

Rapid Boot Camp Translation: Translating COVID-19 Science into Community Relevant Messaging with our 2040 neighbors

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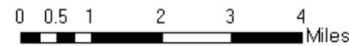
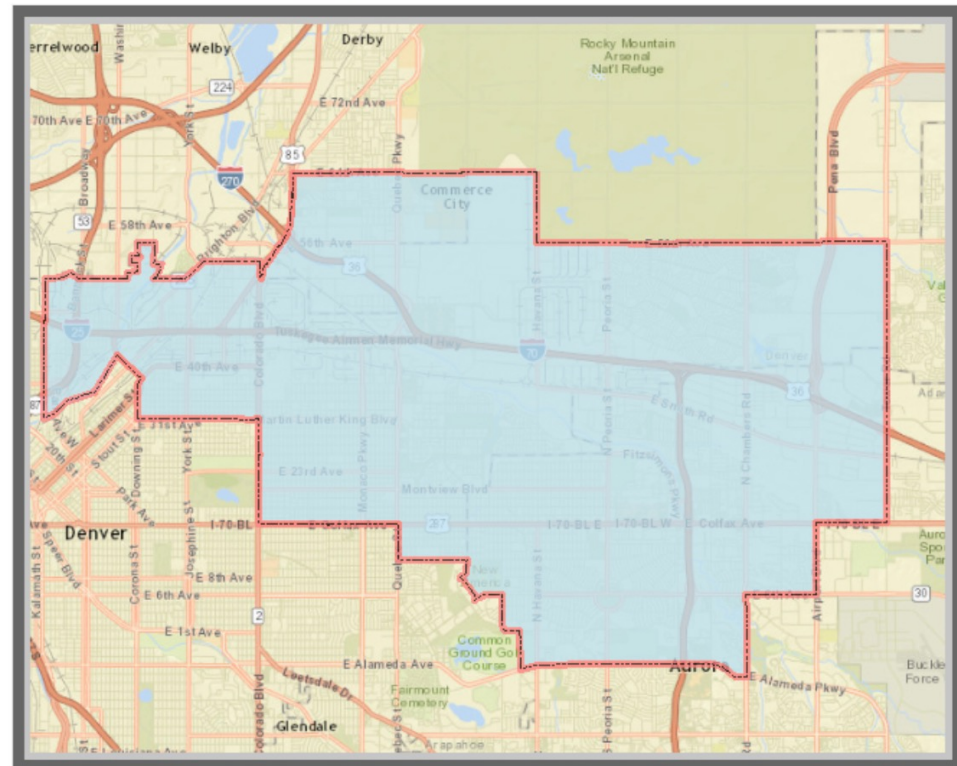
ACCORDS

What is 2040?

- An independent non-profit, supported by DFM
- DFM's lead partner in working with the neighborhoods near our campus

2040 Footprint Map

Partners for Health



EUGENE S. FARLEY, JR.
HEALTH POLICY CENTER

2040 Boundary



Conduct a rapid BCT with 2040 Partners for Health



Develop messages and materials to impact vaccine hesitancy



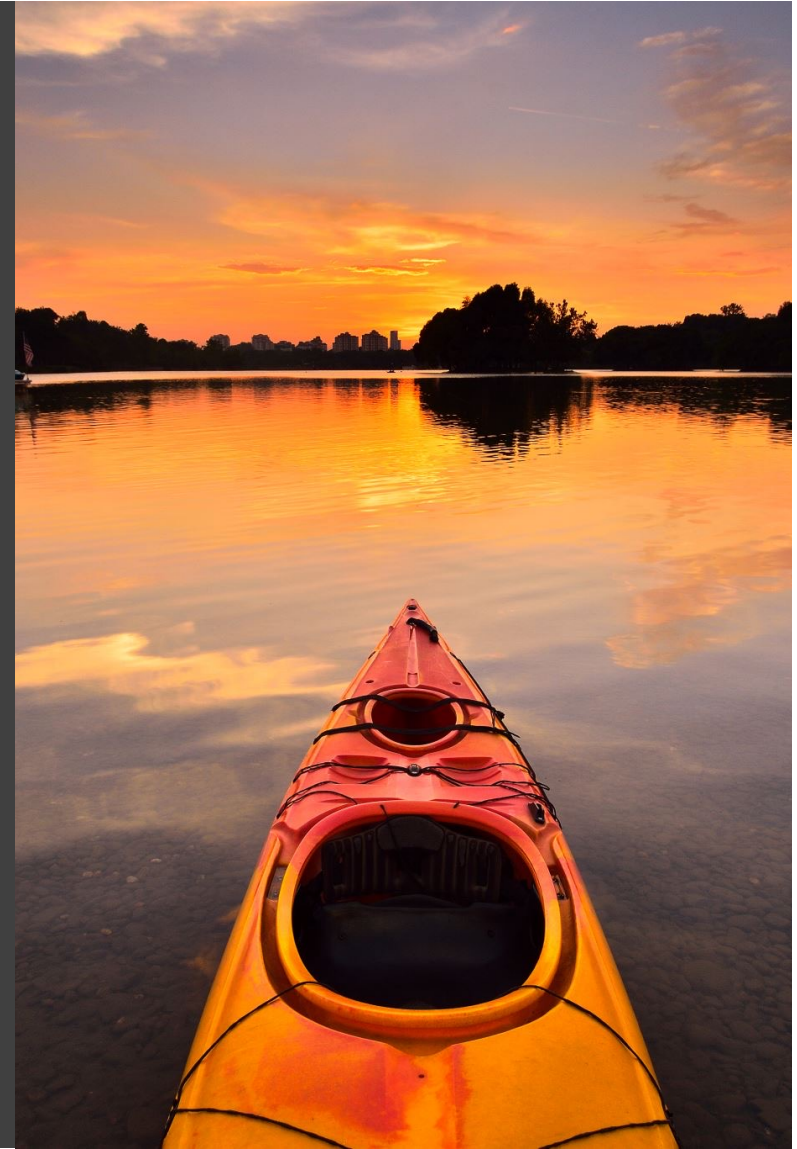
Disseminate these with 2040 and our AFW practices



Measure changes in vaccine uptake following dissemination

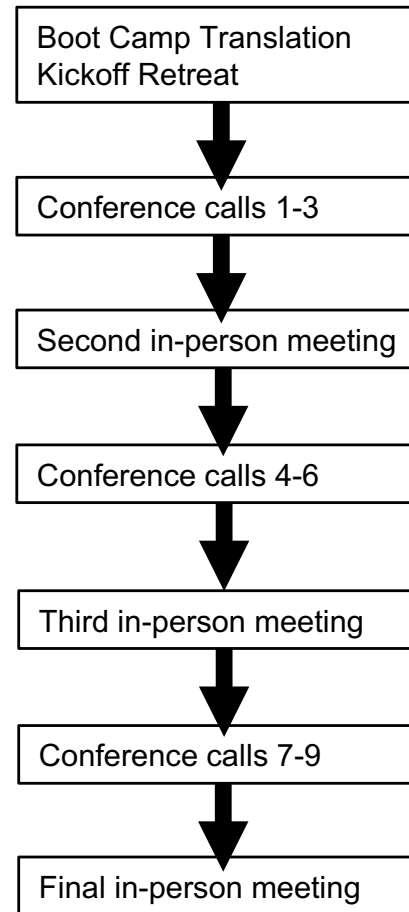
Our UPL
project

WHAT IS BOOT CAMP TRANSLATION?

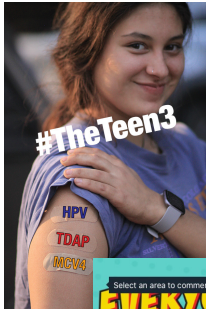


BCT Process - *traditional*

- Began with High Plains Research Network: colorectal cancer screening project
- Collaborate with communities and practices to develop:
 - Culturally relevant messages and materials that communicate evidence in a way that resonates with the community
 - Distribution plans for those messages



BCT Projects



Let's Catch Up on Your Teen's Vaccines

TEENS NEED 3 VACCINES

Your teen may be eligible for free vaccines through the Vaccines for Children program.

- HPV** protects against certain cancers in males & females.
- TDAP** protects against whooping cough, tetanus, & diphtheria.
- MCV4** protects against a type of meningitis, a dangerous infection in the fluids surrounding brain and spinal cord.

Talk to your Doctor about #TheTeen3

HELP ERASE HPV CANCERS

Select an area to comment on



Be proactive. Be informed.

6th 7th 8th

IS YOUR MIDDLE SCHOOLER READY?

Call GRANT COUNTY PUBLIC HEALTH AT: 970-725-3288

check to be sure you've completed all of these...

- ✓ MCV4
- ✓ HPV
- ✓ Tdap
- ✓ Flu

Farm Auction

ask your doctor about Colon Cancer

Auction Take Action

Tractors, Combine, Trucks Pickups and Cars

Machinery

Miscellaneous

Farm and Shop Items

Collectibles

Auctioneers: The Joint Planning Committee, High Plains Research Network. Talk to your doctor!

WANTED DEAD OR ALIVE INFLUENZA

Charged with over 34,000 deaths in the US during the 2010-11 flu season. Close to 50 people hospitalized for influenza in Fremont and Chaffee counties during the 2010-2011 flu season.

REWARD FOR GETTING VACCINATED:

- Stay healthy for school, sports, plays, concerts, work and vacation
- Protect yourself
- Protect those around you who can't get vaccinated - be a hero!

About 60% of Coloradoans have not had influenza vaccines for the 2010-19 season.

When will you get your flu shot?

For more information, please visit our website or call your doctor or local public health department.

Fremont & Chaffee Rural Camp Transmission Team

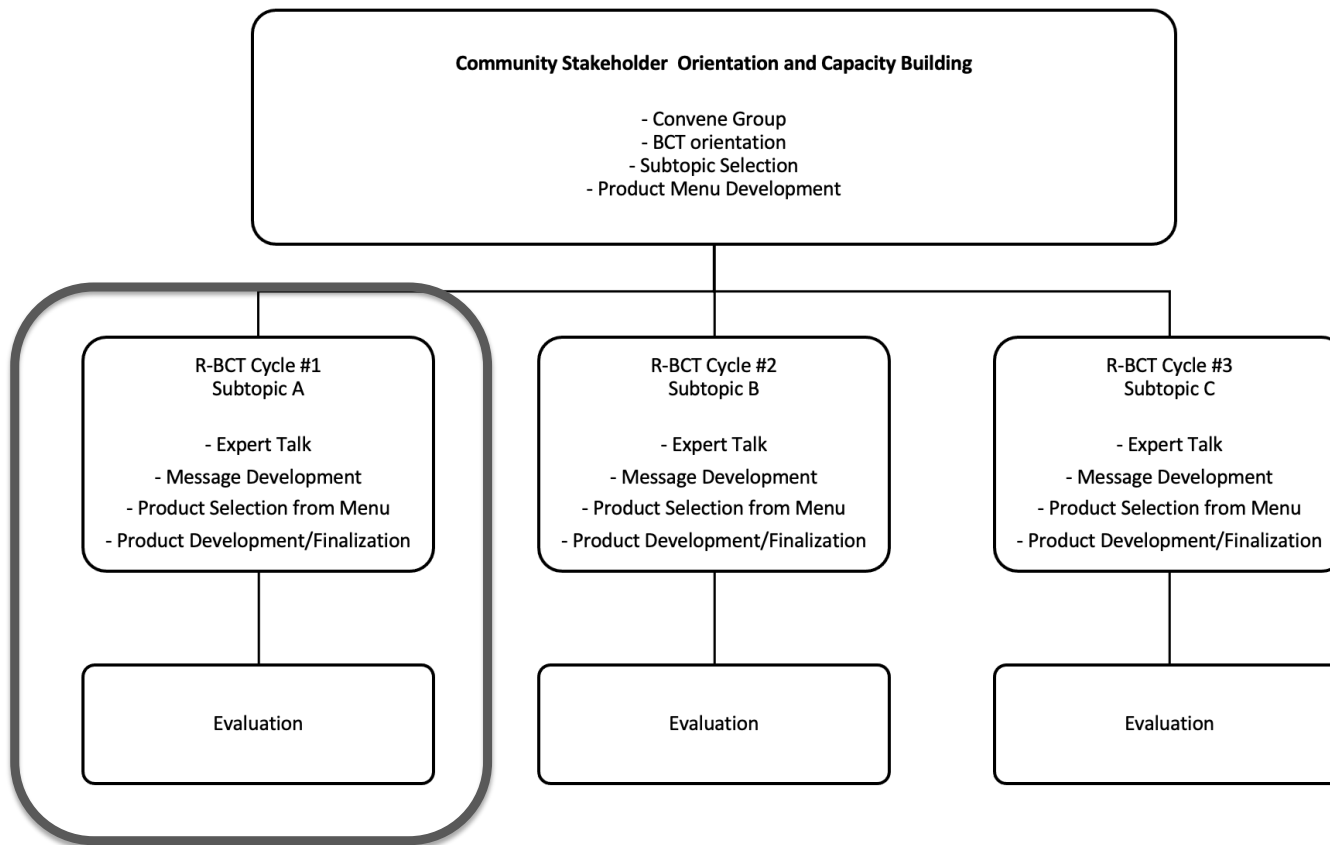
**WHAT MAKES RAPID
BCT *RAPID*?!**



Why mess with the BCT process?

- Sometimes information needs to reach the community quickly *or* it's rapidly evolving
 - COVID-19 evidence becomes available/changes rapidly
- More than one campaign on the same health topic in a shorter period of time
- Cannot do face-to-face meetings

New R-BCT process



How do we make BCT rapid?

- Meetings
 - More frequent, scheduled
 - Virtual
 - Fewer overall
- Move some key components before the BCT
- “Who” is pre-determined:
 - Brilliant Detroit families
- Health campaigns are smaller scale

Our messages and materials

Community immunity

- Sought to flip the emphasis from personal to community impact and responsibility

70-80%

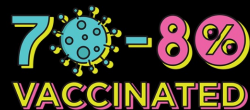
- Meant to provoke a “what’s that about” question
- Refers to the goal to reach community immunity
- Entices one to dig deeper into the facts

Intended to go on t-shirts, yard signs, hats...

- With a link to the website: 70-80.org

70-80.org

Find a vaccine near you: www.vaccines.gov or call 1-800-232-0233



[HOME](#) [GET THE FACTS](#) [TALK ABOUT IT](#) [RESOURCES](#) [FIND A VACCINE](#)

WHAT DOES 70-80% MEAN?

70-80% is about how many people need to be vaccinated for us to reach community immunity, sometimes called herd immunity. Community immunity is when enough people are vaccinated against a disease that the disease cannot spread.



Dissemination



Ongoing work with 2040 and the rBCT participants



Printing of materials in the community



Dissemination

At community events
AFW

Key Takeaways

1

Work with
community
organization
partners

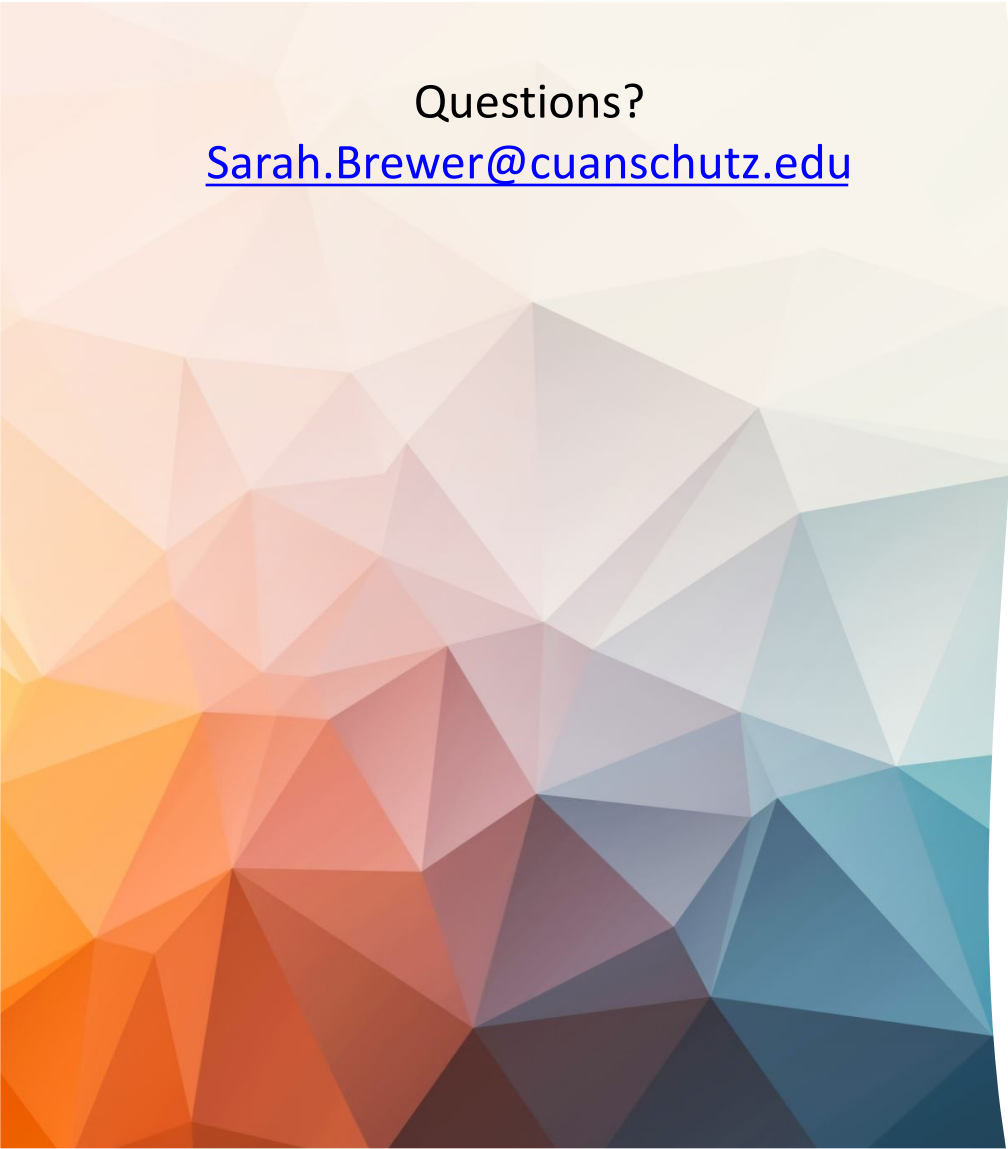
2

Engage partners in
all aspects of the
work when possible

3

Be flexible!

- Adjust to community and context



Questions?

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2040 Partners for Health

Our rBCT participants!

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