



Search Solutions: Investigation into CTSA Hub COVID-19 Vaccine Information



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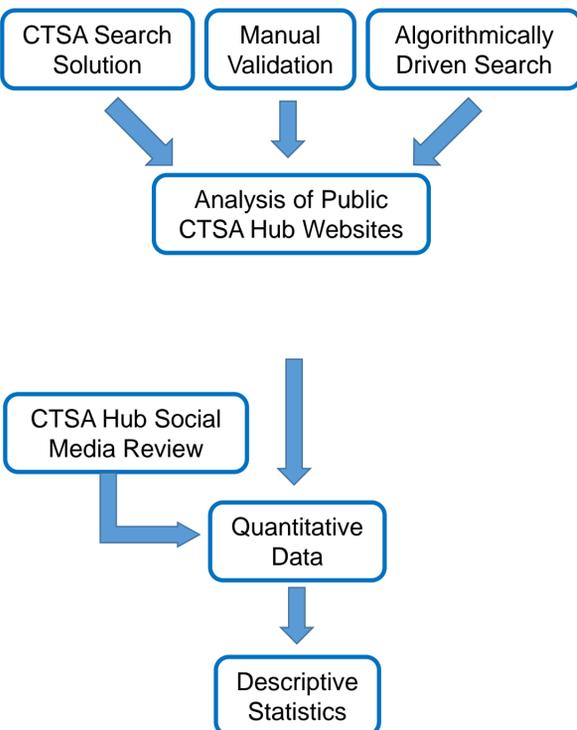
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Introduction

Firmly in Phase 4 of 'bench to bedside' COVID-19 vaccine development, CTSA Hubs nationwide must now focus on spreading vaccine awareness and getting shots into arms.

The objective of this study was to determine quantitatively the degree of vaccine content and proliferation across 60+ CTSA Hubs cumulatively awarded over \$575 million.

Methods

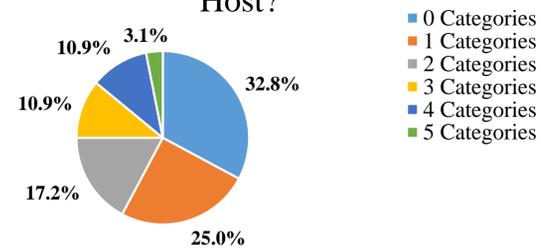


Working Definitions of Subsets

COVID-19 Vaccine Content Categories

- Community Targeted Vaccine Content
- Vaccine Awareness
- Vaccine Distribution
- Vaccine Clinical Trial
- Vaccine Related Media

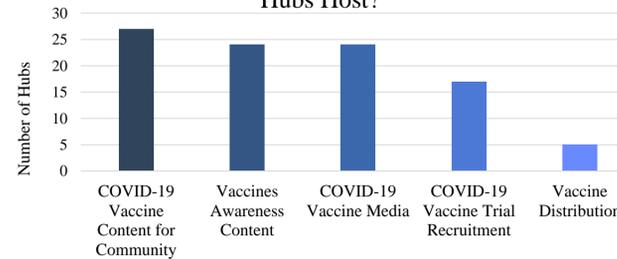
How Many Categories of COVID-19 Vaccine Content do CTSA Hubs Host?



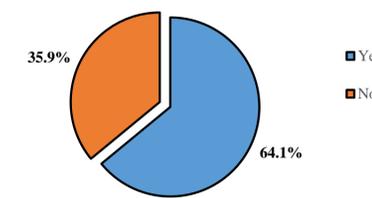
Results

CTSA Hub COVID-19 Vaccine Content and Proliferation

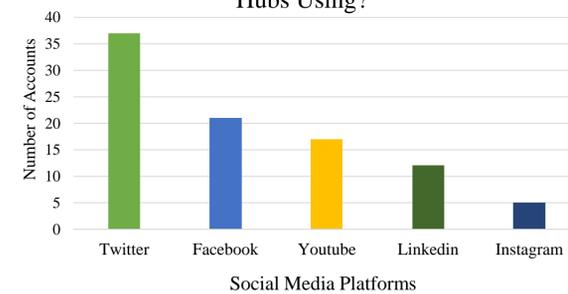
What COVID-19 Vaccine Content do CTSA Hubs Host?



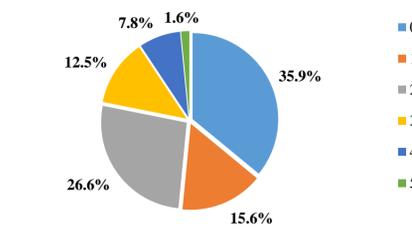
Do CTSA Hubs Promote COVID-19 Vaccines on Social Media?



What Social Media Platforms are CTSA Hubs Using?



How Many Social Media Platforms are connected to CTSA Hubs?

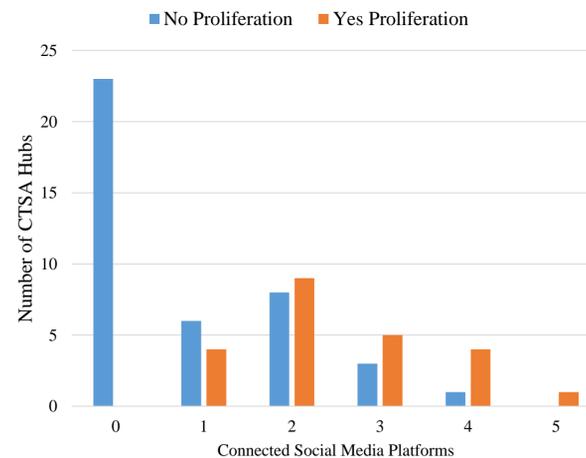


Content vs. Proliferation

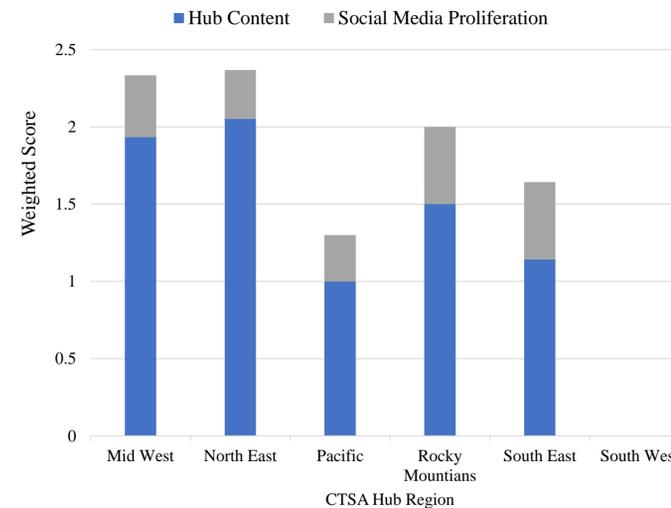
Social Media Proliferation Review

- Includes Social Media from Jan. 1, 2020
- Identified Vaccine Proliferation Posts for Public Community

Does COVID-19 Vaccine Proliferation Correlate to Number of Social Media Platforms?

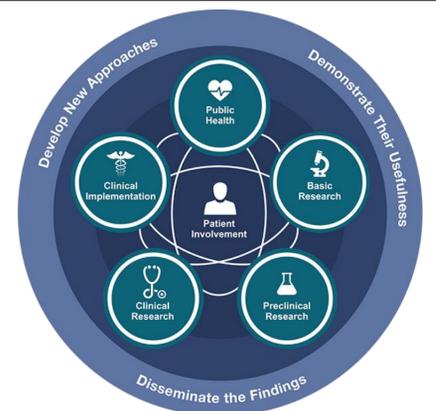


Regional Comparison of CTSA Hub Content and Proliferation



Discussion

- Southwest Hubs Lack Vaccine Content
 - 4 Hubs located in Texas and New Mexico
 - No Vaccine Proliferation information for community members
- 75% of CTSA Hubs have less than 2 categories of Vaccine Content
 - 'Translation to Community' requires Vaccine Content
 - CTSA Hubs are tools against vaccine misinformation
- 35.9% of CTSA Hubs do not have Social Media
 - Community engagement is a crucial feature of successful translational research
 - Social Media is critical for community engagement
- 18 CTSA Hubs have Social Media without Vaccine Proliferation content
 - Full utilization of existing social media is a low barrier and cost-effective approach to community engagement



Acknowledgments

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