

## Utilize CDC's Rapid Community Assessment to Understand the Vaccination Needs of Your Communities



### Overview

Over the past three years, NACCHO has worked with local health departments to conduct the Centers for Disease Control and Prevention's (CDC) Rapid Community Assessment (RCA) to identify local gaps in vaccination coverage, assess vaccine uptake and acceptance, and prioritize strategies for improving vaccination coverage.

### What is a Rapid Community Assessment?

Developed by the CDC during the COVID-19 pandemic, this assessment helps entities gather community insights on immunization issues. It provides a clearer understanding of vaccination needs, identifies factors behind low vaccination rates, and suggests strategies to improve them.

Health departments have utilized a variety of methods to conduct RCAs in their jurisdictions, including:

- Surveys
- Focus groups
- Social Listening/media monitoring
- Observations
- Intercept and key informant interviews
- Community stakeholder and partner meetings
- Barrier analysis

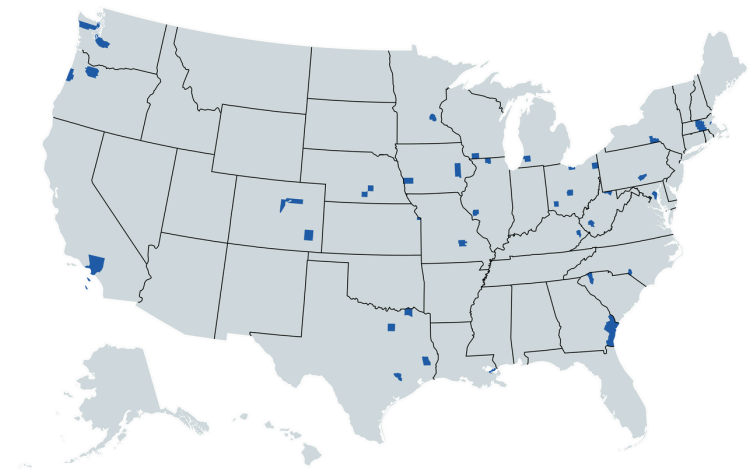
These methods enabled health departments to collaborate with community partners, reach target populations, and build trust by tailoring strategies to support vaccine uptake.

### Benefits to Completing an RCA

Key benefits LHDs shared from completing an RCA include:

- Guiding targeted strategies to address vaccination barriers through partnerships with trusted community organizations.
- Engaging third parties for vaccination incentives and outreach through trusted messengers.
- Reestablishing community engagement post-COVID-19, focusing on subpopulations that may be at increased risk.
- Forming partnerships that extend beyond vaccination to encompass other public health initiatives.

### RCAs Completed by Local Health Departments



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\*Areas highlighted represent local jurisdictions that completed an RCA

The RCA emphasized the importance of tailored approaches and community collaboration in overcoming vaccine barriers for historically underserved populations.

### RCAs in the Field

- [Developing Resources to Address Vaccine Hesitancy in Santa Cruz, CA](#)
- [Engaging Youth in the Survey Process: A Unique Approach to Addressing Vaccine Hesitancy in Rural Appalachia](#)
- [Rapid Community Assessment: A Tool for Understanding Immunization Behavior in Long Beach, CA Residents](#)
- [Assessing Barriers to Vaccination in New Orleans](#)

### Learn More

Learn more about NACCHO's Immunization portfolio here: <https://www.naccho.org/programs/community-health/infectious-disease/immunization/enhancing-immunization-through-local-initiatives>