

# Immunization Initiative

## Quarterly Meeting- November 17, 2016

### Vaccine Development

## Presentation Highlights

- Presenter: Dr. Sharon Frey, St. Louis University School of Medicine, Center for Vaccine Development
- Center for Vaccine Development Website: <http://www.slu.edu/medicine/center-for-vaccine-development>
- Reviewed the different phases (I-IV) for vaccine development.
- Discussed the epidemiology of the disease and the vaccine for: TB, Zika, Yellow Fever and Pandemic Influenza.
- Discussed influenza and the pandemic shifts of the disease.
- Discussed recruitment efforts for vaccine trials and the challenges associated with recruitment.

## Small Group Discussion

### Recruitment: Ideas for increasing access to & recruitment of healthy populations of new volunteers

- Churches and community events, especially African American dominant churches. If the organization doesn't want to pay for advertisement – they can reach out via social media: that can reach out to other colleges like community colleges.
- Radio ads, snapchat ads
- Approaching families of effected people
- Expand database of people who have expressed interest by advertising the building (general population probably doesn't know what is offered here)
- Retirement communities and independent living facilities (OASIS)
- After hours or weekend hours for those who work – maybe one Saturday a month or so
- Partner with other associations like American Cancer or Lung etc
- Have communications students work on a project or assignment that asks them to make fliers that could maybe get the message across in a better marketing way

### How can we increase recruitment in African American population and other minorities?

- Reach out to community colleges like Harris-Stowe, and African American based churches
- Have someone from their community vouch for it and share their experience – it will increase trust, especially since there is already a lot of mistrust



- Use others from the community that have been in a study to converse about it, the why, the how, and that they're okay
- Partner with the African American Medical Society – make clinical trials known to more African American physicians because their patients trust them
- Provide smaller scale education in places like churches and barber shops and use them as advocates (key holders)
- Clergy breakfast at the public schools (preacher is a great person that is trusted)
- IRB must approve of all info that is given out on fliers – so the fliers are just informational until the volunteers contact the clinic
- Make sure that the fliers are health literate
- For minorities, make sure that information is switched to show why they should call!!!

#### **What makes volunteers feel valued and appreciated?**

- Cash and gift cards – that show time is valued
- Thank you letter's for participating, but at least they are acknowledged and valued – especially with older crowd
- Continual updates of the timeline of the process – as different milestones are hit; an update should be sent to all of the people involved
- T-shirts for younger crowd like the fraternity and sororities
- Have pin that they can put on clothes and backpacks to make them feel special
- Include reading material while people wait in Spanish or other languages to make people feel included
- Offer transportation: bus or metrolink credit, send an uber
- Keep communication with those who aren't always chosen for studies

#### **What level of reimbursement/compensation makes it worthwhile to take time to be a volunteer?**

- It depends on how much time the study takes, and it would be good to make sure that the last compensation is highest to ensure retention (small, small, larger towards the end so that they complete it)
- Gift cards