# **Using IMPACT WV's Coordination of Services** to Increase vaccine confidence in families with substance use exposure

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## Background

IMPACT WV Research Team partners:

- Wheeling Hospital Perinatal Transition Program
- Burlington United Methodist Family Services
- WV Court Appointed Special Advocates
- WV Home Visiting Program
- WVU Center for Excellence in Disabilities

The IMPACT WV team works to create two-generational opportunities coordinating programs and services that address barriers impacting infants' health and future development due to substance use exposure.

Through a cooperative agreement with the Centers for Disease Control and Prevention (CDC), the Association of University Centers on Disabilities (AUCD) funded the WVU CED IMPACT WV project to increase vaccine confidence among those with Substance Use Disorder.

## **Objectives:**

The established coordination of services was used as a platform for dissemination of CDC and AUCD vaccine information and source for identifying families in need connecting research and lived experience to increase vaccine confidence in the substance use population.

## Methods: Procedures

Using the CDC's Conversation Starter questions, the IMPACT Team was surveyed to identify confidence needs and barriers in the substance use population.

To determine the audience for the Facebook campaign, IMPACT cross-referenced the top 10 counties with the highest overdose rates in 2020 and their vaccination rates. Those counties with less than 50% vaccination rates were targeted for the campaigns, excluding Kanawha, Ohio, and Monongalia counties.

### Results **Developed:**

The IMPACT WV website vaccine confidence webpage

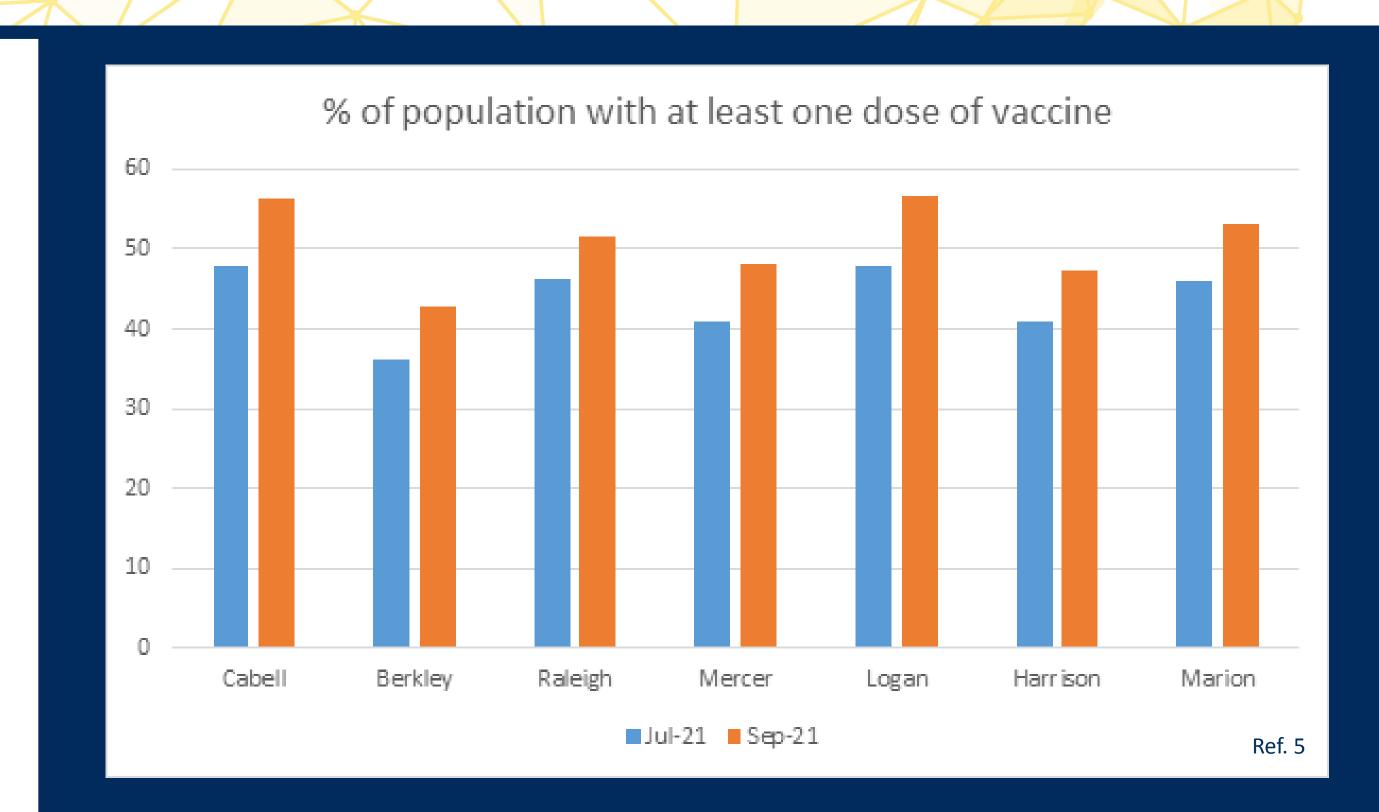


**#IMPACTCOVID** Communications & Social Media Toolkit

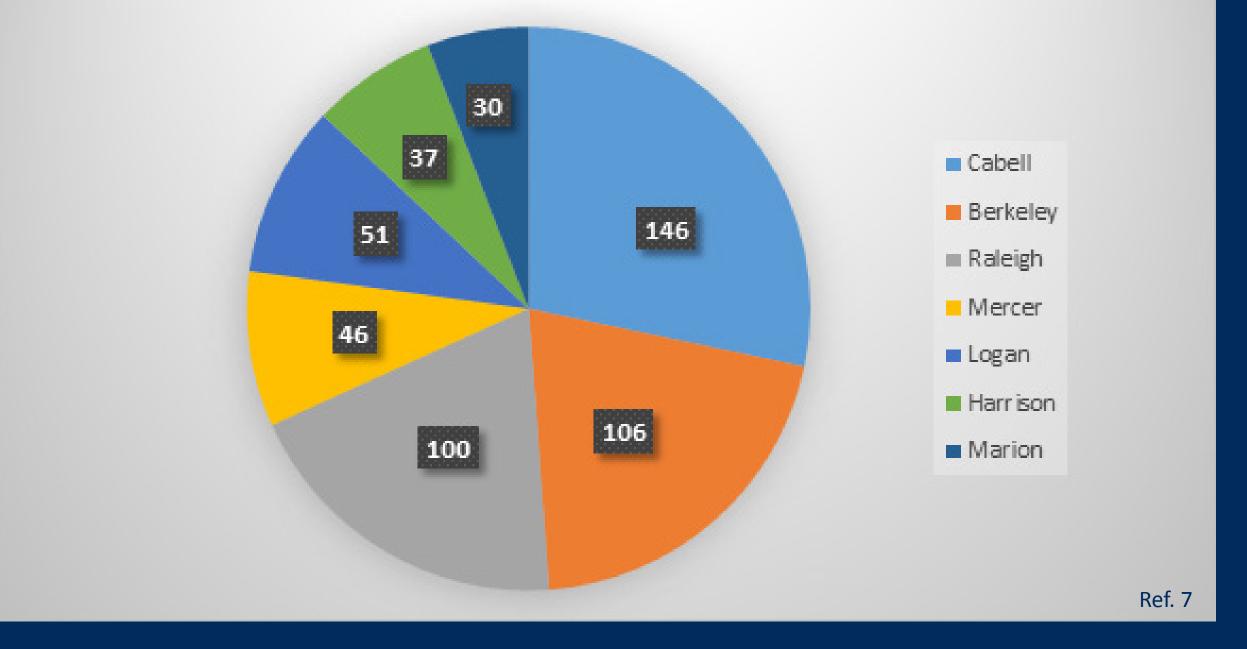


form of a blog





#### Number of overdose deaths in 2020



#### Methods: Initial Outcome Measures

Identified initial barriers for population from provider perspective based on feedback from team discussions and email responses included:

- Transportation
- Misinformation
- Limited access
- Stigma surrounding substance use

## Success stories in the

#### **Dissemination Channels & Reach**

- Flyers 1600 sent to 96 Substance Use Treatment Agencies
- Billboards total cars/day in 4 counties 322,384
- Facebook campaign reach in 6 weeks 54,878
- Website section 645 COVID webpage views, 103 toolkit views, 23 downloads
- Lunch and Learn 16 attendees; 33 registered and received materials
- **Recovery Ally Training 1** Group with **21** attendees
- Patient navigator reported phone, email, text or in person conversations 5

'This is phenomenal information! The more you get out to people, the different ways you can get out to people, makes such a difference in the world. ... Take it to where the people are. ... I am just impressed and blessed to see what you are doing and the impact you make.' -Lunch and Learn Participant

## **Methods:** Theory

The Stages of Change behavioral theory was used to develop targeted messaging for the substance use population to address identified barriers of transportation, misconception, mistrust, misinformation, technology, limited access and stigma. The messaging started with a question related to the stage of change and then included a fact or encouraging statement followed by resources.



Stage 1: Precontemplation – Not considering the vaccine

*Contemplation* – Knowledge of the *Preparation* – Intends to take the vaccine but has not been vaccinated vaccine but has not yet due to barriers

- Patient Navigators were encouraged to work with IMPACT WV participants to discuss the stages of change and to be in continued phone, email, text or in person contact with the families to address any vaccine misinformation, provide additional resources and continue to strengthen vaccine site connections including addressing transportation barriers.
- Billboards, posters, flyers, postcards, a website section, Face Book ad campaign #IMPACT COVID https://www.facebook.com/IMPACTWVatCED/, and blog were developed to disseminate the vaccine confidence stages of change information. Additional activities included sharing PowerPoint (PPT) slides during a Recovery Ally Training and IMPACT WV partnering with the National Addiction Policy Forum to present information during a Lunch and Learn.

## Discussion

IMPACT WV worked to increase vaccine confidence in the substance use population with targeted outreach and messaging efforts. Demonstration Sites' Patient Navigators, Peer Recovery Coaches and partnering Home Visitors assisted with obtaining and then distributing information, success stories, blogs and trans-created information. The assistance to gaining vaccine confidence will be used to combat the increased risk of COVID-19 infection and complications and support a healthier future for families with substance use exposure.

Stage 3:

Stage 4: Action – Wants to take the vaccine

