



Creating Trust, One Relationship at a Time

Let's explore how we can create lasting trust in our community

Arizona Immunization Conference: Jhoana Molina, Immunization Outreach Projects Manager
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Financial Disclosures

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- The Arizona Pharmacy Association is accredited by the Accreditation Council for Pharmacy Education (ACPE) as a provider of continuing pharmacy education.

**Before we begin,
what do you think is the
most important factor
in creating trust?**



Mentimeter





What We'll Explore Today:

- Lessons from real-world experiences**
- The first steps: From stakeholders to partnerships**
- The keys to building trust**
- The timeline: How long does it take?**
- Why trust-building is an ongoing process**



WHAT WE LEARNED THROUGH THE YEARS

Creating Trust, One Relationship at a Time

What we have learned through the years

- Building trust is like planting a tree – it takes time, patience, and consistent care.
- In immunizations, the challenge is even greater because patients or stakeholders may hesitate to get engage.
- Lack of trust.



Creating Trust, One Relationship at a Time

Quick Reflection,

**Have you ever struggled with building trust in your work?
what strategies worked for you?**





HOW IT STARTS

Relationships & Trust

How it starts

Get to know the patient, stakeholder, partner:

- Hear what questions they have
- Show what we do
- It is OK to listen only
- Find some common ground (agree on some questions, concerns)
- It takes time. Be patient with the client, partner (it may take time, but we are sowing the seed of knowledge)



Relationships & Trust

Example of Building Trust

- It has taken all my 17 years with the county to build some strong relationships.
- In 2009, we were hit with the Swine Flu or H1N1 pandemic.
- I started meeting with partners to keep them informed about the local situation.
- We were not closing events or businesses since we didn't have any cases yet in Maricopa County.

Relationships & Trust

Example of building trust

- People were listening to news in Mexico where the first Swine Flu or H1N1 case appeared and they had everything closed.
- It took some time to explain & meet with local agencies that represented this community (They were the trusted messengers).
- Stakeholders felt that the door was open to call us with questions.

• This article is more than 14 years old

Shutdown for epidemic turns Mexico City silent



📷 People cross a normally busy street in Mexico City. The authorities have ordered a five-day shutdown to halt further spread of the H1N1 flu virus. Photograph: Joe Raedle/Getty Images

It was the silence more than anything. No rumble of traffic. No voices in the street. No footsteps. Nothing to betray the existence of 20m people.

Conversations & Trust

Partners were our spokespeople



- Soon enough we were building partnerships with some of those agencies and trusted messengers.
- Partners did PSA's about getting vaccinated and sharing those during their religious services or lobbies where people were visiting.

Conversations & Trust

We continue the conversation with stakeholders

- As a result, created a stakeholder coalition that served under-represented populations beyond the pandemic.
- This coalition was formed with this purpose in mind:
 - ✓ Share information
 - ✓ Hear feedback
 - ✓ Hear recommendations



WHAT IT TAKES TO BUILD TRUST

Building Blocks of Trust

Building Trust

Keys to Building Trust

- Effective Communication
- Respect
- Transparency of Processes
- Sharing Information Widely
- Engaging Stakeholders, Partners, Patients in Meaningful Ways

Benefits of Community Engagement

- Help Shape Services
- Help Build Trust
- Help with Outreach
- Help Connect People & Resources

Minnesota Department of Health

Penn State Department of Agricultural Economics, Sociology & Education

Building Trust

Meeting partners - stakeholders



The *Building Bridges to Health Coalition* started with two agencies during the H1N1 then we started adding more once they saw the benefit of meeting.

This coalition has grown to have about 30-35 agencies that are regulars on our calls.

Building Trust

Biweekly meeting

We keep meeting virtually, in-person and finding ways to work together to serve the community



Outcomes of these partnerships

We created the Annual Preparedness & Wellness Expo, uniting all of our efforts to bring preparedness trainings and wellness screenings to underserved populations in various languages.

(Spanish, ASL, Asian Pacific languages)

Building Trust

Continue to grow our partnership

We just celebrated our 15th Annual Preparedness & Wellness Expo.



Building Trust

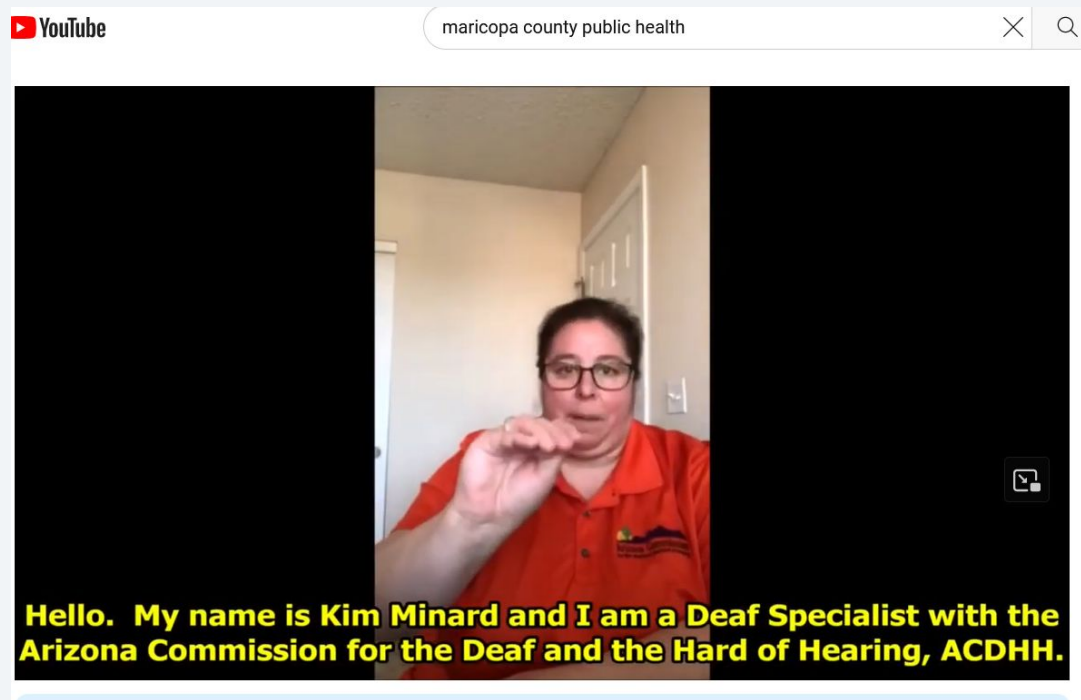
Quick Reflection

What is one thing you do to keep your relationships strong over time?



Building Trust

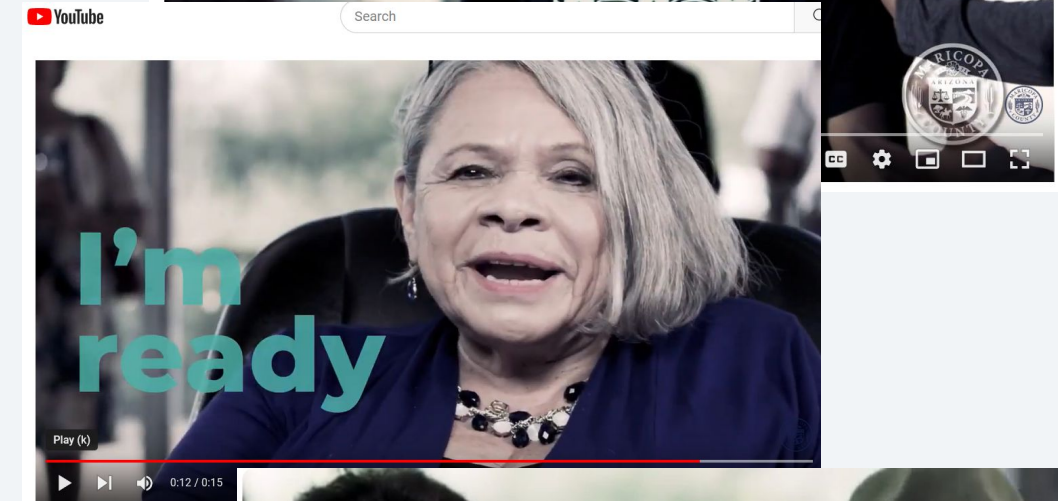
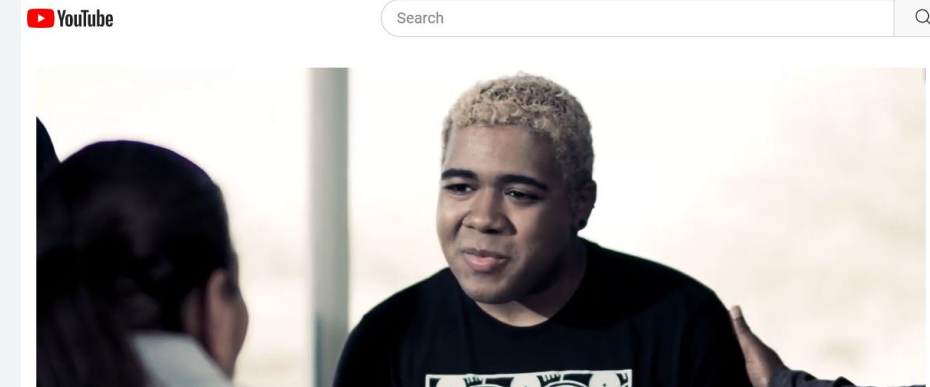
Partners engaging & educating their communities in multiple languages during COVID-19



Building Trust

Partners engaging and sharing information with their communities

- During the COVID-19 pandemic, this coalition was ready to be part of our efforts to reach undeserved populations.
- The Building Bridges to Health coalition helped us with every stage of the pandemic message and PSA's:
 - Stay home
 - Wear masks
 - Priority groups for vaccinations



Te Cuidamos- Mi historia COVID-19

take 
care

It's

AMAZING



**Las vacunas
salvan vidas**



**Vacúnese
Protéjase**

Build Trust

Partners engaging and educating their communities in multiple languages during COVID-19



Build Trust





HOW MUCH TIME DOES IT TAKE?

Building Trust

It is an ongoing journey

- Partnerships take time.
- People may come and go but strong relationships leave a lasting impact.
- Agencies priorities may shift.
- Resources or capacity change.

What is one thing you do to keep your relationships over time?





WHY SHOULD WE CONTINUE BUILDING TRUST?

Building Trust

Lessons Learned

- Things don't move as fast as we want (We need to continue to communicate with patients, partners to not lose them).
- Emergencies allows to grow and expand relationships.
- We in Public Health recognize there is still a lot be done. Now, we have the **Immunization Outreach Program** since 2022 to work directly with the community.

Building Trust

Immunization Outreach Program

Responsible for working with underserved communities

- Lack of access to vaccines
- No medical insurance
- Language & transportation barriers
- Mistrust in government



Goal

Educate the partner and the community

- Connect them to nearby clinics for immunizations
- MCDPH clinics (*4 main clinics*)
- Bring vaccines if needed (we work with vendors and our own MCDPH Strike team since 2021)
- Adults need more than COVID-19 vaccines

**"Our Immunization Outreach Team
Serves, Builds Trust, and
Collaborates with Communities
Compassionately."**

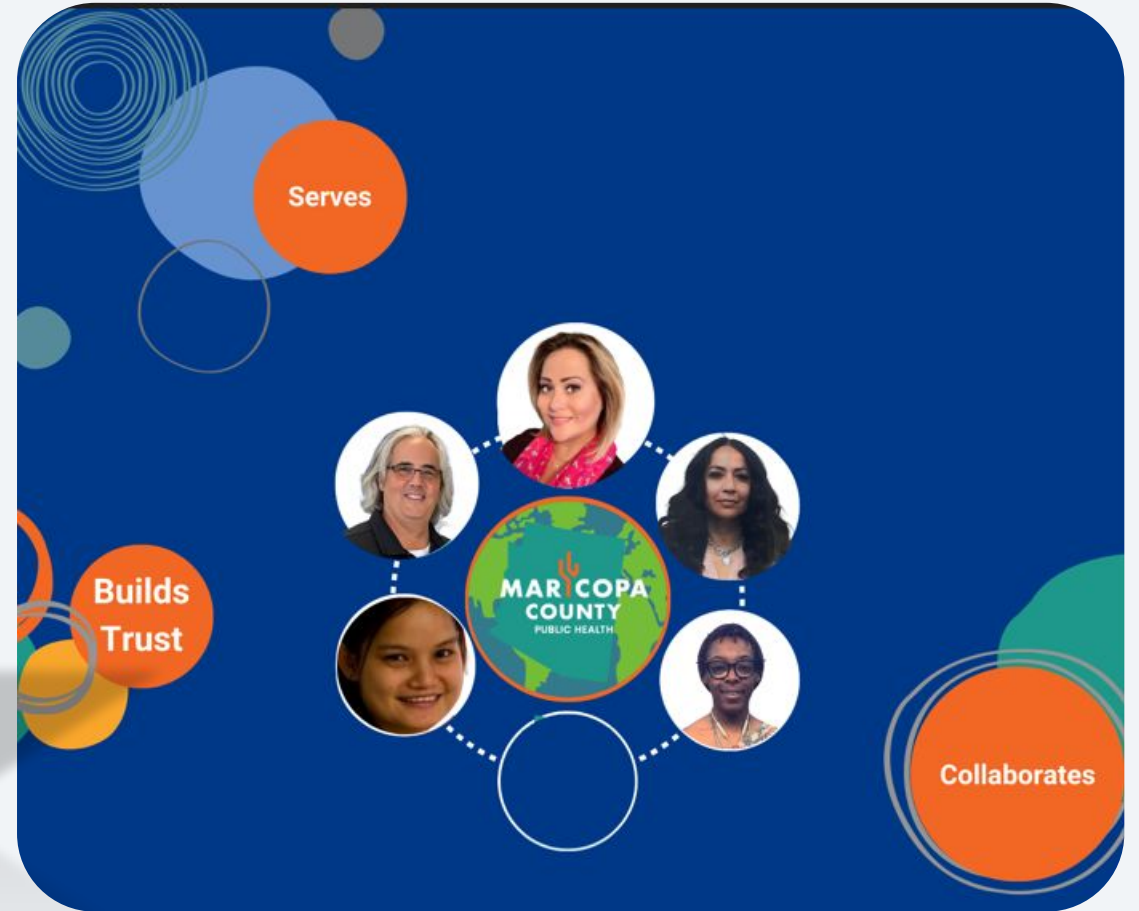


Thank You

March, 2023
Oct. 2023
April 2024
Jan. 2025

Jan 2025
Apr 2024
Oct 2023
Mar 2023

Thank You



We meet people where they are

Our mobile clinics immunized people with

- Disabilities
- Deaf and Hard of Hearing
- Non-English speaking at Consulates and churches



+



We bring vaccines to essential workers from farms to ethnic grocery stores



Building Trust

We produce bilingual flyers & have translated the consent forms in multiple languages.



WE ARE BRINGING VACCINES TO YOUR COMMUNITY SEPTEMBER 2023

Family friendly events

FREE VACCINES

Adult & Children Vaccine COVID-19

Adult Vaccines 19 +

- Hepatitis A & B
- HPV
- Tdap (tetanus)
- *Varicella
- *MMR
- *Shingles (50 +)
- *Pneumococcal (65 +)

**(Limited supply and varies by location) (If you have Medicare you can get the Flu, Pneumonia & COVID vaccine)*



Immunization Equity Events

For questions about vaccines call the **CARES center at 602 506-6767**

Children need consent from a parent or legal guardian to get vaccinated. Bring your insurance information, those without insurance are still welcome. Maricopa County Public Health is committed to providing universal access to all of our events. Please contact us to request disability accommodations. Advance notice is necessary to arrange for some accessibility needs.



JORNADAS DE VACUNACIÓN SEPTIEMBRE 2023

Vacunas GRATIS para toda la familia

Vacunas para Adultos y Niños COVID-19

Vacunas 19 años en adelante

- Hepatitis A & B
- Tdap (tétano)
- *Varicela
- *Virus del Papiloma Humano
- *Sarampión, paperas y rubéola
- *Culebrilla (de 50 +)
- *Antineumocócica (de 65 +)

**(cantidad limitada y varia por localidad) (Si usted tiene Medicare puede vacunarse contra COVID, Gripe & Penumonía)*



Immunization Equity Events

Para preguntas sobre la vacuna llame al **211 ext. 271 o al (602) 506-6767**

No necesita hacer cita, se requiere el consentimiento del padre, madre o tutor para vacunar a los menores de edad. Con o sin seguro médico son bienvenidos. Salud Pública del Condado de Maricopa se compromete a brindar acceso universal a todos nuestros eventos. Comuníquese para solicitar adaptaciones para discapacitados. Es necesario avisar con antelación para hacer arreglos para algunas necesidades de accesibilidad.

Guess the Impact

In 2022 our Immunization Outreach Program was created

Does anyone would like to guess the number of vaccines administered in our first year with the Immunization Outreach Program?



Community-based Events Data (2022)

MCDPH Strike team

- **190** community vaccine events
- **16,240** vaccines administered
(including COVID, Flu all ages & other adult vaccines)

Vendors

- **24** community vaccine events
- **909** vaccines administered
(mainly COVID & Flu vaccines for all ages)

TOTAL vaccines = 17,149



Community-based Event Data Immunization Outreach Program

2022

214 community vaccine events

17149 vaccines administered COVID, Flu and other vaccines

Program was created hired Program Manager & 4 Immunization Outreach Coordinators

2023

284 community vaccine events (we still had vendors and had more capacity)

13706 vaccines administered Including COVID-19, Flu, Tdap, Hep. A & B, Shingles, Pneumonia, Varicella

2024

250 community vaccine events (less capacity due to funding but more strategic to reach people where they were)

15350 vaccines administered including COVID-19, Flu and Tdap, Hep. A & B. (Less adult vaccines available due to funding)



In Conclusion & Call to Action

All of our work is in big part because of trust in the messenger.

- ✓ Trust isn't given
- ✓ Trust is earned
- ✓ Trust is created one relationship at a time
- ✓ By understanding
- ✓ By listening
- ✓ By showing up
- ✓ By meeting people where they are

We create healthier communities together!



**As we conclude,
what is one word that is your
biggest take away?**





Resources for Trust Building & Community Engagement



New Tool for Strengthening Partnerships Between Health
Departments and Communities

Building Community Relationships

Public Health Assessment Guidance Manual

**Trust Building in Public Health Approaches: The Importance of
a “People-Centered” Concept in Crisis Response**

CARES Team Bookmarks

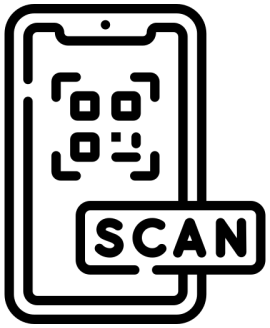


Let's stay connected:

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Thank You



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Event Evaluation - April 15, 2025 -
Session 1 Breakouts - Creating
Trust



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