

Respondent



44

Kelley Hagerich



36:22

Time to complete



1. Please provide your name, position title, and contact information. *

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2. Is this submission an idea for a Promising Practice or existing Promising Practice? *

☒ Idea for a Promising Practice

☐ Existing Promising Practice

3. What is the name of your Promising Practice? *

Pop-up Farmer's Markets in Food Deserts Combined with COVID-19 Vaccination Clinics

4. What type of Veterans does this practice serve? *

☐ Rural

☐ Urban

☒ Both

5. How does this practice promote vaccine acceptance? *

This promising practice would identify areas of food deserts and food insecurity in veterans in both rural and urban areas. Veterans that are struggling to meet their basic daily needs, such as food and housing are more likely to be disenfranchised from their community and less likely to have access to reliable medical information about the COVID-19 vaccine. A pop-up farmer's market combined with healthcare workers administering and promoting COVID-19 vaccines would promote community engagement and a chance for veterans to ask questions and discuss their concerns about the vaccine. By addressing the lack of high-quality, nutritious food in these areas, this practice removes a barrier to an essential need and may help build trust and resolve vaccine hesitancy. In addition, having the ability to vaccinate on site removes the barrier of patients having to find and pay for transportation to another site.

6. What are the specific steps you took, or would take, to implement your practice and the timeline/timeframe for each? *

1.) Assemble a team of healthcare workers able to administer vaccines and provide education 2.) Form partnerships with a variety of local farms that can supply fruits, vegetables, eggs, dairy, bread 3.) Identify food deserts, particularly in those rural and urban areas with limited public transportation 4.) Obtain permit if needed to hold pop-up farmer's market/vaccination clinic 5.) Acquire necessary supplies including tent, tablets, displays 6.) Advertise and market pop-up farmer's market 7.) Host initial farmer's market/vaccination clinic 8.) Continue on a weekly basis so that second doses of vaccines can be administered

7. What departments are involved in implementing your practice? *

Would expect it to be multi-disciplinary and include Nursing, Dietitians, Health Behavior Coordinator, Psychologists, Physicians with an interest in Nutrition, and Administrators.

8. What are the costs associated with your practice? *

Costs would potentially include full or partial payment to farmer partners to subsidize the food, permits, equipment such as tent, tables, and staff time to provide education and vaccinations.

9. What primary metric data is tracked and collected to determine your practice's success? *

1.) Brief survey of veteran customers tracking knowledge and acceptance of the COVID-19 vaccine both before and after their visit to the pop-up farmer's market. 2.) Number of veterans vaccinated that attended the pop-up farmer's market divided by the total number of veterans that attended the market

10. What are the potential risks or barriers of implementing your practice and the proposed mitigations? *

The main risk is that the cost of the practice may exceed the benefit of veterans being vaccinated if vaccine uptake is not as favorable as predicted. The mitigating factor is that veterans still received the benefit of healthy food and education about the importance of the COVID-19 vaccine.