

# Search Solutions: Investigation into CTSA Hubs' COVID-19 Vaccine Information

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**Introduction:** The objective of this study was to quantitatively determine the degree of vaccine content and proliferation across 60+ CTSA Hubs which have been cumulatively awarded over \$575 million in 2020. While immense progress has been made in the area of COVID-19 vaccines, CTSA Hubs nationwide are taking on the final tasks of spreading vaccine awareness and getting shots into arms. By reviewing CTSA Hub webpages and linked social media, we can document static content and vaccine proliferation, respectively.

**Methods:** We used CTSA Search Solutions structured search terms to identify CTSA Hub pages with "COVID-19 Vaccination Information." The links were manually reviewed for vaccination content. CTSA Search Solutions findings were validated by advanced Google search operator "vaccine site:" and manual review of CTSA Hub websites. Official CTSA Hub social media platforms were searched for vaccine proliferation content from January 1, 2020 to November 11, 2021. Qualitative findings were numerically coded for statistical analysis.

**Results:** In examining content, of the 64 listed CTSA Hubs, 52 of (67.2%) hosted one or more categories of COVID-19 vaccine information, and 16 (25%) hosted three or more categories. The most common category was "Community Targeted Information" with 27 (42.2%) hubs; the least common category was "Vaccine Distribution" with 5 (7.8%) hubs. Examining social media for vaccine proliferation, 41 (64.1%) hubs had connected social media and 23 (35.9%) hubs had vaccine proliferation posts. The most common platform was Twitter with 37 hubs; the least common platform was Instagram with 5 hubs.

**Conclusion:** The CTSA program was designed to develop innovative solutions that increase the efficiency of translational science by delivering interventions and processes that improve the health of individuals and the public. Our investigation demonstrated varying levels of Phase 4 translational efforts using social media among the hubs for COVID-19 vaccine implementation. These findings highlight opportunities for further enhancement while emphasizing proven strategies from CTSA hubs nationwide.

