

# Improving Vaccine Confidence in our Rural Mountains and Foothills in North Carolina, Tennessee, & Virginia: Cultural Understanding and Religion are Key

Friday, December 3, 2021

11:00 am - 1:10 pm

Live Webinar



Register online at [www.nwahec.org/66983](http://www.nwahec.org/66983)

## Who Should Participate

Any health care professional interested in increasing vaccine rates among rural populations.

As part of our commitment to diversity and inclusion, the Northwest AHEC provides compassionate education and respectful care for all, regardless of socioeconomic status, race, ethnicity, language, nationality, sex, gender identity, sexual orientation, religion, geography, disability and age.

## Program Overview and Objectives

This two-hour lunch and learn live webinar will focus on improving vaccine rates in rural areas, through exploration of both religious and cultural reasons for vaccine hesitancy. Bring your own lunch and join us!

Upon completion of this program, participants will be able to:

- Examine the history and reasons for vaccine hesitancy.
- Describe the importance of understanding cultural values, including religious beliefs and how they affect acceptance of vaccines.
- Analyze strategies to overcome vaccine hesitancy and improve vaccine confidence.
- Explore cultural competence principles to improve vaccine acceptance.

## Credits

- 2.0 Contact Hours from Northwest AHEC
- 0.2 CEUs from Wake Forest School of Medicine
- 2.0 Nursing Contact Hours

Northwest Area Health Education Center (NWAHEC) is approved as a provider of nursing continuing professional development by the North Carolina Nurses Association, an accredited approver by the American Nurses Credentialing Center's Commission on Accreditation.

\*Criteria for successful completion requires attendance for at least 90% of the activity and submission of the evaluation.

Provided by:

Northwest Area Health Education Center (AHEC), a program of Wake Forest School of Medicine and a part of the North Carolina AHEC System

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## Faculty

### **Robyn Seamon, MA, BSN, RN, CTN-B**

Appalachian Healthcare Training & Consultant

Robyn is a Certified Transcultural Nurse who is passionate about seeing the health of people radically transformed in the rural Appalachian region. Facilitating improvement in the high rates of health disparities in the Appalachian region is her heartfelt desire. As a Registered Nurse for over 35 years, she has had many diverse experiences, including hospital nursing, home health and hospice, a startup clinic at a homeless shelter, and various volunteer experiences.

Robyn holds a Master of Arts degree in Appalachian Studies. She is the owner of Appalachian Healthcare Training & Consulting and regularly provides Appalachian focused professional development workshops and consultation services. Currently, Robyn is focused on improving vaccine confidence in the rural Appalachian population. Robyn serves on several workgroups at NCDHHS focused on historical marginalized populations and COVID-19.

## Agenda

### **Friday December 3, 2021**

10:30 am **Registration / Tech Log In**

10:55 am **Welcome and Announcements**

11:00 am

- History of vaccine hesitancy and current status of COVID-19 vaccine hesitancy in rural populations
- Distrust and reasons for distrust in rural communities
- Historical reasons for distrust in the rural Appalachian region: Western and Northwestern NC, East Tennessee, and Southwest Virginia
- Building trust in rural communities. Trust is key! Distrust of government, healthcare systems, and authority figures before COVID and magnification since COVID pandemic

Noon **10 Minute Break**

12:10 pm

- Important cultural values in this rural population, including faith and religion
- Connection between awareness of cultural values and trust building
- Utilizing key cultural values to improve vaccine confidence
- What does not work to improve vaccine confidence
- Strategies for engaging communities, utilizing trusted community voices to improve vaccine confidence
- Creating a social media campaign to improve vaccine confidence and get more shots in arms!

1:10 pm **Adjourn**

*Funded by Wingate M. Johnson*

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## Registration

### Registration Fee — \$25 per person

Register and pay online at [www.nwahec.org](http://www.nwahec.org) or complete and return the attached registration form. Payment by credit card (Visa, MasterCard, and American Express) accepted online. Personal check, corporate check, money order, or WFBMC internal transfer accepted by mail.

Payment Policy — Payment is required on or before entrance into any Northwest AHEC activity. If a corporate payment has not been received prior to the activity start date, you will be required to provide a personal credit card or check. If and when the corporate payment is received, Northwest AHEC will issue a full refund based on your original form of payment. To avoid personal payment, you should check with the financial staff at your organization to determine status of payment.

Refund Policy — Cancellations received in our office at least two weeks (14 business days) before the activity will receive a 100 percent refund. Registrants cancelling between two weeks and two full business days prior to the first day of the event will be refunded at 70% of the registration fee subject to a minimum \$25 cancellation fee. The registration fee will not be refunded if a cancellation is received less than two days before the activity. Cancellations must be in writing (fax, email or mail). You may send a substitute in your place.

Note — Attendance at this activity grants permission for Northwest AHEC to use any photographs, audio, video, or other images from this activity for promotional or educational purposes. Please notify a Northwest AHEC staff member if you have concerns.

When planning for an educational activity, registration fees are not based on credit hours or agenda. Registration fees are based on expenses such as equipment, technology services, staff, etc., and are not adjusted by issues such as cancellation of speakers or other unforeseen circumstances. Every effort will be given to ensure the activity is a success.

## For More Information or Assistance

If you have questions about registering for this activity or need auxiliary aids or special services to attend, please contact Samantha Joyner at least five working days before the activity at 336-713-7754 or [sajoyner@wakehealth.edu](mailto:sajoyner@wakehealth.edu).

# Registration Form

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\$ 25 per person — Registration fee

Register online at [www.nwahec.org/66983](http://www.nwahec.org/66983)

Phone # (last 4 digits only):     \* required

First Name MI Last Degrees (e.g., MD)

Profession Job Title

Home Address City State Zip County

Home Phone Cell Phone

Employer

Employer Address City State Zip County

Employer Phone Employer Fax

### Email Required\*

Preferred Email  Home Email  Work Email

By providing your fax number, email address and telephone number, you have granted permission for us to contact you via the numbers and address indicated.

Please register ONLINE at (Recommended)

OR select one of the following options:

- Make check payable to “Wake Forest University Health Sciences” and mail, with registration form, to:  
Wake Forest School of Medicine / NW AHEC  
Medical Center Boulevard, Winston-Salem, NC 27157-3311  
Attention: Samantha Joyner

Atrium Health Internal Transfer:

----- Project -----  
Comp Op Unit Cost Ctr Natural Acct Program Fund Interco Future 1 Future 2 Future 3

Employer Payment: Supervisor to sign and return to [sajoyner@wakehealth.edu](mailto:sajoyner@wakehealth.edu).

Supervisor’s Name (Printed) Signature Phone

By signing, I am certifying that agency payment will follow. If you have a balance due and do not attend or send a substitute, you will be invoiced for the full program fee.