



EMORY

ROLLINS
SCHOOL OF
PUBLIC
HEALTH

Interfaith Health Program
Hubert Department of Global Health

Exploring Self-Perceived Roles of Trusted Faith Leaders in the Promotion of Flu Vaccination

The Center for Faith and Community Health Transformation

Presented by Rev. Dr. Shirley Fleming • Rev. Dr. Kirsten Peachey • Ms. Athena Williams

Core Partners

- Advocate Health Care
- Office for Community Engagement and Neighborhood Health Partnerships, University of Illinois at Chicago
- Westside Ministers Conference
- 15th District Clergy Committee
- EverThrive Illinois Immunization Initiative



ACCOMPLISHMENTS

Objective 1: Develop the “Identify Trusted Leaders” Model Practice by determining whether clergy view themselves as Trusted Leaders, expand understanding about how faith leaders view themselves as health promoters, and determine the type of support they would find helpful for carrying out their self-perceived role.

Identified the Austin community as target community

- Low immunization rates
- Community partner
- Strategic for The Center

Developed interview tool

- Sociodemographics
- Role as Trusted Messenger
- Adapted Measuring Trust in Health Care: Medical Mistrust Index 2.1 (Johns Hopkins Bloomberg School of Public Health)

Recruited and engaged clergy

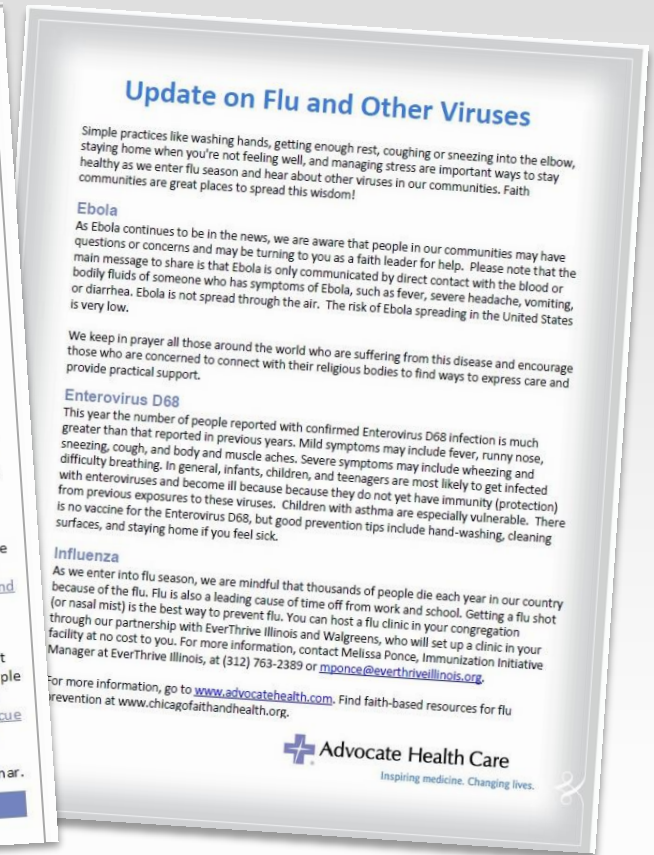
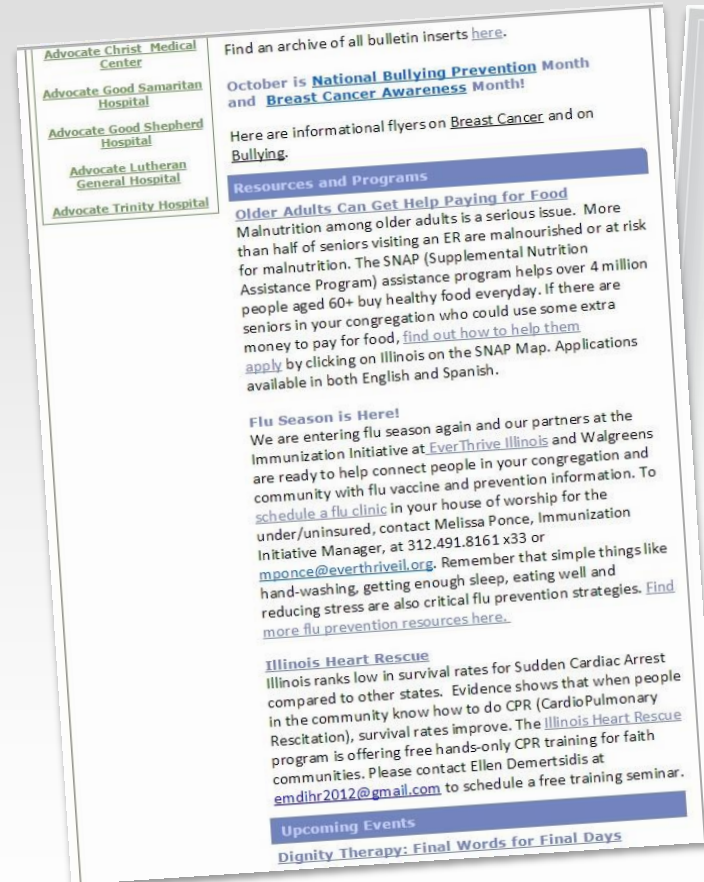
- Completed 11 questionnaires, 9 to 14 pending
- Two interviews conducted, 6 pending
- One Focus Group conducted, 1 pending



ACCOMPLISHMENTS (CONTINUED)

Objective 2: Increase number of faith communities that host flu clinics or refer members to flu clinics in partnership with organizations such as Walgreens, Chicago Department of Public Health, American Respiratory Association, etc.

- Worked with Adult Immunization Coalition to coordinate faith-based resources and information regarding flu prevention, including Ebola
- 1500 e-newsletters with flu prevention and clinic information sent out each month (August through February)
- Planning process with new Immunization Initiative Director for better tracking of faith-based clinics



CHALLENGES

Objective 1:

- Navigating the Internal Review Board processes for both of our institutions
- Coordinating with clergy schedules

Objective 2:

- Change in leadership at the Chicago Immunization Initiative
- Disjointed reporting structure for faith-based flu clinics



CAPACITIES

Focus of our project:

- Expanding Understanding of “Identify Trusted Leaders” Practice from the Toolkit. We identify pastors as trusted messengers, but how do they understand that role? Do they embrace it for themselves? What kinds of messages are they open to convey to their members and the community?

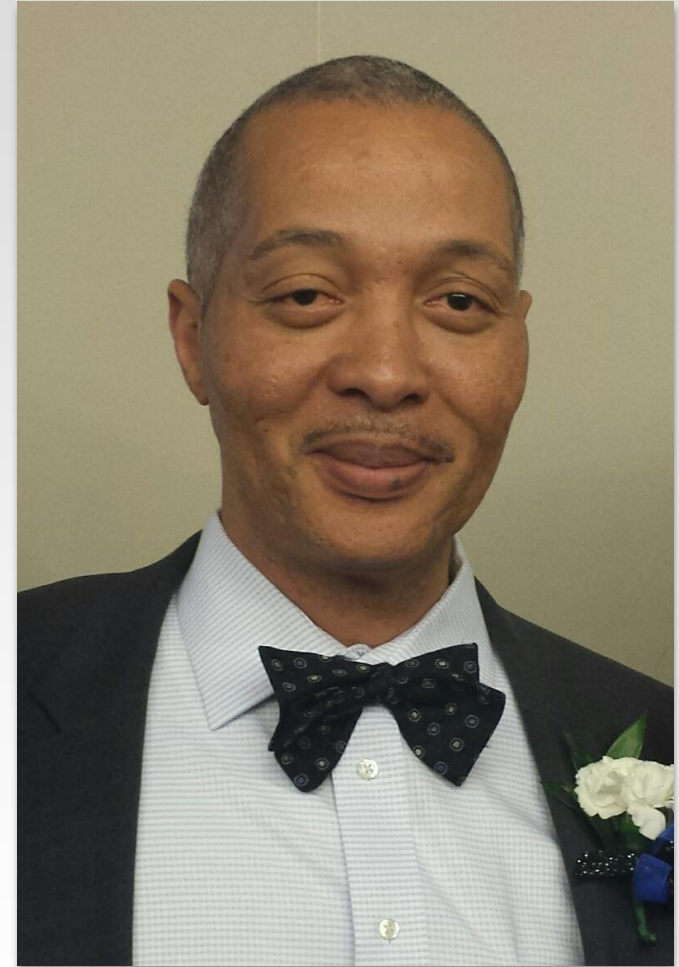
The Center is positioned to carry out this project because:

- We have a historical role as a convener
- We have earned a reputation as a trustworthy partner among other organizations and faith-based entities
- We work in partnership with community partners who have existing relationships with faith leaders
- Our partnership includes academic and research resources to craft a well-designed research project



OPPORTUNITIES

- Continue to develop messaging around flu prevention that faith leaders can embrace and convey with integrity
- Expand understanding of role of faith leader as health promoter
- Gain clarity about the supports that faith leaders need and prefer to function as health promoters
- Develop health ministries to enhance ability of congregational networks to respond to emerging infections, public health crises, or ACA enrollment.



QUESTIONS FOR DISCUSSION

1. What more would you like to know about this site's work?
2. The Center, like other organizations in this network, functions as an intermediary that creates bridges and fosters leadership and organizational relationships that make caring *for the health of the whole public more likely*. Is there a strategic advantage to the unique organizational structure you have built?

