

VACCINE CONFIDENCE



OFFERING COMPREHENSIVE SOLUTIONS FOR VACCINE CONFIDENCE AND UPTAKE

Karna, LLC, offers comprehensive solutions to help public health departments and immunization programs boost vaccine confidence and improve vaccine uptake. We utilize the full breadth of our public health expertise to understand knowledge, attitudes, and behaviors toward vaccines among all populations, including those who are traditionally vaccine hesitant. We develop evidence-based, tailored messaging and materials that provide credible, accurate vaccine information to trusted messengers so that they can help fill gaps in knowledge in their communities and address misinformation.

KARNA'S VACCINE CONFIDENCE EXPERTISE

- **Public Health Research** – Our experts conduct ongoing, mixed-methods research to understand vaccine hesitancy and motivators over time. We offer comprehensive research plans that address potential challenges and inform vaccine confidence strategies.
- **Health Communication** – Grounded in crisis and emergency risk communication best practices, our health communication team translates scientific information into clear and consistent messages and materials for dissemination via trusted channels and messengers.
- **Program Evaluation** – We utilize rigorous evaluation methods to examine immunization interventions, determine their effectiveness, and identify best practices and areas of improvement. Our evidence-based approach incorporates continuous improvement measures to ensure vaccine confidence and increase vaccine demand over time.
- **Technical Assistance** – We help public health departments, community-based health organizations, and their partners educate key populations and increase vaccine confidence by tailoring solutions that meet their unique needs. We develop data-driven strategies to engage key stakeholders, train trusted messengers, and provide the tools and guidance to implement new vaccine demand-building interventions or improve existing ones.

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- Health Analytics – We help refine audience segmentation and messaging by conducting vaccine confidence pulse-check surveys and rapid survey message testing, respectively. Our data automation capabilities allow us to gather data from a large sample and produce high-level findings within 48 hours. Our team then uses the findings to tailor messaging and creative concepts for all intended audiences based on the latest vaccine attitudes.

RELEVANT PAST PERFORMANCE

CDC COVID-19 Vaccine Communication and Education Support

Karna developed a multi-faceted solution to improve COVID-19 vaccine confidence and increase vaccine demand and uptake nationwide for the Centers for Disease Control and Prevention (CDC). On the national level, Karna's research experts conducted multiple focus groups and surveys from a variety of priority populations to understand health behaviors and attitudes toward vaccination. We used the research findings to inform health communication strategy and messaging. As the pandemic evolved, we collected data to ensure messaging and creative concepts were on track with current vaccine attitudes among the various intended audiences. We also used social listening and scientific literature reviews to continually assess the current state of COVID-19 vaccine confidence.

On a more granular level, Karna developed a technical assistance (TA) and training system to help state, regional, and local health departments and other community-based, health-related organizations with addressing vaccine hesitancy challenges unique to their communities and populations. Our TA services included Rapid Community Assessments (including a guide and field assessment tools), consultation calls, trainings and bootcamps, and stakeholder engagement and education.

American College of Obstetricians and Gynecologists (ACOG) COVID-19 Confident Conversations Support

Karna supports ACOG on a CDC cooperative agreement around COVID-19 vaccine confidence among women's healthcare providers and their patients. Karna leads the strategy, development, and dissemination of trainings and toolkits that empower OB-GYNs to have effective COVID-19 vaccine conversations with patients. We also define communication objectives and execute strategies for the Vaccine Confidence Champion Network, ACOG leaders, clinician resources, and social media influencer engagement.

Morbidity and Mortality Weekly Report (MMWR) COVID-19 Support

Karna assists with production of the MMWR Weekly, Serial, and Early Release reports through technical writing, editing, desktop publishing, graphic design, web and print publishing, and web programming, all adhering to CDC standards and Section 508 requirements. MMWR's mission is to be CDC's primary voice for science-based public health information and recommendations. MMWR is used to communicate up-to-date scientific information as part of CDC COVID-19 Response efforts. Since the beginning of the pandemic, the MMWR team has released one COVID-19 report every 48 hours and has published 37 percent of all CDC COVID-19 publications. Each MMWR COVID-19 report averages 49.4 citations. With Karna's support, MMWR remains one of CDC's most respected publications, and it has received numerous awards as well as tremendous mainstream and social media attention during the pandemic.

Epidemiology COVID-19 Task Force Assistance

Karna supports CDC's Epidemiology COVID-19 Task Force by responding to COVID-19-related public inquiries received through the CDC INFO email inbox as part of the Science Translation and Response (STAR) Team. Additionally, we coordinate more than 20 surveillance enhancement sites, perform weekly data runs to merge laboratory data, develop data visualization content, perform analytic troubleshooting, conduct program monitoring and evaluation, and provide monthly feedback reports for the Optional Surveillance Enhancement Program for the flu and COVID-19. We also provide written reports, tables, slide presentations, and journal manuscripts for the SARS-CoV-2 Essential Response Personnel (RECOVER) Study and the Surveillance Platform for Enteric and Respiratory Infection Organizations at the Veterans Affairs (SUPERNOVA) to assess COVID-19 cases among hospitalized veterans.

ABOUT KARNA

Karna, LLC, provides management consulting services to government and commercial organizations in the areas of research, analytics, communication, third party administration, and evaluation. Our subject matter experts solve the big problems facing public and clinical health and deliver advice and trusted guidance in more than 14 areas of public health expertise. Established in 2008, we are a proud member of the Celerian Group, a consortium of Blue Cross Blue Shield of South Carolina companies that serve federal and state government programs.

