

# Reaching Vulnerable Residents Through Community Collaboration

Carrie Steindorff, MA  
Rockland County Department of Health

Rockland Westchester Adult Immunization Coalition  
October 17, 2023

1

## Learning Objectives

1. Articulate at least two reasons why public health should promote and increase access to vaccination.
2. Identify at least two benefits of community collaboration to promote vaccination.
3. Identify at least two strategies to form a community collaboration.

2

## Why Promote Vaccination?

health.ny.gov/prevention/prevention\_agenda/2019-2024/comm.htm#FA1

Prevent Chronic Diseases

Promote a Healthy and Safe Environment

Promote Healthy Women, Infants and Children

Promote Well-Being and Prevent Mental and Substance Use Disorders

Prevent Communicable Diseases

Expand All Collapse All

**Focus Area 1. Vaccine Preventable Diseases**

Goal 1.1 Improve vaccination rates

Objectives: By December 31, 2024

Interventions

Goal 1.2 Reduce vaccination coverage disparities

Objectives: By December 31, 2024

Interventions

Intervention 1.2.1 Minimize client out-of-pocket costs for vaccinations.

Intervention 1.2.2 Offer vaccines in locations and hours that are convenient to the public including pharmacies, vaccine only clinics, and other sites that are accessible to people of all ages.

3

## NYSDOH Health Equity

Under the state legislation that established the Office of Health Equity and Human Rights, health equity means achieving the highest level of health for all people and shall entail focused efforts to address avoidable inequalities by equalizing conditions for health for those who have experienced injustices, socioeconomic disadvantages, and systemic disadvantages. Health equity is about addressing the needs experienced by individuals and communities.

[https://www.health.ny.gov/community/health\\_equity/](https://www.health.ny.gov/community/health_equity/)

4

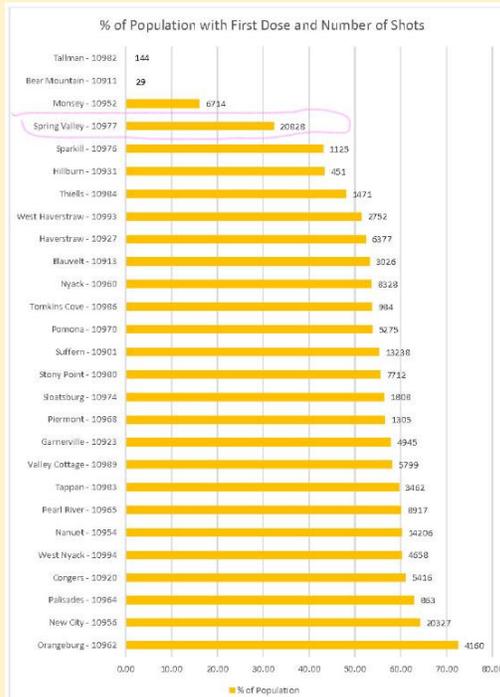
# NYSDOH Health Equity

To address health disparities, we must first be able to identify and measure them. Having **good data is critical** to these efforts... ([https://www.health.ny.gov/statistics/community/minority/mcd\\_reports\\_2021.htm](https://www.health.ny.gov/statistics/community/minority/mcd_reports_2021.htm))

Data is sought to answer questions.

5

Low  
COVID-19  
Vaccination  
in Spring  
Valley, NY  
10/31/2021



6



7

# Health Equity

Ask the right questions.

Ask the right people.

Ask the people we serve what they need and what they think.

Location	% of Population
Talman - 20062	244
Spring Valley - 20077	26
Milroy - 20061	8754
Spring Valley - 20077	20524
Spaulding - 20076	1338
Walden - 20083	851
Trails - 20084	3475
West Haverstraw - 20082	8773
Rockledge - 20027	8177
Blauvelt - 20063	3224
Rock - 20086	688
Township of - 20088	344
Pomona - 20070	5475
Salmon - 20025	15038
Shenoy Park - 20040	3732
Boonburg - 20078	2484
Blauvelt - 20063	1824
Guthrieville - 20021	4945
Salisbury College - 20042	3759
Tappan - 20085	2442
First Base - 20089	2127
Albany - 20001	5436
West Nyack - 20091	4538
Congers - 20022	5436
Poughkeepsie - 20067	864
New City - 20088	25127
Crotonburg - 20046	6240

8

## Community Collaboration to Increase Vaccination

### Ask Questions

- Who needs vaccination?
- Where do we find them?
- What are their concerns?
- Whom do they trust?
- What are the barriers?
- What are the opportunities?

9

## Community Collaboration to Increase Vaccination

### **What are the cultural, religious or life experience considerations affecting community participation?**

- Time of day
- Day of week
- Holiday observances
- Dress codes
- Gender considerations
- Fear



10

## Community Collaboration to Increase Vaccination

Languages

Literacy

Education levels

11

## Community Collaboration to Increase Vaccination

Frame the messaging

Identify the community partners

Building relationships and trust



12

## Community Collaboration to Increase Vaccination

### Continual Self-reflection

Why didn't I know this information before?

Who is willing to work with me and why?

Who do I need to work with and why?

Am I the best person to be doing this?

Have I heard what is being said and not said?

What more do I need?

13

## Vaccinate Spring Valley Workgroup

The screenshot shows a Zoom meeting interface. The title bar reads "Vaccinate Spring Valley Workgroup meeting". The meeting time is 2:11. The interface includes a top toolbar with icons for Chat, People, Raise, React, View, Apps, More, Camera, Mic, Share, and Leave. The main area displays a grid of video thumbnails for participants. On the right, there is a "Participants" list with a search bar and a "Share invite" button. The list includes names and their response status (e.g., "No response", "Accepted", "Declined").

Name	Response Status
Baudo, Catherine	No response
Content, Juliette	Accepted
Dunand, Joan	No response
Gates, Lara	No response
John, Beena	No response
Knauchuk, Julie	Declined
McKay, Kevin	No response
Medina, Eric	No response
Punjabi, Chitra	No response
Ruffi, Samuel	Declined
Souto, Maria	Declined
Shneider, Shari	No response

14

## Vaccinate Spring Valley Workgroup

- Haitian American Nurses Association
- Head Start of Rockland County
- Immigration resources
- Local hospitals
- Martin Luther King Multi-Purpose Center
- Spring Valley NAACP
- Local school district's Family Resource Center
- Lower Hudson Valley Perinatal Network
- Rockland Community Action Partnership/WestCOP
- United Way of Rockland County
- Rockland County Department of Health staff
- Federally Qualified Health Centers
- NYSDOH



15

## Sustain Community Collaboration

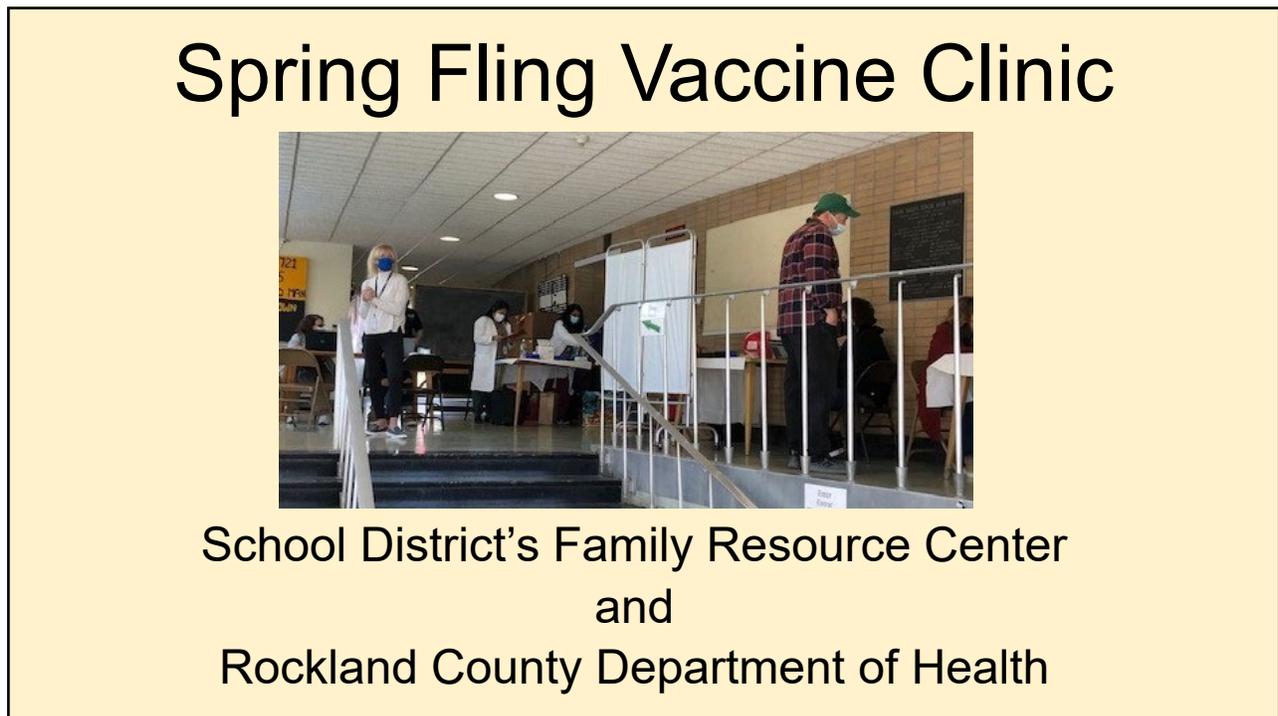
- Alignment of missions
- Listen and respond
- Be inclusive
- Evolve
- Provide service to the community
- Include of gate keepers and leaders/decision-makers
- Meet regularly and conveniently



16



17



18

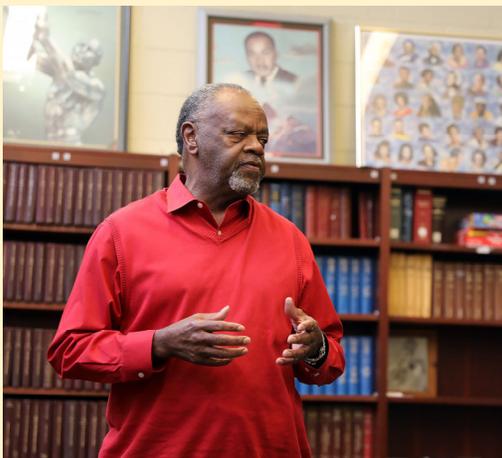
## Be the match-maker



1. West COP food pantry
2. Community Medical and Dental
3. Village of Spring Valley

19

## Partner feedback



Mr. Willie Trotman, President, Spring Valley NAACP

“The Taskforce was able to provide information as well as access to vaccinations for residents of Spring Valley. We took the mountain to them. This is very important.”

20

## Partner feedback

“The Vaccinate Spring Valley meetings helped us know what was going on in the area. Meeting consistently is very helpful. It is the best way to disseminate information.”



Marlyn Lestage-Laforest, Midwife and Past-president of Haitian American Nurses Association

21

## Community Collaboration to Increase Vaccination

**Interdisciplinary, coordinated, cross-sector collaboration that involves the prioritized community.**

22

## Lessons

Follow the community's lead.  
No turf wars in public health.  
Listen to feedback.

23

## Resources

Butterfoss, Frances Dunn. *Coalitions and Partnerships in Community Health*. San Francisco, Jossey-Ross, 2007

*Partnering for Vaccine Equity* | CDC.

(n.d.). <https://www.cdc.gov/vaccines/health-equity/>

*For Immunization Partners* | CDC.

(n.d.). <https://www.cdc.gov/vaccines/partners/index.html>

24

## Q and A

Carrie Steindorff, Public Health Education Specialist  
Rockland County Department of Health

[steindoc@co.rockland.ny.us](mailto:steindoc@co.rockland.ny.us)

845-364-2360