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).

WHAT STRATEGIES HAS ALBERT EINSTEIN IMPLEMENTED?
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 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.
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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Evaluators from the The Evaluation Center, University of Colorado Denver conducted interviews with the subgrantee and select partners in Summer 2023 and summarized subgrantee progress reports from April, July and October 2023 to develop this summary. This work is funded by a cooperative agreement between the Association of American Medical Colleges (AAMC) and the U.S. Centers for Disease Control and Prevention (CDC): Improving Clinical and Public Health Outcomes through National Partnerships to Prevent and Control Emerging and Re-Emerging Infectious Disease Threats (FAIN: NU50CK000586).