

Position: Doctorate-Level Research Assistant for NY Vaccine Literacy Campaign

Program description:

With support from the New York Community Trust, the Altman Foundation, Samuel Freeman Charitable Trust and New York State Health Foundation, CONVINCENCE USA, an initiative at the CUNY School of Public Health and Health Policy, has launched the New York State Vaccine Education and Adoption Project, an 18-month vaccine education and engagement initiative. One of the Project's key activities is the New York Vaccine Literacy Campaign (NYVLC) which will establish community-based channels for vaccine communication, training, and strategies. NY VLC will increase community-level access to vaccine education and information by offering tailored webinars, education modules, training, and other capacity-building resources. In consultation with a community advisory board, we will identify vulnerable populations that are at risk for unaddressed questions and concerns about vaccination and therefore more susceptible to mis/disinformation. Publicly available vaccine dosage data, as well as quarterly surveying aimed at assessing knowledge, beliefs, and behaviors around vaccination will inform the tailoring and targeting of content. With the guidance of the community engagement advisory board, the campaign will create inroads to CBOs in need of tools and strategies to build vaccine confidence in their communities.

Throughout this outreach and data collection, special attention will be brought to understanding the structural and environmental barriers to vaccine acceptance in both quantitative analysis (survey work) and engagement with the council of advisors. In the first 12 months, we will seek to engage at least 30 community-based organizations (CBOs) distributed across the five boroughs of New York City that are serving low-to-moderate income, minority and public housing residents, the elderly, and those in long-term care facilities. In Long Island, Westchester, and Rockland counties, we will seek to engage at least 15 CBOs.

Position Overview:

This role will support the program manager of the NY VLC and help ensure that the team meets greater program goals and deliverables in a timely and effective manner. The position's responsibilities encompass health communication, education and training, quality improvement and surveying, partner support and workstream alignment.

This is a part-time position at 20 hours per week for one year. Hourly rate will be commensurate with experience.

Doctorate-Level Research Assistant Responsibilities:

- Under the leadership of the Program Manager, aid in developing new education and communications materials to support the needs assessed by community partners
- Work with members of the CONVINCENCE USA team to develop and meet evaluation methods and goals for the Vaccine Literacy Campaign
- Per those goals, develop QI and needs assessment surveys to support resource and content creation for community partners

- Aid with writing funding proposals to guarantee uninterrupted delivery of services (as needed)
- Help maintain a database of community partnerships, council of advisors, and activities related to those relationships
- Maintain NY VLC web pages, including education and communications resource repository, on VaccineLiteracy.org
- Assist with workstream alignment between the community engagement component of the NY VLC and the data visualization / dashboard development component of the Project, led by Dr. Ashish Joshi's team
- Assist with recruitment and outreach of community partners
- Assist with identifying RFPs and support the application process for CBO partners (as needed)
- Other duties as assigned

Qualifications:

- Doctoral student at CUNY SPH in good academic standing
- Experience in developing materials for health communications: messaging briefs, FAQ sheets, and infographics
- Interest (and experience preferred) in community outreach and engagement.
- Preference will be given to candidates that are bilingual and are comfortable in translating English language materials

To apply, please email your cover letter and resume to Hannah.Stuart@sph.cuny.edu by September 1, 2021. Applications will be considered on a rolling basis.