



## A Note From the Founders

Thank you so much for being here! This guidebook was created to support schools in creating family friendly, trauma informed, and successful vaccine clinics.

In this guidebook you will find examples, resources, and useful strategies for vaccine equity initiatives.

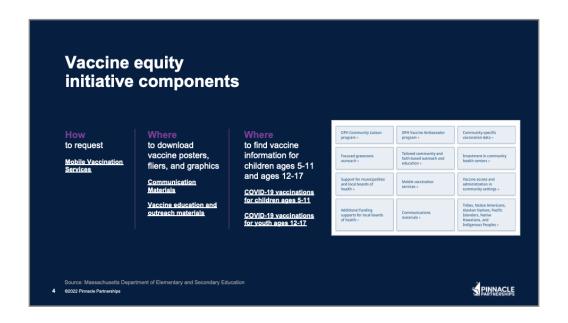
If you have any questions or would like further support please contact us

www.pinnaclepartnerships.org

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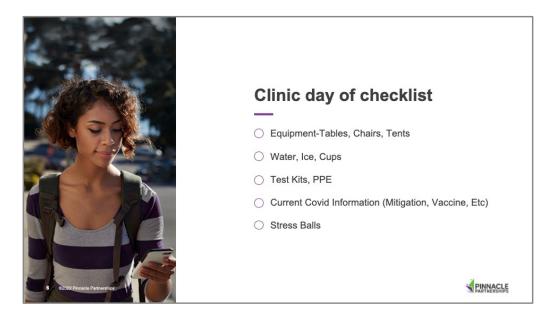
The VEI introduces multiple components and community partners by VEC, (including a vaccine ambassador program, mobile vaccination services, and education and outreach materials to strengthen your vaccination efforts) organized by a community liaison who can help link you to resources)

- VEI Homepage: This is the VEI homepage where you can learn more about the initiative and what's happening in each of the 20 VEI communities.
- <u>Components of this Initiative</u>: If you click on "Components of this Initiative" at the bottom of the page, it will take you to all of the components of this initiative.
- There are four programs on this webpage we'd like highlight:
  - DPH Vaccine Ambassador Program: Through this program, public health professionals are available upon request to attend school or community meetings and forums to share information and answer questions about the vaccine. If would like to request a DPH ambassador, you would complete the form listed on this website (at bottom of webpage).
  - Mobile Vaccination Services: In an effort to support vaccination efforts, DPH offers public K-12 schools and other organizations the option to vaccinate their students, staff, and community as part

- of the Mobile Vaccination Program. In this program, a vaccination provider will come to the school or organization's host-property to vaccinate individuals. You can sign up for the Mobile Vaccination Program on this webpage.
- Communications Materials: DPH has several resources available to support the school community in sharing vaccine information, including graphics, fliers, videos and posters in numerous languages. Once you are on this webpage, you would select "Vaccine education and outreach materials" to get access to these materials. Here you can also upload materials for teens and young adults as well as other population groups.
- Two additional webpages, which may also be helpful as they have information about the vaccine for youth and children include:
  - COVID-19 vaccination for children ages 5-11
  - COVID-19 vaccinations for people ages 12-17



Pinnacle Partnerships can help you create eye catching and effective fliers and print materials. To inquire please email <a href="mailto:info@pinnaclepartnerships.org">info@pinnaclepartnerships.org</a>



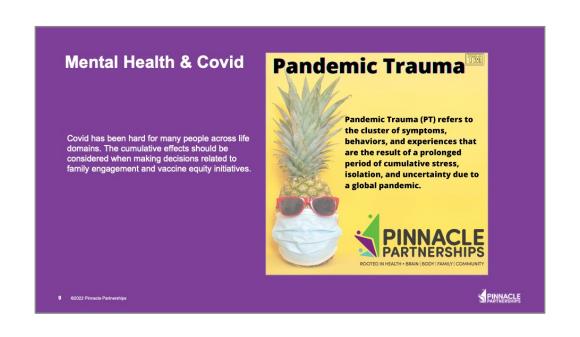
This is our short list of must haves for every vaccine clinic.



Thinking through your vaccine initiatives through the lens of the WSCC model is a powerful and effective strategy for ensuring all aspects of a child and families' well-being are accounted for in planning for vaccine clinics.



There are many correlations between physical health and mental health. Covid had many downstream effects including mental health challenges related to isolation, uncertainty, and unmet basic needs. Having an accurate understanding of your community needs can help you to tailor your vaccine equity and health equity initiatives to be more successful.

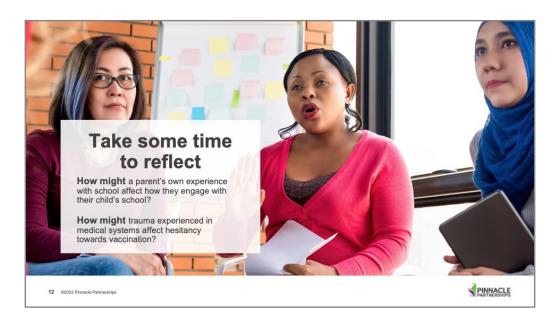




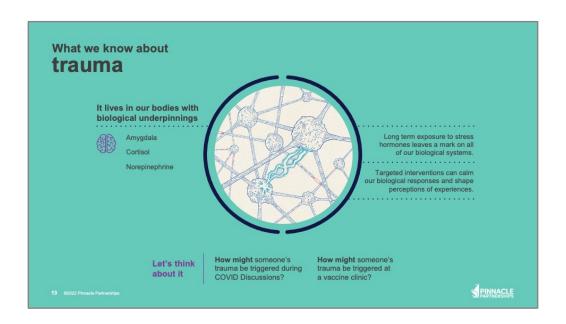
Why might this look different in COVID times?



Understanding the trusted sources of information in your community can help you identify possible allies in sharing information as well as help you to understand hesitancy around covid mitigation strategies including vaccination.



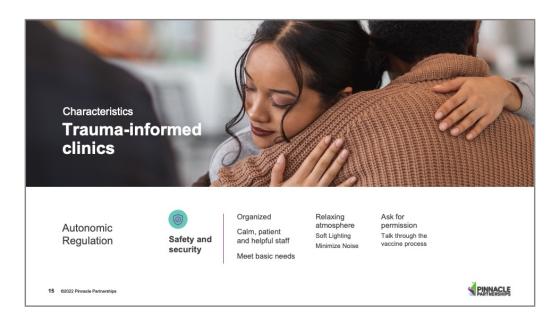
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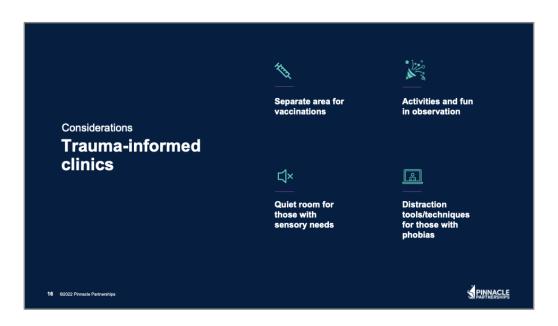
Trauma can be viewed as ubiquitous in underserved communities. Having a trauma informed approach and lens when making key decisions can be the difference between a successful and unsuccessful health equity initiative.



Trauma informed considerations.



Trauma informed considerations.



Trauma informed considerations.





Engaging in understanding with a Psychological Enhanced Response Liaison (PERL)

Visit <u>www.pinnacleperl.com</u> to learn more.



## Psychological Enhanced Response Liaison:

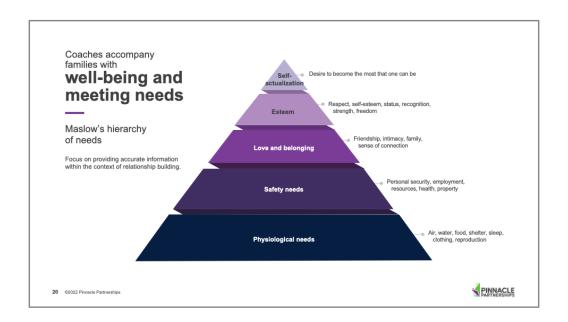
(n) A trained coach who uses their lived experience of raising a child with mental health needs to support families, providers, educators, and stakeholders in achieving best emotional health outcomes for youth and families through sustainable partnerships and collaboration.

For Families	For Schools
Engages families as someone who has "been there, done that."	Fosters efficient & collaborative relationships through liaising.
Decreases feelings of solitude for families in their journey.	Supports psychoeducation and educational interventions in the classroom plus bridging to home.
Support family voice and choice, leading to empowered, educated families.	Support bridging to community-based supports.
Empowers families to use their strengths and their challenges.	Changing the tone of the conversation. People tend to speak differently when a family or a professional with a family focus is in the room.

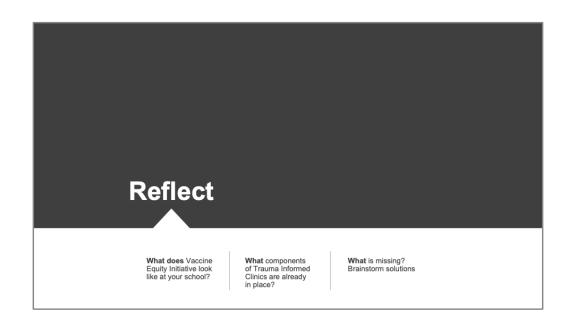
Send us a message if you'd like to learn more about PERLs in your community. info@pinnaclepartnerships.org

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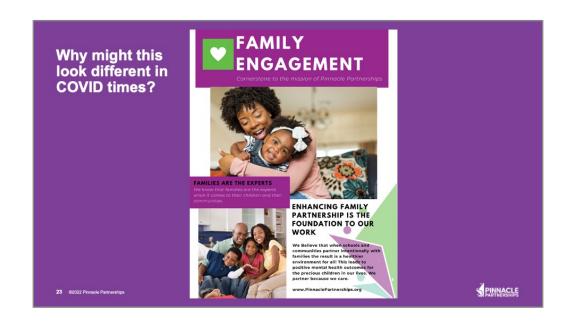


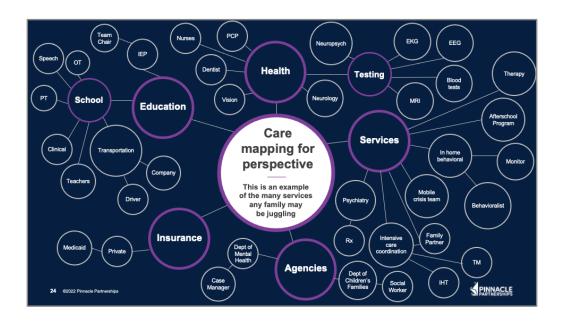


Lived Experience Coaches meet families where they are and help them to access the information and resources they need to feel empowered and capable.

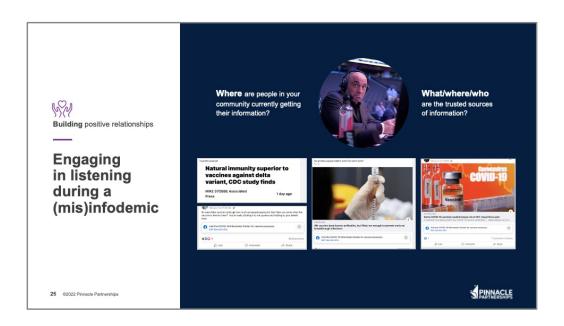




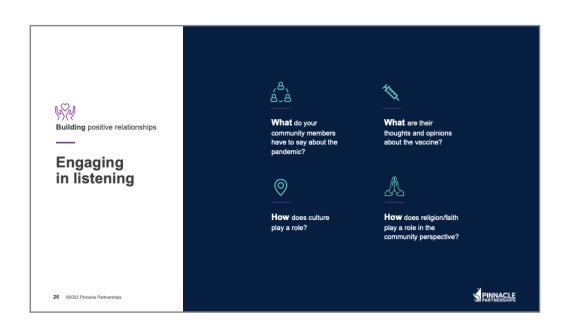


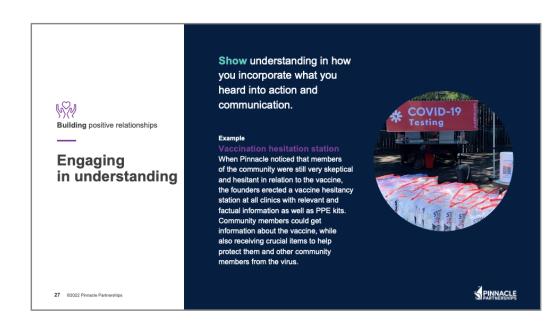


This is a care map from a Lived Experience Coach who's son has significant mental health needs. Care mapping with families is an excellent activity for building rapport, understanding, and organization.



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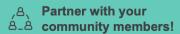


These fliers were utilized across the city of Brockton by businesses, organizations, and schools to promote Covid Mitigation Strategies. Having visually appealing fliers with branding that corresponds to the community helps to ensure that the message heard by target audiences.



Promoting pathways for partnerships with families

Inviting and making space for collaboration



Community members such as families, local business owners, and youth all have key perspectives and insights related to COVID mitigation and vaccines.

## Example

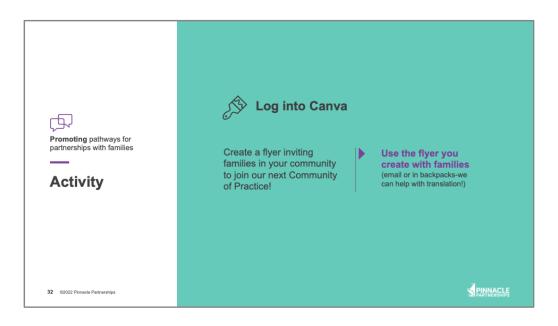
Youth death rates and compliance with COVID mitigation strategies→ Education specific to spreading to vulnerable family members.

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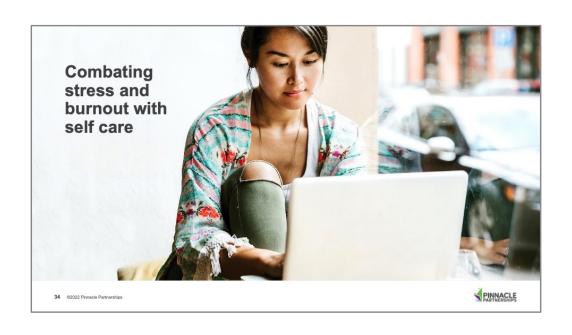


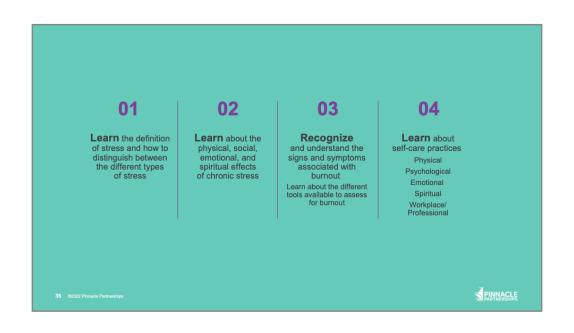


Did you know that you can create your own visually appealing fliers for marketing purposes? www.canva.com is an excellent resource.



Kristi







This work is rewarding but also challenging



Working long hours, in high pressured setting



# Confronted

by the grief and suffering of others

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Stress is a state of tension created when a person responds to demands and pressures from work, family, external sources, and internal self-imposed demands, obligations, and self-criticism (Lazarus, 1966)

Stress is a burst of energy that directs behavior





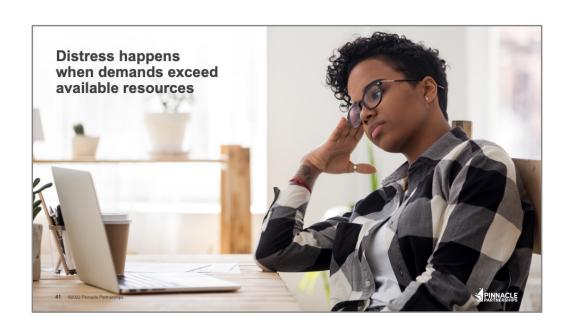
Stress isn't always negative. Positive stress helps to motivate us, clear our minds, and ensure we are making safe decisions. Going to the gym is an example of positive stress. This helps to make us healthier.



**Positive Stress** 



Negative Stress.





Internal External

Stress occurs when demands outweigh resources. How many examples of demands outweighing resources can you identify over the course of the last two years?

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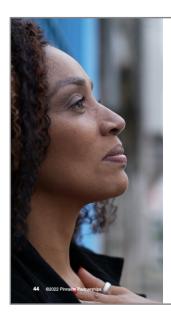


# Resources

Internal External



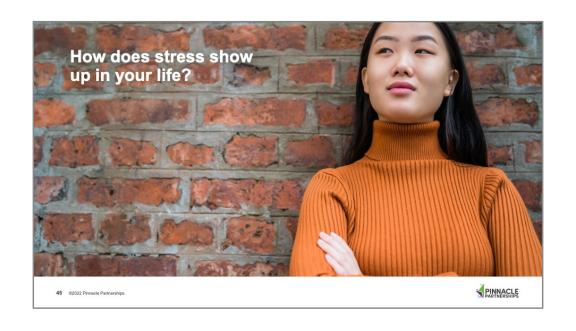


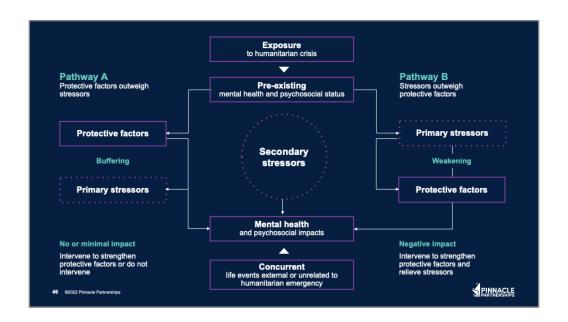


Stress is a very individualistic experience; what might be acute stress for one person could be chronic for another, and what might be low-intensity stress for one person could be medium or high intensity for someone else.

**Burnout** is an advanced, more complicated continuation of stress, and its intensity is always high.







Use this chart to figure out if your target audience is experiencing distress or eustress.



Signs of Stress Bodily/ physically Increased heart rate

Stomachaches

Headaches

Sleep problems

Muscle tension and pain

Shortness of breath





Signs of Stress

Mental

Difficulty concentrating

Forgetfulness

Feeling overwhelmed

Thinking of the same thing continuously

Difficulty making decisions

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Signs of Stress **Emotional** 

Sudden outbursts and mood swings

Feeling sad or depressed

Losing one's sense of humor

Feeling distressed/ angry for no clear reason

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Signs of Stress **Behavioral** 

Recklessness

Increased intake of alcohol/tobacco/drugs

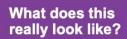
Poor hygiene

Using prescribed medications for reasons they are not prescribed

Dangerous actions

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## For staff who are very tired

How do we stay fresh? Is your pandemic trauma showing?

















# **Burnout**

Burnout is a psychological syndrome of exhaustion, cynicism, and inefficacy in the workplace. It is considered an individual stress experience embedded in a context of complex social relationships, and it involves a person's conception of both self and others on the job. (Maslach & Leiter, 2017)





Signs of Stress
Social

Overreacting to others' mistakes

Using others as scapegoats

Withdrawal from activities with others

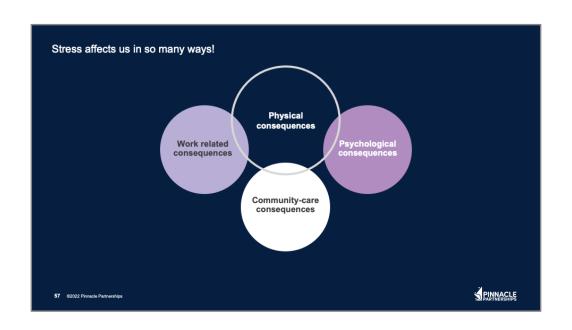
Increased aggression

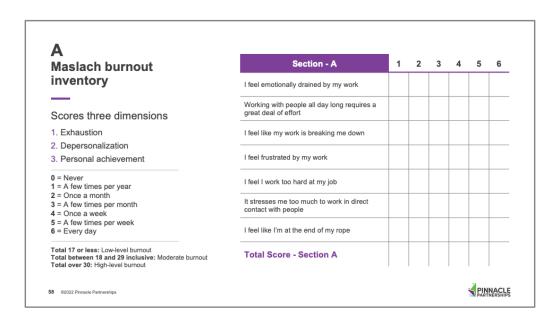












The Maslach burnout inventory can help any individual to check up on their level of burnout and can be a key instrument in taking the necessary steps to mitigating burnout in the workplace.

### В Maslach burnout inventory

#### Scores three dimensions

- 1. Exhaustion
- 2. Depersonalization
- 3. Personal achievement
- 0 = Never 1 = A few times per year 2 = Once a month
- 3 = A few times per month 4 = Once a week
- 5 = A few times per week 6 = Every day

Total 5 or less: Low-level burnout Total between 6 and 6 inclusive: Moderate burnout Total over 12: High-level burnout

Section - B	1	2	3	4	5	6
I feel I look after certain patients/clients impersonally, as if they are objects						
I feel tired when I get up in the morning and have to face another day at work						
I have the impression that mu patients/clients make me their responsible for some of their problems						
I am at the end of my patience at the end of my workday						
I really don't care about what happens to some of my patients/clients						
I have become more insensitive to people since I've been working						
I'm afraid this job is making me uncaring						
Total Score - Section B						

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### C Maslach burnout inventory

#### Scores three dimensions

- 1. Exhaustion
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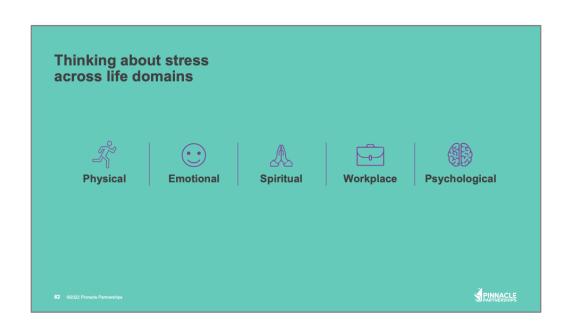
Total 33 or less: Low-level burnout
Total between 34 and 39 inclusive: Moderate burnout
Total over 40: High-level burnout

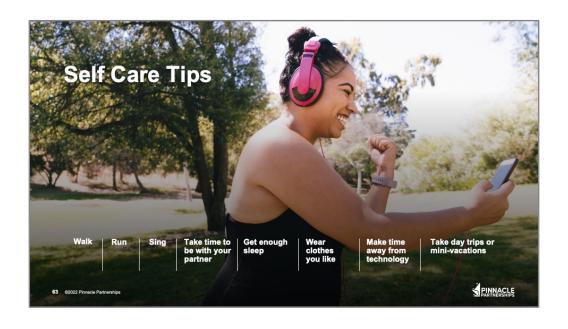
Section - C	1	2	3	4	5	6
I accomplish many worthwhile things in this job						
I feel full of energy						
I am easily able to understand what my patients/clients feel						
l after my patients/clients problems very effectively						
In my work, I handle emotional problems very calmly						
Through my work, I feel that I have ap positive influence on people						
I am easily able to create a relaxed atmosphere with my patients/clients						
I feel refreshed when I have been close to my patients/clients at work						
Total Score - Section C						

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Make time for self-reflection

Do something at which you are not expert or in charge

Engage your intelligence in a new arm useum, history exhibit, sports event, auction, theater performance)

Have your own personal/ professional support

Write in a journal

Read literature that is unrelated to work

Notice your inner experience—listen to your thoughts, judgments, beliefs, attitudes, and feelings

Be curious

Say "no" to extra responsibilities sometimes



Take a break during the workday (e.g., lunch)

Set limits with your clients and colleagues

Negotiate for your needs (benefits, pay raise)

Negotiate Fartnerslips

Take time to chat with coworkers

Make quiet time to complete tasks

Lidentify projects or task shaft are exciting and rewarding

Arrange your workspace so it is comfortable and comforting

Get regular supervision or consultation

Talk to a Peer

Talk to a Peer

Develop a non-trauma area of professional interest
Other:

Join Wellness
Group Hours

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