



OREGON  
**HEALTH**  
AUTHORITY

**Jefferson County**



**Public Health**  
Prevent. Promote. Protect.

# Leveraging Partnerships in Rural Areas to Increase Immunization Coverage

Oregon Rural Health Conference  
October 3, 2024

# Agenda

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- Importance of high level of vaccine coverage in communities
- Rural vaccine coverage data in the U.S. and Oregon
- Contributing factors
- The value of partnerships
- How to begin building partnerships
- Successful partnerships in practice
  - Jefferson County Public Health
  - Winding Waters Clinic



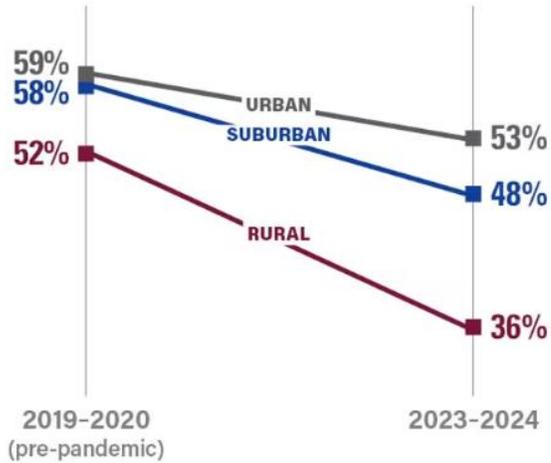
# A Well-Immunized Community Protects Everyone

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# Influenza Vaccination Trends, United States

## Flu Vaccination Coverage in Children 6 Months to 17 Years

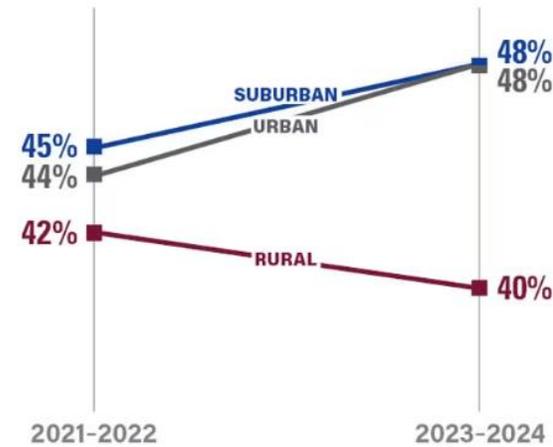


As of January 20, 2024, flu vaccination coverage for children residing in rural areas is **lower** than for children residing in urban and suburban areas, and this disparity has grown since the pandemic.



Data Source: National Immunization Survey-Flu, based on data from January 20, 2024.

## Flu Vaccination Coverage in Adults 18 Years and Older

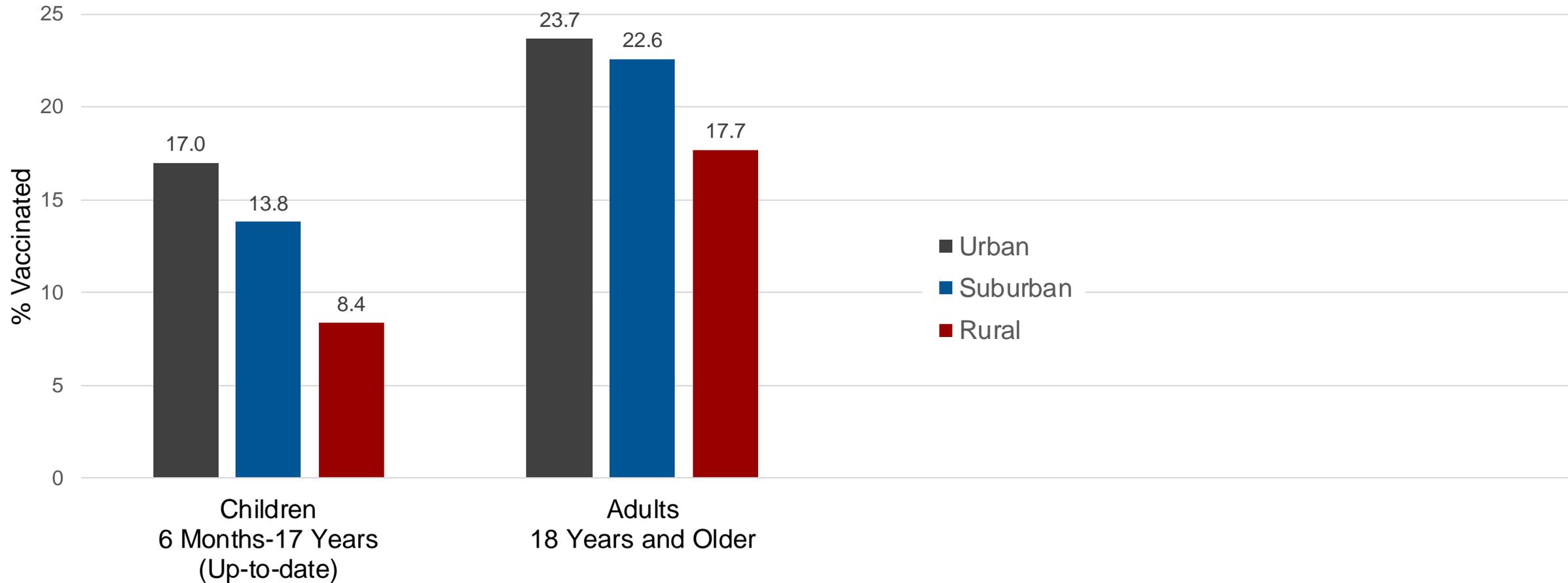


As of January 13, 2024, coverage among adults living in urban and suburban areas has **increased** while coverage among adults in rural areas has **decreased** compared to January 2022.



Data Source: National Immunization Survey-Adult COVID Module, based on data from January 13, 2024.

# 2023-2024 COVID-19 Vaccine Coverage, U.S.

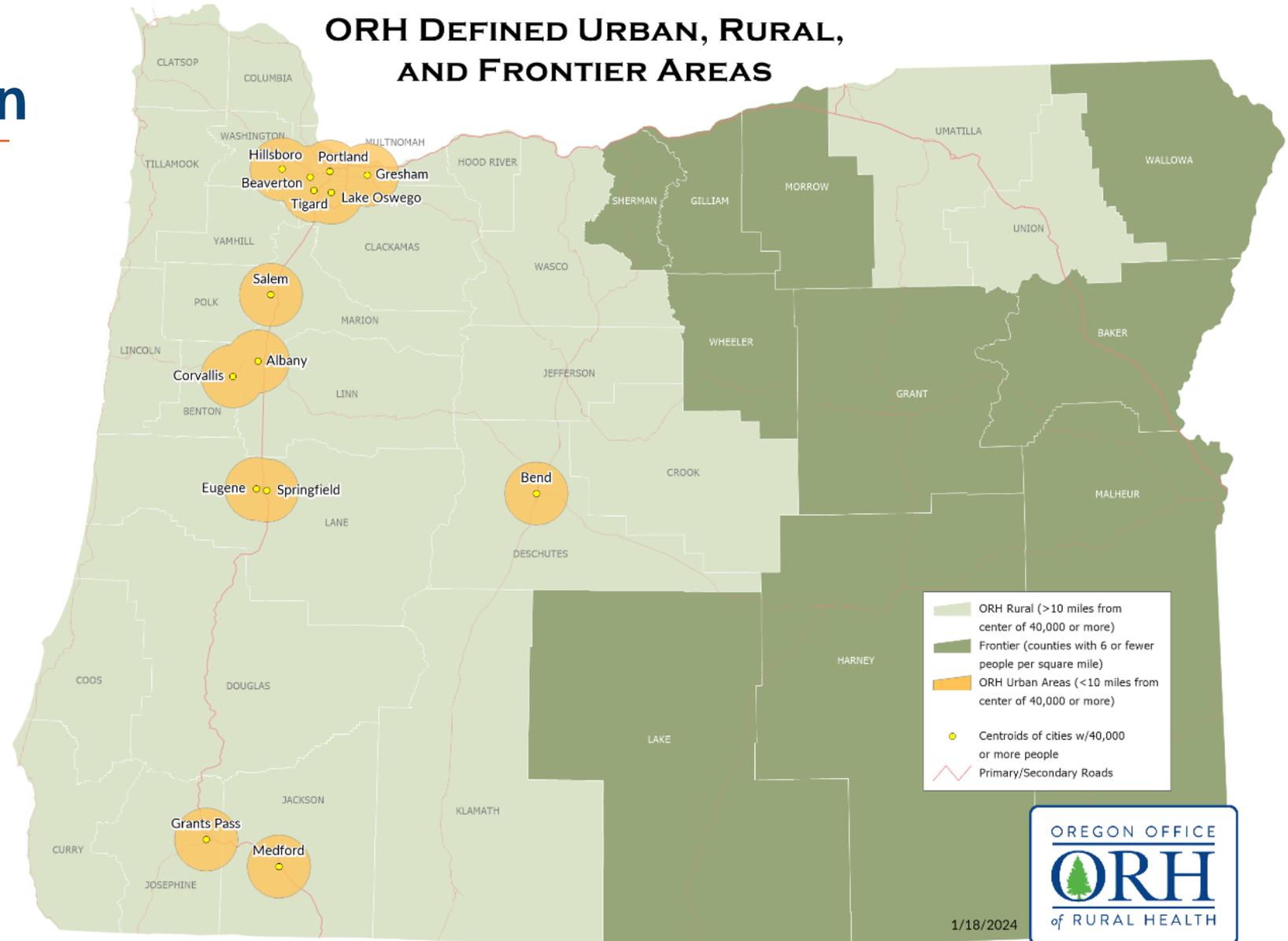


Data Sources: [National Immunization Survey-Adult COVID Module](#) and [National Immunization Survey-Child COVID Module](#)

# Rural Areas in Oregon

Most of Oregon's landscape is non-urban

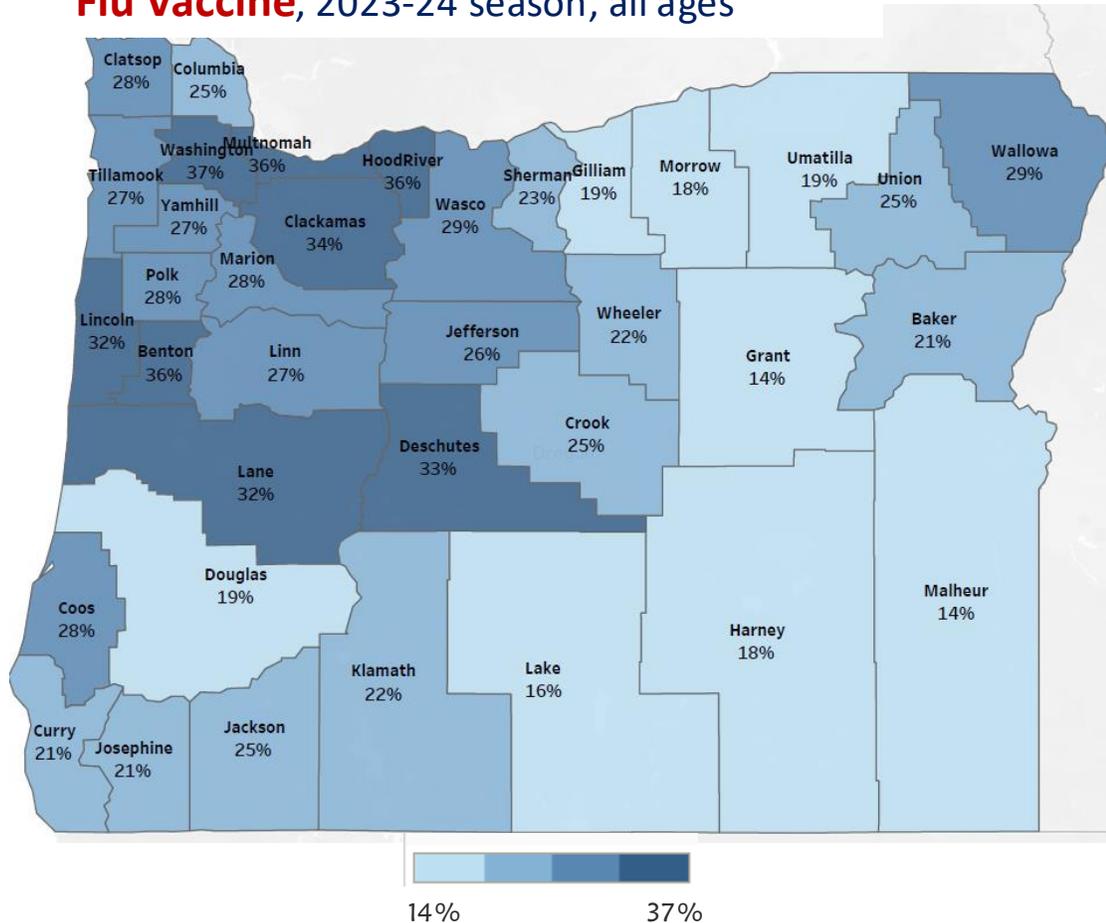
1/3 of Oregon's population is non-urban



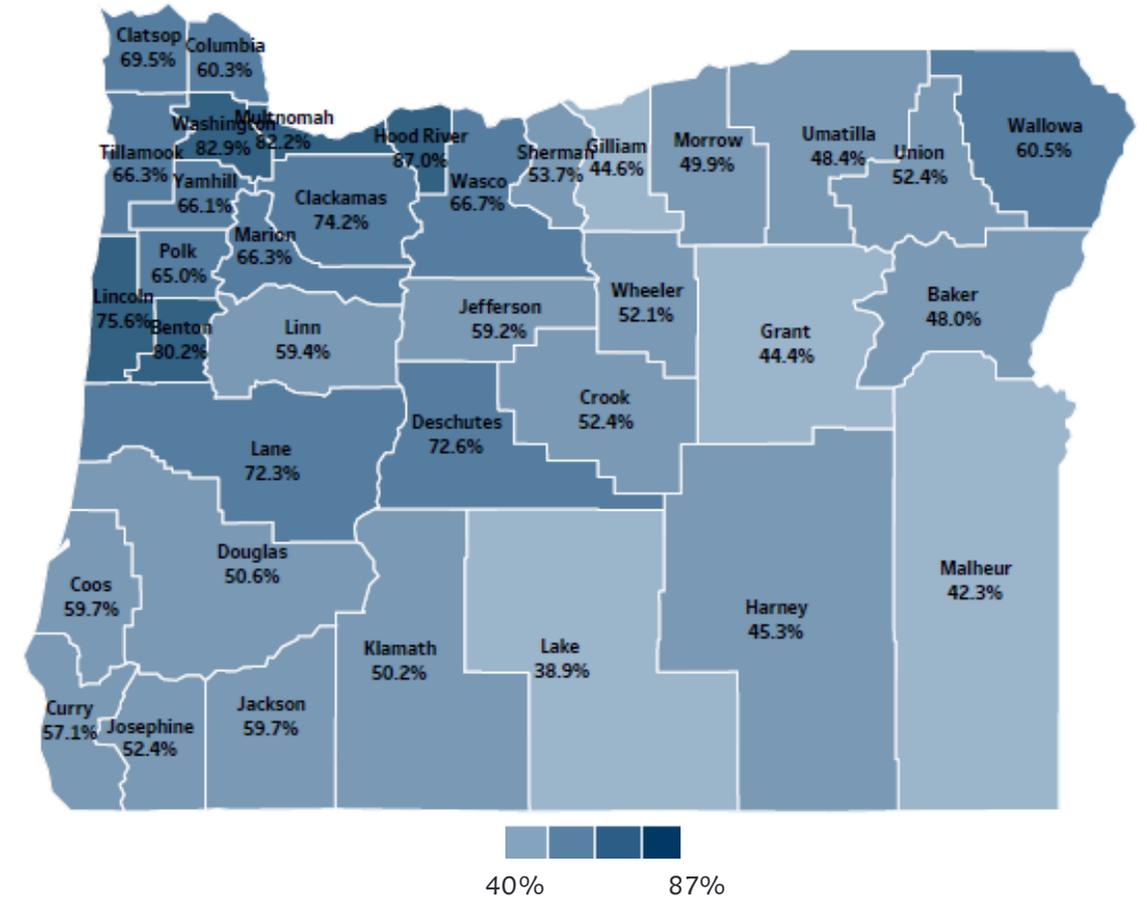
From Oregon Office of Rural Health, [www.ohsu.edu/ruraldata](http://www.ohsu.edu/ruraldata)

# Vaccine Coverage in Oregon Flu & COVID-19

Percentage of people who received a **Flu Vaccine**, 2023-24 season, all ages

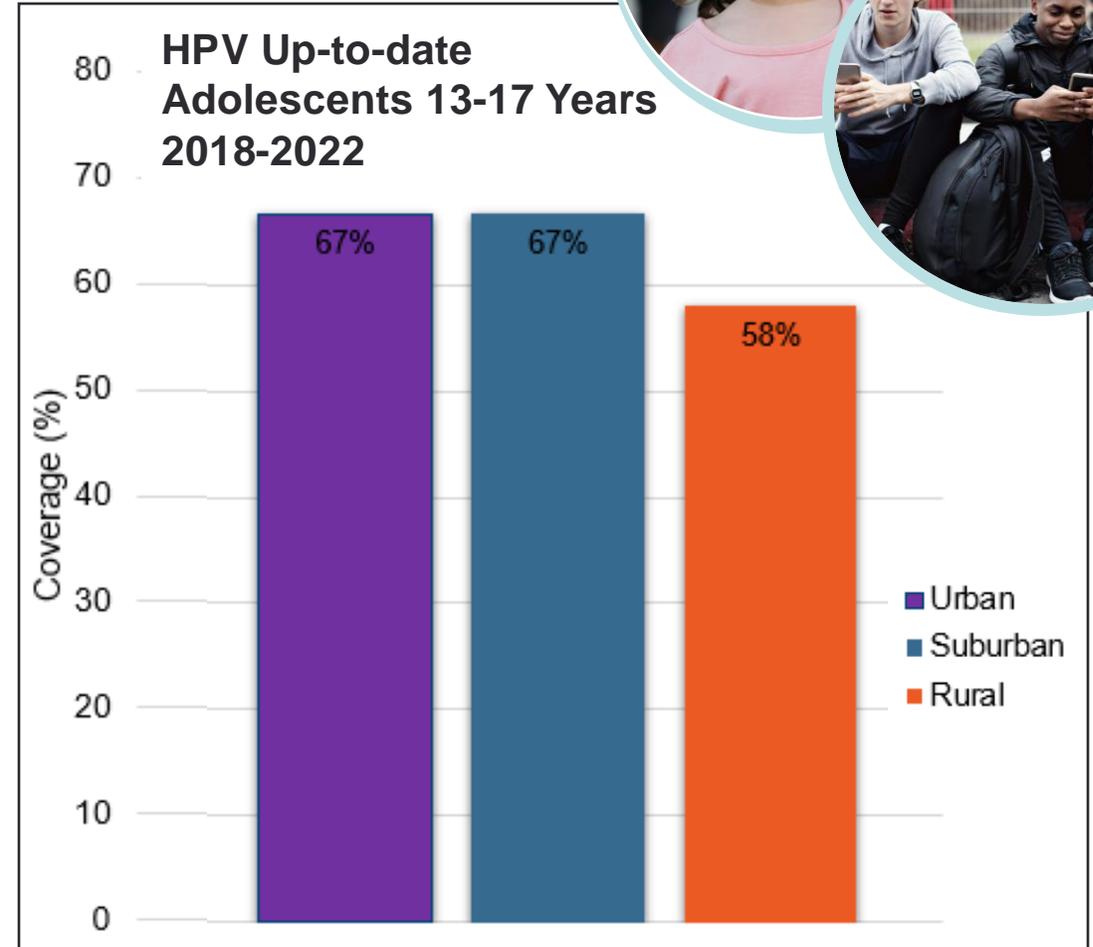
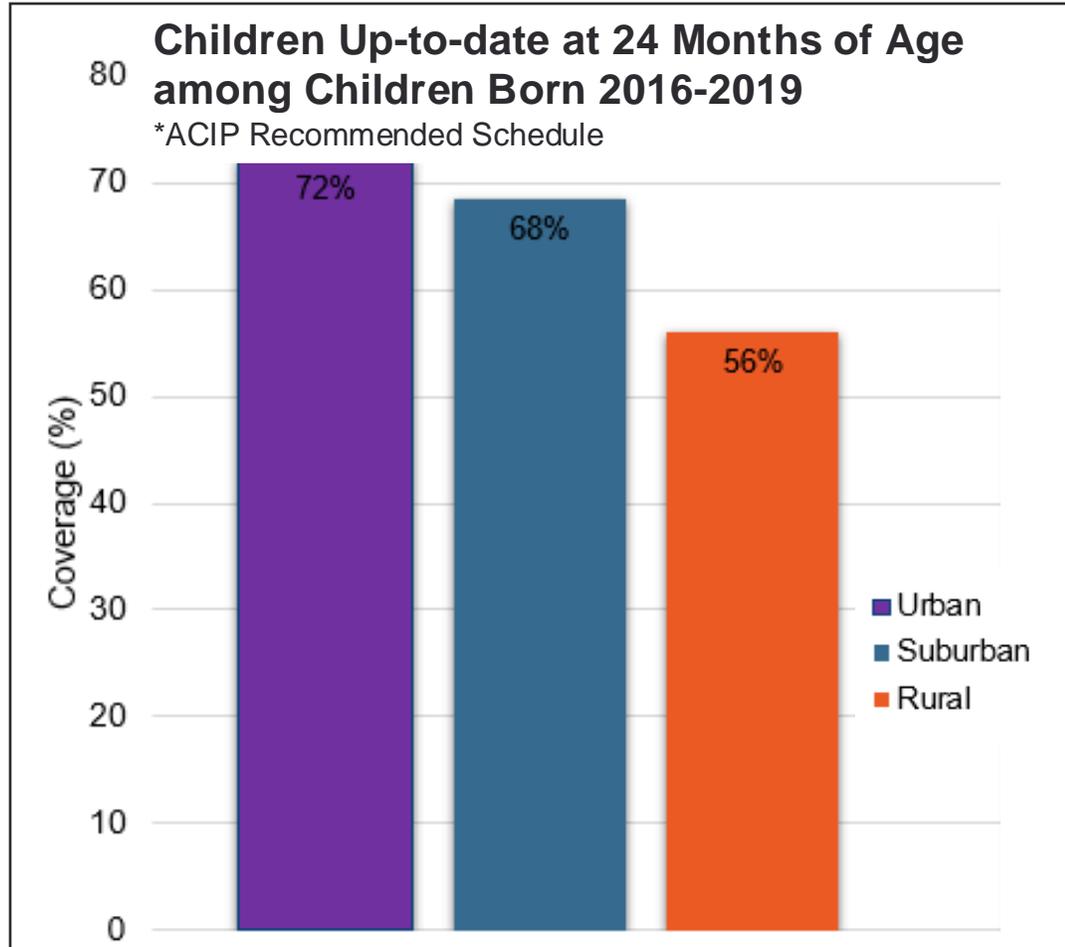


Percentage of people who received a complete **COVID-19 Vaccine** series, all ages, as of 7/1/24



From [Oregon Influenza Immunizations: 2023-2024 Season \(Oregon Immunization Program\)](#) and [Oregon COVID-19 Vaccine Effort Metrics, 7/15/24 \(Oregon Immunization Program\)](#)

# Vaccine Coverage in Oregon Children and Adolescents



Data Source: [National Immunization Survey-ChildVaxView, CDC](#) and [National Immunization Survey-TeenVaxView, CDC](#)

\*ACIP Recommended Schedule, 4:3:1:3:3:1:4 series = 4 DTaP, 3 polio, 1 MMR, full series of Hib (3 or 4 depending on product type) 3 HepB, 1 Varicella, 4 PCV



# CDC's State of Vaccine Confidence Insights Report

Vaccination in Rural America Special Report  
September 25, 2023

Centers for Disease Control & Prevention,  
COVID-19 Response, Vaccine Task Force  
Vaccine Confidence & Demand Team, Insights Unit

The findings and conclusions in this report are those of the author(s) and do not necessarily represent the official position of the Centers for Disease Control and Prevention (CDC).

Emphasizes major themes influencing general vaccine confidence and uptake among rural populations in the United States between 2017-2023

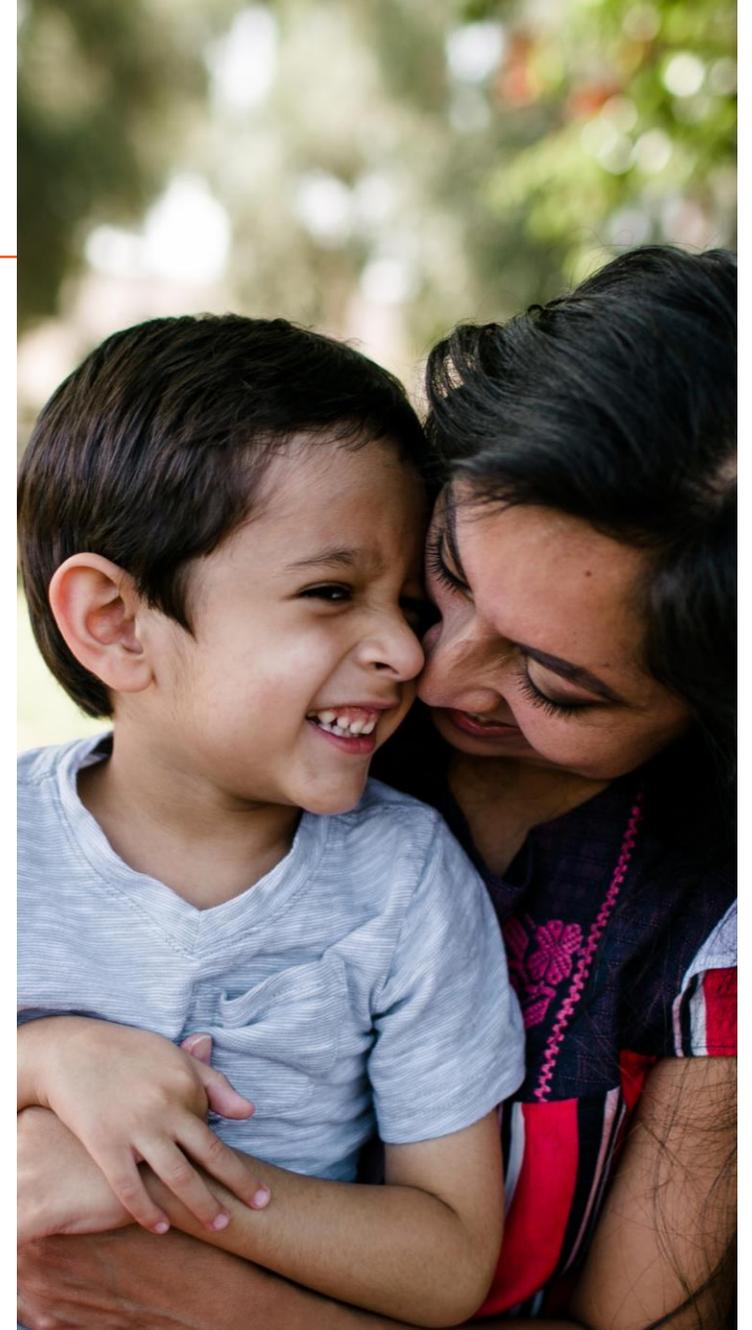
From [CDC's State of Vaccine Confidence Report- Vaccination in Rural America Special Report](#)

# Themes:

## Vaccinations in Rural America

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- Residents in rural areas of the U.S. are **more concerned about safety, long-term side effects, effectiveness, and necessity of vaccines** than residents in urban areas.
- Rural communities reported **lower levels of vaccine access** than suburban and urban communities.
- Lower vaccine uptake in rural areas may be due to the **lack of government trust and politicization of science**.
- Community **outreach and utilizing trusted messengers** can and has increased vaccine confidence in rural America.



From [CDC's State of Vaccine Confidence Report- Vaccination in Rural America Special Report](#)

# The Value of Partnerships



## **EQUITY:**

Engaging trusted messengers who are promoting vaccine education and outreach through culturally and linguistically appropriate messaging



## **ACCESS:**

Building bridges between communities and vaccination providers and opportunities



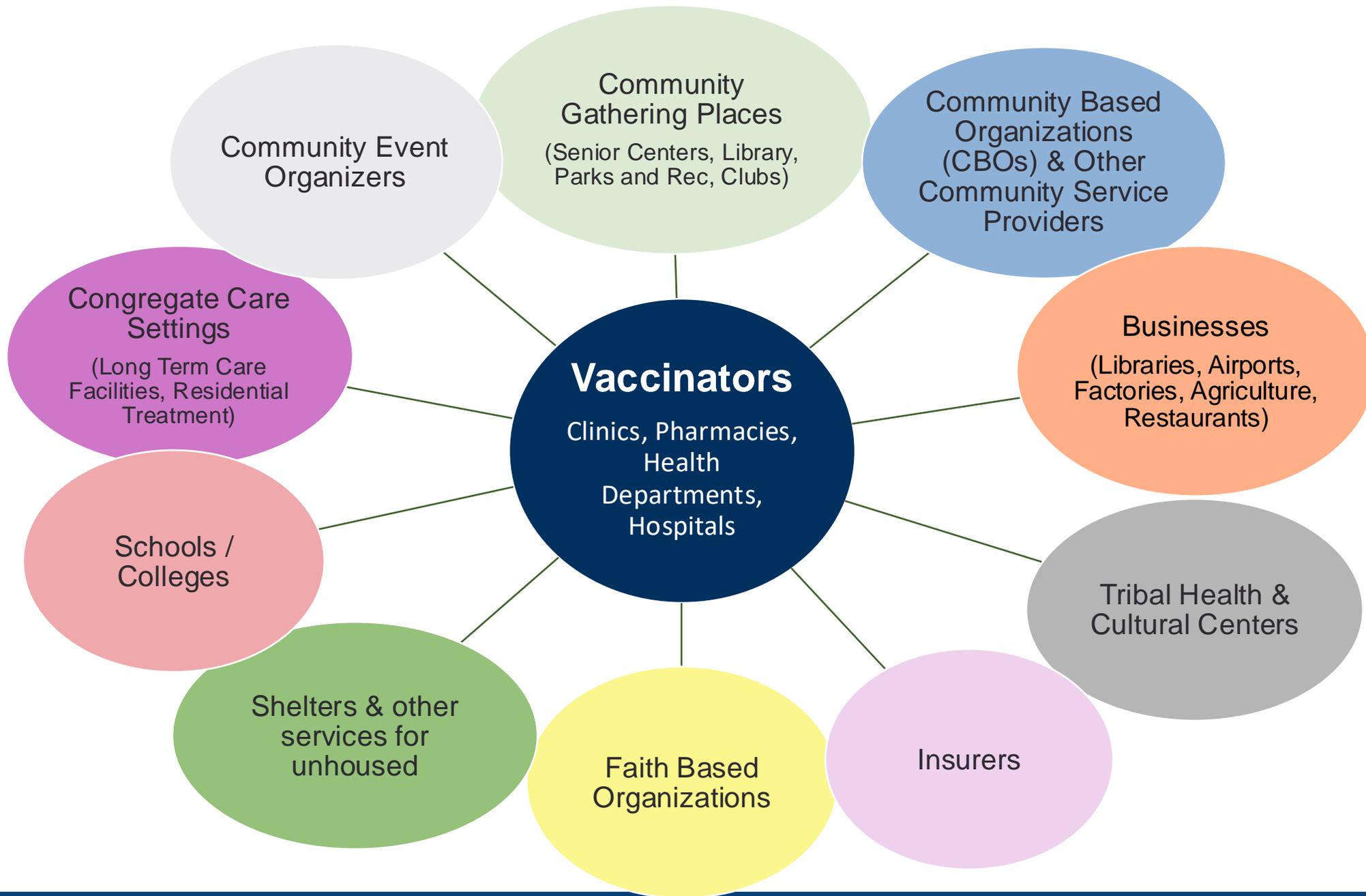
## **CONFIDENCE:**

Understanding and mitigating vaccine misinformation



## **DEMAND:**

Understanding effective strategies and interventions to increase vaccine confidence, access, and uptake in communities



# Building Partnerships



1. **Define the population** you want to reach.
2. **Consider possible community partners** and what you need them to do.
  - Addressing immunization inequities requires understanding the community and implementing innovative strategies tailored to the specific rural population.
  - Ability to help with planning and facilitation, language, education, advertising, location.
  - Address additional barriers (i.e., hours, transportation, co-locating service offerings such as help with insurance enrollment or essential needs such as housing, utility assistance, food, clothing).
3. **Develop goals** and a timeline.
4. **Identify who will lead** the efforts.

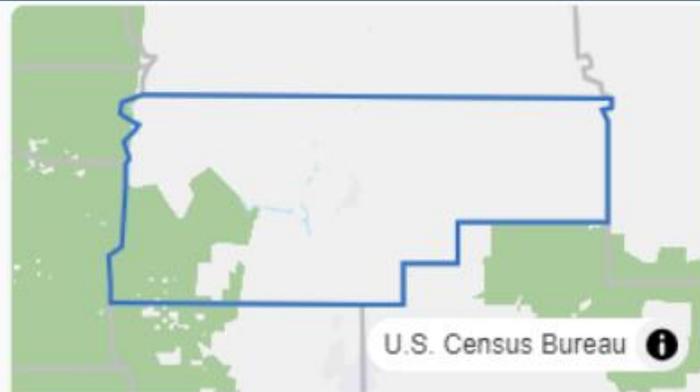


# LEVARAGING COMMUNITY PARTNERSHIPS

OREGON RURAL HEALTH  
CONFERENCE  
OCTOBER 3, 2024  
KATIE RUSSELL, MPH, RN



# LOCATION



U.S. Census Bureau 

## County

### Jefferson County, Oregon

**Total Population:** 24,502

**Median Household Income:** \$69,345

**Bachelor's Degree or Higher:** 21.2%

**Employment Rate:** 51.5%

**Total Housing Units:** 10,250

**Without Health Care Coverage:** 9.5%

**Total Employer Establishments:** 427

**Total Households:** 8,591

**Hispanic or Latino (of any race):** 5,002



Reference: U.S. Census Bureau, (2020). Total Population in Jefferson County. <https://data.census.gov/all?q=Jefferson%20county,%20oregon>

# ***PARTNERSHIPS***

## **Businesses**

Make it easy for people to  
access services

## **Tribal**

Combine resources

## **Jefferson County**



**Public Health**  
Prevent. Promote. Protect.

## **Education**

Find families  
altogether

## **Faith Based**

Go to where people  
already are gathering

## Challenges

Can take time to build relationships

Goals do not always align with partners

**Jefferson County**



**Public Health**  
Prevent. Promote. Protect.

## Opportunities

New staff bring new relationships

# ***SUCCESSFUL OUTCOMES***



**325**  
Shots given  
outside of JCPH

**5**  
New partners this  
year



**3**  
Events  
Pre-scheduled for  
this year

**Jefferson County**



**Public Health**  
Prevent. Promote. Protect.



# ***FUTURE PLANS***

- Mobile Clinic
- Back to School Imm's at Middle School
- Onboarding new PHN



**Jefferson County**



**Public Health**  
Prevent. Promote. Protect.

# Local/Regional Perspective

Oregon Rural Health Conference 2024

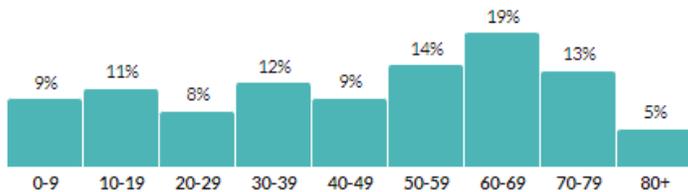


# Wallowa County

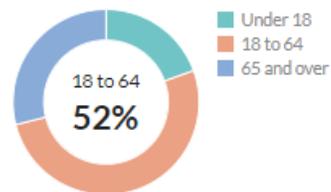
- ◇ Sparsely populated and geographically isolated
- ◇ Historic lands of the Nez Perce people
- ◇ Population 7,659 (U.S. Census)
- ◇ Predominantly White (90%)
- ◇ Nearly 30% of the population 65+
- ◇ Approx. 17% living with a disability
- ◇ Median household income lower than OR
- ◇ Agriculture/ranching shapes economy



Population by age range



Population by age category



Race & Ethnicity



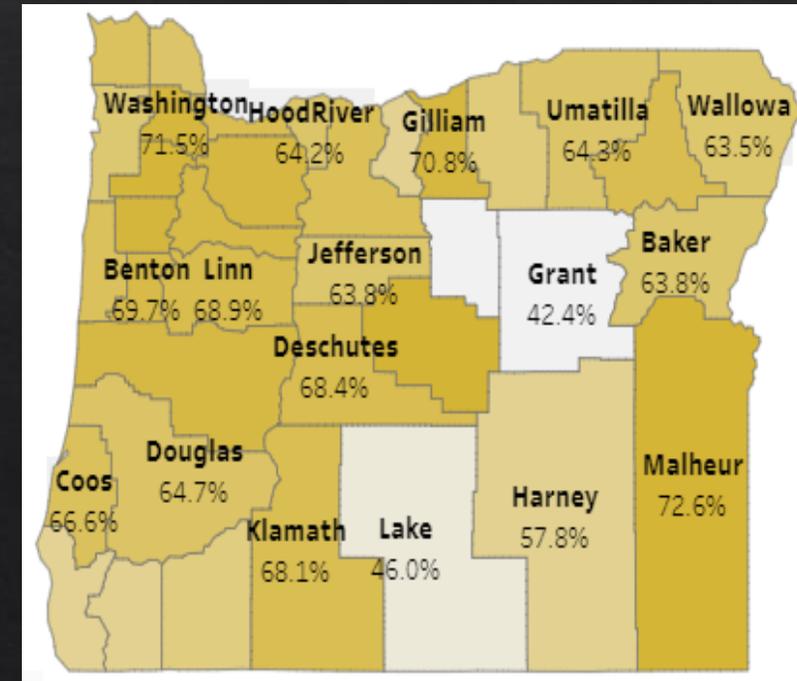
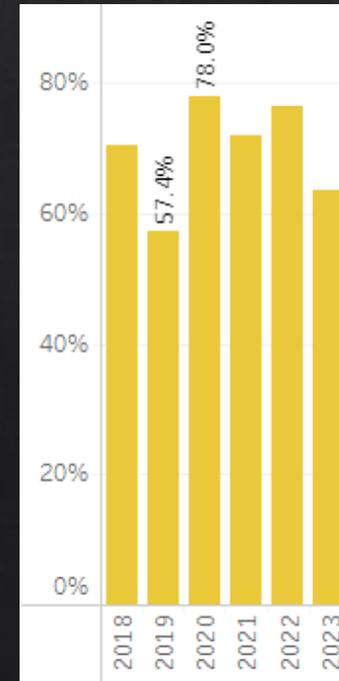
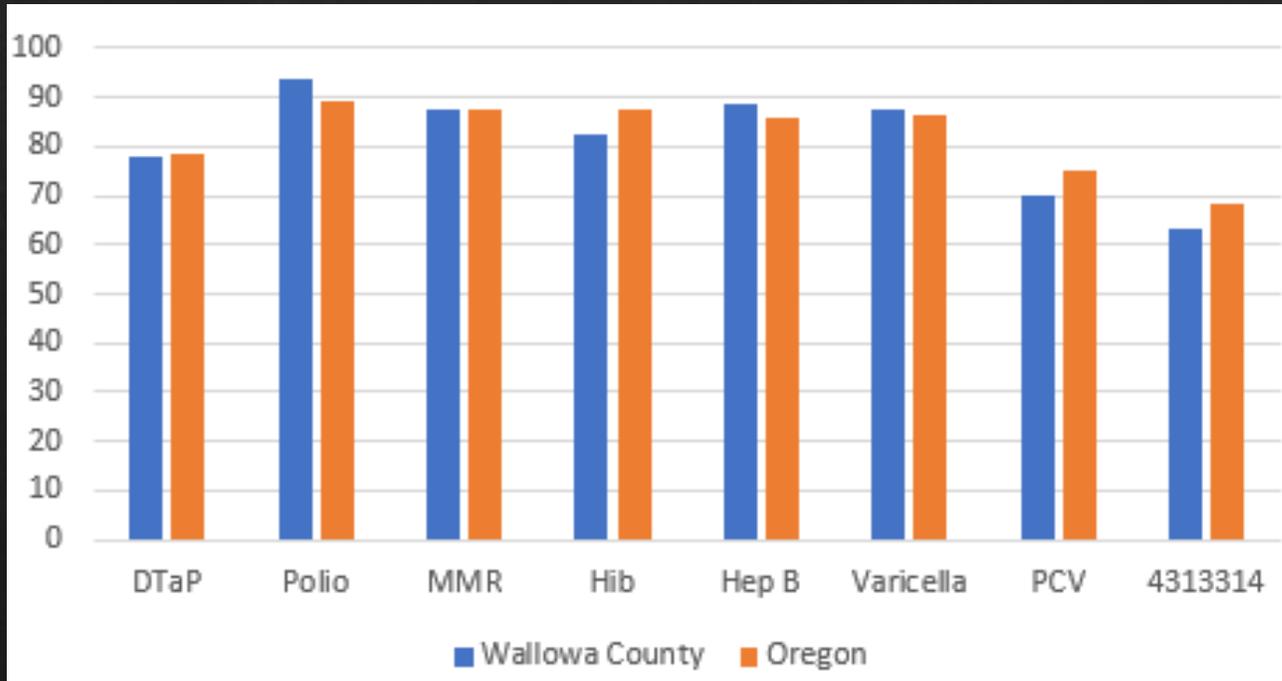
Income and Earnings

**\$62,238** ± \$6,062  
Median Household Income in Wallowa County, Oregon

**\$75,657** ± \$1,181  
Median Household Income in Oregon

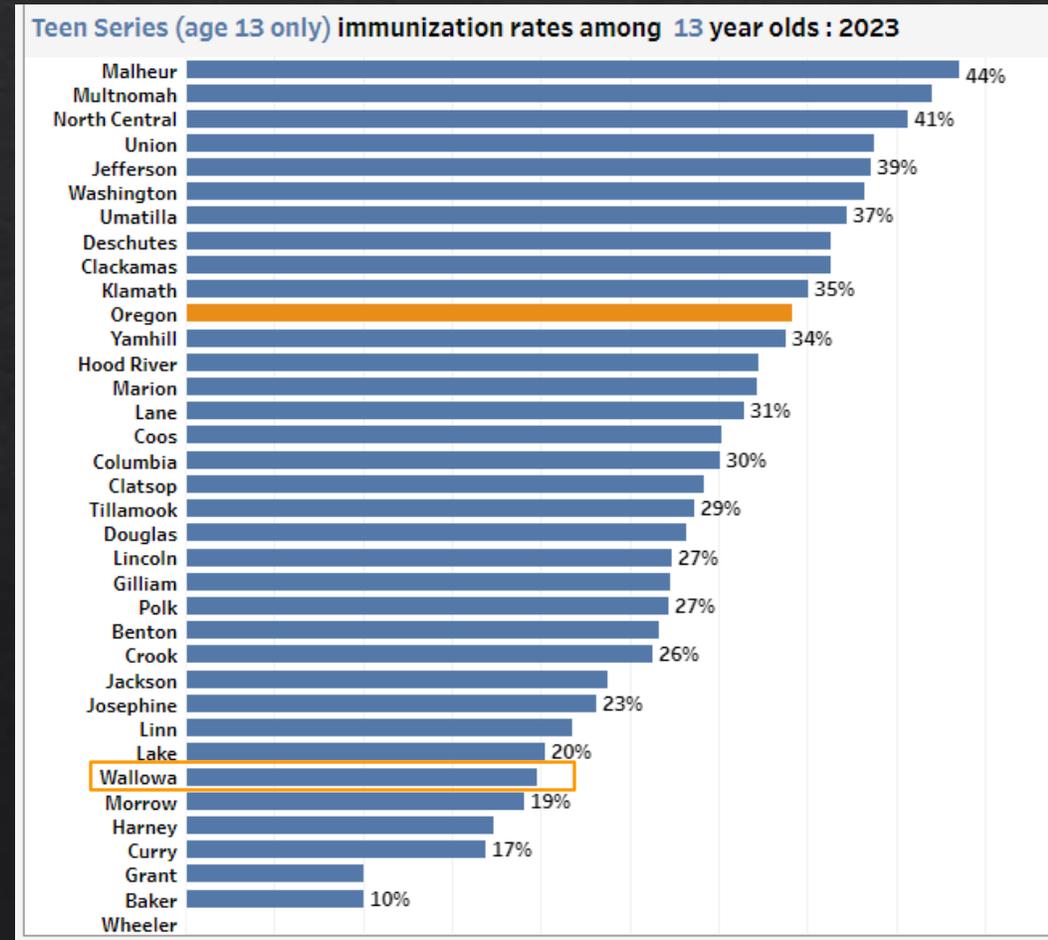
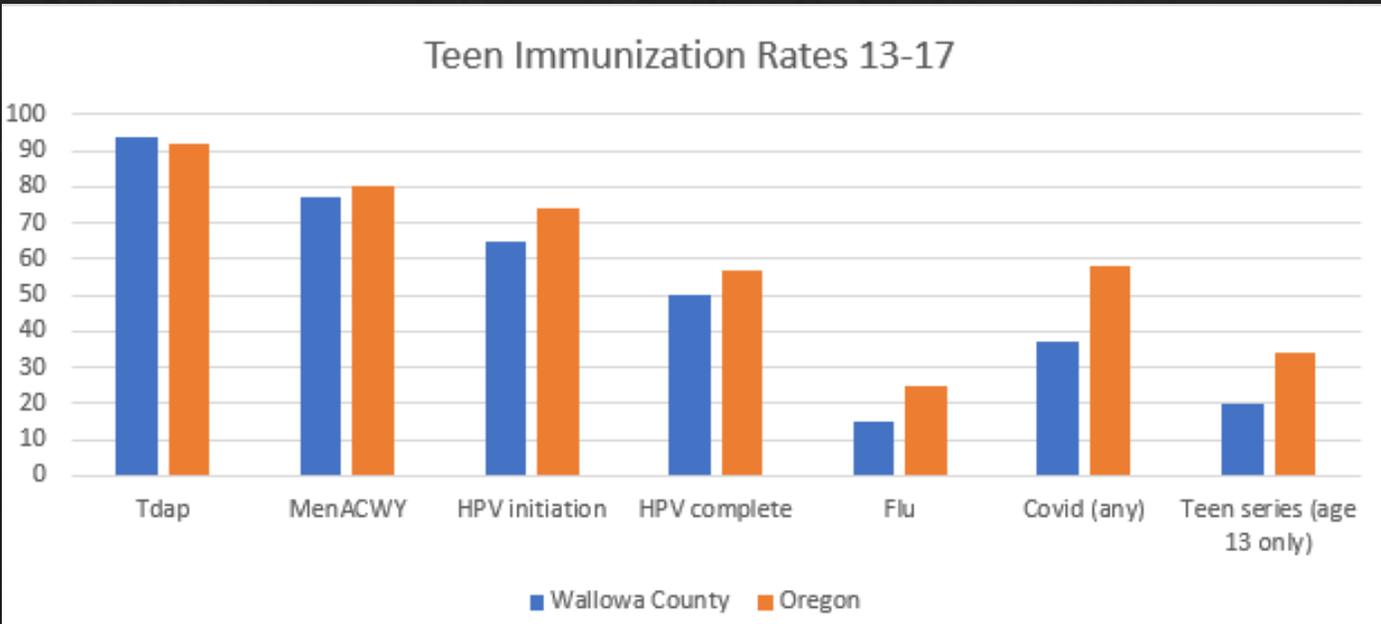
# Wallowa County Childhood Immunization Rates

- ◇ Overall series completion lower than state rates
- ◇ Dropped significantly with COVID, but recovered by 2020
- ◇ PCV has lowest rate of uptake (70%)
- ◇ No clear trend over time, small population leads to data skew
- ◇ Lower in 2023 (down to 63.5%, near COVID floor of 57.4%)



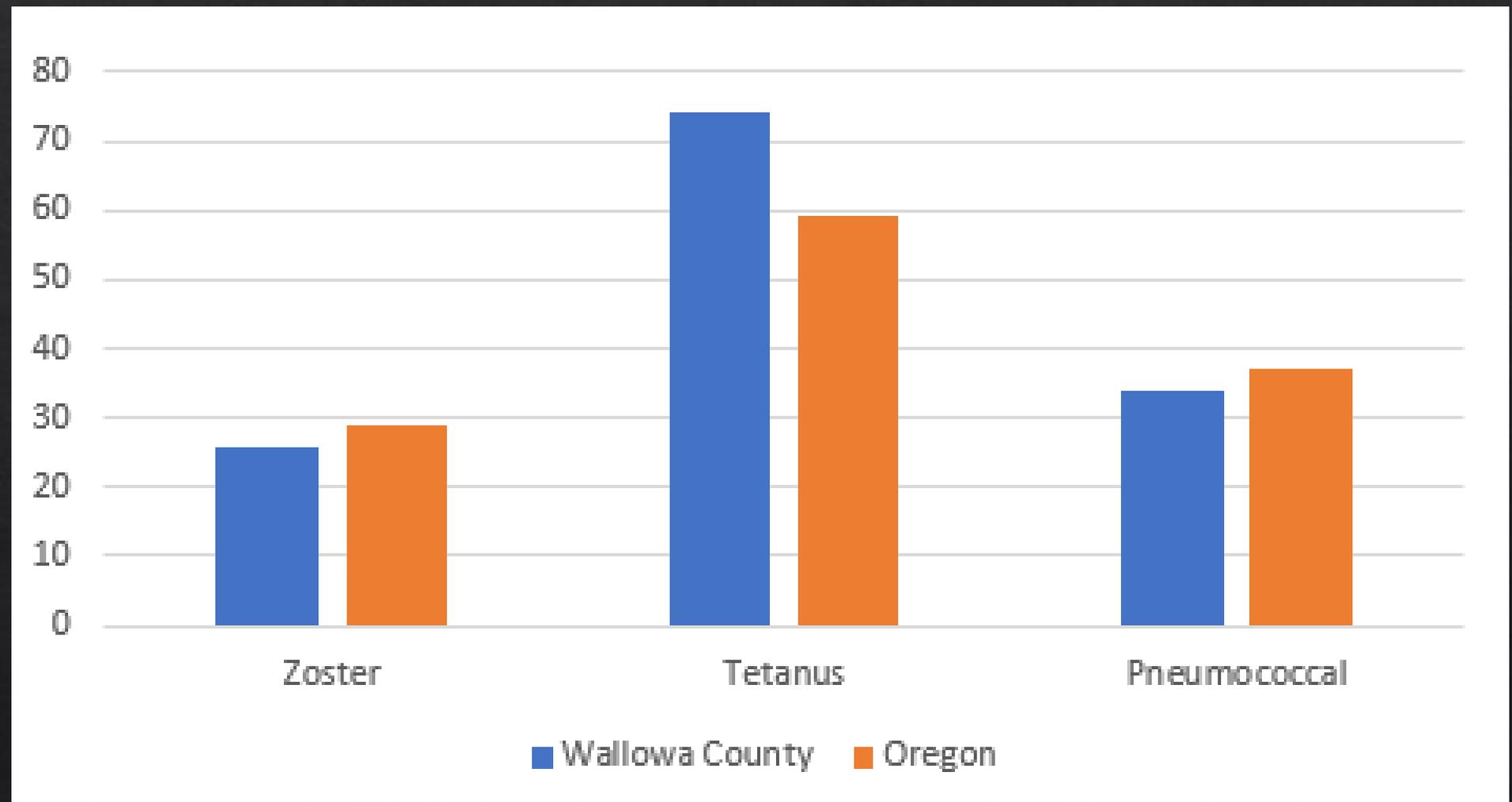
# Wallowa County Teen Vaccination Rates

- ◇ Consistently lower than state rates in all except Tdap
- ◇ Respiratory viral vaccines lag the most
- ◇ In the top 3<sup>rd</sup> for completing HPV series in 2022
  - ◇ Protecting just over 1/3 of teens (37%)
  - ◇ Dropped to bottom 3<sup>rd</sup> in 2023 (23%)



# Wallowa County Adult Vaccination Rates

◆ Tetanus rates consistently higher than state average



# Wallowa County COVID Vaccination Rates

## Primary series vaccination rate

62%

Total population

87%

Ages 65 and up

## Bivalent booster rate

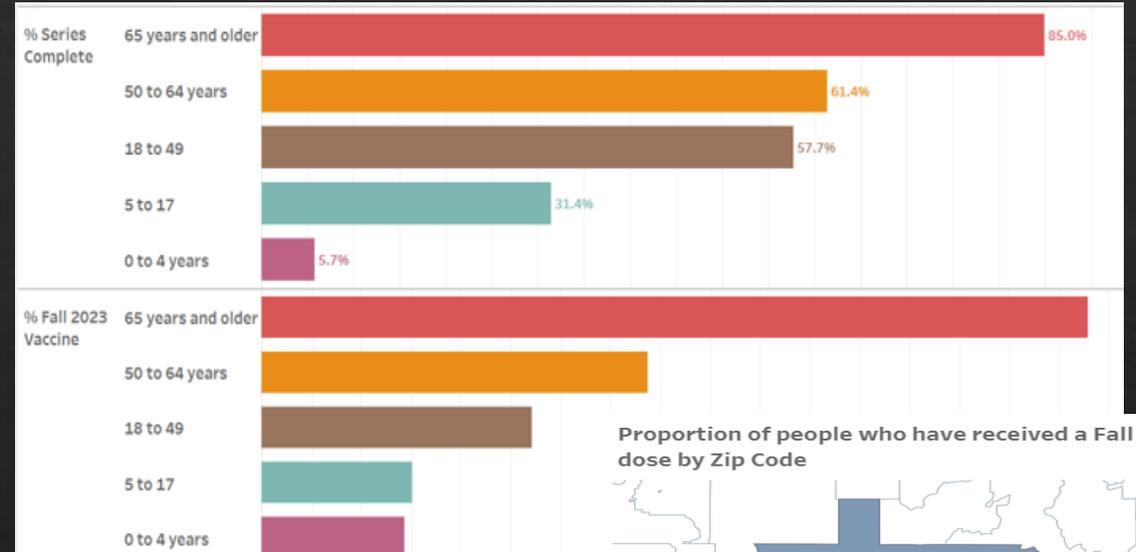
21%

Total population

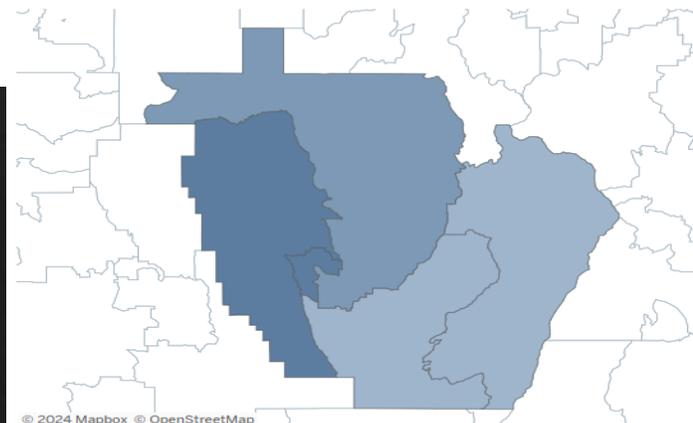
40%

Ages 65 and up

- ◇ 16<sup>th</sup> in the state
- ◇ Higher than most other rural areas of Oregon
- ◇ LOW overall (21%)
- ◇ Higher in 65+ population
- ◇ Lower in areas with higher poverty rates
- ◇ Down trending over time



Proportion of people who have received a Fall 2023 Vaccine dose by Zip Code

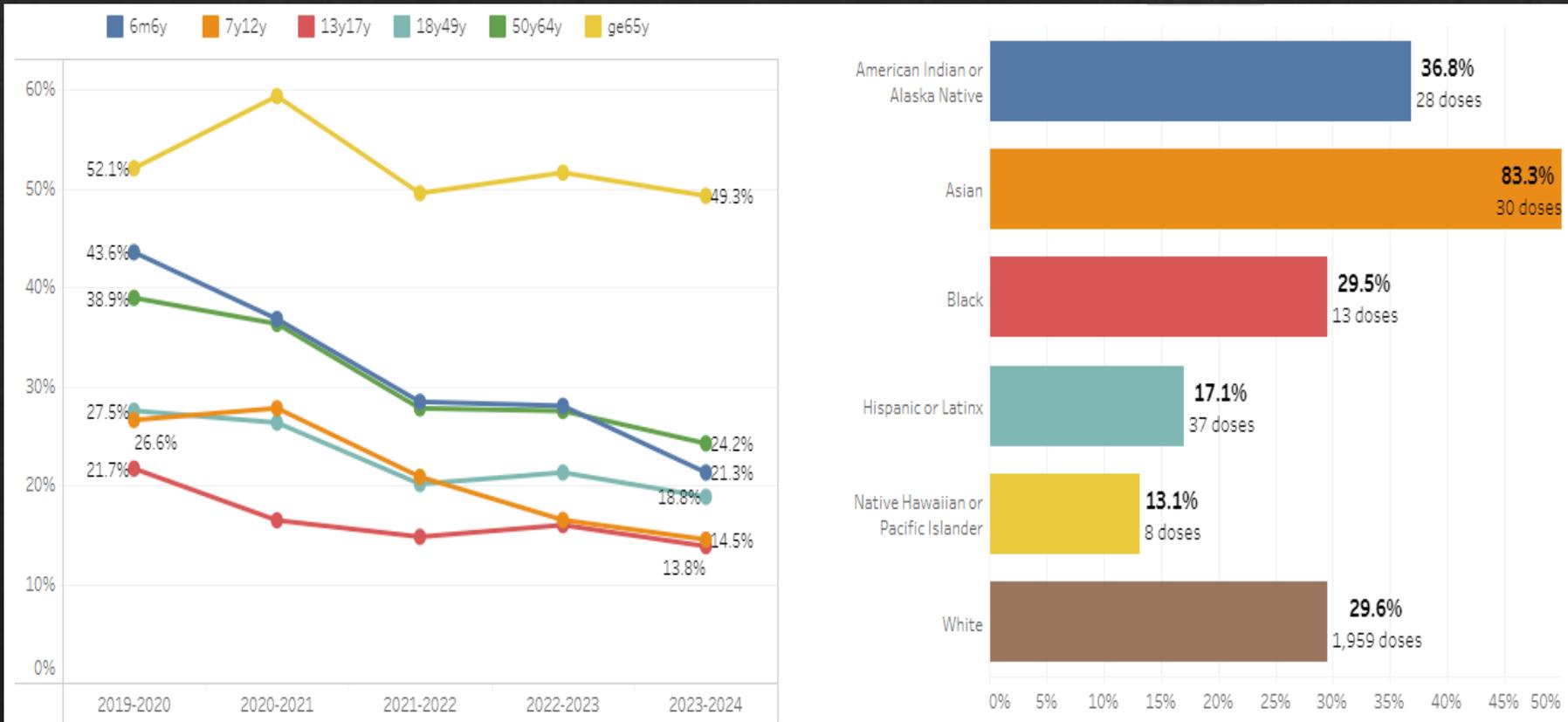


© 2024 Mapbox © OpenStreetMap

20%+  
15% - 20%  
10% - 15%

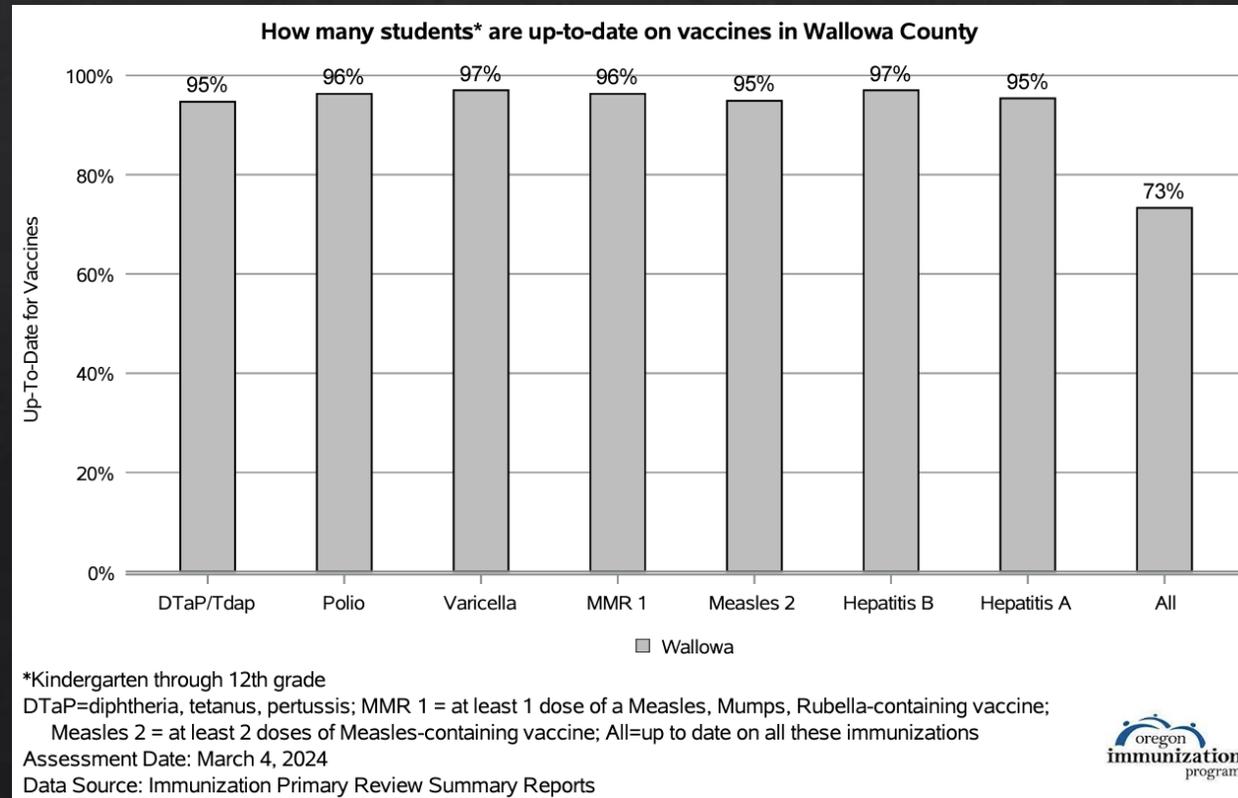
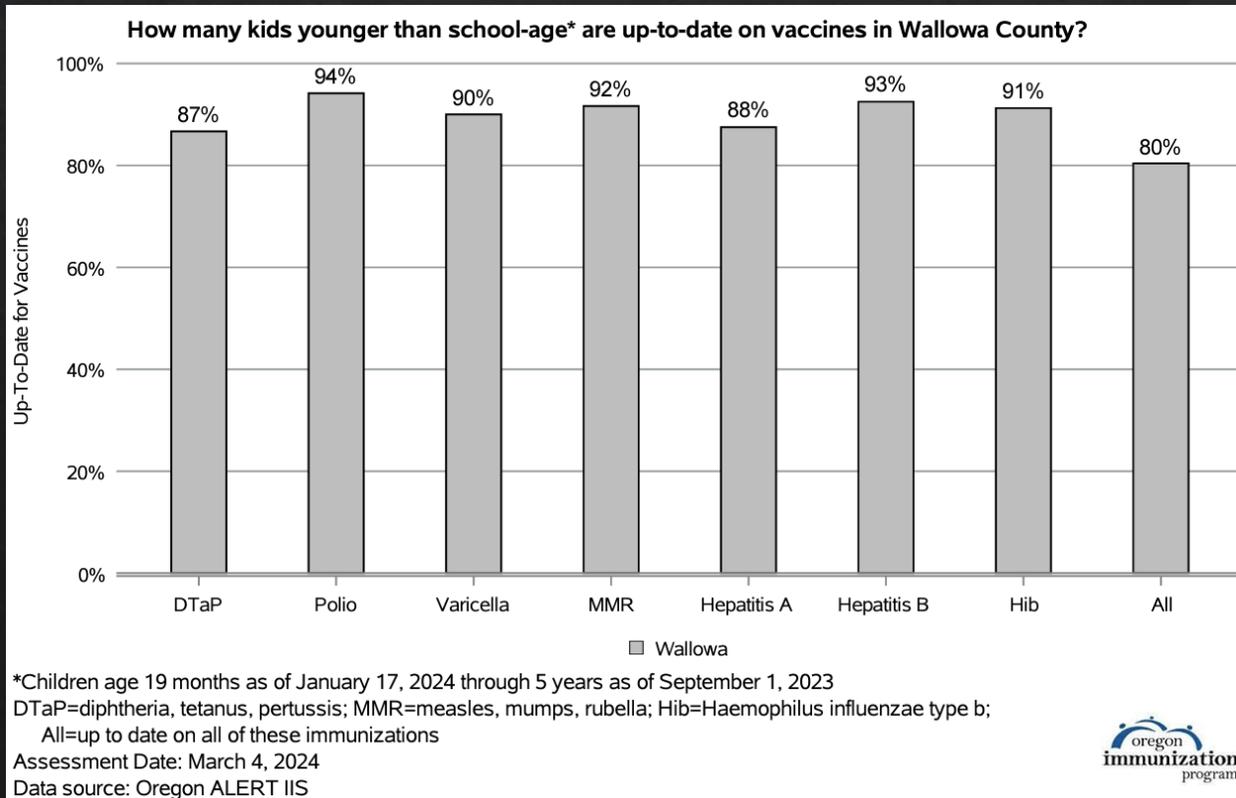
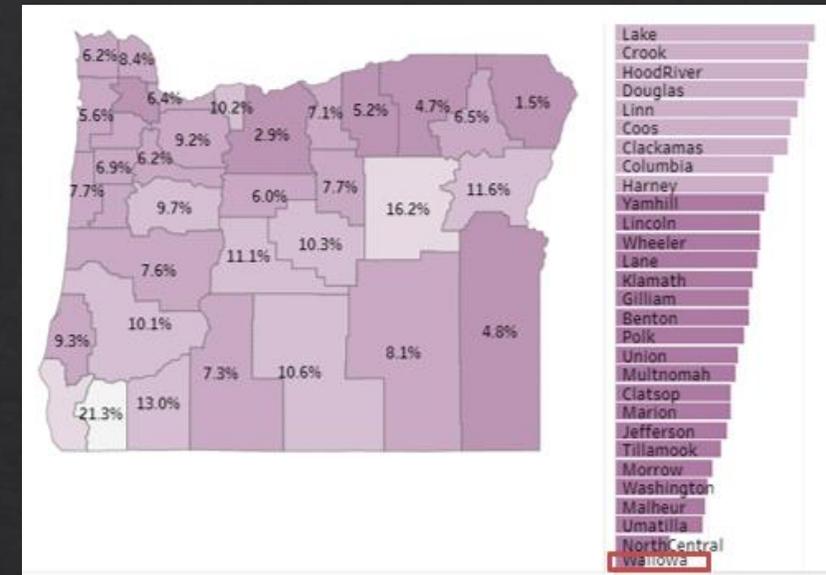
# Wallowa County Flu Vaccination Rates

- ◇ Rates dropping over last 5 years
- ◇ Less than 1/2 of the 65+ age group vaccinated (49% WC vs 60% Oregon)
- ◇ Small populations limit ability to assess impact of race and ethnicity on uptake rates



# Wallowa County School Immunization Rates

- ◆ Individual rates are quite high, especially in students
- ◆ Conglomerate UTD measure is lower
- ◆ Wallowa County non-medical exemption rate is lowest in state

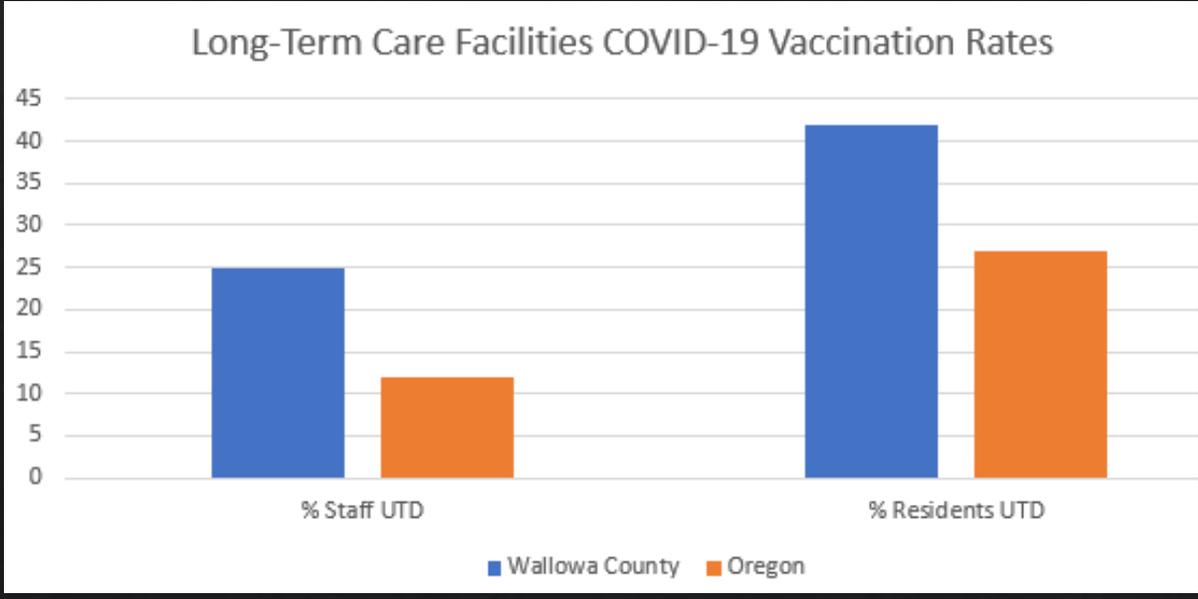
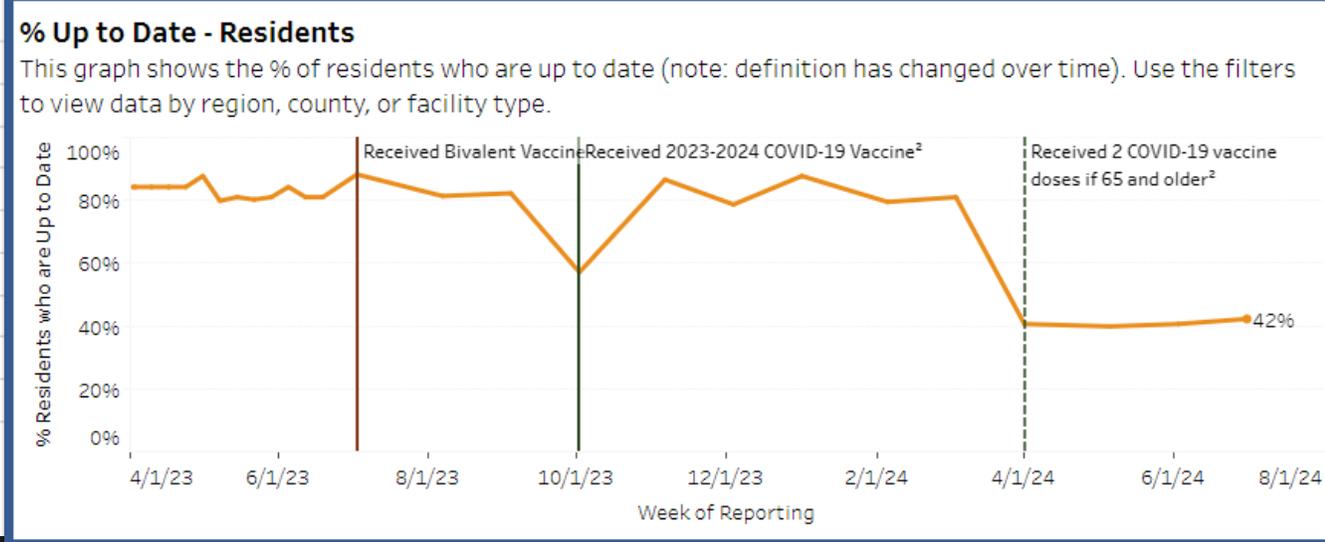
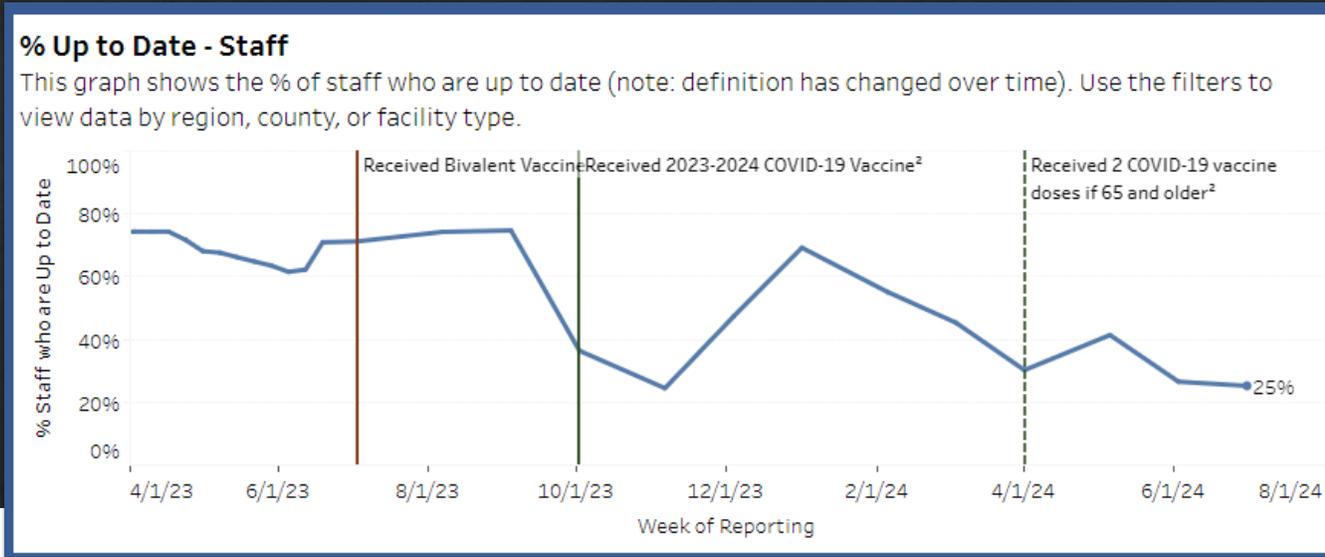


# Bright Spots

- ◇ Long Term Care Facility Vaccination Rates
- ◇ Vaccination Rates in Seniors (65+)
- ◇ Partnerships with Schools

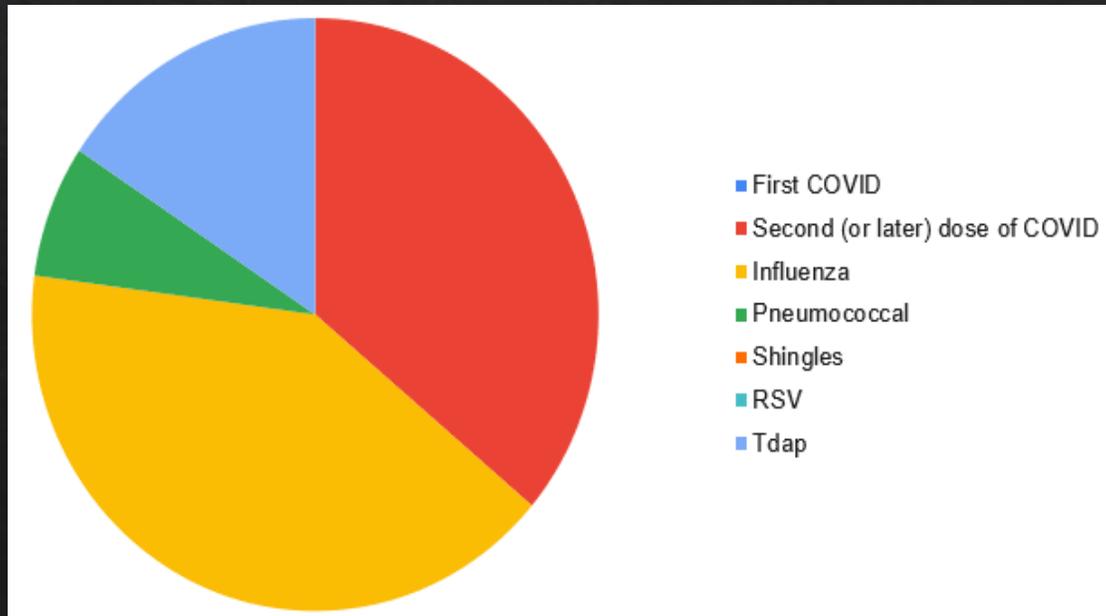
# Protecting vulnerable populations

- ◇ On-site vaccination events all 5 residential facilities
- ◇ Follow up events for 2 of the facilities
- ◇ Education for staff and management
- ◇ Outbreak support over time lends credibility
- ◇ Only 3 counties in state with higher protection



# Reaching Seniors (Age 65+)

- ◇ Community outreach events during fall 2023
  - ◇ Fire houses
  - ◇ “Boot Camp” for seniors and their caregivers
  - ◇ Senior Meals
- ◇ Paired with CHW support to address health-related social needs



# Get your vaccines

No appointment needed - walk into any clinic location or come see us a senior meals.

- Flu
- COVID
- Pneumonia
- Tdap
- RSV\*



## Community Connection

Wallowa  
12:00-1:00  
10/11 & 10/25



Enterprise  
11:30-12:30  
10/04 & 10/18



This COVID and Influenza Vaccine Uptake Initiative for Older Adults and People with Disabilities is supported with funding from the Administration for Community Living, U.S. Department of Health and Human Services.

# Connecting with Students and Parents

- ◆ Partnering with ESD to provide support for local schools
- ◆ “No barriers” strategy to access
- ◆ Creative strategies to getting students vaccinated
  - ◆ School sent pre-completed consent forms with VIS home with kids
  - ◆ Vaccine administration on-site in schools if consent signed by parents
  - ◆ Drive-by or drop-in vaccination services at all Winding Waters locations
- ◆ Zero kids out on exclusion day!



# Strategies

- ◇ Identifying and overcoming barriers
- ◇ Coalition building
- ◇ Cultivating relationships
- ◇ Leveraging interdisciplinary teams

# Cultivate Relationships

- ◆ Trust over time
- ◆ Reliability through challenges
- ◆ One of the positives from COVID!



# Build Partnerships

- ◇ Aligning passions/missions
- ◇ Community Connections
- ◇ Age+
- ◇ ESD
- ◇ OHA



## October 2023

### Enterprise & Wallowa Mealsites

<p>Thank you to our entrée sponsors. Your support offsets the cost of providing a senior meal. Your support also provides the necessary funding to offer better quality and variety of menu choices, and allows the opportunity for families and friends to remember a loved one. It is a way to give back to a program that you value. To sponsor a meal, call 541-426-3840.</p> <p><b>MEALSITE INFORMATION</b>                  Wallowa Center: 541-886-8971                  Enterprise Center: 541-426-3840                  Home Delivered Meals: 541-426-3840                  Medical Transportation: 541-426-3840</p>	<p><b>2 Barbequed Chicken</b>                      Coleslaw                      Cucumber Salad                      Fruit                      Cookie</p> <p><i>Joseph Valley Chapter of Eastern Star #50</i></p>	<p><b>4 Lasagna</b>                      Green Beans                      Green Salad                      French Bread                      Fruit</p> <p><i>Bollman Funeral Home</i></p>	<p><b>6 French Dip</b>                      Caesar Salad                      Buttered Carrots                      Ambrosia Salad</p> <p><i>Linda Bauck</i></p>
	<p><b>9 Chicken Bacon Ranch Salad</b>                      Dinner Roll                      Fruit</p> <p><i>Soroptimist International of Wallowa County</i></p>	<p><b>11 Meat Loaf</b>                      Roasted Red Potatoes                      Peas &amp; Carrots                      Fruit                      Pudding</p> <p><i>Wallowa Food City</i></p>	<p><b>13 Hamburgers</b>                      w/ Cheese, Lettuce, Tomatoes                      And Onions                      Corn on the Cob                      Fresh Fruit Salad</p> <p><i>Anonymous Fund of OCF</i></p>
	<p><b>16 Sausage, Egg &amp; Cheese</b>                      On English Muffin                      Hash Brown                      V-8 Juice                      Fresh Fruit</p> <p><i>TS Anton's, Inc.</i></p>	<p><b>18 Hot Turkey Sandwich</b>                      Mashed Red Potatoes                      Brussel Sprouts                      Fruit                      Dessert</p> <p><i>John &amp; Judy Neil</i></p>	<p><b>20 Beef Stew</b>                      Wheat Roll                      Spinach Salad                      Fruit</p> <p><i>City of Wallowa</i></p>
	<p><b>23 Parmesan Chicken</b>                      Apples &amp; Yams                      Broccoli w/ Cheese Sauce                      Fresh Fruit                      Cake</p> <p><i>Wallowa Co. Ace Hardware</i></p>	<p><b>25 Salisbury Steak</b>                      Mashed Red Potatoes &amp; Gravy                      Normandy Vegetables                      Pea Salad                      Fruit</p> <p><i>Wallowa Senior Advisory Group</i></p>	<p><b>27 Baked Fish</b>                      Rice Pilaf                      Coleslaw                      Mixed Vegetables                      Fruit</p> <p><i>Joe &amp; Maxine Town</i></p>
	<p><b>30 Chicken Enchiladas</b>                      Sour Cream &amp; Salsa                      Refried Beans                      Green Salad                      Fruit Dessert</p> <p><i>In Memory of Tom &amp; Marion Sevier Johnson</i></p>	<p><b>SUGGESTED MEAL DONATION</b>  <b>\$4.00</b> for those over 60 years of age and their spouse.  <b>\$4.00</b> Volunteers                      Costs to those under 60  <b>\$14.00</b> Non-Senior Cost  <b>\$4.00</b> Children under 12</p>	

# Interdisciplinary teams

- ◇ Public Health
- ◇ Primary Care
- ◇ Clinical Pharmacy
- ◇ Community Health Workers
- ◇ Community Partners



# Ongoing Challenges

- ◇ Vaccination rates down trending over time
- ◇ Politicization of vaccination
- ◇ Vaccine hesitancy increasing
  
- ◇ WE CAN DO THIS!

"If I keep on saying to myself that I cannot do a certain thing, it is possible that I may end by really becoming incapable of doing it. On the contrary, if I have the belief that I can do it, I shall surely acquire the capacity to do it even if I may not have it at the beginning."

— Mahatma Gandhi

# Prevention is Key!

- ◆ Immunizations are a core part of our public health work
- ◆ It is challenging but very rewarding work
- ◆ Creativity and “can do” attitudes make possibilities into realities
- ◆ Sharing our learnings will help all of our communities!

◆ [rachel.ellis@windingwaters.org](mailto:rachel.ellis@windingwaters.org)



## [Child Immunization Rates](#)

Immunization rates for two-year-olds in Oregon



## [Adolescent Immunization Rates](#)

Immunization rates for adolescents age 13 to 17



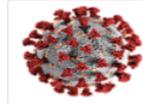
## [Maternal Immunization Rates](#)

Immunization rates for women in Oregon who deliver babies in 2017



## [Adult Immunization Rates](#)

Oregon immunization rates for adults.



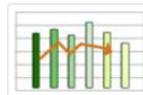
## [COVID-19 Vaccine Uptake](#)

COVID-19 vaccination data across the lifespan.



## [Seasonal Flu Vaccine Uptake](#)

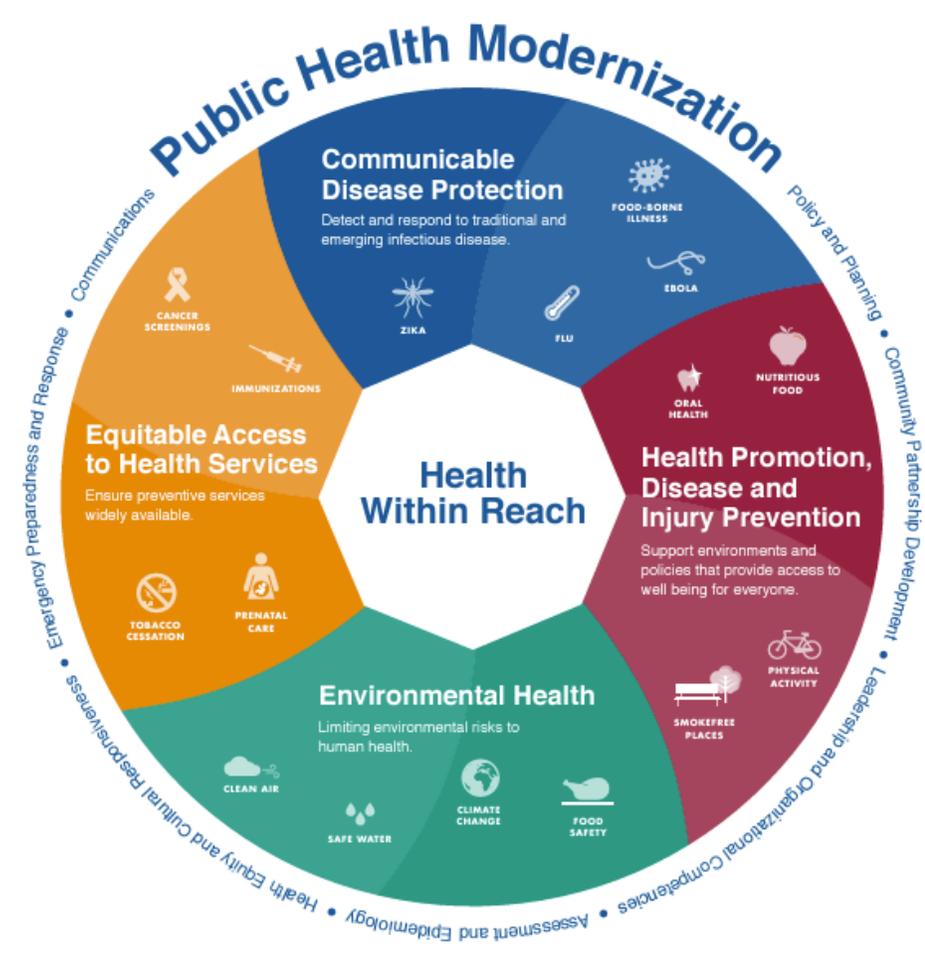
Snapshots of Oregon Influenza vaccine uptake, updated weekly.



## [School Immunization Rates](#)

Immunization and exemption data for Oregon schools and child care facilities, counties, and state totals.

- [Individual School and Child Care Rates](#)
- [Rates by county and state](#)
- [Oregon School Immunization Law Summary](#)



# References

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## Centers for Disease Control and Prevention (CDC)

[Office of Rural Health](#)

[CDC's State of Vaccine Confidence Insights Report: Vaccination in Rural America Special Report](#)

[COVID-19 Vaccination Field Guide Addendum: Rural Considerations for Vaccine Confidence and Uptake Strategies](#)

[Partnering for Vaccine Equity](#)

### Morbidity and Mortality Weekly Reports

[Disparities in COVID-19 Vaccination Coverage Between Urban and Rural Counties – United States, December 14, 2020-January 31, 2022](#)

[Vaccination Coverage by Age 24 Months Among Children Born in 2019 and 2020 – National Immunization Survey-Child, United States, 2020-2022](#)

## Oregon

- [Oregon Immunization Program Data and Reports](#)
- [Oregon Office of Rural Health](#)
- [Community Based Organizations](#) with program funding through OHA

# THANK YOU

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[www.oregon.gov/vaccinesimmunization](http://www.oregon.gov/vaccinesimmunization)

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