**Project Narrative**

**Section 1.METHODOLOGY**

**The ABC Clinic, Smith Valley, Colorado, is willing and able to accept increased funding for the Rural Health Clinic Vaccine Confidence Program.**

ABC Rural Health Clinic serves the Smith Valley, an agricultural community located in the southeast corner of Colorado, approximately 175 southwest of Pueblo, Colorado. There are 5,280 residents in Smith Valley, including 1,500 children under the age of 18, and 2,025 citizens over 65, as of the last census. Additionally, it is estimated that over 800 migrant and seasonal farmworkers serve the area throughout the year. The clinic is dedicated to ensuring accessible health services for the Valley and serves 4,200 annually. ABC Rural Health Clinic provides primary care and care coordination to 4,000 patients in Smith Valley, Colorado. ABC RHC has been serving Valley residents for over 15 years and provides access to high-value primary care and care coordination regardless of their ability to pay, health conditions, age, or ethnicity.

ABC Rural Health Clinic proposes to leverage the federal Testing and Mitigation and Vaccine Confidence funding to improve vaccine confidence of all residents with particular attention to their individual care needs. ABC will work collaboratively with the Smith Valley local health department, local businesses, and community-based organizations to develop educational programs, messaging, and one-to-one support. The efforts will grow the community’s confidence to understand the importance of COVID-19, pneumonia, flu, booster shots, and childhood immunization in maintaining the health of Valley residents targeted to their health needs and concerns. Activities of the project include:

* Educate clinic, public health, and EMS teams on the importance of appropriate vaccinations, including but not limited to COVID-19 and other infectious diseases.
* Engage public health, businesses, faith-based organizations, and others to create a community culture of sustainable, equitable, and inclusive vaccine confidence, and strengthen the capacity of fact-based community conversations.
* Develop confidence-building tools including text messaging, patient portal, a vaccination decision guide and brochures, flyers for culturally tailored, community-centric plain language materials to support clinic and partners’ outreach.
* Provide transportation to the clinic or home and site visits to ensure vaccine confidence and education.

ABC Rural Health Clinic proposes to educate health teams and patients, provide transportation to the clinic, deliver in-home education and vaccinations, and engage local partners. Together with community partners, ABC RHC will develop and implement community outreach and develop resources to improve vaccine confidence for COVID-19, flu, childhood immunization, and other vaccines critical to public health in rural communities.

These efforts will also leverage federal resources available for COVID-19 vaccination and mitigation funding. Vaccination and mitigation funding will support the facility's renovation to provide an “education room” and build to provide staff and community education both in-person and virtually. Additionally, the vaccination and mitigation funding will support 50% of the personnel costs of the Program Coordinator, who will provide project leadership and administrative direction for RHC Vaccine Confidence efforts.

The Vaccine Confidence funds will be utilized to fund the training of health staff, the education of partners and community members, provide transportation and home visits, and engage a wide variety of partners to combat vaccine hesitancy for all types of vaccines.

A detailed work plan describing the activities and strategies to grow vaccine confidence is included in the following section.

**Section 2. WORKPLAN**

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| Activity | Description  | Timeline  |
| Staff education | Using free CDC protocols and resources, educate clinic and other community teams (EMS, public health department, etc.) during four (4) in-person sessions on the importance of appropriate vaccinations; including but not limited to COVID-19 and other infectious diseases, encouraging patients, neighbors, and community members to participate in vaccination schedules relevant to their medical histories. | July 2021 – June 2022 |
| Transportation to patient vaccine appointments and educational programs | Set up a ride scheduling service to provide transportation to educational activities, vaccination appointments or set up in-home visits for clinic staff to visit and educate or vaccinate homebound or other patients on-site. | July 2021 – June 2022 |
| Engage local partners and community organizations (business and faith-based) | Engage community influencers in the business and the faith-based community to create a culture of sustainable, equitable, and inclusive vaccine confidence communication and strengthen the capacity of fact-based community conversations. Educate partners on the importance of vaccinations for infectious diseases found in the local community and how comorbidities may make community members more vulnerable without appropriate vaccination interventions. Three (3) gatherings during the project period. | July 2021 – June 2022 |
| Community outreach plan and individual decision aid | Develop and implement a community outreach plan building the engagement of local partners and community organizations. Develop a decision aid that guides individuals through the vaccination decision-making process and other resources (based on free CDC templates) and a confidence-building text/ patient portal messaging campaign. | July 2021 – December 2021 |
| Posters, brochures, and flyers | Use a graphic designer to develop and create for distribution and posting tailored, community-centric plain language materials to support clinic and partners’ outreach to communities encouraging vaccine uptake (using free “We Can Do This” campaign and CDC templates and graphic design to create individualized fact-based messaging). | July 2021 – June 2022 |

**SECTION 3. ORGANIZATIONAL INFORMATION**

The ABC Clinic was founded in 2006 and earned certification from the Center for Medicare & Medicaid in July 2006 (CCN #334678). The ABC Clinic will employ Chris Smith as the Project Coordinator. Mr. Smith has lead responsibility for all aspects of the day-to-day operations of ABC RHC since 2010 and is a life-long resident of Smith Valley. At the onset of the pandemic, Mr. Smith was integral to the work of the local emergency management task force. He led the efforts of the county to coordinate local outreach, testing, and other response efforts.