

The Use of Community Ambassadors Increased COVID-19 Vaccination Rates in West Greenville, NC



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BACKGROUND

- Pitt County is ranked 48th out of the 100 counties in North Carolina for COVID vaccination rates, with only 53.8% of the population fully vaccinated¹
- West Greenville, located in Pitt County, is historically of lower socioeconomic status with an SVI of 0.8242, leading to poorer social determinants of health²

PROJECT AIM

- The goal of the VAXXED & BOOSTED campaign was to increase COVID-19 vaccination rates in West Greenville through the use of community ambassadors, educational sessions, and convenience of location

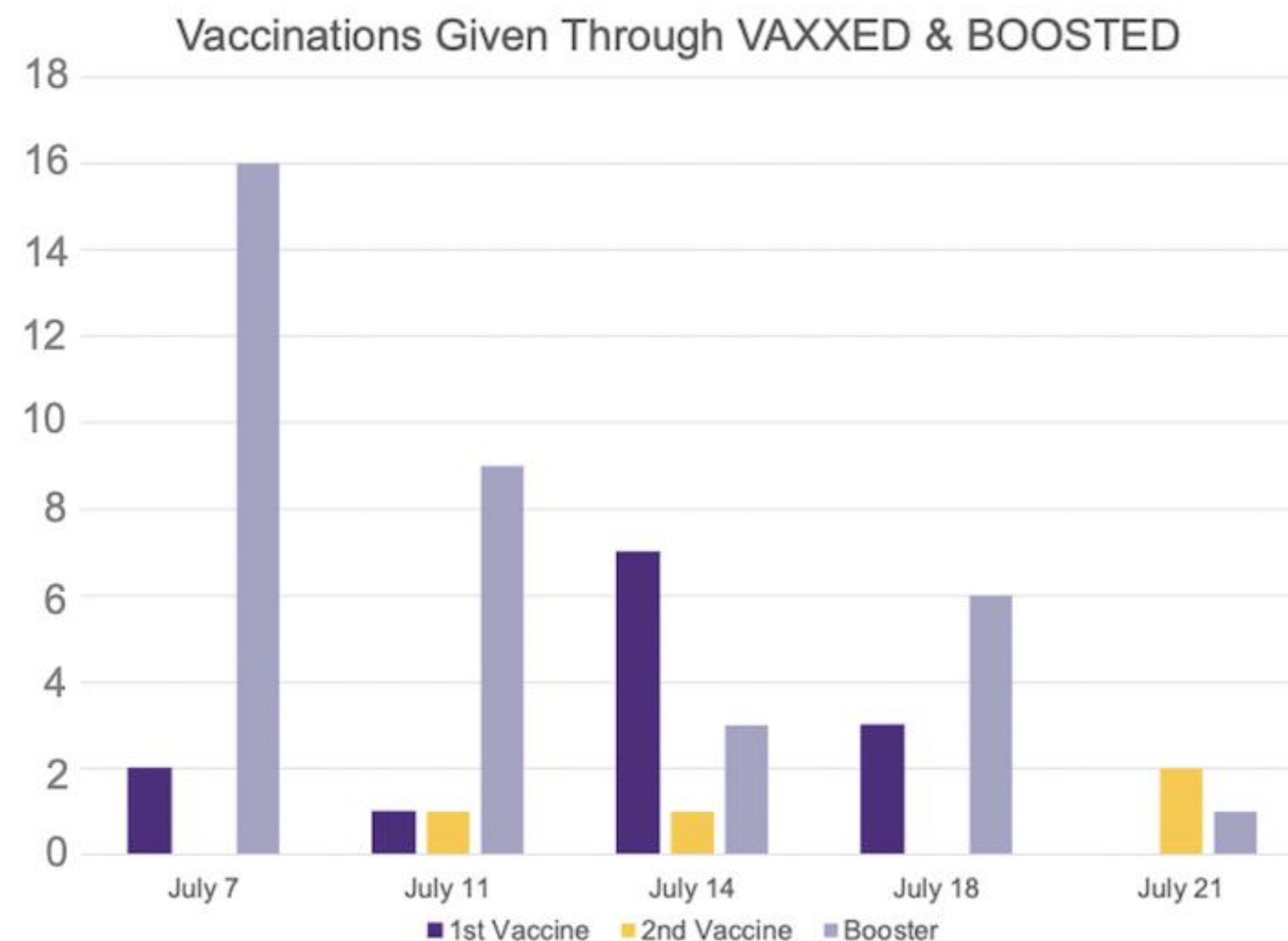
PROJECT DESIGN/STRATEGY

- Community ambassadors were referred to the program through churches and the executive board of the Community Crossroads Center
- Community ambassadors were paid \$10/hour for educating people and attending events
- Education was provided at each vaccination event about the importance of vaccines
- Events were hosted at the Community Crossroads Center and the JOY Soup Kitchen
- Attendees were given the opportunity to receive the Pfizer COVID-19 vaccine, provided by the ECU Pharmacy
- People who chose to get vaccinated received a goodie bag and a \$10 gift card
- A survey was implemented to determine the effectiveness of the community ambassadors and the education provided

CHANGES MADE (PDSA CYCLES)

1. The community ambassador role was filled with community health workers instead of community members due to issues with professionalism
2. One of the vaccine clinics was moved from the morning to 6 pm in order to accommodate people who work 9-5 jobs

RESULTS/OUTCOMES



- At five events hosted in West Greenville, 52 people received their COVID-19 vaccine:
 - 13 people received their 1st vaccine
 - 4 people received their 2nd vaccine
 - 35 people received their booster
- Out of 29 people who completed the survey:
 - 24 people found the use of the community ambassadors helpful (82.8%)
 - 15 people interacted with a community ambassador before the event they attended (51.7%)
 - 22 people felt that the education provided at the event influenced their decision to get vaccinated (75.9%)
 - 24 people learned something new at the event (82.8%)
 - 27 people plan to encourage others to get vaccinated (93.1%)

LESSONS LEARNED

1. Community ambassadors need to be thoroughly vetted in order to ensure their likeability amongst the community
2. All aspects of the campaign should be implemented at every event because events that included advertisement and incentives as planned were more successful

NEXT STEPS

- We hope to offer the flu shot to community members in the future
- Leftover gift cards will be given to Community Crossroads Center residents as an incentive to get their flu vaccine

ACKNOWLEDGEMENTS

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REFERENCES

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