

2022



**INFORMED
PEOPLE**

**HEALTHY
COMMUNITIES**

ANNUAL REPORT



BOOST OREGON

The COVID-19 pandemic revealed many truths: Public health has been underfunded for decades; misinformation is rampant and deadly; and media alone does not lead to community immunity. Although federal and state governments, pharmaceutical companies, and medical centers launched multiple advertising blitzes about COVID-19 vaccines, it did not change people's behaviors. Traditional approaches to public health were not enough.

This is where Boost Oregon thrives. We are different. As an independent, nonprofit organization, we imagine and implement creative solutions.

We know that, for far too many Americans, vaccine refusal is tied to their political, religious, or social identities. How do we reach them? How can we increase community immunity in a polarized environment swarming with disinformation?

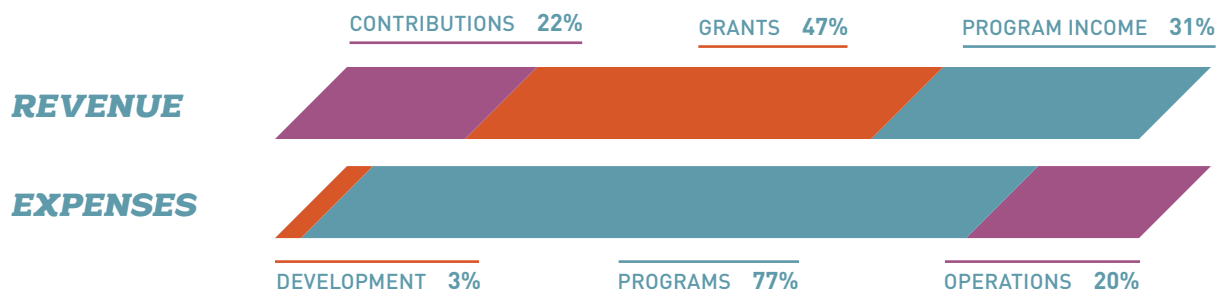
We **adjust our approach**, and we **get closer** to the people we want to serve. In 2022, we **hired** pediatrician Ryan Hassan, M.D., a dedicated volunteer educator for Boost Oregon since our founding, and Carrie Bader, M.P.H., M.O.T, one of a handful of certified motivational interviewing experts in Oregon. Together, they are **rewriting the playbook** on health communications and training thousands of medical providers, community health workers, and social service professionals. We **launched a podcast**, "Boosting Our Voices," that strengthens our relationships with and amplifies BIPOC individuals, businesses, and organizations. We **visited health fairs and youth facilities** in rural areas, **made our website accessible** in four different languages, and **expanded our peer advocacy** program to high school students and rural faith communities.

To our knowledge, Boost Oregon is the only vaccine organization in the country pursuing these methods. We strongly believe that this work will **increase vaccine confidence and acceptance**. It is resource- and time-intensive, which is why government health authorities aren't doing it. But we are prepared to meet the moment and move toward a healthier future for all.

In good health,

Nadine A. Gartner
Founding Executive Director

FINANCIALS



* Boost Oregon does not accept contributions from pharmaceutical companies.

2022 AT-A-GLANCE

BOOST BLOG
36 POSTS

TRAINED
46 **PHYSICIANS**
to lead
COVID-19
educational sessions

Redesigned website
accessible in
4 Languages

RECRUITED & TRAINED
68
NEW PEER ADVOCATES
WHO LED **136**
COMMUNITY EVENTS

90% of attendees reported feeling more confident about communicating with their patients

taught
1,997
medical providers
on effective communication

5,095
PRINTED MATERIALS
DISTRIBUTED

Launched the Podcast

BOOSTING
OUR VOICES
with 8 episodes

FOR YOUTH IMMUNIZATION
est. **FYI** 2022
TWENTY TEENS TRAINED AS
VACCINE ADVOCATES

19
COUNTIES
SERVED

Led **six** COVID-19
community
workshops

Hosted
health **6** events
for rural and immigrant
communities

236 attended
FAMILIES children's
immunization workshops

OREGON YOUTH AUTHORITY
SIX 132
FACILITIES VISITED YOUTH REACHED

COMMUNITY PARTNERS

American Academy of Pediatrics
Benton County Health Department
Black Portland
Casa Latinos Unidos
Central Oregon Health Council
Clackamas County Health Department
Clatsop County Health Department
Community Service Network
Deschutes County Health Department
Douglas County Health Department
Eastern Oregon Center for Independent Living
Ecumenical Ministries of Oregon
Family Building Blocks
Family Connects Oregon
Families Fighting Flu
Good in the Hood
Harney County Health Department
High Desert Education Service District

Immigrant and Refugee Community Organization
Immunize Oregon
Indian Health Services
Jackson County Health & Human Services
Jewish Federation of Greater Portland
Josephine County Public Health Department
Lake County Health Department
Lane County Health Department
Legacy Health System
Lincoln County Health & Human Services
Linn County Health Department
Marion County Health Department
Moda Health
Mosaic Medical
Mount Hood Community College
Head Start

Multnomah County Health Department
Multnomah County Library
Neighborhood Health Center
North by Northeast Community Health Center
Northwest Portland Area Indian Health Board
Oregon Association of Family Physicians
Oregon Childhood Development Coalition
Oregon Geriatric Society
Oregon Health Authority
Oregon Health & Science University
Oregon Immunization Program
Oregon Public Health Association
Oregon Society of Medical Assistants
Oregon State University College of Public Health & Human Services

Oregon Youth Authority
PacificSource Health Plans
Pacific University School of Pharmacy
PeaceHealth
Polk County Health Department
Portland Mom Collective
The Father's Group
The Rosewood Initiative
Self Enhancement, Inc.
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Union County Public Health
University of Portland School of Nursing
Volunteers in Medicine
Washington County Health Department
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