

Covid 19 Response: Vaccination of marginalized populations at an SSP in Springfield, MA

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tapestry

Community based healthcare, education and support services

ACCESS WITHOUT STIGMA

For over 45 years Tapestry has been a leading expert in the community on critical public health issues. We provide access without stigma, which means meeting people where they are at and respecting their choices, while providing health care, support services and education for safer practices.

We serve over 19,000 residents annually, in Springfield, Holyoke, Chicopee, Northampton, Greenfield, North Adams and Pittsfield. We also offer care for surrounding communities through our mobile outreach vans.

Prioritized Community



25%
Of persons at or below the poverty line

Race	
White	58.6%
Black or African American	20.9%
American Indian and Alaska Native	0.3%
Asian	3.0%
Native Hawaiian and Other Pacific Islander	0.0%
Two or More Races	8.9%
Hispanic or Latino	45.7%
White alone, not Hispanic or Latino	30.4%

Date Range	Immunization Name	Total Doses Administered
2/1/2020 - 9/30/2020	Hep A	228
	Hep B	205
	MPSV4	143
5/1/2021- 3/31/22	Covid	700



Increasing awareness, acceptance and access

Novel approach

Low barrier

No appointment

Outreach

Dashboards

Gift cards





+



Challenges

Resistance

Participants *and* Staff

- lack of education
- lack of trust
- misinformation
- fear of stigma in healthcare
- fear of needles



Lessons learned

1. Prior experience helped
2. Meet where they're at
3. POC cheerleaders
4. Education
5. Follow up is hard



