



## Your Donor Impact

Because you give for child health

### **Your donations improve critical vaccine messaging in local communities.**

Ali Byrne, MD conducted a survey of Alachua County, Florida caregivers, to find a low COVID-19 vaccine uptake in age-eligible children. While the survey revealed that parents' major concern was long term vaccine side effects, it still showed healthcare providers as the most trusted information source. Based on this, Dr. Byrne used the CATCH Grant to create a diverse community task force to discuss how to improve vaccine messaging.

Their efforts revealed that the University of Florida (UF) Pediatric Health COVID-19 marketing materials were only available in English and lacked diversity. Backed by AAP contributions, Dr. Byrne and her team collaborated with UF Pediatric Marketing to create diverse and Spanish-language marketing materials that directly addressed common questions surrounding COVID-19 vaccine hesitancy. Posters, flyers, and pamphlets were distributed to Alachua County Public schools, all UF Pediatric Primary Care offices, and community stakeholders.

They also discovered that transportation issues and language barriers contributed to lack of vaccine uptake within the Spanish-speaking, migrant community in Alachua. They partnered with a local women's health group to have a COVID-19 vaccine information table at the immigrant health fair. Also, a Spanish-speaking team member attended the Alachua County School vaccine drive, to better serve these families.

This kind of broad effort really makes a difference in vaccine hesitancy. For this local community, it delivered a solid increase in vaccine rates, thanks to their concerted efforts.

“I am grateful for the opportunity to be selected for the CATCH grant. It was a valuable grant-writing and implementation experience and I have applied the knowledge gained to other realms of scholarly activity. As a trainee, it was an overall positive and valuable experience that I hope to build from as my academic career progresses,” stated Dr. Byrne.

Thanks to your generosity, projects like these make an impact for children everywhere. I look forward to sharing another wonderful story of what your gifts can accomplish for child health.

Warmly,

Sandy L. Chung, MD, FAAP, FACHE  
President