

Vaccine Fear Overturned by Facts: Student Perspective

K-STATE
Research and Extension

K-STATE
OFFICE OF
ENGAGEMENT

IKC IMMUNIZE
KANSAS
COALITION

Mission: Protect all Kansans from vaccine-preventable diseases.



Campaigns



Info for College Students



Education Modules



Social Media

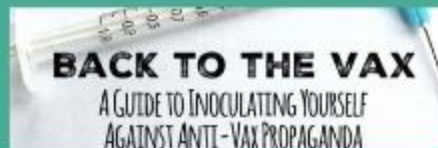


@ImmunizeKSCoalition



@ImmKSCoalition

VACCINE FEARS OVERTURNED BY FACTS



Webinars



With Heather Simpson and
Lydia Greene from Back to the Vax

Recordings available!

For Health Providers

For Parents & Families



The webinar today will also be recorded and posted.

immunizekansascollection.org/vfof

Booklet



View the Booklet

Addressing 23 common vaccine myths
with personal stories and facts!



Key Facts

Short on time?
Share this one-pager!

VACCINE FEARS OVERTURNED BY FACTS

The fact is, fears can play a large role in someone's decision to not vaccinate, despite the strong science and case that they are safe, effective, and life-saving. Vaccine Fears Overturned by Facts is a collaboration between Immunize Kansas Coalition (IKC) and the creators of Back to the Vax, Heather Simpson and Lydia Greene. Heather and Lydia are moms who used to be active in the anti-vaccine community, but are now strong voices for vaccination.

Whether you're a parent or a doctor caring for patients - this resource is for you! Here are answers to twelve common questions about vaccine ingredients and safety. We hope these facts help build confidence to trust vaccines with the behind-the-scenes work of keeping us healthy.

Do vaccines cause autism?	No. Studies have shown that there is no link between receiving vaccines and developing autism spectrum disorder.
Is formaldehyde a dangerous vaccine ingredient?	No. Formaldehyde is essential to human metabolism, and is used to build energy for physical and mental daily tasks! Formaldehyde in vaccines does not exceed 0.2 mg, but a newborn will have about 50x that naturally in their body. Fun Fact: There is about 50x more formaldehyde in a piece than in any vaccine!
Is mercury a dangerous vaccine ingredient?	No. Mercury is found naturally in the earth's crust, air, soil, and water. Thimerosal is a mercury-based preservative, it's a safe compound of mercury, used to keep vaccines sterile. In 2001, "mercury" was removed from all childhood vaccines, excluding multi-dose flu vaccines.
Can polysorbate 80 in vaccines open the blood brain barrier?	No. Polysorbate 80 is used as a stabilizer in vaccines, used to keep vaccines effective during storage and transport. However, it's used in quantities nowhere close to causing harm. Fun Fact: We ingest polysorbate 80 everyday! In our food, it's used as a binding agent in peanut butter, ice cream, jello, and more!
Is aluminum a dangerous vaccine ingredient?	No. Aluminum is used in vaccines as an adjuvant - a component that boosts the immune response to a vaccine. Infants are exposed to more aluminum in breastmilk than in all of their recommended vaccines during the first 6 months of life. Fun Fact: Aluminum is found in fruits, vegetables, meats, and fish because it's the 3rd most abundant element on earth.



K-State helps build vibrant Kansas communities.

K-State Office of Engagement

Connect, Engage, and Partner

Vaccinate with Confidence Project partners:

Immunize Kansas Coalition

Leadership Studies

K-State Research and Extension

K-State Research and Extension (KSRE)



Expanded the project off-campus



Built vaccination awareness and access in Kansas communities



Moderated campaign messaging through KSRE Tuesday Letter



Moderated communication among partners

About Me

- Doctoral Candidate, Leadership Communication Doctoral Program
 - Health Communication
 - Community Engaged Collaborative Framework
- K-State Research and Extension ➡ Office Engagement ➡ Leadership Communication

"I got involved in this project because I believe that vaccines can protect our families and communities from diseases. I vaccinate because I cannot afford to lose my family and friends to deadly diseases."

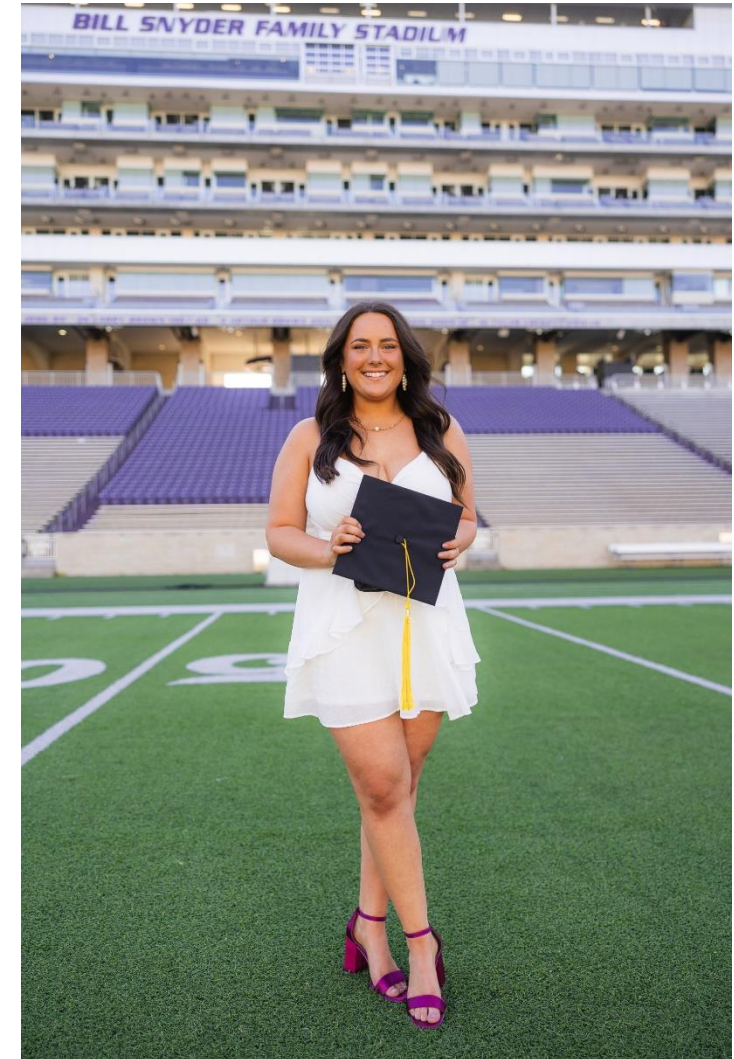


Sakshi Bhati, ABD

Strategic Communication Specialists



Janvi Aggarwal



Johnna Tumberger

Stay Healthy and Protected, Wildcats!

Get Your Vaccines Today !



For more
information,
Scan this!

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annie_sch0r



Protect Yourself
& Loved Ones
Join Our Vaccine
Campaign Today!

Scan & fill the survey
for a chance to win
GIVEAWAYS!

**Enter
to win**

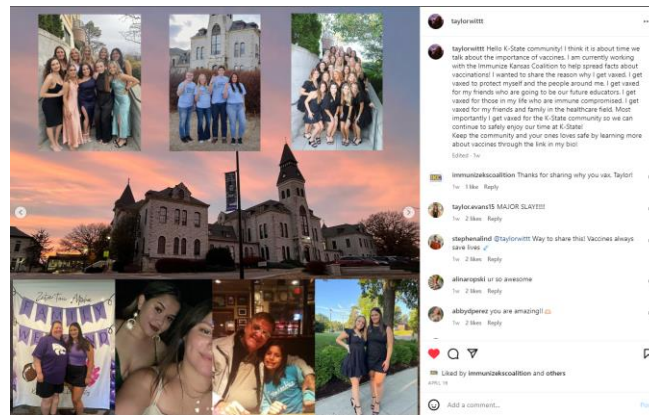


Scan the
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Deadline
May 08 by 11:59pm.



Vaccine Confidence

6 plays · 50 players



Start

Assign

Practice

A public kahoot

Don't wait until it's too late, Wildcats!

Stay ahead of the
game with a strong
immune system
powered by
VACCINES



For more information,
Scan this!

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Why I Vax Student Engagement

- Influencer Marketing
- Campus Marketing
 - Digital Signs
 - Tabling Events (50+)
 - Campus Fliers
 - Housing Fliers (20+)
- Stakeholder Relationships
- VFOF Teaching (75 Students)
- Tuesday Letter (KSRE)

KSRE Community Newsletter (Over 2500 KSU Personnel)

March 28, 2023



Vaccinate with Confidence: Honest Conversations

Submitted by Stephanie Gutierrez

Immunize Kansas Coalition Launches Honest Conversations Campaign in partnership with K-State Research and Extension and Kansas State University's Office of Engagement.



About the Vaccinate with Confidence Project:

K-State Research and Extension and Kansas State University's Office of Engagement are working in collaboration with IKC and CDC to bring vaccine confidence to Kansas communities. This project aims to create better vaccine-confident outreach in Kansas communities and families through college students. IKC's Honest Conversations Campaign is a vital resource to encourage dialogue around vaccines.

About The Honest Conversations Campaign:

Through a grant with IDEO.org, Immunize Kansas Coalition (IKC) is piloting the tools in the National Resource Center for Refugees, Immigrants, and Migrants (NRC-RIM) Honest Conversations Toolkit to amplify immunization stories from Kansans, particularly those in refugee, immigrant, and migrant (RIM) communities. Using the Honest Conversations Playbooks, IKC engaged with Latino and Hispanic communities in Southwest Kansas, Sedgwick County, and the KC Metro to identify specific vaccinations with low vaccination rates and barriers to receiving them. Once identified, the conversation began, and stories were gathered from Kansans.

Featured stories and videos include Neira Calderon, a 16-year-old, and Michael Shull, D.O., talking about the HPV vaccine; Anne Zajic, a cervical cancer survivor, bringing awareness to HPV-related cancers; an anonymous 64-year-old male, sharing about the monkeypox vaccine; Ismail A., a 10-year-old from Afghanistan and Michelle Shull, RN, talking about school vaccinations.

Read the full list of stories and watch additional videos on the [Honest Conversations webpage](#).

For more information, please contact Sakshi Bhati at sbhati@ksu.edu.

April 4, 2023



Vaccinate with Confidence: Why I Vax

Submitted by Stephanie Gutierrez

Immunize Kansas Coalition Launches the Vaccinate with Confidence Campaign in partnership with K-State Research and Extension and Kansas State University Office of Engagement.



About the Vaccinate with Confidence Project:

K-State Research and Extension and Kansas State University's Office of Engagement are working in collaboration with IKC and CDC to bring vaccine confidence to Kansas communities. This project aims to create better vaccine-confident outreach to Kansas communities and families through college students.

Share Why You Vax:

The Immunize Kansas Coalition (IKC) encourages Kansans to share their vaccination stories. It invites personal stories or anecdotes to encourage readers to get vaccinated against diseases. In collaboration with IKC, the health communication team at K-State invites students to share their "why" statements communicating their reasons for getting vaccinated.

About the Vaccine Confidence Project Team:

Sakshi Bhati (Project Lead), Johnna Tumberger (Strategic Communication Intern) and Janvi Aggarwal (Strategic Communication Volunteer) are currently working on developing social media and campus presence to encourage vaccine use among families and communities through K-State college students.

"I lost my father to COVID-19 in 2020. I understand the pain of losing a loved one to a deadly disease and so I chose to vaccinate myself and my family. I vax because I cannot afford to lose more family members to such diseases. I highly encourage everyone in our communities to get vaccinated and protect ourselves and our families," said Sakshi Bhati.

To share your vaccine story, use the social media frame or forward a quote to the Vaccine Confidence team today!

For examples of others' stories, read and watch videos from a national partner on the [Vaccinate Your Family Webpage](#).

For more information, please contact Sakshi Bhati at sbhati@ksu.edu.

April 11, 2023



Vaccinate with Confidence: Community Resources

Submitted by Stephanie Gutierrez

The Immunize Kansas Coalition (IKC) Launches the Vaccinate with Confidence Campaign in partnership with K-State Research and Extension and Kansas State University Office of Engagement.

About the Vaccinate with Confidence Project:

K-State Research and Extension and Kansas State University Office of Engagement are working in collaboration with IKC and CDC to bring vaccine confidence to Kansas communities. This project aims to create better vaccine-confident outreach to Kansas communities and families through college students.

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Vaccinate with Confidence Community Resources:

The Vaccinate with Confidence team has developed a community-centered infographic that provides snapshots of important vaccination information. If you would like to use the infographic, please contact Stephanie Gutierrez at smgutier@ksu.edu.



April 18, 2023



Vaccinate with Confidence: Vaccine Fears Overturned by Facts

Submitted by Stephanie Gutierrez

Vaccine Fears Overturned by Facts- Student Perspectives for K-State Community

Come learn about the importance and success of collaborative health campaigns. From community partnerships to social media health initiatives, this webinar is for you.



Date: April 28

Time: 11:30 a.m. – 12:30 p.m.

Register: <https://www.eventbrite.com/e/vaccine-fears-overturned-by-facts-university-engagement-perspective-tickets-615075526457>

Featured Speakers: Tim Steffensmeier, Johnna Tumberger, Ron Orchard

In this webinar you will:


- Get an overview of IKC and the "Vaccine Fears Overturned by Facts" campaign.
- Hear from Dr. Tim Steffensmeier and Mirna Bonilla Salazar about the effectiveness of collaborative projects.
- Learn about community health programming and opportunities for student engagement from Dr. Elaine Johannes.
- Learn about partnerships leading to IKC Vaccine Confidence Health Communication Project from Sakshi Bhati, ABD.
- Listen to Johnna Tumberger's internship experience with partners.
- Learn about the Vet Med and One Health Partnership from Dr. Ron Orchard.
- Participate in a live Q&A discussion.


Stakeholder Relationships

- Division of Communication & Marketing
- Residential Life
- Wildcat Watch
- K-State Calendar and K-State Today
- Institute of Civic Discourse and Democracy
- Lafene Health Center

VACCINATE WITH CONFIDENCE


Immunize Kansas Coalition and
Kansas State Research and Extension






How Vaccines Work

Vaccines prepare the immune system to fight diseases by creating antigen-specific antibodies



Every year
between
9 and 41 million
U.S. adults become ill
with the Flu

Did you Know?




**Vaccines are
safe and
effective**

Get the Facts

Vaccines **DON'T** cause

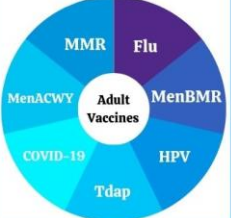
- ✗ Cancer
- ✗ Autism
- ✗ DNA Alteration
- ✗ Infertility and Miscarriage

MYTHS



Where to Get Vaccinated

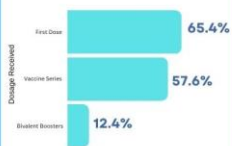
- Primary care provider
- Pharmacies
- Local health department



Adult Vaccines

- MMR
- Flu
- MenBMR
- HPV
- Tdap
- COVID-19
- MenACWY


Kansas COVID-19 Vaccination Overview




Category	Percentage of Kansas
First Dose	65.4%
Vaccine Series	57.6%
Booster Boosters	12.4%

Percentage of Kansas


Share Responsibly




We urge our community members to only communicate facts from reliable sources



IMMUNIZE KANSAS COALITION



K-STATE Research and Extension



Challenges



Time and Availability

- ★ Duration
- ★ Unmatched Schedules



Influencer Marketing

- ★ Hesitant of sharing vaccine information
- ★ Time limitations



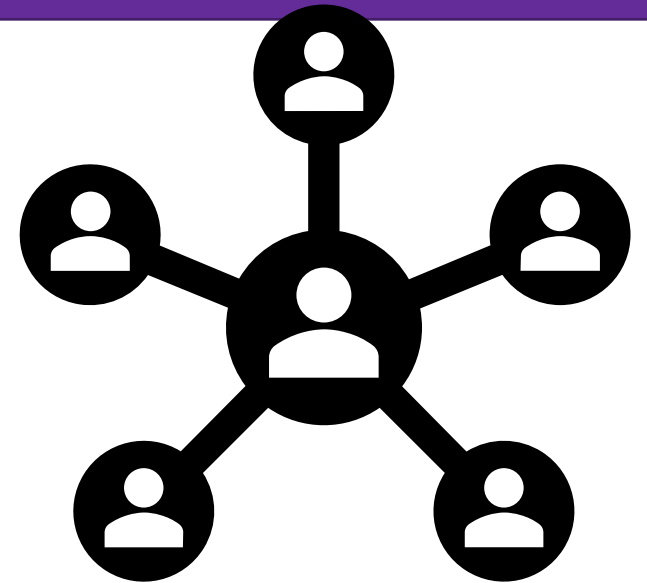
Sensitivity of the Topic

- ★ Inaccessibility to KSU Social Media
- ★ Polarization leading to hesitancy

Value in Collaborative Projects

- Improves Reach
- Fosters Engagement and Learning
- Strengthens Stakeholder Relationships
- Increases Trust
- Enhances Participation through Storytelling*

*specifically in this campaign



Major Takeaways for Future College Campaigns

- Engage students through students
- Inculcate storytelling ideas
- Focus on those who are interested
- Start contacting people early
- For influencer marketing (IM), pitch small-term engagement, then expand
 - IM Rubric
- Schedule everything



**"I trust the doctors
and science"
-Jake**

About Me

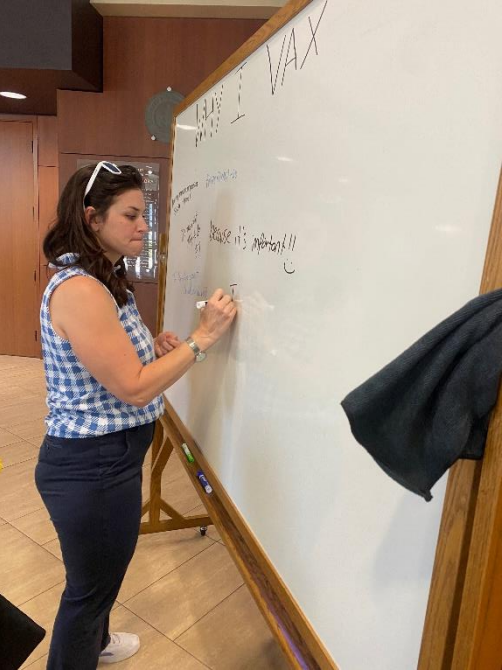
- My name is Johnna Tumberger, and I am a senior at Kansas State University, and I will be graduating May 13th with a Bachelor of Science in Mass Communications
- I started this project when Sakshi reached out to me and asked if I would intern for a health communication project that focused on vaccine confidence among KSU students
- I was very interested from the start because I know the importance of vaccines first-hand because of my immunocompromised sister



Involvement in IKC Project



- Governor's Public Health Conference
 - Sessions were held to discuss the needs of the populations served through public health programs and initiatives; tables provided information of multiple initiatives and groups including IKC
- Weekly Meetings
 - Mondays: Vaccinate with Confidence Team Meetings
 - Tuesday: Sakshi, Janvi and I meet up to discuss weekly objectives and opportunities we have to promote the project
- Tabling Events
 - Once a week, we hold tabling events at different locations on campus to bring IKC information to students and the KSU community
 - Why I Vax whiteboards



WHY I VAX

Stories from the KSU Community

I vaccinate for the safety of myself and others!
- Abby

I vaccinate because I believe vaccines are reliable in eliminating health risks
- Romaine

I vaccinate because I believe in a better future
- Lauren

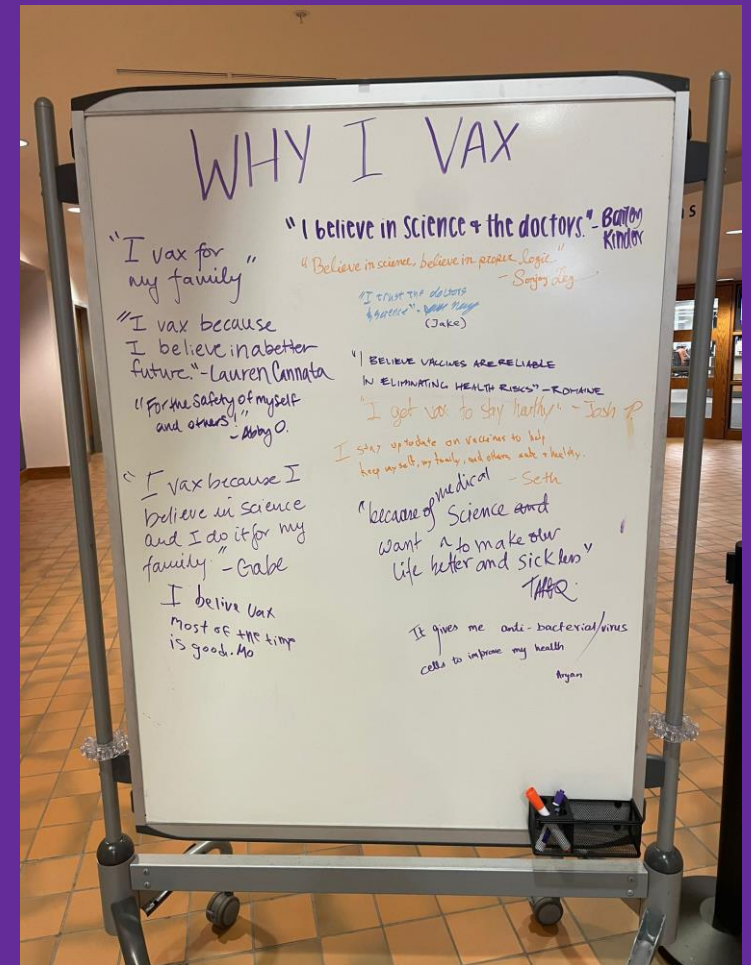
I vaccinate because I don't let fear overcome reason
- Arian

I vaccinate to do my part for the community -Trish

I vaccinate to keep my myself, my friends and family healthy
- Kim

I vaccinate for the public good!
- Mary Tolar

I vaccinate because I believe in science and proper logic
- Sonjoy



Don't miss your opportunity to
share **WHY YOU VAX!**



Thursday, April 27th
11:30 AM-1:30 PM

Visit our table at The Kansas State Student Union
outside of Cat's Den

WHY I VAX



IKC IMMUNIZE
KANSAS
COALITION
www.immunizekansascoalition.org

K-STATE
Research and Extension



“ I vaccinate for
my family!
- Vance ”



“ I vaccinate for
the public good!
- Mary Tolar ”

Influencer Marketing

- How we found our influencers:
 - We looked for students who were active on social media and on campus who were willing to share the importance of vaccines and why they get vaccinated
- Communication with influencers:
 - We are able to communicate with our influencers via text and we monitor their posts and activity on social media
- Content creation:
 - Posts – WHY I Vax stories and infographics about vaccines
 - Stories – tabling announcements, quotes from KSU community about vaccines, announcements

Influencers



Taylor Witt

"I was interested in this project because I think social media is a powerful way to help educate people about things that they didn't learn in school or in their community. In the past few years, there have been a lot of myths about vaccinations, and it is important to keep pushing the facts out there to help combat the fears of getting vaccinated. It is also great to help amplify the K-State communities' voices on why they chose to get vaccinated and show there are so many reasons people choose to do this" - Taylor

"I wanted to be part of this campaign because I feel there is a lot of misinformation on the internet around vaccines and I want to be apart of ending those stereotypes and starting conversations about how getting your vaccines not only affects your health, but everyone's around you as well" - Annie

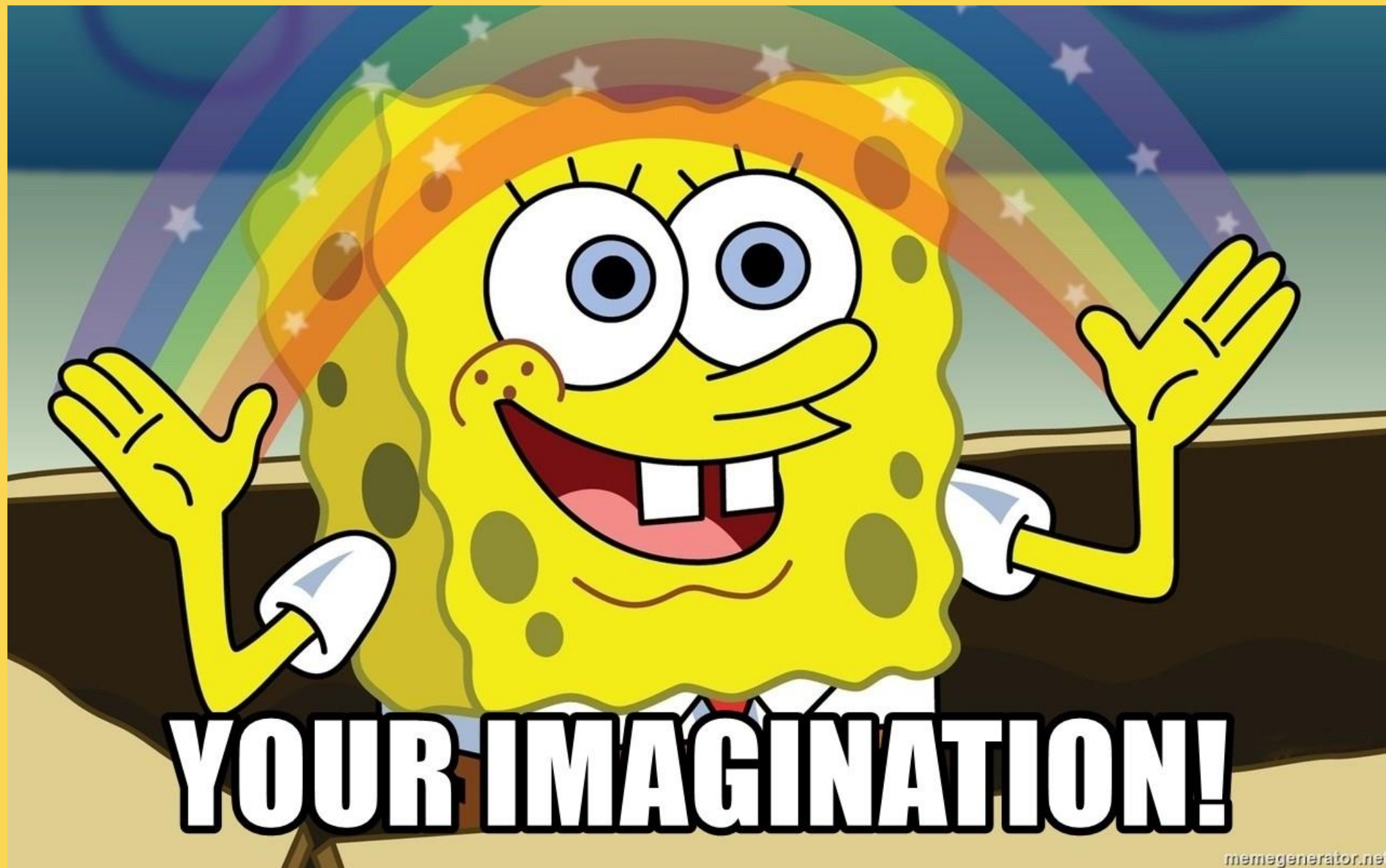


Annie Schorgl

Overall Experience

This project has opened my eyes in so many ways. Promoting vaccines and how they are beneficial is a hard task especially in the world we live in. By listening to others and their own stories, I have been able to learn so much more about the KSU community. I am so honored to have been a part of this project and I will continue to promote vaccines in the future!





About Me

MPH- Master's in Public Health, KSU '21

CAWA- Certified Animal Welfare Administrator, since 2016

RVT- Registered Veterinary Technician, in 4 states, more than 16 years

DVM- KSU Class of 22

PhD- Leadership Studies (*Practice Theory*)

Community Outreach/Shelter Medicine Fellow



Ron Orchard, MPH, CAWA, RVT.

KSU Community Outreach

- 1 week long, 4th year elective
- Students spend time practicing wellness exams and medicine within various non-traditional setting.
- Integrating with human practitioners like social workers, physicians, etc.
- Brand New Course started in May 2022!
- More than 5 different partners
- Practice veterinary medicine in parking lots, food pantries, or rescue missions



One Health Partners

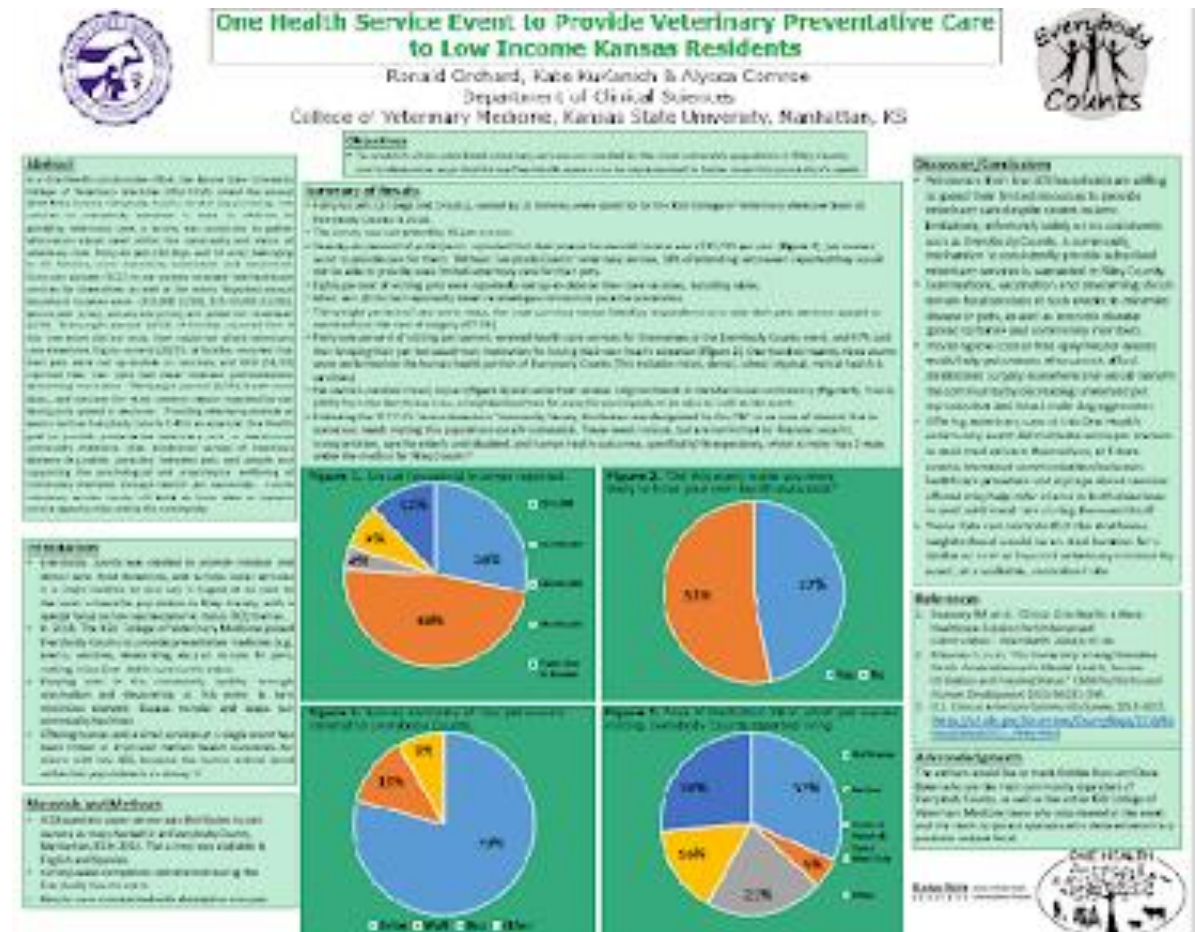
- UMKC Medical School
- Multiple food pantries/Mobile Groceries
- Social Workers
- Various human specialists
 - Optometrists
 - Mental health professionals
 - Women's shelter





A One Health Approach

- Same Clientele as Human/Social Service Providers
- The addition of veterinary services improves attendance, especially with clientele who may be unreachable otherwise
- Sweeney, J. M., Crook, P. Z., Deeb-Sossa, N., Tu, B., Dear, J. D., & Mazet, J. A. K. (2018). Clinical one health: A novel healthcare solution for underserved communities. One Health
- KSU's Research



Community Outreach

Why should we be involved?

- Improve human health outcomes through a One Health approach. “Trust”
- Vaccination is by far the treatment we administer most frequently.

We thank you for attending!

Immunize Kansas Coalition
Connie Satzler
Csatzler@kansas.net



Why I Vax Project Lead
Sakshi Bhati
Sbhati@ksu.edu



One Health Partnership
Ron Orchard
Orchard@ksu.edu

Office of Engagement
Mirna Bonilla
Mbonilla@ksu.edu



K-State Research and Extension
Elaine Johannes
Ejohanne@ksu.edu

Questions?