CDC Foundation
Together our impact is greater

PARTNERING FOR VACCINE EQUITY PROGRAM

VACCINE RESOURCE HUB

CDC FOUNDATION
CONTENT REVIEW GUIDE
August 2021

VACCINE EQUITY PROGRAM

RESOURCE HUB REVIEWER MATERIAL

Table of Contents

Purpose of Resource Hub Rating Forms

- The central purpose of these attached documents is to conduct content reviews of the materials sent to the CDC Foundation from the Vaccine Equity Program's awardees for dissemination on the program's Resource Hub.

- Review of submitted material is needed to ensure that the information provided is accurate; clear/understandable; accessible; addresses issues and activities relevant to the Vaccine Equity Program's goals and objectives; and are examples of materials used with community efforts directed at increasing vaccinations among racial and ethnic groups and other community members experiencing disparities in getting vaccinated.

A community focus to increasing vaccination rates:

- A core definition of community as *a group of people with diverse characteristics who are linked by social ties, share common perspectives, and engage in joint action in geographical locations or settings*. https://ajph.aphapublications.org/doi/10.2105/AJPH.91.12.1929

- Community health is generally rooted in the collective efforts of individuals and organizations who work to promote health within a geographically or culturally defined group. Community health initiatives function as "multi-sector and multi-disciplinary collaborative enterprises" that use evidence-based strategies to "engage and work with communities, in a culturally appropriate manner." The progress and success of these initiatives originate from the community members, who are collectively empowered to address self-identified vulnerabilities (e.g., education, employment, public safety). In other words, the community and its relevant characteristics are—in and of themselves—considered to be "an essential determinant of health" for each individual who is part of, or becomes affiliated with, a community's given membership. https://www.ajmc.com/view/creating-clarity-distinguishing-between-community-and-population-health

Background for Resource Hub Reviewers

The Vaccine Resource Hub:

The Resource Hub is designed to allow sharing valuable information related to increasing vaccination rates among key community populations. The Hub allows materials to be shared across Community-based Organizations (CBOs) to promote innovative, community-focused work that will make a difference in their communities.

Examples of the materials likely to be included on the Resource Hub include:

- Scientific data on COVID-19 deaths and infections and vaccination rates at the National/State/Community level and impact on racial and ethnic minorities addressed by this program.
- Training and outreach materials for community-level spokespersons (e.g., faith leaders, teachers, community health workers, radio DJs, local shop owners, barbers) to communicate the burdens of influenza and COVID-19 and the importance of influenza and COVID-19 vaccination.
- Social media campaign strategies to mitigate and address influenza vaccine and COVID-19 vaccine misinformation and disinformation.
- Targeted awareness campaign material (flyers/brochures) presenting data about COVID-19 and the vaccines available with proper placement in the community.
- Education and outreach materials and/or leverage materials from the program and other recipients and CBOs involved in the program.
- Examples of how CBOs connect vaccination providers with places of worship, community organizations, recreation programs, food banks/pantries, schools and colleges/universities, libraries, grocery stores, salons/barber shops/beauticians, major employers, elder housing locations and other key community institutions to set up temporary and/or mobile influenza and COVID-19 vaccination sites, especially in communities experiencing disparities.
- Material about building partnerships with health care providers and other community organizations to increase understanding of the populations of interest and interventions to increase vaccinations.
- Materials highlighting CBOs work to collaborate with state and local health departments – state immunization programs in particular – on mobile influenza and COVID-19 vaccination clinics, education campaigns, and other vaccination activities in communities experiencing disparities.
- How CBOs track and record their community efforts to build a complete picture of their activities and impact in the community.

Guidance for Resource Hub Reviewers

Materials from the CBOs will be reviewed using <u>one or more</u> of the 5 forms that address:
- o <u>Science/Public health information</u> about the COVID-19 virus/vaccines and influenza flu (hereafter referred to as "flu").
- o <u>Social media/health communication</u> products intended for a variety of community outlets.
- o <u>Community engagement</u> materials (faith based; businesses; health/education; champions; clubs; community events).
- o <u>Policy and practice</u> issues related to sensitivity of materials to the community served.
- o <u>Evaluation materials</u> to track activities/events.

Science/data on the COVID-19/flu viruses and/or vaccines will require the most time and effort to review.

- Any material shared with the CDCF for the Resource Hub that contains science/data on Covid-19/flu related information/facts needs to also be checked with <u>Form 1: Science-based Review</u> to ensure the accuracy of the statements.

CATEGORIES: **Materials from CBOs to be reviewed for inclusion in the Vaccine Resource Hub will fall into one or more of 5 main categories: (1) Science/Public health; (2) Community engagement; (3) Social media/Health communications; (4) Policy & Practice, and (5) Evaluation**.

- **Science/Public health:** Scientific/educational information about COVID-19/flu virus; scientific/educational information about COVID-19/flu vaccines; Data on COVID-19/flu impact in state/region/community; Data on COVID-19/flu vaccination rates in state/region/community.
- **Community engagement**: Information/guides about approaching and working with key community partners to increase vaccinations in sectors such as places of worship; local businesses; local colleges/universities; local health departments and health-focused agencies/health centers/other CBOs; how to promote and be involved in community events/fairs/activities to increase access to vaccines.
- **Social Media/Health communications:** Informational flyers/brochures; media activities/materials (internet; radio; TV; PSAs; Apps); videos, podcasts, web page development.
- **Policy & Practice:** Material containing accurate information about public health policies, national/state/local laws, and appropriately addressing the key populations of interest through community engagement and health promotion activities related to vaccination with language that is sensitive to the values, language, and culture of the key populations addressed.

- **Evaluation:** Information/guides/forms that are intended to help CBOs to keep track of their activities, participation rates, and reach to community members.

CRITERIA: The content of materials will be reviewed to determine the strength and value to sharing with other CBOs through inclusion on the Resource Hub. Review of submitted material will be examined across the following criteria:

- **Accuracy:** are data on COVID-19/flu virus and vaccines correct (as of the date submitted to the Resource Hub)?
- **Attribution:** are the materials dated and clear as to authorship/source?
- **Focus:** are vulnerable key populations/hard-to-reach populations addressed?
- **Understandable:** are materials clear and understandable to key populations?
- **Accessibility:** are materials available in multiple languages? Are materials accessible by people with disabilities?
- **Utility:** Finally, a utility score is developed to determine how useful the material is to meet the diverse needs of communities in their efforts to increasing vaccination rates.

Reviewer Form Selection Guide

Use this guide to determine which form(s) you should be using

Does the submitted material contain...

Science/Public health material on COVID-19/flu virus and/or COVID-19/flu vaccines?	☐ **Yes** ☐ **No**
	If **Yes**, use **Form 1**
Community engagement material?	☐ **Yes** ☐ **No**
	If **Yes**, use **Form 2**
Social media/Health communications material?	☐ **Yes** ☐ **No**
	If **Yes**, use **Form 3**
Policy and Practice related material?	☐ **Yes** ☐ **No**
	If **Yes**, use **Form 4**
Evaluation material?	☐ **Yes** ☐ **No**
	If **Yes**, use **Form 5**

DEFINITIONS

Science/Public health material: Scientific/educational information about COVID-19/flu virus; scientific/educational information about COVID-19/flu vaccines; Data on COVID-19/flu impact in state/region/community; Data on COVID-19/flu vaccination rates in state/region/community.

Community engagement material: Information/guides about approaching and working with key community partners to increase vaccinations in sectors such as places of worship; local businesses; local colleges/universities; local health departments and health-focused agencies/health centers; how to promote and be involved in community events/fairs/activities to increase access to vaccines.

Social Media/Health communications material: Informational flyers/brochures; media activities/materials (internet; radio; TV; PSAs; Apps); web page development.

Policy & Practice: Material containing accurate information about public health policies, national/state/local laws, and appropriately addressing the key populations of interest through community engagement and health promotion activities related to vaccinations with language that is sensitive to the values, language, and culture of the key populations addressed.

Evaluation material: Information/guides/forms that are intended to help CBOs to keep track of their activities, participation rates, and reach to community members.

FORM 1: Science/Public Health Review p1

This review deals with materials that include: Scientific/educational information about COVID-19/flu virus and/or vaccines in state/region/communities, especially in key populations addressed by this program.

NOTE: Data results/findings shared on the Resource Hub need to be reviewed carefully for accuracy and attribution. It is important that valid data be shared on the Hub. As such, data-related reviews will require checking reported data for accuracy.

Title of Document:

Source (Authors/Agency) of information:

CONTENT: COVID-19/flu related data

Are data on COVID-19/flu infection, hospitalization, or death rates presented?	☐ **Yes** ☐ **No**
Are data on COVID-19/flu vaccination rates presented?	☐ **Yes** ☐ **No**
Are data on vaccine safety/efficacy presented?	☐ **Yes** ☐ **No**

ACCURACY/ATTRIBUTION

Enter the date the materials were submitted:	**Date:** _____
Is attribution (source) of data clear and presented?	☐ **Yes** ☐ **No**
Do web links in the material work?	☐ **Yes** ☐ **No**
IMPORTANT: Is the data accurate <u>as of the date submitted to the Resource Hub</u>? Were you able to confirm the data provided?	☐ **Yes** ☐ **No**

FOCUS: KEY POPULATIONS

Does the material present information that is intended for populations with lower vaccination rates, such as race/ethnicity/disability groups, rural settings, high poverty? ☐ **Yes** ☐ **No**

UNDERSTANDABLE

Are the materials clear and understandable? ☐ **Yes** ☐ **No**

Are graphics (if used) clear and understandable? ☐ **Yes** ☐ **No** ☐ **N/A**

Conduct a Flesch-Kincaid Grade Level assessment and enter readability grade level. **Grade level** _____

ACCESSIBILITY

Language of Document. ☐ **ENG** ☐ **SPA**

☐ **Other**_____

Is material available in multiple languages? ☐ **Yes** ☐ **No** ☐ **DK**

Is material available to those with disabilities? ☐ **Yes** ☐ **No** ☐ **DK**

Additional comments (if needed):

> This review is for materials that include information such as: working with community partners (how to guides; experiences; events; reaching underserved populations/hard to reach adults through partnerships with community leaders/businesses/agencies) to increase COVID-19/flu vaccinations.

Title of Document:

CONTENT: COMMUNITY ENGAGEMENT WITH:

Faith-based institutions.	☐ **Yes** ☐ **No**
Employers and/or businesses.	☐ **Yes** ☐ **No**
Community health care organizations/agencies.	☐ **Yes** ☐ **No**
Community education agencies.	☐ **Yes** ☐ **No**
Community social service organizations/agencies.	☐ **Yes** ☐ **No**

Other (specify): _____

Are data/facts about COVID-19/flu included in this document? **If Yes, complete Science Review Form 1**   ☐ **Yes** ☐ **No**

ACCURACY/ATTRIBUTION

Enter the date that the materials were submitted:	**Date_____**
Is attribution (source) clear and presented?	☐ **Yes** ☐ **No**
Do web links in the material work?	☐ **Yes** ☐ **No**
Is the material in the public domain (not copyrighted)?	☐ **Yes** ☐ **No** ☐ **DK**

FOCUS: VULNERABLE POPULATIONS

Does the material present information that is intended for populations with lower vaccination rates, such as race/ethnicity/disability groups, rural settings, high poverty? (Key target groups evident)   ☐ **Yes** ☐ **No**

Does the material explain the CBOs approach to reaching vulnerable populations through community collaborations/engagement? ☐ **Yes** ☐ **No**

UNDERSTANDABLE

Are the materials clear and understandable? ☐ **Yes** ☐ **No**

Conduct a Flesch-Kincaid Grade Level assessment and enter readability grade level. **Grade level** _____

ACCESSIBILITY

Language of Document. ☐ **ENG** ☐ **SPA**

☐ **Other**_____

Is material available in multiple languages? ☐ **Yes** ☐ **No** ☐ **DK**

Is material available to those with disabilities? ☐ **Yes** ☐ **No** ☐ **DK**

Additional comments (if needed):

FORM 3: Social Media/Health Communications Review p1

> **This review deals with content that includes communication activities related to community vaccine promotion and information related to getting vaccinated (flyers/brochures; media activity on radio/TV; websites; apps; promoting community events)**

Title of Document:

CONTENT: SOCIAL MEDIA/HEALTH COMM

Promotional flyers/brochures.	☐ **Yes** ☐ **No**
Internet material (websites; apps).	☐ **Yes** ☐ **No**
Radio material.	☐ **Yes** ☐ **No**
Television material/ Cable/PSA/Community Channels.	☐ **Yes** ☐ **No**
Other (specify):	
Were materials developed internally by the CBO?	☐ **Yes** ☐ **No** ☐ **Not Sure**
Are data/facts about COVID-19/flu included in this document? **If Yes, complete Science Review Form 1**	☐ **Yes** ☐ **No**

ACCURACY/ATTRIBUTION

Enter the date that the materials were submitted:	**Date_____**
Is attribution (source) clear and presented?	☐ **Yes** ☐ **No**
Do web links in the material work?	☐ **Yes** ☐ **No**
Is the material in the public domain (not copyrighted)?	☐ **Yes** ☐ **No** ☐ **DK**

FOCUS: VULNERABLE POPULATIONS

Does the material present information that is intended for populations with lower vaccination rates, such as race/ethnicity/disability groups, rural settings, high poverty? (Key target groups evident)	☐ **Yes** ☐ **No**

FORM 3: Social Media/Health Communications Review p2

UNDERSTANDABLE

Are the materials clear and understandable? ☐ **Yes** ☐ **No**

Conduct a Flesch-Kincaid Grade Level assessment and enter readability grade level. **Grade level** _____

ACCESSIBILITY

Language of the Document or Resource/Material. ☐ **ENG** ☐ **SPA**

☐ **Other**_____

Is material available in multiple languages? ☐ **Yes** ☐ **No** ☐ **DK**

Is material available to those with disabilities? ☐ **Yes** ☐ **No** ☐ **DK**

Are the media/communication materials designed for places where key populations and hard-to-reach populations are likely to see them? ☐ **Yes** ☐ **No**

☐ **Cannot determine**

Additional comments (if needed):

This review relates to material that may include sensitive content such as stating +/- opinions about national/ state/local policies & laws, positing political opinions, critiquing health systems/agencies, lobbying for specific legislation, and insensitivity towards specific groups or individuals in the community. Information determined to be policy related or offensive or insensitive to individuals or groups should be flagged and brought to the attention of the CDCF through the Content Manager.

Title of Document:

CONTENT REVIEW FOR SENSITIVE ISSUES

Does the material make any statements promoting political parties, elected officials, political candidates?

☐ **Yes** ☐ **No**

If **Yes**, please explain:

Does the material make any position statements critical of current policies, laws, or legislation that may require additional policy review?

☐ **Yes** ☐ **No**

If **Yes**, please explain:

FORM 4: Policy and Practice Review p2

Does the material contain any statements using insensitive/offensive language related to race/ethnicity/language/culture/disability of groups in the community that may require additional policy/practice review?

☐ **Yes** ☐ **No**

If **Yes**, please explain:

Does the material contain statements or content about people, agencies, organizations, or businesses that use insensitive/offensive language that may require additional policy/practice review?

☐ **Yes** ☐ **No**

If **Yes**, please explain:

Do you have other policy/practice concerns about the content of the material?

☐ **Yes** ☐ **No**

If **Yes**, please explain:

> This review deals with shared materials designed to help keep track of CBO activities, events, presentations, collaborations, outreach activities, etc. These materials are important for CBOs progress reports and assessment of progress, activities, and accomplishments. Note: data collected by CBOs will NOT be on the Resource Hub; just evaluation tools and materials (methods, forms, procedures) used to collect information on activities, events, and collaborations.

Title of Document:

CONTENT: PROCESS EVALUATION / TRACKING

Forms used to document contacts/outreach.	☐ **Yes** ☐ **No**
Questionnaires/Needs Assessments.	☐ **Yes** ☐ **No**
Spreadsheets to track activities.	☐ **Yes** ☐ **No**
Tracking vaccine promotion materials.	☐ **Yes** ☐ **No**
Logic models for community outreach.	☐ **Yes** ☐ **No**

ACCURACY/ATTRIBUTION

Enter the date that the materials were submitted:	**Date_____**
Is attribution (source) clear and presented?	☐ **Yes** ☐ **No**
Do web links in the material work?	☐ **Yes** ☐ **No**
Is the material in the public domain (not copyrighted)?	☐ **Yes** ☐ **No** ☐ **DK**

FOCUS: VULNERABLE POPULATIONS

Does the material present information that is intended for populations with lower vaccination rates, such as race/ethnicity/disability groups, rural settings, high poverty? (Key target groups evident)	☐ **Yes** ☐ **No**

UNDERSTANDABLE

Are the materials clear and understandable?   ☐ **Yes** ☐ **No**

ACCESSIBILITY

Language of Document/Resource/Material.   ☐ **ENG** ☐ **SPA**

☐ **Other**_____

Is material available in multiple languages?   ☐ **Yes** ☐ **No** ☐ **DK**

Additional comments (if needed):

		Utility
Resource Hub Reviewer Decision p1		**Criteria**
Count of Vaccine Equity Program desired content		

(1A) CONTENT: Science/Public health data/information

Are Covid-19 and/or vaccination related data/facts in the material accurate? (Rating Form 1)	☐ **Yes**	☐
If **NO,** please **REJECT** from Hub inclusion ☐	**Flag for Content Mgr.**	

(1B) CONTENT: Policy/Practice information

Are materials free of sensitive content that would require additional review? (Rating Form 4; e.g., political bias; ethnic/cultural insensitivity; offensive or judgmental language).	☐ **Yes**	☐
If **NO,** please **REJECT** from Hub inclusion ☐	**Flag for Content Mgr.**	

(2) MATERIAL DOCUMENTATION.

Material provides date of submission and authorship info and has no copyright restrictions.	☐ **Yes**	☐

(3) FOCUS ON VULNERABLE POPULATIONS

Does the material present information that is intended for populations with lower vaccination rates, such as race/ethnicity/disability groups, rural settings, high poverty?	☐ **Yes**	☐
Material addresses vaccination hesitancy.	☐ **Yes**	☐
Material reflects collaboration with other community sectors (e.g., health; education; social services; faith-based; worksites).	☐ **Yes**	☐

		Utility
Resource Hub Reviewer Decision p2		**Criteria**

(4) UNDERSTANDABLE

The material is clear and understandable.	☐ **Yes**	☐
The Flesch-Kincaid score is 8th grade level or below.	☐ **Yes**	☐

(5) ACCESSIBILITY

Material is available in multiple languages.	☐ **Yes** ☐ **DK**	☐
Material is available for adults with disabilities.	☐ **Yes** ☐ **DK**	☐

ADD UP THE Utility Checkmarks ☑   **( )**

THEN CHECK UTILITY BOX BELOW

OVERALL UTILITY:

Rating the material in terms of usefulness in addressing the goal of the Vaccine Equity Program to increase vaccination rates in communities?

Not Very Useful	Somewhat Useful	Useful	Very useful	Excellent
☐	☐	☐	☐	☐
0	**1**	**2-4**	**5-7**	**8-10**

Additional comments (if needed):