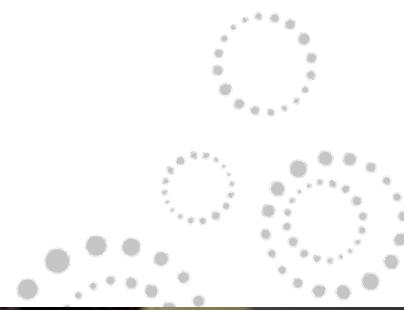




# WithinReach™

Making the connections Washington families need to be healthy.



## ADDRESSING VACCINE- HESITANCY IN WASHINGTON'S RUSSIAN- SPEAKING COMMUNITIES







## Why Russian-Speakers?

This “hidden” population has the lowest rates of childhood immunization of any language group in Washington, according to HEDIS data.

## Why a Community Forum?

Participants in four focus groups in three geographic regions independently requested a forum where they could discuss their questions with an expert. A community meeting provides transparency without the pressure to make a decision in the moment or the time limitations and language barriers of a doctor’s appointment.



## **Some concerns were similar:**

- Popular media, misinformation online, and families and friends are influential
- Children shouldn't be immunized if sick
- Vaccines harm children's immune system

## **Some concerns were unique:**

- Language barrier and lack of trust make it harder to get questions answered by providers
- Different immunization schedules in countries of origin
- Issues with availability and quality of vaccines in countries of origin



## Prepare

- Research – literature, informants
- Develop relationships with community partners
- Create materials

## Meet

- Provided incentive, food, and childcare
- 20 parents attended

## Evaluate

- Russian-speaking team member took notes
- Surveys were completed, then translated

## Иммунитет общества



- Если все мы будем иммунизированы, мы сможем защитить самых юных и уязвимых членов нашего общества.

- Diseases that vaccines prevent
- How vaccines work
- How safety and quality are ensured
- Why young infants are immunized
- Vaccine ingredients

- How vaccines affect the immune system
- Combination vaccines and multiple doses
- Herd/community immunity
- **Personal experiences!**



40%

**Of parents changed their  
opinion as a result of the  
meeting**



60%

**Of parents are more comfortable with a Russian-speaking healthcare provider**





55%

**Of parents preferred a  
community meeting over  
speaking 1-on-1 with their  
provider**



## What did we learn?

- Involve Russian-speakers in every step!
- Moderation is key to a successful discussion
- Community partnerships drive attendance
- Incentives and meals are nice but not necessary to offer if budget is low
- Think about the meeting as part of a relationship-building process



# What Now?

Next Steps

Other Communities





## What can we provide?

Toolkit

Technical Assistance

- Toolkit includes background history and literature review
- Practical handbook including step-by-step how-to and tools such as sample agenda and menu
- Editable documents such as powerpoint and evaluation survey

**THANK YOU!**



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<http://www.withinreachwa.org/wp-content/uploads/2013/04/Russian-Toolkit.pdf>