

COVID-19 Final Report for Boost Oregon (RHIP)

“COVID-19 Vaccine Information”

Reviewed by the Upstream Prevention Workgroup

Summary of Results:

- Boost Oregon created and distributed fact sheets and buttons in English and Spanish to raise awareness and address common concerns about COVID-19 vaccines.
- The fact sheets provided understandable information regarding how the vaccines work, where to get them, and what to expect after receiving it.
- Our buttons helped normalize vaccine uptake in our community.
- Community members and providers wore the buttons showing others that they themselves took the vaccine and that it is safe and effective.
- These materials fostered a culture of COVID-19 vaccine acceptance in Central Oregon.
- Positive messaging around the COVID-19 vaccines helped to improve attitudes about vaccines in general.
- The buttons were an especially popular component to our project.
- Furthermore, our buttons conveyed generic vaccine acceptance messages and were not specific to COVID-19 vaccines, so they may be used as a steppingstone to promote all types of immunizations.
- Providing the community accurate and understandable information about a new vaccine, such as those for COVID-19, primed community members to be open to learning about other necessary vaccines.



Story:

We work closely with Deschutes County Health Services on many projects. They were one of the recipients of the materials we developed. DCHS began handing out our buttons at one of their vaccination clinics. They went through the supply we gave them in a matter of days because so many people were excited to take a button and proudly display that they had been vaccinated. We supplied them with another round of buttons, and they ended up creating their own to hand out because it was so popular at the community vaccination clinics.