



Assessing Opportunities to Support Vaccination in Local Organizations Offering Maternal Nutrition and Lifestyle Change Programming

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Agenda

- Maternal health, obesity, diabetes, and COVID-19 in Hispanic population
- Needs Assessment of partnerships
 - Methods
 - Results
 - Strengths and Limitations
- Conclusion

Maternal Health, Obesity, Diabetes, COVID-19

- People with obesity and diabetes are at an increased risk to develop severe illness from COVID-19 (CDC, 2023).
- **Obesity during the pregnancy** puts the mother at risk of several health problems, including gestational diabetes (ACOG, 2023)
- COVID-19 contributed to **25% of maternal deaths** in 2020 and 2021 (United States Government Accountability Office, 2022).



Obesity and Diabetes in Hispanics

Hispanics are the second largest ethnic group and one of the fastest-growing groups in the US (Vespa et al., 2020)



Hispanic adults had a higher prevalence of diabetes than Non-Hispanic Whites (21.2% vs. 12.0%) (Stierman et al., 2021)

Maternal death rate for Hispanic women increased significantly during the pandemic (18.2 in 2020 vs 27.5 in 2021) (Simpson, 2023)

Racial and Ethnic Approaches to Community Health (REACH)

- National program administered by the Centers for Disease Control and Prevention (CDC) to reduce racial and ethnic health disparities.
- REACH focuses on culturally appropriate strategies to prevent chronic diseases, promote healthy behaviors, and address the root causes of racial and ethnic health disparities.
- In 2022-2023 recipients received additional funding for COVID-19 and Flu vaccination efforts.



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Methods – Needs Assessment

Target Audience

Special Supplemental Nutrition Program for Women, Infant and Children (WIC) staff member, Diabetes Prevention Program (DPP) staff members, and Community-based organizations (CBO) across Pennsylvania.

Goal

Identify vaccine communication practices and opportunities to use evidence-based interventions and support vaccination among participating sites which includes maternal sites and identify vaccine education offerings available for their clients.



Methods – Recruitment

- Directors of participating directors were identified via publicly available contact information
- All participants were invited via email to complete the survey
- The survey was completed online, utilizing REDCap, a secured, data capture platform
- Participants received an incentive for survey completion

Survey Items

Demographics

- Type of organization they serve
- Credentials
- Years of experience

Vaccine Outcomes

Community Aspects

Survey Items

Demographics

Vaccine Outcomes

- Vaccine uptake (flu and COVID-19)
- Support from the organization
- Clients' reasons for not getting vaccinated

Community Aspects



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Survey Items

Demographics

Vaccine Outcomes

Community Aspects

- Awareness of CHNA
- Participation in coalitions
- Awareness of evidence-based programs

Survey Items

Demographics

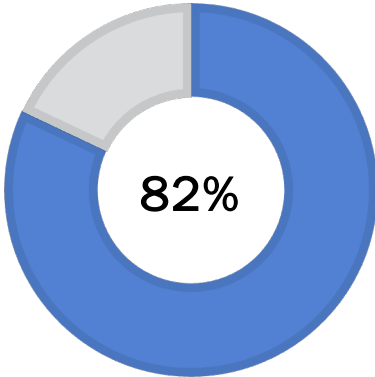
Vaccine Outcomes

Community Aspects

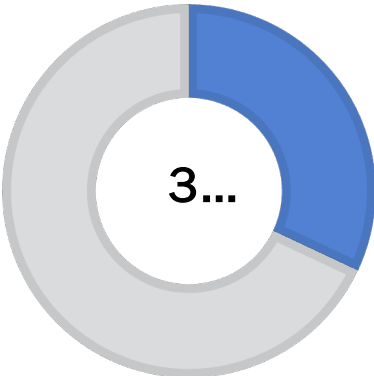


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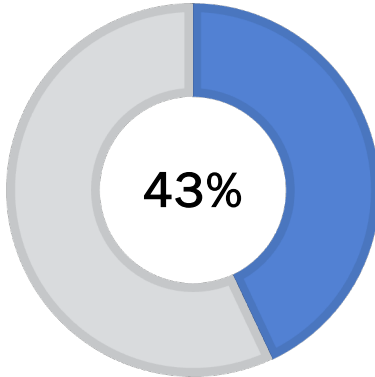
Results – Demographics



WIC Staff



Nutritionists



10+ Years of Experience



Survey Items

Demographics

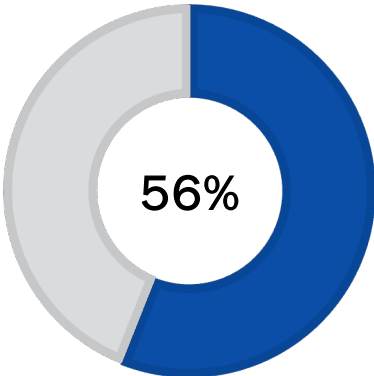
Vaccine Outcomes

Community Aspects

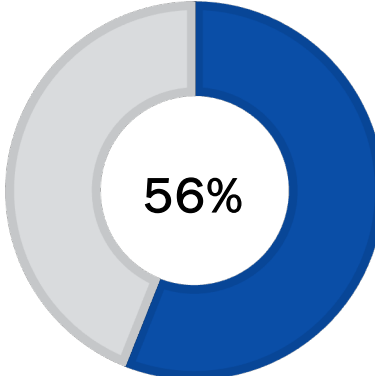


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Results – Vaccine Uptake

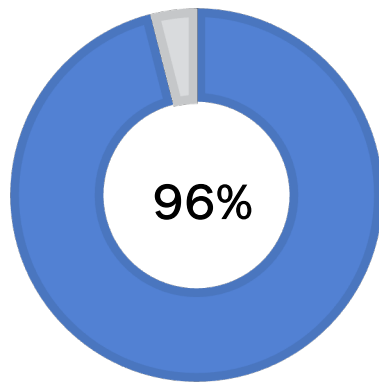


Received the annual flu vaccine

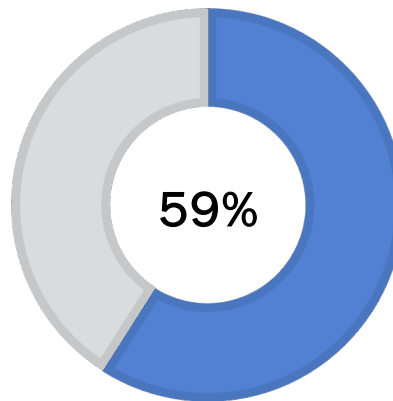


Received the initial full dose of COVID-19 vaccination and at least one booster

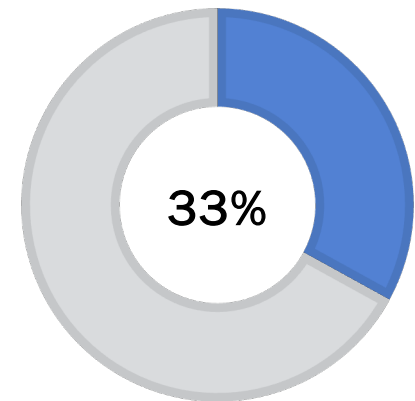
Results – Support from the organization



Allowed to get vaccinated during working hours



Referral for *off-site* vaccination



Paid time off for recovery after vaccination



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Results – Clients’ reasons for not getting vaccinated

What reasons have clients stated for NOT getting the vaccine? ¹	Flu n (%)	COVID-19 n (%)
No needed or not necessary	17 (31.4)	12 (22.2)
Need more information	5 (9.3)	15 (27.8)
Safety	5 (9.3)	16 (29.6)
Side effects	14 (25.9)	24 (44.4)
Cost or underinsured	2 (3.7)	2 (3.7)
Distrust the vaccine	10 (18.5)	23 (42.6)
Don't believe in immunizations	9 (16.7)	13 (24.1)
Religious reasons	3 (5.6)	10 (18.5)
Do not believe in COVID-19	10 (18.5)	10 (18.5)

Count will not be 100% because participants could select more than one option.



Survey Items

Demographics

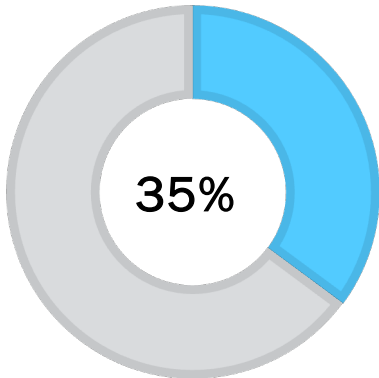
Vaccine Outcomes

Community Aspects

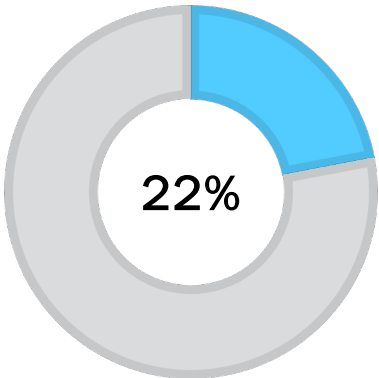


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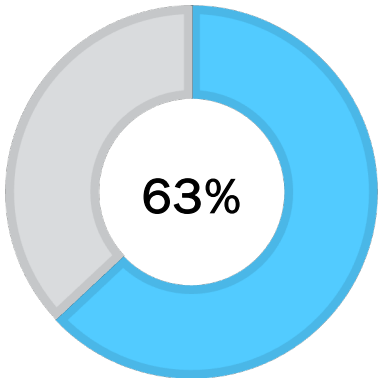
Results – Participation in Coalitions and Community Health Needs Assessment (CHNA)



Awareness of local CHNA



Participation in local coalitions or action groups



Aware of where to find EBI programs or services



Limitations and Strengths

Strengths

- First known study about describing the services and training needs in these maternal health services

Limitations

- Small sample size
- Emails – the only recruitment method



Conclusion

- These findings will provide valuable insights for developing targeted interventions aimed at improving public health outcomes in specific settings
- We have identified opportunities to
 - Expand vaccine education
 - Use of CHNA
 - Engage in local coalitions
 - Strength support of use of EBI



Acknowledgment

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Questions?
Contact us!



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