

BUILDING TRUST AND CONFIDENCE THROUGH PARTNERSHIPS

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



Henry Ford Health was selected by The American Association of Medical Colleges (AAMC) to promote confidence in COVID-19 and routine pediatric vaccines and increase vaccinations in 2022 and 2023. Located in Detroit, Michigan, Henry Ford Health and its 33,000 team members provide a wide range of medical services throughout the state. With an unwavering commitment to supporting the health care needs of Michiganders, Henry Ford Health identified a need for disseminating accurate information regarding the safety of pediatric and COVID-19 vaccines. The contents of this brief focus on the second year of grant activities (October 1, 2022 through September 30, 2023).

WHAT STRATEGIES HAS HENRY FORD HEALTH IMPLEMENTED?

In the second year of the AAMC Building Trust and Confidence Through Partnerships Grant Program, Henry Ford Health began its Trusted Face for Youth Initiative. As the spread of pediatric and COVID-19 vaccine mis/disinformation increased, this initiative aimed to reach the youth with a targeted social media campaign. Youth get their information through social media more than ever, which is why Henry Ford recruited nine teenage Health Ambassadors to engage with their peers in bidirectional communication to dispel vaccine mis/disinformation. These Health Ambassadors were trained on how to spot mis/disinformation online and how to effectively engage in conversations that can influence the perceptions of their peers.

WHO DID HENRY FORD HEALTH SERVE OR ENGAGE?

In the first phase of the Trusted FACE Initiative, partnerships were developed with local churches and parish nurses, as trusted members of their communities. Henry Ford Health took a thoughtful, tiered approach to engaging nursing students and youth in developing a social media campaign for the project's second phase. Youth Leaders, who come from various roles in nursing, using a train the trainer model, engaged Health Ambassadors, youths ages 14 to 18, who engaged with their peers on social media about building trust in the health care system, vaccines, and dispelling medical mis/disinformation.

WHAT WERE THE OUTCOMES?

- Created four training modules
- Recruited three Youth Leaders
- Recruited nine Health Ambassadors
- Built a social media platform that the Youth Ambassadors use to create and promote campaign content

“Trusted Face for Youth truly helped me learn more about engaging social media content and the importance of having knowledge about vaccines.”

- Health Ambassador

“[Trusted Face for Youth] was a great way to bridge the gap between health care and youth through something as influential as social media.”

- Youth Leader

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Trusted FACE Initiative

Faith-based Activation for COVID Elimination

WHO DID HENRY FORD HEALTH PARTNER WITH IN THE COMMUNITY?

Before Henry Ford Health received the Building Trust and Confidence Through Partnerships grant, they were already working with local faith-based congregations to provide valuable and accurate information about the COVID-19 pandemic, primarily to adults. Once the grant was awarded, they worked to further strengthen these partnerships. Since reaching youth may require different strategies, in the second year, the Trusted Face for Youth got underway. As the initiative kicked off, an advisory board of local advocates for youth and students was created to help recruit the Health Ambassadors and tailor trainings for youth.



PARTNER PERCEPTIONS

The advisory board and Henry Ford Health built a strong foundation by focusing on the initiative's purpose, desired outcomes, and expectations. Members of the advisory board felt their efforts were highly valued within the project as their strong ties within the community informed the direction of program activities. This strong sense of mutual trust and respect ensures the program design was well thought out and the community perspective was included. An effective communication strategy kept all of the relevant partners and participants informed and involved.



PARTNER BENEFITS

As the pandemic has severely impacted under-resourced communities, many have come together in efforts to mitigate these impacts. The Trusted Face for Youth is an excellent example of how combining efforts and resources can amplify the impact and reach of programs like this.



PARTNER CHALLENGES

One significant challenge experienced by Henry Ford Health during the project was recruiting Health Ambassadors. The amount of extracurricular commitments held by prospective ambassadors was a roadblock to coordinating time for training and engagement in program activities.

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