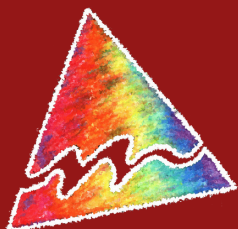


2025



VACCINE EDUCATION

To increase demand for, and access to flu, COVID-19, and other adult vaccinations via pop-up community clinics at the places that cultural groups feel comfortable and connected, and increase regularity of vaccine promotion in priority communities; and increase the percentage of pan-Asian and pan-African seniors who are up-to-date with recommended adult vaccinations.



Asian Media Access



YEAR 2 EVALUATION REPORT

AMA REACH Vaccination Efforts

INTRODUCTION

Project SUPPORT is a cross-cultural, cross-generational, and cross-sectoral initiative, aims to improve health, prevent chronic disease, and reduce health disparities among Black, Indigenous, and People of Color (BIPOCs). Supported by CDC's REACH funding, AMA leverages our extensive network of trusted community partners who provide subject matter expertise and have a history of successful engagement with the respective cultural and geographic communities.

Adult vaccinations are one of the primary elements addressed by Project SUPPORT. The goal of this initiative is to increase education, demand for, and access to flu, COVID-19, and other adult vaccinations via pop-up community clinics at the places that cultural groups feel comfortable and connected, and increase regularity of vaccine promotion in priority communities; and increase the percentage of pan-Asian and pan-African seniors who are up-to-date with recommended adult vaccinations. In Year 2, Elder vaccinations were of primary importance.

YEAR 1 LANDSCAPE REPORT

In 2024, AMA published a Year 1 Landscape Report, which outlined key policy recommendations to address vaccine hesitancy and increase vaccination rates. The policy recommendations included:

- Policy Recommendation 1: Identify community concerns, knowledge gaps, and barriers to vaccination and adjust materials for relevance and responsiveness.
- Policy Recommendation 2: Strengthen relationships with local messengers to foster trust and counter misinformation.
- Policy Recommendation 3: Increase vaccination accessibility by setting up clinics in familiar, trusted locations such as senior centers and community hubs.

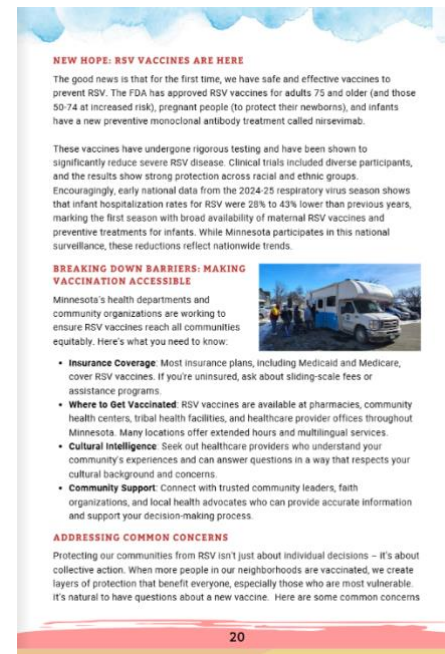


- Policy Recommendation 4: Integrate vaccination opportunities into popular cultural events, making it convenient for attendees to receive vaccinations.
- Policy Recommendation 5: Provide ongoing vaccination and mobilization messages that are culturally and linguistically appropriate.

YEAR 2 PROGRESS UPDATE

POLICY RECOMMENDATION 1: IDENTIFY COMMUNITY CONCERNS, KNOWLEDGE GAPS, AND BARRIERS TO VACCINATION AND ADJUST MATERIALS FOR RELEVANCE AND RESPONSIVENESS.

During pop-up vaccination events, ongoing community feedback on barriers and preferences for vaccination were documented and discussed with community members. These findings were translated into monthly eMagazine articles to preserve knowledge, guide programming, and provide responsive ongoing outreach (right).



POLICY RECOMMENDATION 2: STRENGTHEN RELATIONSHIPS WITH LOCAL MESSENGERS TO FOSTER TRUST AND COUNTER MISINFORMATION.

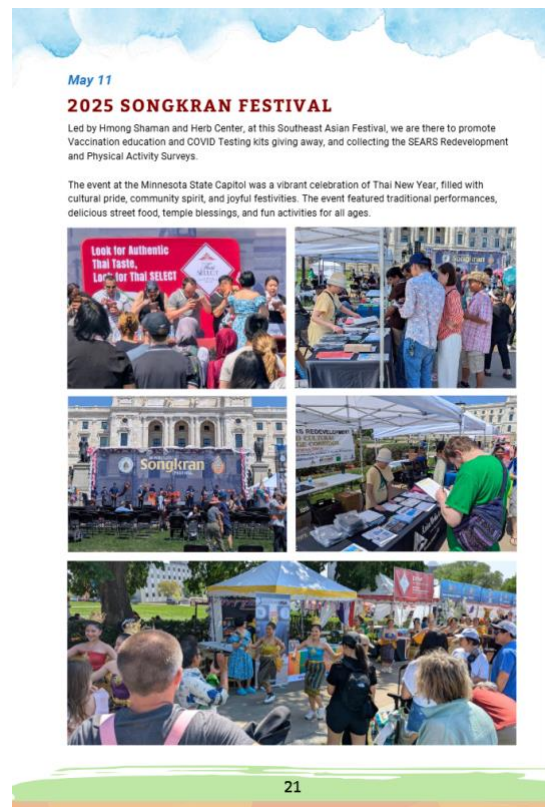
During Year 2, AMA took intentional steps to develop partnerships with organizations in trusted community locations. The goal of these relationships was to foster community trust, combat misinformation, and increase vaccine accessibility. Relationships with local organizations include:

- AABRN
- Odam Medical Group
- Pan Asian Art Alliance
- Restoration for All
- Hmong Shaman and Herb Center



POLICY RECOMMENDATION 3: INCREASE VACCINATION ACCESSIBILITY BY SETTING UP CLINICS IN FAMILIAR, TRUSTED LOCATIONS SUCH AS SENIOR CENTERS AND COMMUNITY HUBS.

AMA worked to improve vaccination accessibility by localizing vaccination opportunities in trusted locations. During Year 2, partners provided vaccination education and administration at 13 senior centers and engaged 572 seniors using heritage languages (right). Additionally, 58 vaccination pop-up clinics were facilitated at community food shelves, community centers, and fitness centers resulting in 732 COVID-19 vaccines and 428 flu vaccines administered.



POLICY RECOMMENDATION 4: INTEGRATE VACCINATION OPPORTUNITIES INTO POPULAR CULTURAL EVENTS, MAKING IT CONVENIENT FOR ATTENDEES TO RECEIVE VACCINATIONS.

The 2025 Songkran Festival (left), a celebration of Thai New Year, focuses on community connection, cultural pride, and joyful festivities. This year, the Hmong Shaman and Herb Center also promoted vaccination education and COVID testing kits, embracing a joyous cultural event for increased community awareness of vaccination safety and accessibility. Similar initiatives took place at the Colors of Southeast Asia Fest by Hmong Shaman and Herb Center and at the Cambodian Senior Day in Rochester Minnesota led by AABRN and PAAA.

POLICY RECOMMENDATION 5: PROVIDE ONGOING VACCINATION AND MOBILIZATION MESSAGES THAT ARE CULTURALLY AND LINGUISTICALLY APPROPRIATE.

AMA and partners designed and shared Vaccination Mobilization and Education blog and social media posts in diverse languages throughout Year 2 (top right). These blog and social media posts aimed to provide accurate information about vaccine safety and address cultural hesitancy.

Additionally, AMA and partners facilitated group vaccination information sessions, integrating cultural practices, traditions, and messaging to address hesitancy and promote adoption (bottom right).

60 trusted community messengers were trained on vaccine safety information. These messengers provided mini-education sessions to 747 multicultural members to learn about vaccine safety and share their own journey through vaccine hesitancy.



CONCLUSION

All five policy recommendations from the Year 1 Landscape Report were effectively integrated into partnership development, program implementation strategies, and the identification and adaptation to challenges uncovered during Year 2. By harnessing community partners and trusted messengers, AMA effectively brought culturally and linguistically tailored vaccination information to community to combat misinformation and hesitancy. Moreover, community-centered vaccination strategies effectively improved vaccine accessibility amongst at-risk groups.

Project SUPPORT

(Supporting Under-served through Produce/Park Prescription, and Opportunities to Recreation-activity & Tobacco-control)

Vaccination for Adults



Increase education, demand for, and access to vaccinations such as flu and COVID- 19 via pop-up community clinics. Selected locations emphasize cultural groups and where they feel most comfortable and connected with. Specifically, an emphasis to increase the percentage of pan-Asian and pan-African seniors who are up-to-date with recommended adult vaccinations and promote normalization within the community.

58 pop-up Vaccination Clinics throughout the state of Minnesota

Trained **60** community trusted messengers to better understand the Vaccine Impacts. Administrated total **732** COVID-19 and **428** Flu shots

Conclusion

In collaboration with cultural partners, Asian Media Access successfully organized: 1) Vaccination pop-up clinics for uninsured and underinsured BIPOC communities; 2) Culturally and linguistically responsive vaccination education sessions for Limited English Proficiency (LEP) members; and 3) A vaccination awareness-building campaign to promote health equity.

Project SUPPORT is led by Asian Media Access, collaborated with Multi Cultural Community Alliance, for more information at 612-376-7715 * amamedia@amamedia.org

Successful Vaccination Education

01

Collected **184 Vaccination Education Surveys** in multiple heritage languages to identify where are the missing Vaccination information or misinformation that BIPOC communities may have, so we can further clarify with educational materials for the communities, and exploring potential community-led solutions.



02

Trained 60 trusted community messengers to apply bicultural healthy living concepts, mobilizing members to learn more about vaccines and host 58 vaccination clinics at times and places that are culturally comfortable for their communities.



03

Shared vaccine education materials with Limited English Proficiency (LEP) seniors in heritage languages – Chinese, KaRen, Khmer, Hmong, Laotian, Oromo, Russian, Somali, and Vietnamese.



04

Empowered diverse BIPOC communities by fostering autonomy in understanding the importance of vaccines while respecting their decision-making processes.

Learn more at -
[https://ballequity.amamedia.org/
project-support/](https://ballequity.amamedia.org/project-support/)

