to human health.	Dairy producers will have an increased knowledge and understanding of H5N1 and the potential transference and impact on human health and animal health.	Dairy producers will adopt prevention practices on farm to reduce human and animal health risk of H5N1.



Curriculum Integration Continued

- Diabetes Education
- Ecosystem Integration -possibly Master Wellness Adult program collaboration with Voices for Vaccine
- Key Talking points for any curriculum



Evaluation Data = Collective Impact



Features & Resources!

If you want to go fast
go alone.
If you want to go far
go together.

African proverb

