



Community Partnership Listening Session Report: Executive Summary

Louisville Metro Department of Public Health and Wellness (LMPHW) helped facilitate listening sessions and surveys with 17 contracted community partners. Responses were assessed for themes and categorized according to **barriers and concerns around vaccination, immediate needs, as well as longer-term partnerships and collaboration.** Through this process, we hoped to capture the knowledge and experience of residents while informing our response in a way that most appropriately meets the needs of our diverse community.

Barriers and concerns around vaccination included:

- Residents felt that information about COVID was not provided early enough. **“Our community was last to come into knowledge of danger. We were not targeted for receiving the information early on.”** *From Louisville Urban League listening session.*
- Once informational campaigns were more common, the targeting of COVID commercials at the Black community made people feel uncomfortable and they did not understand why they were being targeted.
- Mistrust has happened over generations. **“Rebuilding trust is going to take a long time. Maybe not a month, maybe more than a year.”** *From Park DuValle Community Health Center listening session.*
- Having access to the right information was a primary barrier to getting vaccinated.

Recommendations for communication:

- Utilize trusted voices and organizations in the community to share information and increase the number of opportunities that community members have to talk to a medical professional about the vaccine.
- Engage with partners to inform strategic planning and messaging strategies.
- Make the connection with the health of the whole person, for example mental health and chronic diseases. Don't just focus on the vaccine.

Recommendations implemented within the Department of Public Health and Wellness

LMPHW has taken into account many of the recommendations provided by listening sessions. Current responses to recommendations include the following:

Complete or in progress:

- Changes to communications:
 - Communities shared that vaccine messaging felt too forceful. The communications team took this into account and shifted messaging practices.
 - Additional modifications included making information more common everywhere, making fliers with the Lou Vax Hotline information, and increasing a social media presence.
 - Communities requested to hear more from trusted medical providers. Significant time and investment have been placed in listening sessions with medical experts for community organizations.
 - Feedback from listening sessions was shared with the vaccine communications work group – a group of about 40 organizations including healthcare providers, businesses, Jefferson County Public Schools (JCPS), nonprofits, and international community representatives.
- Changes to outreach and support:
 - Feedback from sessions was used to develop postcards with help line information, and enhanced home-delivered care kits for those with COVID-19.
- Changes to vaccination sites:
 - Feedback from listening sessions supported the decision to move towards a standing site model for vaccine clinics and helped to support and justify the decision in front of metro council and other leadership.
- Changes to partner interactions
 - The information learned in these sessions greatly enhanced the goal of building trust with community partners.

Short-term changes:

LMPHW will continue working with community partners to coordinate data and information sharing around vaccination and work to build a structure that allows more effective coordination. Providing a consistent presence, providing factual information that is easy to understand, and supporting individuals in their process to make informed choices are key steps to building trust around vaccination.

Long-term changes:

Other issues raised, for example around data collection, will take additional capacity and coordination with multiple entities, but are being considered and included in our ongoing strategic planning work for health equity. Continuing the process of listening to communities will be critical to the success of future operations both in the pandemic response as well as across other public health operations.