

BUILDING TRUST AND CONFIDENCE THROUGH PARTNERSHIPS

Promoting stronger collaborations between academic medicine, public health departments, social services agencies, and community-based organizations



Albert Einstein College of Medicine was selected by The American Association of Medical Colleges (AAMC) to promote confidence in COVID-19 and routine pediatric vaccines and increase vaccinations. Located in the Bronx, New York City, Albert Einstein College of Medicine has maintained a strong commitment to research, education, and public health for the past 70 years, providing coordinated, compassionate, science-driven care that centers on the comprehensive needs of the communities it serves, delivering care where, when, and how patients need it most from a population health perspective. The contents of this brief focus on the second year of grant activities (October 1, 2022 through September 30, 2023).



Albert Einstein College of Medicine

Albert Einstein College of Medicine team developed a questionnaire to gauge the attitudes of parents towards routine pediatric vaccinations and the COVID-19 vaccination. The team and their partners translated the survey into Spanish and administered the questionnaire at community events. The team used the questionnaire results to gain a more comprehensive understanding of parents' sentiment towards vaccines, and to learn who and what organizations were a trusted source for information. The team adjusted their outreach strategies and approaches to engaging community members based on the feedback. They created informational materials including posters and handouts to engage with the public about the safety and effectiveness of COVID-19 and pediatric vaccines. Coloring pages were created and distributed with crayons to engage children. The team collaborated with diverse partners to identify events to attend to disseminate these materials enabling them to reach the different communities in the Bronx.

WHAT STRATEGIES HAS ALBERT EINSTEIN IMPLEMENTED?

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WHAT WERE THE OUTCOMES?

- Participated in 41 community events attended by over 900 individuals
- Provided informational vaccine flyers to 426 individuals
- Recruited 629 individuals to complete a questionnaire about vaccine knowledge and hesitancy
- Recruited 36 individuals to participate in health screenings
- Trained 30+ medical physician residents on how to engage with vaccine-hesitant families

WHO DID ALBERT EINSTEIN SERVE OR ENGAGE?

Through partnering with a variety of community organizations, Albert Einstein College of Medicine strengthened connections with the diverse communities in the Bronx including immigrant communities from Central America, Bangladesh, West Africa and Indigenous peoples.



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WHO DID ALBERT EINSTEIN PARTNER WITH IN THE COMMUNITY?

Albert Einstein College of Medicine collaborated with Voces Latinas, Elmhurst Hospital Center, Hondurans Against AIDS, and the Bronx Community Advisory Board in the community. They also strengthened their relationship with The PANDEMIC Team, an internal partner at the College of Medicine. The PANDEMIC Team's primary mission is to combat health disparities within minority communities primarily by promoting the COVID-19 vaccine. Their efforts extended beyond vaccination by addressing misinformation, offering medical resources, and collaborating with numerous partners to maximize outreach. The PANDEMIC Team's mission, values, and outreach strategies aligned well with this project, making this an efficient partnership. The PANDEMIC Team members in roles such as community health workers, health care providers, and grant coordinators shared their views about the partnership.



PARTNER PERCEPTIONS

Driven by their shared commitment to serving diverse and under-resourced communities, the partnership between Albert Einstein's team and The PANDEMIC Team has strengthened and evolved

over time. During their time working together, these partners developed a collaborative and multi-pronged approach that was essential to reach the many cultures and populations that reside in the Bronx. For example, they realized they needed to co-create unique materials for a range of cultures and in different languages that also conveyed reliable and accurate health information.



PARTNER BENEFITS

The PANDEMIC Team and Albert Einstein's team have mutually benefited from their partnership by expanding outreach efforts and improving access to health care resources. Having a wider range of expertise and general resources to pull from allowed both partners to accomplish more than they could have alone.



PARTNER CHALLENGES

While the partnership between The PANDEMIC Team and Albert Einstein's team has largely been a success, there have been some challenges in achieving their shared goals. These challenges include limitations on funding and staff, as well as language and cultural barriers.

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