



COVID-19 Pandemic

In Spring 2020, a pandemic environment was experienced worldwide due to COVID-19. The virus itself was changing as were recommendations to the general public worldwide of how to protect oneself from this virus that was killing many.



Vaccine Development

The CDC and medical community had great trust that a vaccine in development would be the solution to protect the world population from the virus and to stop the contagious spread. An immunization was developed and approved on an emergency basis in late fall 2021 and became available to the public in early spring 2022.



Challenges in Persuasion

Equally challenging, was the need to convince the general public to make a personal choice to get vaccinated through a series of two shots and to do so as quickly as possible.



Uncertainty & Mistrust

There was an environment of uncertainty and misinformation, mixed messages, and misperceptions regarding the appropriate response.



Challenges in Logistics

There were many challenges, including production of the vaccine in quantities needed, distribution to the locations and limited information as each state developed their own response.



1

ADDRESSING LOCAL NEEDS

Cooperative Extension has a long history of addressing local needs, and particularly in rural areas given the great amount of focus on agriculture. CES also is focused on science-based information, informed by research, and has strong outreach and engagement skills with multiple delivery strategies.



2

PARTNERSHIPS

Cooperative Extension routinely partners with other organizations to accomplish programming. Partners include expertise within other facets of the University as well as partners in the community.



3

TRUST

Cooperative Extension agents live, work, worship and recreate in the communities that they serve and have a long history of being a "trusted messenger" of information.



4

NATIONAL NETWORK

Cooperative Extension also has a nationwide network with Extension offices in almost every county or parish in the country.



14
Land-grant
Universities
11 States

92
Community
&
Healthcare
Partners

115
Counties in
11 States

2,283,428
Individuals
Reached with
Immunization
Education

NORTHEASTERN
EXCITE PROGRAMS
REGIONAL

IMPACT

1
Native
American
Reservation

72
Land-grant
Universities

410
Community
&
Healthcare
Partners

1017
Counties in
48 States
& U.S.
Territories

12,000,000+
Individuals
Reached with
Immunization
Education

EXCITE PROGRAMS
NATIONAL

IMPACT

15
Native
American
Reservations

Seventy-two applications for non-competitive funding for the CDC’s Vaccinate with Confidence communication campaign were received and funded from Land-grant institutions representing all six regions of Cooperative Extension. Each award was approximately \$24,000.

Thirty applications were received for competitive Pilot Project funding involving 38 Land-grant institutions representing five regions of Cooperative Extension; 24 were selected for funding. Each award was approximately \$200,000.

**VACCINATE WITH CONFIDENCE
COMMUNICATION CAMPAIGN, \$24,000**

- Cornell University
- Delaware State University
- Pennsylvania State University
- Rutgers University
- University of Connecticut
- University of Delaware
- University of Maine
- University of Maryland
- University of Maryland Eastern Shore
- University of New Hampshire
- University of Rhode Island
- University of Vermont
- West Virginia State University
- West Virginia University

**ADULT IMMUNIZATION
PILOT PROGRAMS, \$200,000**

- Cornell University
- Pennsylvania State University
- University of Connecticut
- University of Delaware & University of Maryland
- University of Maryland Eastern Shore & Delaware State University
- University of New Hampshire
- University of Vermont
- West Virginia University and West Virginia State University