

# *Get Vaxxed* Educational Campaign

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Institute for Women's Leadership

The Leadership Scholars Certificate Program is a two-year selective, interdisciplinary certificate program that prepares Rutgers undergraduate women to be informed, innovative, and socially responsible leaders.

Leadership Scholars design and implement social action projects to expand their understanding of issues and problems and to develop leadership skills.

This project gives Scholars the opportunity to apply the theoretical knowledge they have gained about leadership, advocacy, and social change with the practical and experiential knowledge they have developed about a particular policy issue or problem through the field site placement. It also further develops leadership skills by giving undergraduates the opportunity to *practice* leadership *through* action.

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# Problem Description

False information may lead to anti-vaccine beliefs

Black & Brown populations more likely to refuse essential vaccines

Lower levels of educational attainment translate to poorer health outcomes



Fig. 1 A group of people protesting vaccine mandates (BBC)

In 2019, White adults were almost twice as likely as Black and Hispanic adults to receive shingles vaccinations.



Fig 2. From the Adult Vaccine Access Coalition, 2021 (AVAC)

# Project Priorities

Address

- Address barriers to vaccine administration for African American & Hispanic populations

Navigate

- Navigate online misinformation

Provide

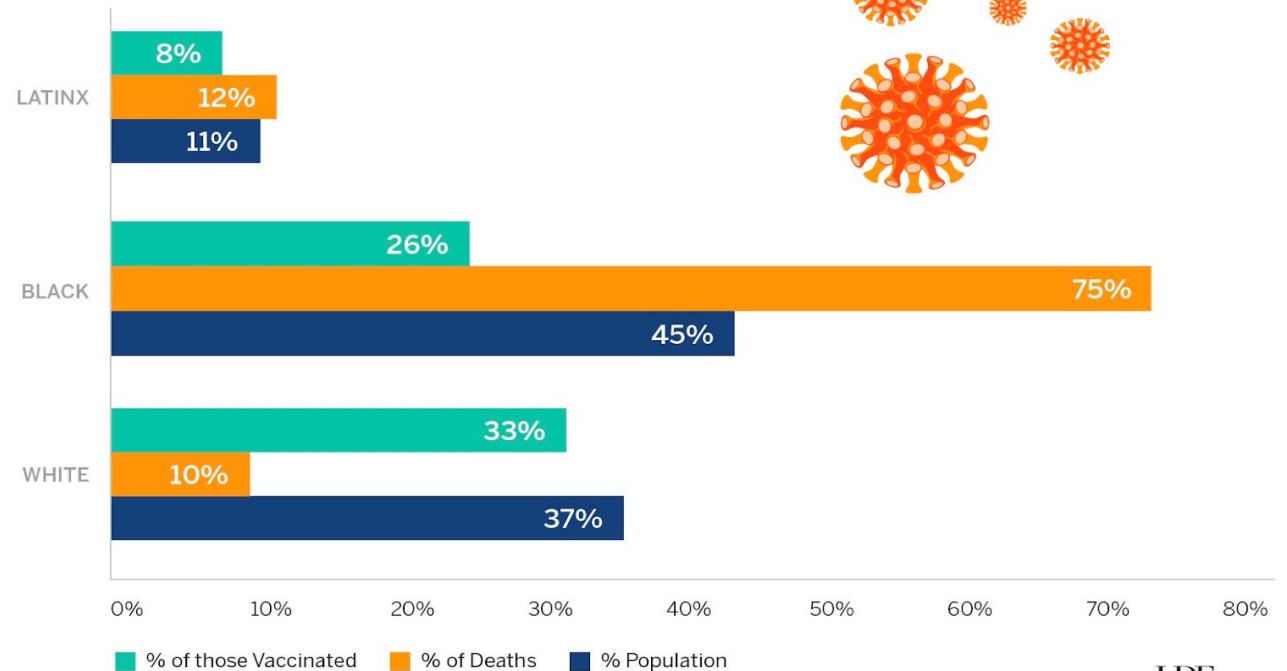
- Provide an educational platform & local health resources



FIGURE 1.

**Black and Latinx DC residents have higher rates of COVID-19 deaths and lower rates of COVID-19 vaccinations**

Comparison of COVID-19 deaths, and COVID-19 vaccinations, by race and ethnicity, updated 3/5/21.



Source: Government of District of Columbia Vaccination Data



Fig. 3 From the Legal Defense Fund, 2020; <https://www.naacpldf.org/naacp-publications/ldf-blog/chocolate-city-vanilla-vaccine-racial-disparities-in-washington-dc-covid-19-vaccine-administration/>




# Goal Statement & Methods

*Get Vaxxed* aims to provide a platform for students and local residents to learn about existing barriers to essential vaccines. By conducting an in-depth scientific literature review and gathering personal anecdotes, this project focuses on bringing vulnerable populations to the forefront with the goal of achieving health equity.



# Methods

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## What is Misinformation?

The Oxford Dictionary defines misinformation as false or inaccurate information, especially that which is deliberately intended to...

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## Why I Vaccinate

"As soon as we're born, we receive a number of vaccines that help protect us from the threat of easily transmissible diseases. As I grew...

WELCOME TO  
GETVAXXED

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Website: <https://raheensyed01.wixsite.com/getvaxxed/blog>

# Insights

"Low-income African-American women report lower receipt of medical risk information and health advice from physicians than higher income and nonminority women. A strong patient–provider relationship has been found to be critical in this population's attainment of necessary services," (O'Malley et al., 2004)

- <https://www.sciencedirect.com/science/article/abs/pii/S0091743504000416?via%3Dihub>

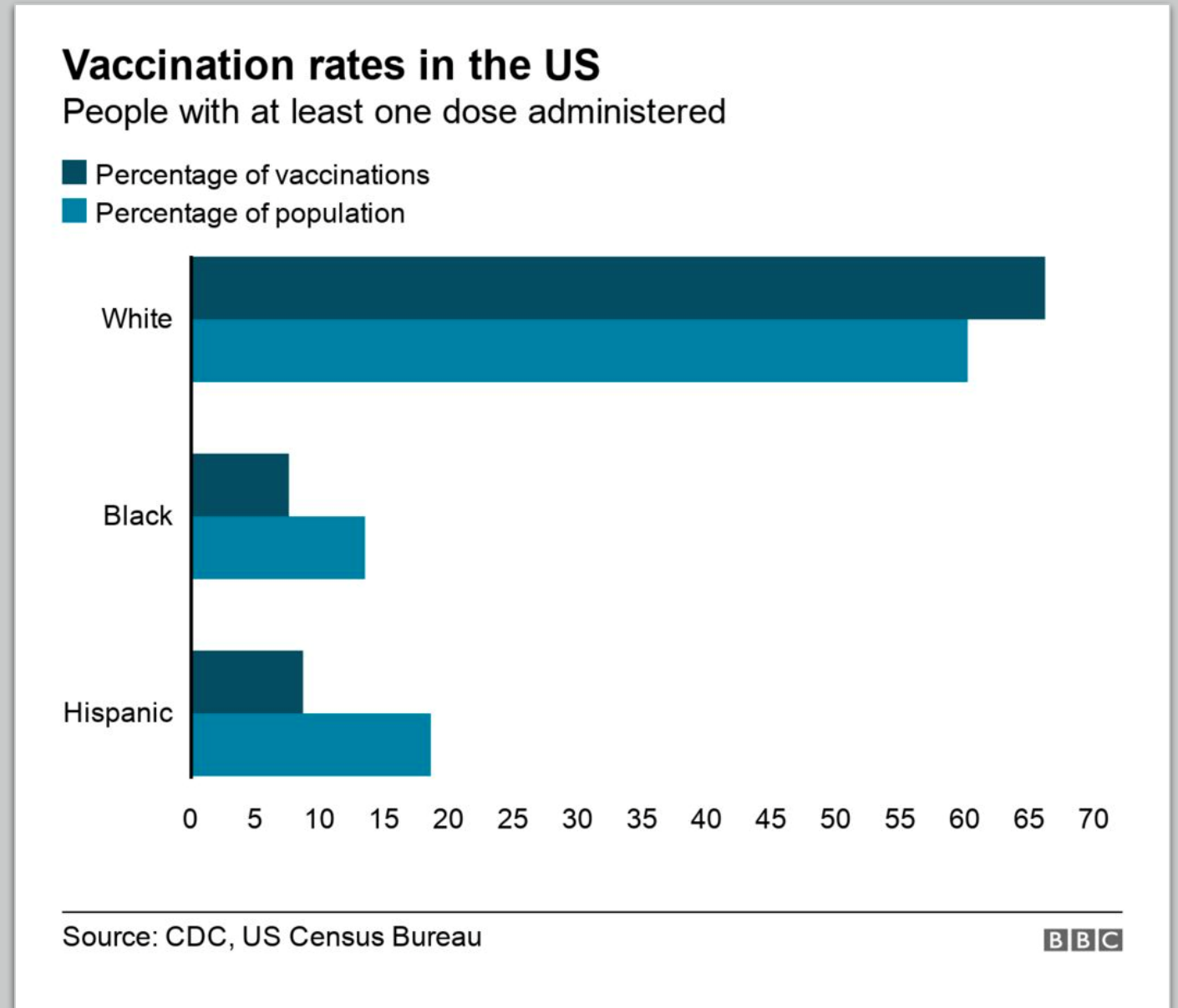


Fig. 4 From the U.S. Census Bureau, 2021; <https://www.bbc.com/news/world-us-canada-56405199>

# Timeline

NJPHA outreach & advisor consulting

April

Social media outreach, begin website & pamphlet design

June–Aug.

Upload blog posts & infographics to website, continued outreach

October

Feedback & evaluation, maintain website

December

May

Finalize preliminary research & clinical literature review

September

Recruit volunteers for dissemination, finalize project designs

November

Consult advisor, publish website, distribute pamphlets





## Partnerships

- \*New Jersey Public Health Association (NJPHA) Rutgers Chapter
- \*Robert Wood Johnson University Hospital
- \*St. Peter's University Hospital

# Feminist Leadership

Uplifting black & brown communities using multiple resources

Exposing barriers to medical services

Women-led

Women & minority centric

Educating the youth



Fig 5. Striving for Health Equity, <https://www.qualio.com/blog/improving-healthcare-access-for-vulnerable-populations-in-2021>



Fig 6. Women's Empowerment, <https://leila-billing.medium.com/what-does-feminist-leadership-look-like-in-a-pandemic-35b2ee0eb994>

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# Lessons Learned

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Systematic barriers to health equity

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How to combat misinformation

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Resource mobilization

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Community outreach

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Clinical research

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Establishing strategic partnerships

# Impact

01

RAISING  
AWARENESS ON  
SENSITIVE  
TOPICS

02

INCREASING  
EDUCATION &  
RESOURCES

03

DECREASING  
HEALTH  
DISPARITIES

04

SHAPING  
LIFELONG  
LEARNERS

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