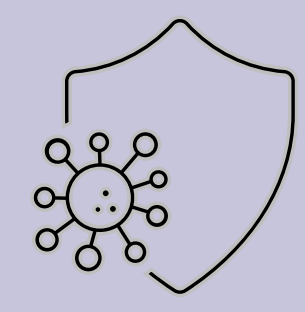


The Partnership for Maternal and Child Health

The **Partnership** enhances the healthcare requirements of women, children, and families through the organization and coordination of comprehensive education, outreach, advocacy, and programming.

Our initiative is actively tackling vaccine hesitancy within communities of color, offering them educational resources and information.



Background

Immunization Program: The immunization program at the Partnership was designed to ensure children are receiving their routine vaccinations.

Why do I need vaccines?

-Vaccines stimulate the immune system to recognize and remember specific germs, such as viruses or bacteria.

-They help the body develop immunity against certain diseases, preventing infection or reducing its severity.

-Vaccines work by introducing a weakened or inactivated form of the germs to trigger an immune response.

Vaccine Hesitancy?

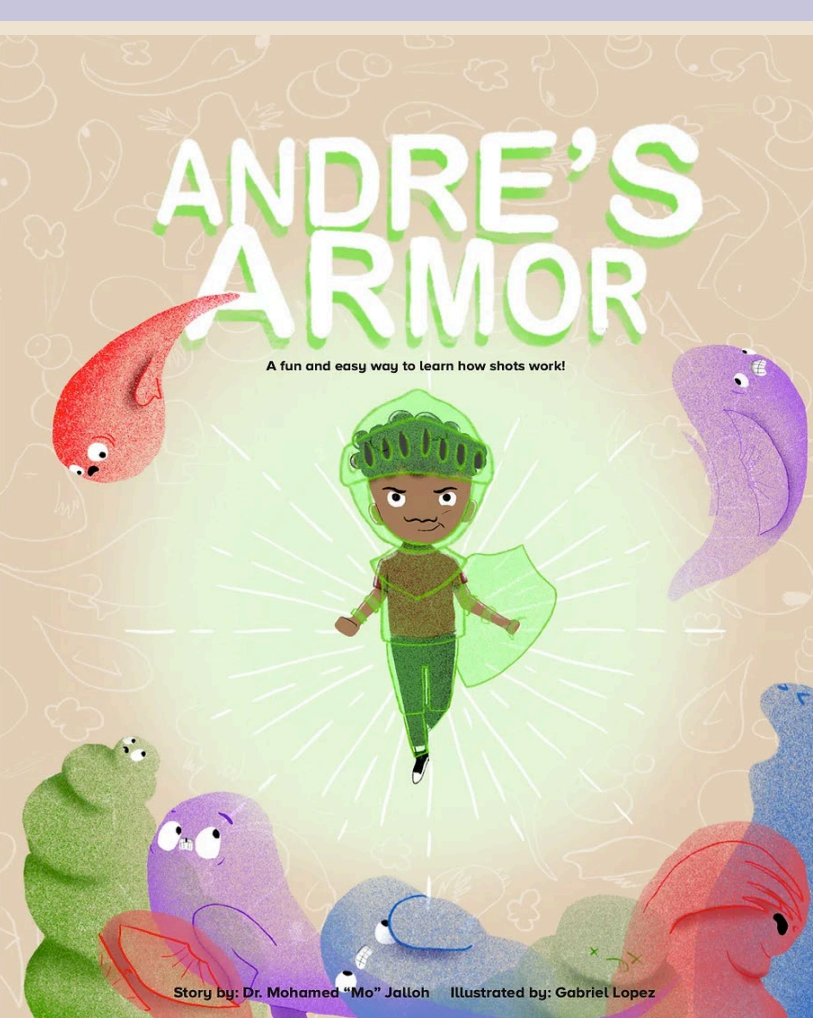
Vaccine hesitancy refers to the reluctance or refusal to get vaccinated, despite the availability of vaccines.

Misinformation and myths about vaccines can lead to hesitancy.

Outbreaks of vaccine-preventable diseases can sometimes increase vaccine hesitancy by causing panic or confusion, as seen during the recent COVID-19 epidemic.

Andre's Armor Book

AUTHOR: DR. JALLOH



Written by **Dr. Mohamed Jalloh**, a clinical pharmacist and professor in the Bay Area

The **children's book** is a tool for parents to talk to their children about vaccinations through a short vivid story

It addresses the disparity rates of vaccinations in communities of color and uses colorful analogies to explain how vaccines work using **underrepresented characters**

Andre's Armor Video Project

From the benefits and success of the book research project, Dr. Jalloh converted the story into a short 5-minute video.

We wanted to target underrepresented pregnant mothers to see whether the video would reduce vaccine hesitancy among mothers for newborns.

EASI | 2023



Andre's Armor Empowering Childhood Vaccinations

Mosope Fofah | Rutgers New Jersey Medical School
Shemar Rhoden | Rutgers School of Dental Medicine
Umair Kadri | Rutgers Ernest Mario School of Pharmacy

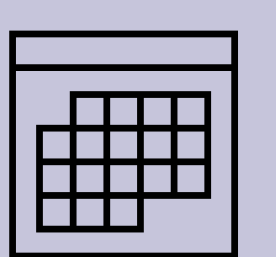


Site Preceptor: Liliana Pinete MD. MPH.

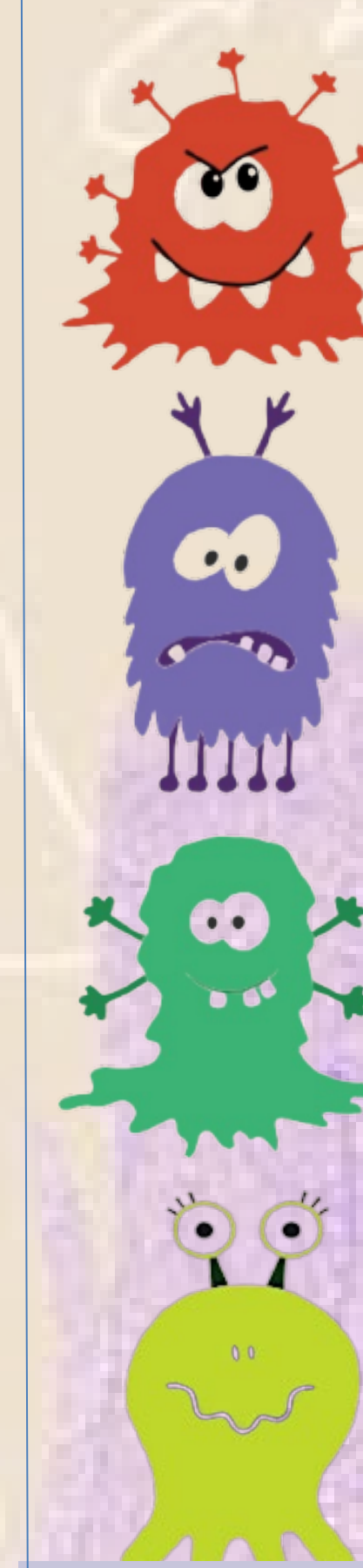
Acknowledgments

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Timeline



Methods



Recruitment: pregnant mothers with home visits at the Partnership.

Inclusion criteria: mothers of any gestational age and excluding post-partum.

Location: Home Visits

Assessments: pre and post surveys after the video intervention on *Andre's Armor*

Conducted **Nursing Workshop Survey** Pre/Post viewing the video

Outcome variables: mothers' prior knowledge of vaccinations, apprehension on the topic and language barriers.

Adaptations: video is being converted into Spanish

Hopeful **sample size** is 50 mothers

Partnership Programs

2 Protects 2

- A campaign that highlights the importance of physician-recommended vaccinations during pregnancy.

FELLAS

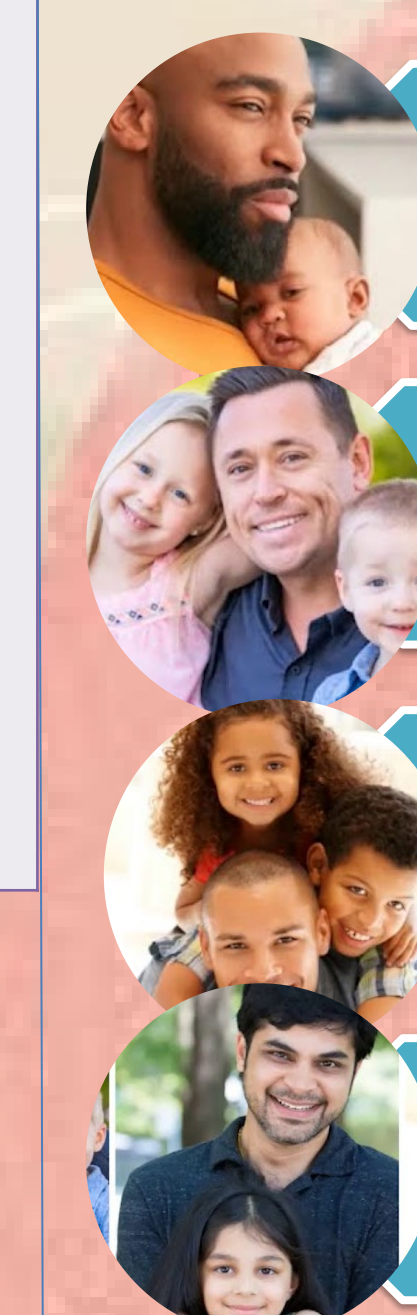
- A fatherhood program that promotes responsible fatherhood, healthy relationships, and increases economic stability.

Early Childhood Literacy

- Educates pregnant families or those with a newborn on the importance of exposing children to language and vocabulary.



Strong Dads Make a Difference



Recruitment: fathers recruited within the streets and through word of mouth.

Cohorts: Fatherhood specialists have their own groups where they conduct weekly meetings guided by a curriculum

Activities: community engagement such as basketball tournaments and Father's Day celebrations

Resources: employment fairs, financial assistance, supplies, emotional support, transportation assistance, and access to free lawyers.



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