



# Community Partnerships Promote Immunizations

## Quality Corner Call August 10, 2022

**HEALTHWORKS**  
KANSAS HOSPITAL ASSOCIATION



**Community of Immunity**  
Neosho County, Kansas

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KRISTY BUNKER, MSN, RN, CIC  
INFECTION PREVENTIONIST  
NEOSHO MEMORIAL REGIONAL MEDICAL CENTER



## Neosho Memorial Regional Medical Center

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25 bed Critical Access Hospital

2 rural health clinics

Located in southeast Kansas

Neosho county population – 15,951

Coordinated mass vaccination clinics from  
January 2021-May 2021

- Community buildings
- Schools
- Businesses



## Community of Immunity

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NMRMC Foundation applied for a grant through HRSA

NMRMC's Vaccine Confidence Project

Project started in May 2021

Led by project director and foundation director

Serves all of Neosho County

- Chanute, St Paul, Galesburg, Stark, Thayer, Earlton, and Erie

Concerned community members/organizations

Developed Community of Immunity team

# Initial Partners

## Community Organizations include:

- Ashley Clinic
- Chanute Tribune
- Chanute Public Schools
- Chanute Regional Development Authority
- Erie Public Library
- Labette Health (Erie and Chanute Locations)
- Neosho County Community College
- NCCC Retired Senior Volunteer Program
- Neosho County Emergency Management
- Neosho County Health Department
- NMRMC Home Health
- SEK Area Agency on Aging
- SEK Regional Planning Commission
- The Foundation of NMRMC
- NMRMC rural health clinics (Erie and Chanute locations)

# Completed Projects

## Created a vaccine confidence video

- Interviewed 6 providers
- Q&A: Focused on correcting misinformation

## Ads in local newspaper/social media

- Event advertisement
- Vaccine education

## Vaccine events

- Old Soldiers and Sailors Reunion
- Neosho County Community College
- Drive thru clinic
- High school football game
- Fall festival
- Grand prize drawing
  - 10- \$1,000
  - 1-\$15,000



**Are you vaccinated yet?**

Now is the time, call your primary care provider or your pharmacist, you don't want to miss this **FREE Vaccination opportunity!**

**Community of Immunity**  
Neosho County, Kansas

**Grand Prize drawings to take place on October 27 at noon NMRMC.**

**NEOSHO COUNTY Community of Immunity GRAND PRIZE EVENT**

As part of the Community of Immunity project, those that live or work in Neosho County that have been fully vaccinated by October 26, 2021 are eligible to sign up to be entered into a drawing for chances to win one of the following prizes:

- 10 - \$1,000.00 Cash Prizes**
- 1 - \$15,000.00 Cash Prize**

Community of Immunity, a community led project organized by Neosho Memorial Regional Medical Center.

SCAN ME

Facebook

Follow us on our NMRMC Facebook page for more information.

## Increase the Reach

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NMRMC Foundation and rural health clinic applied for an additional grant to promote lifetime vaccines

Increase the Reach is supported by CDC and HHS.

Project Start Date: December 2021-December 2023

Focus: Lifetime vaccine promotion

- Enhance messaging to promote vaccination
- Provide local education campaigns and approaches to adapting CDC materials to community audiences
- Address vaccine education efforts to include addressing possible vaccine misinformation and increase vaccine confidence and vaccine uptake

## Planning

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Reviewed action areas and activities

Mass vaccination clinics no longer needed

Identified misinformation as the biggest barrier

Concern that rates of all vaccines will decrease

Partner with marketing firm to assist with dispersing accurate information

Dobies Health Marketing Firm

- Works with Kansas Hospital Association
- Familiar with the information

Created Community of Immunity website: [www.neoshovax.org](http://www.neoshovax.org)

- Everybody has a story, make yours last a lifetime

Determined 8 county region as our target population and service area

## Current Partners

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NMRMC Family Medicine  
 NMRMC Erie Clinic  
 Allen County Health Department  
 Anderson County Health Department  
 Bourbon County Health Department  
 Labette County Health Department  
 Montgomery County Health Department (Independence)  
 Montgomery County Health Department (Coffeyville)  
 Neosho County Health Department  
 Wilson County Health Department  
 Woodson County Health Department

## Projects

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Started with promotion of COVID vaccinations

Ads created and shared on social media/local newspapers

Summer vaccine promotion

- Bag chairs
- Cooler Chairs
- Water bottles

Added Community of Immunity logo to race car

Distributing COVID testing kits

Flyer added to admission packet



# Hospital Admission Packet



Everybody has a story  
– make yours last a lifetime.

Every one of us has a story. If we make healthy choices every day, we can keep all our stories thriving for generations. Getting vaccinated to prevent illness is the first step – because your story should last a lifetime.

Contact your healthcare provider to schedule vaccines for you and your family today. Don't have a primary care provider? Choose one of ours:

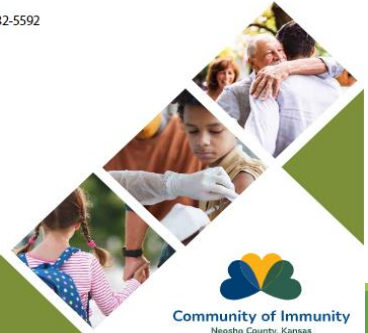
NMRMC Family Medicine 620-432-5592  
Erie Family Medicine 620-244-5105

To view a full list of vaccine providers in the area, please visit [neoshoVAX.org](http://neoshoVAX.org) or scan the QR code below.

NMRMC COVID Hotline at 620-432-5592



Together we can reach  
immunity for our  
community.



## Highlights

### Traffic

- Visits = 2,430 / Pageviews = 2,616
- 17 average pageviews per day during the past two months

Facebook Website Referrals = 296

Campaign ads have been viewed 1,551,881 times over the first 5 months of the campaign

### Traffic Type

- 45.6% direct, 29.7% referral, 23.0% cpc (direct click on Google Ads), 1.6% organic
- New Visitors = 89% / Returning Visitors = 11%

## COVID-19 Vaccination Progress

County	Dec 21-March 22	April 22- May 22	June 22-July 22
Allen	54	114	78
Anderson	90	71	33
Bourbon	393	172	45
Labette	709	124	82
Montgomery	1305	221	110
Neosho	365	171	69
Wilson	324	41	21
Woodson	69	24	6
Total	3309	938	444

- Since the beginning of our project 4,691 individuals have become fully vaccinated against COVID-19

## Next Steps

Videographer sessions highlighting the significance of all vaccines

- Physician Interview
- Family Interview

Childhood vaccine promotion

# Childhood Vaccinations

**Neosho Memorial Regional Medical Center**  
January 12 at 6:31 PM · 🌐

Our community has always our protected children. Their stories are just beginning, and immunizations keep them safe. #vaccineiswork #NeoshoVAX.com



Pre-school to college age  
Keep them safe

[Learn more](#)

**Neosho Memorial Regional Medical Center**  
January 12 at 6:31 PM · 🌐

Our community has always our protected children. Their stories are just beginning, and immunizations keep them safe. #vaccineiswork #NeoshoVAX.com



Prevent illness & save lives  
Vaccines work

[Learn more](#)

**Neosho Memorial Regional Medical Center**  
January 12 at 6:51 PM · 🌐

Our community has always our protected children. Their stories are just beginning, and immunizations keep them safe. #vaccineiswork #NeoshoVAX.com



Make appointments today  
Keep them healthy

[Learn more](#)

**Neosho Memorial Regional Medical Center**  
January 12 at 6:31 PM · 🌐

Our community has always our protected children. Their stories are just beginning, and immunizations keep them safe. #vaccineiswork #NeoshoVAX.com



Our stories can thrive...  
For generations

[Learn more](#)

# Website Landing Page

## Childhood Immunizations


**Generation after generation, our community has prioritized vaccine safety to protect our children from preventable diseases.**

Various diseases that used to affect thousands of children have been eradicated, and others are very close to no longer posing a threat – mostly due to safe and effective vaccines. Help protect our children and teens – and our whole community – from unnecessary health risks by making sure your kids' vaccines are up to date. Because the potential for disease transmission is higher in group settings like schools, getting immunized is not just safe and effective – it's important for staying healthy.

Our community has always protected its children. Their stories are only just beginning. Protect your family and others with the vaccinations kids need to stay safe.

**Reminder!** Back-to-school immunizations need to happen before the first bell rings. From pre-school to college age, knowing which child needs which vaccine and at what ages is important information to have on hand as you prepare for the start of the school year. Check out the timetables information below to learn more about recommended schedules for common vaccines across all age groups. Discuss which vaccines are appropriate for your child with your family physician or pediatrician.


### Get the Right Vaccines for the Right Age



**Birth to Age 6**  
Recommended vaccines for children ages 6 and under:

English


Español



**Age 7 to 18**  
Recommended vaccines for children and teens ages 7-18:

English

Español



**Age 19 or older**  
Recommended for adults ages 19 and older:

View Schedule

Learn More





# INCREASE THE REACH

- Vaccine delivery and/or vaccine hesitancy
- Average awards \$50,000 to \$250,000
- Awards \$10,000 to \$49,999 encouraged
- Socially vulnerable populations including rural Kansas communities
- Lifespan vaccines included with Covid

2021/2022 - \$5.01 MILLION to 28 partners

## APPLY SOON!

- APPLICATIONS ACCEPTED ON ONGOING BASIS
- APPROXIMATELY \$2 MILLION AVAILABLE
- TECHNICAL ASSISTANCE PROVIDED PRE AWARD
- GRANT TEAM ASSISTANCE POST AWARD
- ALL GRANT ACTIVITIES CONCLUDE DEC 31, 2023

## MORE INFORMATION

[www.increasethereach.com](http://www.increasethereach.com)



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# Questions?

CONTACT INFORMATION:

KRISTY\_BUNKER@NMRMC.COM



**HEALTHWORKS**  
KANSAS HOSPITAL ASSOCIATION

**Kansas**  
KANSAS HOSPITAL ASSOCIATION



## Contact Us

**Jennifer Findley**  
jfindley@kha-net.org (785) 233-7436

**Susan Runyan**  
srunyan@kha-net.org (620) 222-8366

**Susan Pattie**  
spattie@kha-net.org (785) 276-3119

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