

Building Confidence in COVID-19 Vaccination:

A Playon Apertically Cities



Expert Speakers, Virtual Forums

Science, Older New Yorkers, and COVID-19 Vaccination: Advancing Trust and Confidence / NYC, January 2021

NYC Community Leaders on Building Trust and Confidence for Older New Yorkers to #GetVaccinated Against COVID-19 / NYC, February 2021

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executive Summary

A Playbook for Vaccine Confidence in Age-Friendly Cities

As governments and health systems around the globe roll out the COVID-19 vaccines, one group must be at the center of their efforts: the world's more than 1 billion people 60 and older. This population faces by far the greatest risk from COVID-19, so widespread immunization among this group is essential to saving lives, reducing strain on health systems, and enabling rapid reopening.

However, adult vaccination efforts have historically struggled with low uptake. In early 2021, the Global Coalition on Aging embarked on a unique partnership with Age-friendly NYC and the New York City Department for the Aging to engage older adults to build trust and confidence in the COVID-19 vaccine, as well as underscore the importance of adult vaccination in general. In doing so, the organizations hoped to not only help control the COVID-19 pandemic but also serve as the leading edge for a healthier future of life course vaccination and active aging.

"We are here to spread the word: the vaccine is safe, free, and available for older New Yorkers. We brought together an impressive group of panelists to engage older adults, build trust within our communities, and help get older adults vaccinated."

Lorraine Cortés-Vázquez,

Commissioner of the NYC Department for the Aging

The Opportunity:

How Age-Friendly Cities Can Lead on Adult Vaccination

As leaders consider adult vaccination during the COVID-19 pandemic and beyond, the World Health Organization's Decade of Healthy Ageing and Global Network for Age-friendly Cities and Communities provide a ready framework to reach millions of older adults.

"This is a once-in-a-lifetime opportunity to have some honest conversations about how we value each other and how we see each other."

More than 57% of the world's older population lives in cities and towns. Many of these cities already have aging-focused services, organizations, and infrastructure in place, including the more than 760 cities in the Global Network for Age-friendly Cities and Communities.

Jo-Ann Yoo,Executive Director,
Asian American Federation

This existing infrastructure presents an important opportunity for building confidence in COVID-19 vaccination and adult vaccination overall. Municipal leaders simply need a playbook for how to tap aging-focused channels for vaccine confidence and motivation initiatives.

"Safe and effective vaccines and medicines on their own are not enough to end the pandemic. We also need societal trust and acceptance."

Dr. Michael Devoy,

Chief Medical Officer of Bayer AG and Head of Medical Affairs & Pharmacovigilance

The Playbook:

Insights from New York City's Aging-Focused Vaccine Confidence Initiative

This Playbook is intended to equip leaders at the municipal level to realize this opportunity—educating older adults and the public about the importance of COVID-19 vaccination. It is based on a pioneering model from New York City, where aging-focused organizations—including the award-winning Age-friendly NYC, an early leader of the Age-friendly Cities and Communities Network—partnered to develop and launch a first-of-its-kind vaccine confidence effort in late 2020 and early 2021.

"Thinking about how we can protect those who are at greater risk, who also tend to be less well-off...and how we get this fantastic resource (this vaccine) out to those really at risk is challenging, and it's fantastic to hear about how New York City is approaching it."

Dr. John Beard,Former Director of the Department of Ageing and Life Course, WHO



What: A Novel Vaccine Confidence Initiative to Engage Older Adults

The New York City vaccine confidence initiative featured a multi-layered strategy with several key elements:

- A webinar, "Science, Older New Yorkers, and COVID-19 Vaccination: A Virtual Forum Advancing Trust and Confidence for Older New Yorkers," focused on vaccine science;
- A webinar, "A Conversation with NYC Community Leaders About Building Trust and Confidence for Older New Yorkers to Get COVID-19 Vaccinated," focused on key communities;
- Recordings of the webinars made publicly available and promoted through participating organizations and networks; and
- A variety of written materials provided to older adults through municipal aging services and other organizations.

Who: A Cross-Sector Partnership to Reach Diverse Aging Communities

The initiative was created by a partnership of government, non-profit, and private-sector organizations, including:

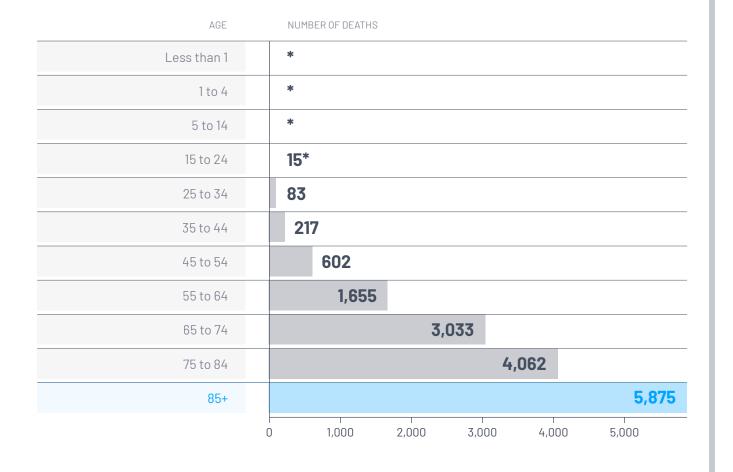
- The New York City Department for the Aging,
- The Age-friendly NYC Commission,
- The Global Coalition on Aging,
- Leaders and experts from the scientific, medical, and academic communities; faith communities; employers; Black, Latino, and Asian communities; and other key stakeholder groups.



FORUM MATERIALS

"Covid-19 can be deadly for us older New Yorkers..."

Over 90% of all deaths in NY have been over 65



"People aged 65 and older are at high risk for serious complications with COVID and we know that risk increases with age"

Dr. Jennifer Rosen,

Director, Epidemiology and Surveillance, New York City Department of Health and Mental Hygiene

Why: A Pioneering Model for Building Confidence in Adult Vaccination

Older adults are more vulnerable to COVID-19 and to other age-related diseases for which we have effective vaccines. This initiative aims to stress these risks in a simple and respectful manner.

The initiative offers a model for cities around the world because:

- New York City's demographics and density provide insights about engaging a diverse population of older adults from a variety of different communities and backgrounds.
- New York City is a well-established age-friendly city guided by the strong vision and leadership of the Age-friendly NYC Commission.
- New York City has a robust network of aging-focused organizations, providing real-world examples of how to effectively tailor and disseminate materials to reach an older audience.
- New York City has been severely affected by COVID-19, including both health and economic impacts, generating great urgency for vaccination.

"There is also the question of ageism...the people who have dominated the conversation on vaccines in the past have been pediatricians, naturally concerned about children. But it's becoming increasingly obvious that vaccines, in different forms, may be valid at different stages of life."

Dr. John Beard,

Former Director of the Department of Ageing and Life Course, WHO

partnership 02

Bringing Together the Right Organizations and Leaders

An effective vaccine confidence initiative for older adults begins with engaging the right partners. Ideally, this partnership will join together a broad set of complementary organizations: municipal agencies, public health experts, employers, community organizations and leaders, advocates and members of the public, and other key local stakeholders.

In New York City, this broad-based, cross-sector partnership reached the many communities and constituencies required to build older adults' trust in and knowledge of vaccination.

Building the Core Team

A core team of partner organizations can work together to most effectively develop and oversee the vaccine confidence initiative. Based on the initiative in New York City, these could include:

- The municipal agency focused on older adults and aging services. If such an agency doesn't exist, then the mayor's office or other principal municipal office can assign its leader on aging services or appoint one;
- **The age-friendly commission** or other organization with existing knowledge, resources, and networks related to aging populations and public health; and
- The municipal Chamber of Commerce or other representatives of the private sector.

Recruiting **Experts**

"People need truth and knowledge and facts. And I do believe that understanding the science is indeed the first step." [We need to] answer questions that

Dr. Susan Beane,

Executive Medical Director, Healthfirst

real people have."

Experts can inform the development of vaccine confidence forums and materials, building public trust and motivation to get vaccinated. This could include experts with knowledge of:

Public health and epidemiology;
Geriatrics, gerontology, and aging and related social services;
Vaccine development and regulation;
Local communities' specific perceptions, needs, and challenges;
The role of business and the private sector; and
The current state of the vaccine rollout.

"It is imperative for storefront leaders to be part of this, for them to have as much access to these resources and this information so that they can be the validators in those places where they circulate."

Dr. Derrick Harkins,

Director of Membership and Strategic Partnerships, Federation of Protestant Welfare Agencies

Engaging Organizations and Messengers to Amplify Impact

Beyond the core team, engaging other organizations and leaders enable the vaccine confidence initiative to reach more people and more communities. These could include:

- Local community networks and faith-based organizations,
- Employers and the private sector, and
- Organizations and leaders from racial and ethnic minority communities.



amplification 03

Strategically Engaging Key Communities and Trusted Messengers

As partners develop and execute the initiative, it is essential to reach the full population of older residents through different channels and communities, especially with trusted leaders within these communities. This is especially critical for those who may be harder to reach, less likely to trust health authorities, or impacted by health and economic challenges.

In New York City, several communities and channels played a key role in the initiative's success.

"Trusted messengers are the most valuable tools—both the messengers and the people to bring back information."

Lorraine Cortés-Vázquez,

Commissioner of the NYC Department for the Aging

Local Networks and Faith-Based Organizations

"As a trusted advisor between the Church and our programs, it's important for us to be that visible aid for them so that they can see why it's important for them to take the vaccination."

Donna Atmore-Dolly,

Executive Director, Allen Community Non-Profit Programs, Greater Allen AME Cathedral of New York Older adults and their families often interact with and trust organizations, leaders, and individuals that work at the local or neighborhood level. In particular, faith-based organizations are key local touch-points for older adults, as well as providers of common age-related services and activities.

Therefore, the NYC vaccine confidence initiative engaged organizations like the Federation of Protestant Welfare Agencies, the Jewish Community Relations Council of New York, and local places of worship. This enabled the initiative to expand its reach and amplify its message.

Employers and the Private Sector

Businesses have a broad reach with both their employees and consumers, which can serve as an important channel to build vaccine confidence among older adults.

In the NYC initiative, the private sector was represented by the Global Coalition on Aging. Public engagement also featured Business Partners to CONVINCE (COVID-19 New Vaccine INformation, Communication and Education), a global effort to mobilize the business community to educate employers and employees about the COVID-19 vaccines.

Engaging businesses can offer key benefits:

- Enable businesses to serve as trusted sources of vaccine information for older employees, older consumers, and their families;
- Tap private-sector expertise on health and vaccines, as well as communications, operations, and public engagement, more generally; and
- **Leverage private-sector resources** to create toolkits, guidance, digital platforms, and other supporting materials.



Organizations and Leaders from Racial and Ethnic Minority Communities

Older adults from racial and ethnic minorities may turn to others within their communities for information and guidance on COVID-19 vaccination. In diverse, global cities like New York, engaging these communities will be essential to the success of a vaccine confidence initiative.

Based on this insight, the NYC initiative featured speakers from Black, Latino, and Asian communities, as well as organizations like the Hispanic Federation.

"Our communities want to see the prominent [community] leaders get vaccinated—that is the key."

Jo-Ann Yoo,Executive Director,
Asian American Federation

"What is working is the use of social media to communicate with our congregation. What's not working is the social media is not hands-on enough, it's not community-based enough, there's not a human touch like if they heard it coming from the pulpit...The more community-based [messaging] is, the more effective it's going to be."

Dr. Thomas Johnson,Senior Pastor, Canaan Baptist Church

CONTENT Sprocess O4 Executing Effective

Executing Effective Public Forums and Communications

Once partners have considered the audiences and organizations to engage, they can begin to plan public forums and communications that will be accessible to a diverse set of older adults and those in their orbit, such as care providers and family members. A combination of real-time convenings and written materials can help to meet different circumstances and needs.

In New York City, the partners chose to hold two public-facing webinars and create a number of standalone materials. The first webinar convened health experts to discuss the science of vaccines, while the second convened community leaders to build public trust and motivation for vaccination.

This approach reflected the need for virtual convenings during the pandemic, but it may need to be adjusted for certain settings or constraints. In other cities, partners should identify the formats and strategies that work best for their needs.

The NYC initiative's process is outlined in the next section as a step-by-step guide.

Plan:

Building Teams and Messages

1. Virtually convene the partners and their teams.

At the convening, discuss needs and opportunities, begin assigning roles, and build consensus and enthusiasm. This process should include those who are not directly participating in the forums.

2. Determine the top challenges that may constrain vaccine confidence.

In the case of New York City, these challenges included a lack of understanding of vaccine science, skepticism about vaccine safety, and the need for trusted messengers.

3. Develop messages and materials to address these challenges.

The NYC initiative found that several key principles guided the most effective content:

- Provide reliable, clear, understandable science that addresses the development of vaccines, particularly its speed, efficacy, and potential side effects.
- Create messaging that acknowledges fear and hesitancy, as well as issues of equity and trust. Messaging should be respectful, non-judgmental, informative, and tap the power of peers.
- Provide practical information that can motivate attendees to share resources within their organizations and communities.
- Emphasize the realistic, proven risks of not being vaccinated.
- Appeal to the importance of reuniting with loved ones, friends, and the community. Note the importance of getting vaccinated not just for older adults, but also for keeping others safe and returning to a more normal life.
- Emphasize the importance of all adult vaccinations to support healthier aging.

Promote:

Developing Public Forums

1. Choose the platform for public forums.

The platform should be simple and accessible to the widest audience. In New York City, the partners chose Zoom. Be aware of the limitations of the platform and be prepared to either increase its audience capacity or time limitations. This could include extending its reach through a live stream on a user-friendly platform (Facebook/Instagram Live) and/or posting a downloadable link to the recording after the event.

2. Plan for how to provide access to the forum in multiple languages.

A live interpreter can be hired to fulfill this function in real time.

3. Recruit experts to the forum.

This can include members of the community, leaders of community organizations, and others who can promote the forum within their communities and organizations. In particular, the forums should include one or more healthcare providers to promote public trust.

4. Promote the forum to a wide audience through the networks of the collaborating organizations and social media.

Prepare a one-page invitation that is concise, visually appealing, and features the link to the live event, as well as photos of the panelists and links to their bios. On the following pages, see examples of an invitation and "social cards" that were utilized during the effort.

5. Register attendees with a simple form that can collect useful information, such as age, vocation, and gender.

This information can help you to shape your content, including by asking questions about degree of hesitancy and reasoning behind it. The results of this data can be presented within the context of the forum or used to further inform the panelists and direct their responses.











SAVE THE DATE

A CONVERSATION WITH NYC COMMUNITY LEADERS ABOUT BUILDING TRUST AND CONFIDENCE FOR OLDER NEW YORKERS TO GET COVID-19 VACCINATED

Virtual Forum, February 9 2:30PM – 4:00PM

Join Lorraine Cortés-Vázquez, New York City Department for the Aging Commissioner; Michael W. Hodin, Global Coalition on Aging CEO; and Health, Social Services, and Community Organizations for a discussion on why all older New Yorkers can confidently #GetVaccinated against Covid-19.

Registration now open: http://bit.ly/2M69Rgi

Please contact gmasino@globalcoalitiononaging.com with questions.

@NYCSeniors @NYCAgeFriendly @MWHodin







NYC COMMUNITY LEADERS

ON BUILDING TRUST AND CONFIDENCE FOR OLDER NEW YORKERS TO #GETVACCINATED AGAINST COVID-19

Virtual Forum, Tuesday, February 9th 2:30PM - 4:00PM EST



DONNA ATMORE-DOLLY

Executive Director,
Allen Community NonProfit Programs,
Greater Allen AME
Cathedral of New York



LORRAINE CORTÉS-VÁZQUEZ

Commissioner,
NYC Department for
the Aging



REV. DERRICK HARKINS

Director of Membership & Strategic Partnerships, Federation of Protestant Welfare Agencies (FPWA)



MICHAEL HODIN

CEO, Global Coalition on Aging (Moderator)



DR. OLUSIMBO IGE

Assistant Commissioner, Bureau of Health Equity Capacity Building, NYC Department of Health and Mental Hygiene



DR. THOMAS JOHNSON

Senior Pastor,
Canaan Baptist Church



MARILYN LOPEZ

Geriatric Nurse Practitioner
NYU Langone Health



RABBI MICHAEL MILLER

and CEO,

Jewish Community

Relations Council of New

York



FRANKIE MIRANDA

President & CEO, Hispanic Federation



DR. SCOTT RATZAN

Distinguished Lecturer and Exec. Director of CONVINCE USA at CUNY School of Public Health



DR. JENNIFER ROSEN

Director, Epidemiology and Surveillance, NYC Department of Health and Mental Hygiene



MARTA WORKS

Brooklyn Church
Community Member
& COVID-19 Vaccine

Register today! http://bit.ly/2M69Rqi



Convene:

Preparing for and Holding the Forums

1. Prepare a limited slide deck that can support basic information, told simply, relating to the content of the webinar. Slides should be designed for impact in a manner that levels the understanding of the topics being discussed. Slides can be disseminated after the event.

2. Prepare a "run of show."

This should outline the agenda for the forum, as well as offer a further opportunity for adjustments. The forum will likely be most effective if it is conversational, avoids lengthy presentations, and panelists ask each other follow-up questions. It is also helpful to plan for a robust interactive Q&A session allowing attendees to ask their own questions.

3. Convene a pre-event meeting with all panelists.

Panelists can review the run of show, the format of the forum, and the information from the registrants.

4. Practice the forum with moderator and panelists.

During the pre-event meeting, the forum's moderator can review each panelist's introductions and the direction of the questioning that they may follow for each panelist, thus allowing panelists to prepare in advance.

5. On the day of the forum, request that panelists convene at least 20 minutes prior to the event.

If a virtual platform is used, panelists should insert their names within their presenter link and keep themselves on mute when they are not speaking. Prepare a virtual background(s) for panelists, so that there is a uniformity in the look of the webinar and an opportunity for further branding during the proceedings.

6. Appoint a team member to oversee production.

This team member should also be the host of the meeting. In the case of a virtual platform, their role will be to begin the recording at least one minute prior to the start of the webinar, allow the attendees entry to the webinar (allowing for extra time if there is a large audience), monitor the entries until they fairly match the registrations, and signal to the moderator to begin. The audience chat function should be disabled so that the chat is dedicated for panelist use and behind-the-scenes coordination, provided that attendees still have a channel to submit questions throughout the webinar.

7. During the event, there should be another team member assigned to the 0&A window.

This team member can direct relevant questions to the moderator, who can decide to whom each question should be addressed.



FORUM MATERIALS

"Do we know everything at this time?"

WHAT WE KNOW Effectiveness-94.1% +

Safety Profiles—Similar to other vaccines

Adverse Reactions—Mild to moderate

WHAT WE DON'T KNOW Length of time of the immunity

"Will I be okay after my vaccination?"

YES: Health professionals request 15 or 30 minutes observation.

Maintain vigilance—wear a mask, wash your hands, social

distance, and stay home if you are sick.

Receive ALL required doses.

"But how can the vaccine be safe when it was developed so quickly?"













CUTTING EDGE

First-of-itskind global project

SCALE

Money, resources, and time on a massive scale

A LEG UP

Leveraged existing knowledge and research

COLLABORATION

Public and private sector partnerships

ATTENTION

Easier recruitment for clinical trials

EFFICIENCY

Development, manufacturing, distribution in parallel

Follow-Up:

Creating Materials and Sustaining Impact

1. Make the recording of the forum publicly available online.

Promote the recording through the participating organizations and other channels that reach older adults and their families.

2. Prepare simple, actionable communications based on the insights from the forum.

Share these materials with older adults through municipal agencies, local organizations, employers, and other networks. When choosing platforms to reach older adults and their families, be mindful of accessibility challenges, both in the built environment and in the digital realm so that technology does not become a barrier. Written and visual communications can help to amplify content in conjunction with and beyond the forums. The NYC initiative created a variety of these deliverables:



 A simple, one-page fact sheet that can be provided to older adults, as well as serve as the basis of additional documents on COVID-19 and the vaccine for the community. This fact sheet can be based on the information gathered from municipal agencies, the medical and scientific community, local organizations, and other participants. The fact sheet can also take the form of a PowerPoint presentation.



 Recordings of the public forums that are made available online through the websites of municipal agencies, local organizations, and other stakeholders.



 Resources sharing widely requested information from the participants. In the case of NYC, information about how and where to access the vaccines was of particular importance to the audience.



• A straightforward, clearly written "call-to-action" that will resonate with the communities at a cultural and civic level.



A list of helpful links to resources within the city and at a
national level, which will provide trusted, accurate, and updated
information. These can include links to the national public
health agency, the municipal public health agency, and other
expert organizations. This can take the form of a PowerPoint
slide or as an attachment on the registration follow-up reminder
or after the event.

3. Repeat this process for as many public forums as needed.

To maximize impact, each of these forums can focus on a particular key topic or audience(s).



Enabling Healthy, Active Aging for the Long Term

Vaccine confidence initiatives in age-friendly cities are not only an important strategy to address COVID-19—they can also serve as a model to promote healthy, active aging over the long term.

By tapping these same partnerships, cities can encourage older adults to receive other recommended vaccinations, embrace healthy lifestyles, proactively prevent and manage chronic conditions, and advance other public health priorities. These objectives align with the WHO's Decade of Healthy Ageing, serving as a catalyst for better health and stronger economies in an aging world.

"The COVID-19 pandemic has underscored the critical role of older adults' health to the overall health of societies and economies. As part of our global recovery, we can apply the models developed during the pandemic to realize the profound opportunities of healthy, active aging in the 21st century."

Michael W. Hodin, PhD, CEO, Global Coalition on Aging

Expanding and Sustaining COVID-19 Vaccination

Vaccine confidence partnerships can continue to convene forums and publish information as vaccine rollouts continue, with a particular focus on hard-to-reach communities and individuals. Coupled with efforts to address access barriers, such as those related to reduced mobility and lack of transportation to vaccination sites, these efforts will ensure that every neighborhood and community within a city reaches the level of vaccination necessary to maximize public health benefits and ensure a safe reopening.

Additionally, there is growing evidence that people may need to receive the COVID-19 vaccine on a regular basis going forward. Vaccine confidence initiatives and partnerships can help to meet this need and control COVID-19 in the years to come.

Increasing Adult Vaccination for Other VaccinePreventable Diseases

Even beyond the COVID-19 pandemic, low vaccination rates among adults for vaccine-preventable diseases—such as influenza, pneumococcal pneumonia, shingles, and others—generate immense health and economic impacts. Globally, influenza kills 250,000-500,000 older adults each year. In the United States alone, it's estimated that treating adults for diseases that could have been prevented with a vaccine costs \$27 billion each year.

To address these impacts, initiatives to bolster vaccine confidence and motivation can use the same model from COVID-19 to promote

vaccination for other diseases. These vaccines might also be offered at the same time as COVID-19 vaccine boosters, increasing the efficiency of public health efforts. We can further advance public health by introducing vaccine schedules, creating registries for recommended vaccines, and addressing access barriers, including those related to transportation and mobility.

Promoting Healthy, Active Aging

Vaccination is just one part of a broader opportunity to promote healthy, active aging. The partnerships to promote COVID-19 vaccine confidence can also help older adults to pursue other key health steps, such as risk-reduction activities, screening for chronic diseases, and planning for long-term care needs.

If cities and other partners seize this opportunity, they could build the foundation for a healthier society that can adapt to unprecedented demographic change. This would represent a silver lining from the COVID-19 pandemic—and the basis for a brighter future in an aging world.



"Where we could do better is getting people signed up. Having people go through the internet is often a challenge because [with] seniors and communities of color there is a whole digital divide."

Jo-Ann Yoo,

Executive Director,
Asian American Federation

"For these vaccinations in particular, I think the benefits far outweigh the potential risks. Most of the side effects will be local—just at the site of the injection itself. And this lasts for a day or two. I think that is very reassuring."

Dr. Wafaa El-Sadr,

Director, Global Health Initiative, Mailman School of Public Health, Columbia Universit "What the senior centers are doing really well is to make calls to the seniors to talk to them about the vaccination to see if they're interested in taking the vaccination...We're having conversations to start to combat some of their concerns, some are valid and some they just want someone to talk it through with."

Donna Atmore-Dolly,

Executive Director, Allen Community Non-Profit Programs, Greater Allen AME Cathedral of New York

"[The] way we are making it easier for older adults to get vaccinated is to train community-based organizations who can help older adults navigate these services online and help them book appointments, help them set up an email. Also, that these community-based organizations can provide older adults with more information...DFTA is doing a lot to provide information through robo calls and mailed letters..."

Dr. Olusimbo Ige,

Assistant Commissioner, Bureau of Health Equity Capacity Building, NYC DOHMH

"For older adults we want to be mindful [that] preventative services are still very important. Along with the COVID vaccine, we want to be certain they get the seasonal influenza, the pneumonia vaccine, the shingles vaccine, and the tetanus booster."

Marilyn Lopez,

Geriatric Nurse Practitioner, NYU Langone Health "Many of our households are multigenerational, so that had an incredible impact when it comes to seniors in our community... and the ability for them to understand what was going on in the midst of so much misinformation."

Frankie Miranda

President & CEO, Hispanic Federation

"Most seniors don't have social media...[it's] important that they get information in the mail, handouts, make sure they have masks, make sure they have supplies—these are the things that we can do better."

Martha Works,

Brooklyn Church Community Member and COVID-19 Vaccine Advocate

"...workers in [nursing homes and] facilities are less apt to get vaccinated and we need a better strategy to [reach them]."

Dr. Scott Ratzan

Distinguished Lecturer, CONVINCE CUNY School of Public Health

Key Takeaways

01.

Identify the basis for hesitancy within your community/city

03.

Align efforts with local partners and stakeholders that speak to your specific community

02.

Team up with municipal leadership responsible for health protocols and aging-related concerns

04.

Develop a basic-language communications message for the community— simple scientific data, acknowledging fear, yet respectful and non-judgmental

05.

Convene diverse, multi-sector partners to address specific community concerns

06.

Prepare materials—
websites, printed
materials, recordings—
that can have further
impact across the
community

07.

Codify the most effective processes as a guide for future events

Appendix

Vaccines for All: Resources About Adult Vaccination

Blog Posts

If We Are to Put the COVID-19
Pandemic Behind Us, We Need
More Trust →

Innovation and the Lessons of COVID-19 \rightarrow

The Barrier to a COVID-19
Vaccine Won't Just Be Science:
It Will Also Be Behaviour →

Including Adults in the Vaccine Conversation →

Vaccination for Healthy Aging →

Vaccines Work →

Fixing the Pneumonia Epidemic →

Reports

Opportunities for Action,
Barriers to Engagement,
Paths to Healthier Aging →

Implementing a Life-Course
Approach to Immunization →

Targeted Communications: Worth the Shot \rightarrow

Roundtable Report: Measures to Ensure Healthy Ageing Recommendations for the G20 Leaders and Health Agenda →

Adult Vaccination in the Asia Pacific: Mobilizing Policy and Practice Knowledge →

The Value and Imperative of Quality Measures for Adult Vaccines →

Our Best Shot: Expanding
Prevention Through Vaccination
in Older Adults →

Life Course Immunization— A Driver of Healthy Aging →

Online Resources

COVID-19 Vaccination (CDC)→

COVID-19 Vaccines (NYC Health)→

COVID-19 Vaccines (WHO) →

COVID-19 Vaccines FAQ (IFPMA)→

Team Vaccines (IFPMA) →

Value of Immunization
Compendium of Evidence
(VoICE)→

Vaccine Information for Adults (CDC)→

Appendix

Global Coalition on Aging Adult Vaccine Advisory Council

Jane Barratt

Secretary General, International Federation on Ageing (IFA)

Dr. John Beard

Former Director,
Department of Ageing
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Martin Friede*

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Dr. Alexandre Kalache

Co-President, International Longevity Centre Global Alliance

Dr. Kiyoshi Kurokawa

Chairman, Health and Global Policy Institute (HGPI)

Heidi J. Larson

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Global Coalition on Aging

About GCOA

The Global Coalition on Aging aims to reshape how global leaders approach and prepare for the 21st century's profound shift in population aging. GCOA uniquely brings together global corporations across industry sectors with common strategic interests in aging populations, a comprehensive and systemic understanding of aging, and an optimistic view of its impact. Through research, public policy analysis, advocacy, and strategic communications, GCOA is advancing innovative solutions and working to ensure global aging is a path to health, productivity, and economic growth.

For more information, visit

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