



EXCITE

Extension Collaborative on
Immunization Teaching & Engagement

**Strategic Analysis
of the EXCITE Project:
A Review of Key
Immunization
Initiatives**

June 2024 - May 2025

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Attribution

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Extension Collaboration on Immunization Teaching and Engagement (EXCITE) is a nationwide local response by U.S. Cooperative Extension made possible through an interagency agreement between United States Department of Agriculture – National Institute of Food and Agriculture (USDA-NIFA) and the Centers for Disease Control and Prevention (CDC) and a cooperative agreement with the Extension Foundation in partnership with the Extension Committee on Organization and Policy (ECOP) Health Program Action Team (PAT).

On behalf of the Cooperative Extension System, the Extension Foundation serves as Principal Investigator, provides grant administration, fiscal, operational, and technological services, system-wide communication, innovation processes, wrap-around services for projects, data collection and dashboards, and partnership development for the EXCITE Program.

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Introduction: The EXCITE Project's Evolving Approach

This report highlights the work of the Extension Collaborative on Immunization Teaching & Engagement (EXCITE), a partnership between the U.S. Department of Agriculture's National Institute of Food and Agriculture (USDA/NIFA) and the Centers for Disease Control and Prevention (CDC). It summarizes EXCITE's accomplishments from June 1, 2024, through May 31, 2025, across the three EXCITE project areas of Adult Immunization Implementation Projects, the Bridge Access Program, and Adult Immunization Integration Projects.

Over the past year, EXCITE continued to shift from short-term awareness and rapid-response efforts toward a more coordinated and sustainable approach to adult immunization education within the Cooperative Extension system. This report captures that progression and underscores EXCITE's commitment to increasing vaccine confidence among rural populations and in areas with restricted access to medical services, strengthening connections between priority communities and health care systems, expanding access to vaccination clinics, and supporting CDC, USDA-NIFA, Cooperative Extension, and health partners in implementing effective public health programs.

Figures in this report summarize key outputs across Adult Immunization Implementation Projects, the Bridge Access Program, and Adult Immunization Integration Projects.

Adult Immunization Implementation Projects

Building on work initiated in June 2023, EXCITE Adult Immunization Implementation Projects continued through 2024 and into 2025, encompassing 32 adult immunization projects across 37 Land-grant universities (LGUs). Participating institutions included 24 1862 institutions, nine 1890 institutions, and four 1994 institutions.

Throughout the implementation period, participating institutions incorporated COVID-19 immunization education, while also addressing a range of other adult vaccines tailored to local needs. Local needs and partnerships shaped immunization education priorities throughout the phase. Institutions continued to employ a variety of audience-specific engagement strategies, with materials translated as needed to support ease of access and reach. Across the EXCITE Implementation Phase, one of the most significant lessons learned was the essential role of partnerships in building confidence in adult immunizations. Projects consistently demonstrated that successful vaccine education and outreach depend not only on delivering accurate information, but on coordinating efforts with organizations that communities already know and trust. Extension teams worked alongside county health departments, pharmacists, community-based organizations, student health centers, and Native health programs to bring vaccine education directly to where residents gather, including senior centers, local fairs, cultural events, farmers' markets, and churches. In rural communities, EXCITE projects partnered with pharmacists and public health practitioners to deliver education, allow area residents to ask questions, and provide on-site vaccinations or schedule appointments. In some cases, long-standing relationships between county Extension offices and public health partners guided targeted outreach in high-need counties, ensuring that education efforts aligned with local impediments related to transportation, language, and post-pandemic mistrust. Working with partners ensured that education was consistently linked to access. Health departments, pharmacists, mobile clinics, and campus health centers coordinated closely with Extension so that locals could move from learning to action without encountering impediments. Whether through co-located vaccination events, plain-language guidance on local providers, or real-time appointment scheduling, these collaborations turned interest into follow-through and strengthened community trust in the process.

Coalitions in many states brought together educators, pharmacists, food pantries, AmeriCorps members, and health departments to extend the reach and reliability of vaccine messaging across rural and under-resourced communities.

Partners were equally critical in shaping communication strategies. Cultural leaders on native campuses, farmworker-serving clinics, local multilingual organizations, media partners, and university researchers collaborated to refine materials, test messaging, and tailor outreach tools. These efforts resulted in bilingual infographics, culturally relevant video campaigns, conversation guides, and multi-channel approaches that included radio, Public Broadcasting Service, billboards, and social media. By grounding messages in local knowledge and trusted voices, projects increased clarity, reduced misinformation, and created safer spaces for dialogue in these communities.

Work for six project teams concluded in November 2024, while the remaining teams continued implementation activities through March 2025, marking the conclusion of the EXCITE Implementation Phase.

New Partners: Extension, the National Rural Health Association, and CDC

During 2024 and 2025, under the auspices of EXCITE, the Centers for Disease Control and Prevention (CDC), the National Rural Health Association (NRHA), and the Extension Foundation continued their partnership to better understand and address factors influencing vaccine confidence and demand among adults in rural communities. New Partner projects in Minnesota, Tennessee, and Virginia continued to demonstrate effective partnerships between Extension and NRHA in immunization education. These projects connected rural healthcare organizations and providers with Extension professionals implementing adult immunization outreach and education.

A partnership between the University of Minnesota Extension, the Minnesota Rural Health Association, and four federally qualified health centers focused on immunization education within substance use clinics and worksite wellness programs. Efforts emphasized education for healthcare workers to support vaccine confidence and uptake among adult patients.

The University of Tennessee (UT) Extension, rural clinics, registered nurse navigators, and the UT College of Pharmacy collaboratively implemented a hybrid immunization education approach that combined Extension-led local events with clinic-based education. The project engaged six rural communities.

Virginia Cooperative Extension professionals partnered with the Virginia Rural Health Association, Mount Rogers Health District, Mount Rogers Community Services Board, La Casa de la Salud, the Virginia Harm Reduction Coalition, and Birth in Color. Using a train-the-trainer model, Extension professionals and community health workers delivered immunization education across eight rural counties.

H5N1 National Project

In October 2024, the EXCITE H5N1 National Project was launched to increase knowledge about H5N1 among Extension agents, dairy farmers, and farm workers. In collaboration with the National Center for Farmworker Health, the project focused on strengthening farm prevention practices to help reduce the spread of H5N1. To support a coordinated national response, a dedicated project team was formed to guide the development of clear, effective educational messages. Two dairy Extension agents were supported as curriculum development specialists, leading resource development and professional training efforts.

The H5N1 project team developed practical, easy-to-use resources, including fact sheet booklets, banners, and handouts, which were shared nationwide through multiple channels. While developing materials, project team members worked with the Washington State University Neuromarketing Lab to test and refine key messages for dairy producers and workers.

Outreach efforts included a national H5N1 Update Webinar, ongoing monthly H5N1 Spotlight sessions, and development and promotion of the H5N1 website. While five Land-grant institutions received funding to deliver education and outreach, an additional 43 non-funded institutions also participated, expanding the project's reach.

Bridge Access Program

The CDC's Bridge Access Program provided free COVID-19 vaccines to adults without health insurance and adults whose insurance did not cover all COVID-19 vaccine costs. The CDC approached EXCITE to serve as a partner in this work to increase awareness of eligibility for the COVID-19 Bridge vaccine program for underinsured and uninsured adults, and to inform the public about when and how to get a free updated COVID-19 vaccine through the Bridge Access Program. As described in a previous annual report, the federal Bridge Access Program ended three months into the project. Bridge funds remained in place, but the EXCITE Bridge Initiative's focus shifted to education on all adult immunizations.

In 2024-2025, the work of funded teams continued to disseminate adult immunization education as described below.

Expansion of EXCITE Implementation Projects

EXCITE Implementation teams had the opportunity to add funding if they agreed to implement Bridge awareness efforts to their ongoing immunization education programs. Out of the 37 EXCITE Implementation teams, 21 received additional Bridge-related funding. Each project was \$30,000 and began in March 2024.

Teams used a wide range of educational and engagement approaches to share information about the Bridge Access Program, focusing on notifying uninsured or underinsured adults about how and where they could receive no-cost COVID-19 vaccines. Funded teams worked to ensure messages were clear, consistent, and easy to access by using multiple communication channels and community settings.

Many projects relied on direct, in-person education, weaving Bridge Access Program information into health fairs, area events, senior center programming, Extension classes, and farmworker outreach. For example, one university Extension team distributed more than 2,500 bilingual flyers at health fairs and local gatherings, highlighting how the Bridge Program provides free COVID-19 vaccines and identifying local participating providers. Another Extension system incorporated simple explanations of the Bridge Program into conversations at fairs, during senior center outreach, and at dozens of vaccine-related events, helping residents understand eligibility and navigate their options.

Teams also broadened awareness through a strong print media presence, using flyers, brochures, program inserts, and posted materials in libraries, churches, and food pantries to reach residents who may not engage with digital platforms. In one region, Bridge Access details were included directly in a statewide vaccine education toolkit and reproduced in printed one-pagers, bookmarks, and FAQ

sheets distributed across priority communities. These materials were shared at food pantries, health department events, and large agricultural gatherings.

A complementary set of digital and mass media tactics strengthened reach in rural and remote areas. Projects shared Bridge Access Program reminders on Facebook, in local newsletters, and through targeted social media posts timed to coincide with fall vaccination campaigns. In some areas, Extension teams amplified their messages through public broadcasting and radio segments to reach residents who rely on traditional media, intentionally including Bridge Access information so viewers and listeners would understand how to receive vaccines at no cost. Multi-state collaborations also integrated Bridge Access messaging into public service announcements, podcasts, and revised digital education content that educators could share year-round.

Finally, several teams used trusted messengers and partner-based coordination to make Bridge Access information both personal and actionable. Collaborations with local health centers and public health departments ensured that every flyer or Facebook post about the Bridge Access Program connected residents to real, ready-to-serve providers.

As previously stated, Adult Immunization Implementation Projects concluded in March 2025, including those teams with supplemental Bridge funding.

Integration of the Expanded Food and Nutrition Education Program

The Expanded Food and Nutrition Education Program (EFNEP) teams (n = 31) substantially increased the amount of immunization activities and reached the priority population. Across the country, EFNEP teams effectively integrated immunization education into their existing nutrition and health programs, using their trusted relationships and long-standing presence in communities to normalize conversations about adult immunizations.

EFNEP's peer educators incorporated vaccine information into discussions of food safety, handwashing, disease prevention, and healthy living. Rather than creating separate vaccine initiatives, educators wove immunization information into the everyday flow of EFNEP classes, local events, and outreach materials. For example, peer educators used existing *Eating Smart, Being Active* sessions from the EFNEP curriculum to discuss how immunizations work alongside good nutrition to keep families healthy. In routine classes, these educators offered simple explanations about immunizations, answered participant questions, and emphasized that the goal was to provide reliable information, not to pressure individuals to make a particular decision.

Many states further reinforced vaccine messages by integrating immunization information into EFNEP teaching tools and materials. Recipe cards, a familiar take-home component of many EFNEP lessons, were redesigned to include vaccine reminders or QR codes linking to immunization resources.

Because EFNEP peer educators often attend local outreach and events as part of their job, they naturally use these settings to raise awareness about adult immunization. EFNEP added immunization information to their table displays at farmers' markets, food distribution events, senior centers, health fairs, and back-to-school events. EFNEP teams leveraged their power as trusted messengers. Because most EFNEP peer educators come from the communities they serve, they are uniquely positioned to interact with area residents and answer questions.

Digital communication, an approach already widely used in EFNEP, provided another avenue for seamless integration. EFNEP-run Facebook pages, newsletters, and partner social media channels

shared vaccine graphics, videos, and short messages that connected immunization to overall wellness. Some teams coordinated paid digital ad campaigns to reach EFNEP-eligible audiences with vaccine messages that complemented those delivered in classes. Others linked social media outreach to new web pages that explain adult immunizations and offer clear pathways to additional information.

Across all these efforts, the central theme remained consistent: EFNEP did not treat immunization education as an add-on, but rather as an extension of its mission to support healthy, resilient families.

Education and engagement funded through the Bridge Access Program concluded in March 2025.

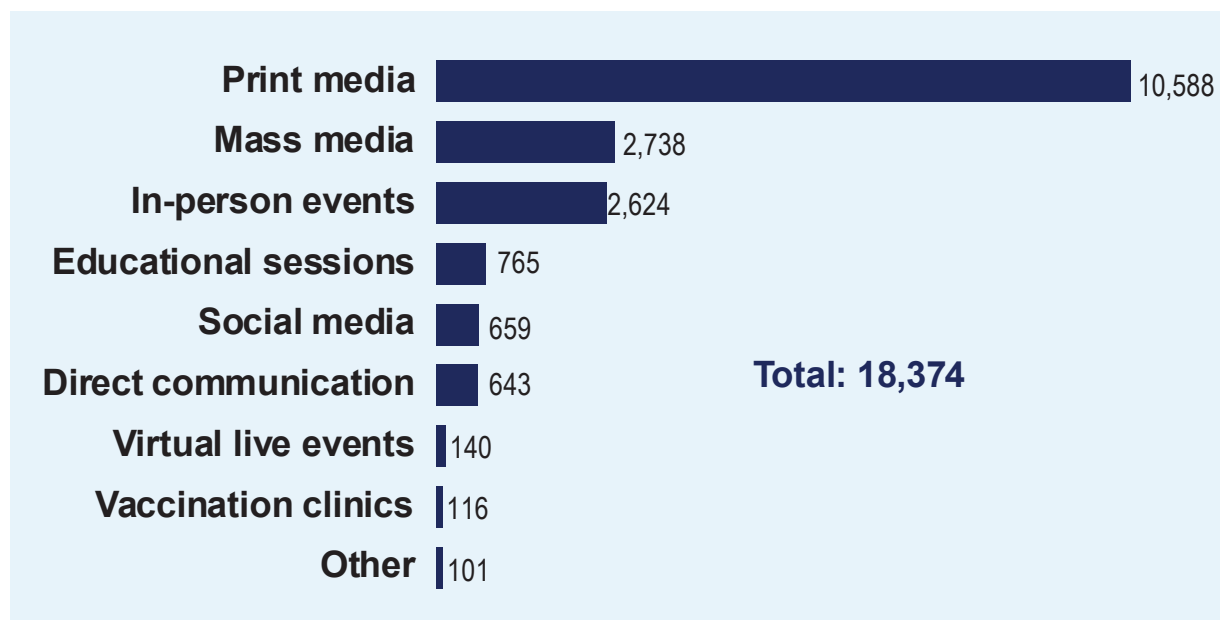
Excite Activities, Reach, Assets, And Partnerships In Year 4

Across all EXCITE communication activities, teams produced or carried out 18,374 individual outreach items or activities, with print media representing the largest share. Print materials (n = 10,588 items) included flyers, brochures, posters, and other distributed resources. Mass media activities, such as radio segments, newspaper placements, and digital billboards, accounted for 2,738 activities, while teams conducted 2,624 in-person events (e.g., health fairs, local gatherings, and Extension-led classes).

Additional outreach efforts included 765 educational sessions, 659 social media posts or assets, and 643 instances of direct one-on-one communication. Virtual live events and vaccination clinics were less frequently held than other approaches in Year 4.

Together, these activities demonstrate a balanced approach that combines high-volume media dissemination with personalized, relationship-driven engagement to ensure that accurate immunization information reaches adults across a wide variety of settings in the communities. Figure 1 presents the number of engagement and communication activities across all EXCITE projects in Year 4.

Figure 1. EXCITE Engagement and Communication Activities in Year 4.



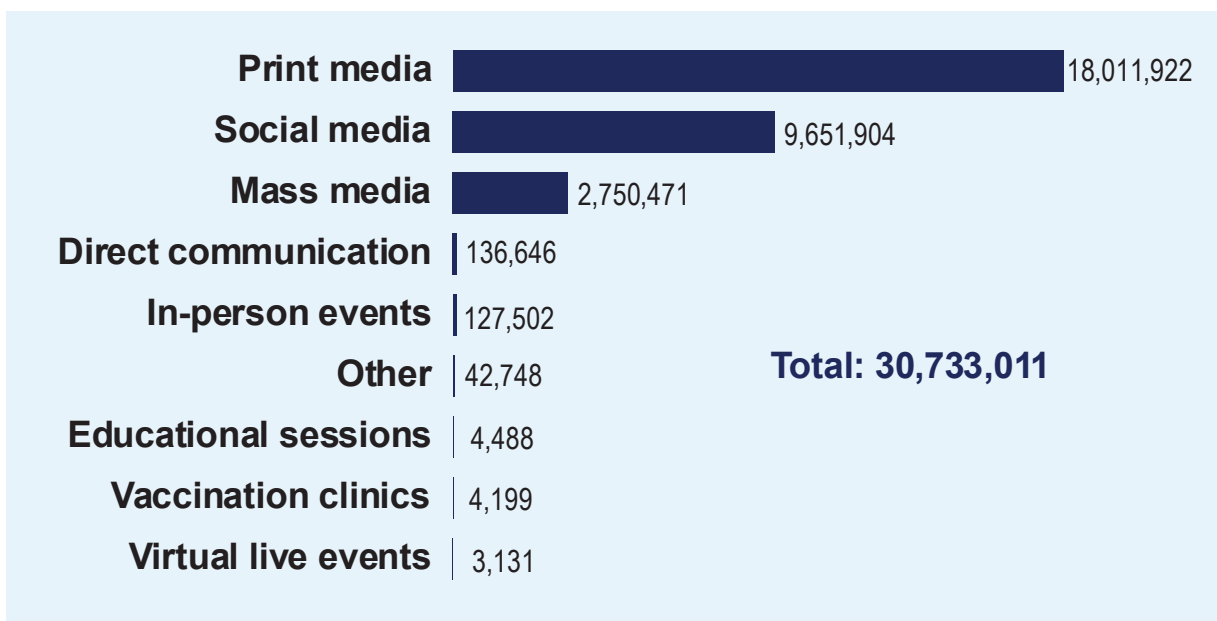
Over the reporting period, EXCITE projects reached more than 30.7 million individuals through a wide range of communication and engagement strategies. Print media accounted for the largest share, reaching 18,011,922 people through flyers, posters, mailers, and other distributed materials. Social media represented the second-largest source of reach, with EXCITE projects generating 9,651,904 impressions across platforms. This reflects the growing role of digital engagement within Extension’s public health communication efforts. Mass media, including radio, television, and public advertising, reached an additional 2,750,471 individuals, amplifying key messages at the population level.

More personalized or interactive strategies generated smaller but highly meaningful engagement. Direct communication, including one-on-one conversations, reached 136,646 individuals, while in-person events such as local fairs and Extension classes reached 127,502 individuals. Additional engagement occurred through activities categorized as “other” (42,748 individuals reached), educational sessions (4,488 individuals), vaccination clinics (4,199 individuals), and virtual live events (3,131 individuals), providing targeted opportunities for deeper education and dialogue.

EXCITE projects employed a comprehensive communication approach—pairing high-reach media with personalized, relationship-centered engagement—to deliver reliable immunization information to millions of adults across a wide variety of communities.

In Figure 2, the number of individuals reached in Year 4 through all EXCITE projects is presented.

Figure 2. EXCITE Reach through Engagement and Communication Activities in Year 4

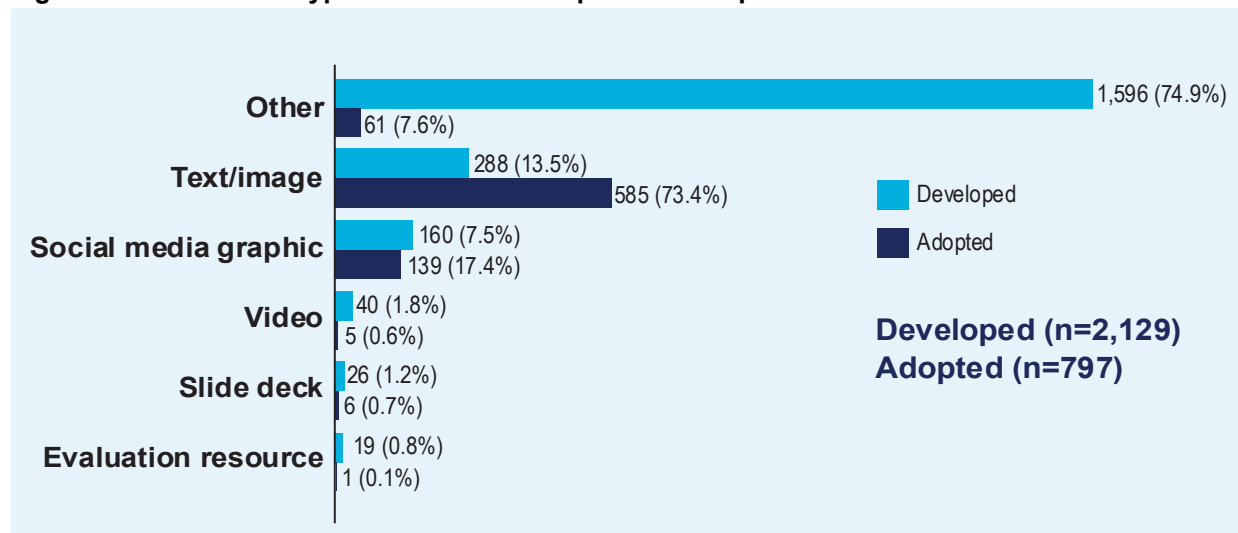


Across all funded teams, the EXCITE initiative generated a substantial portfolio of communication and educational materials, including 2,129 assets developed and 797 assets adopted from existing sources. The largest category was “other” materials, with 1,596 developed and 61 adopted. Teams also produced a significant number of text/image materials, creating 288 new assets and adopting 585

existing ones, demonstrating strong reuse and adaptation of effective Extension-ready resources. Social media graphics were another major output, with 160 developed and 139 adopted, supporting extensive digital outreach. Smaller but valuable numbers of videos, slide decks, and evaluation resources were also developed and adopted, broadening the range of tools available for immunization education.

This robust asset library reflects teams' creativity and responsiveness in delivering easy-to-access, audience-specific materials across multiple formats and platforms (Figure 3).

Figure 3. Number and Type of Assets Developed and Adopted in Year 4



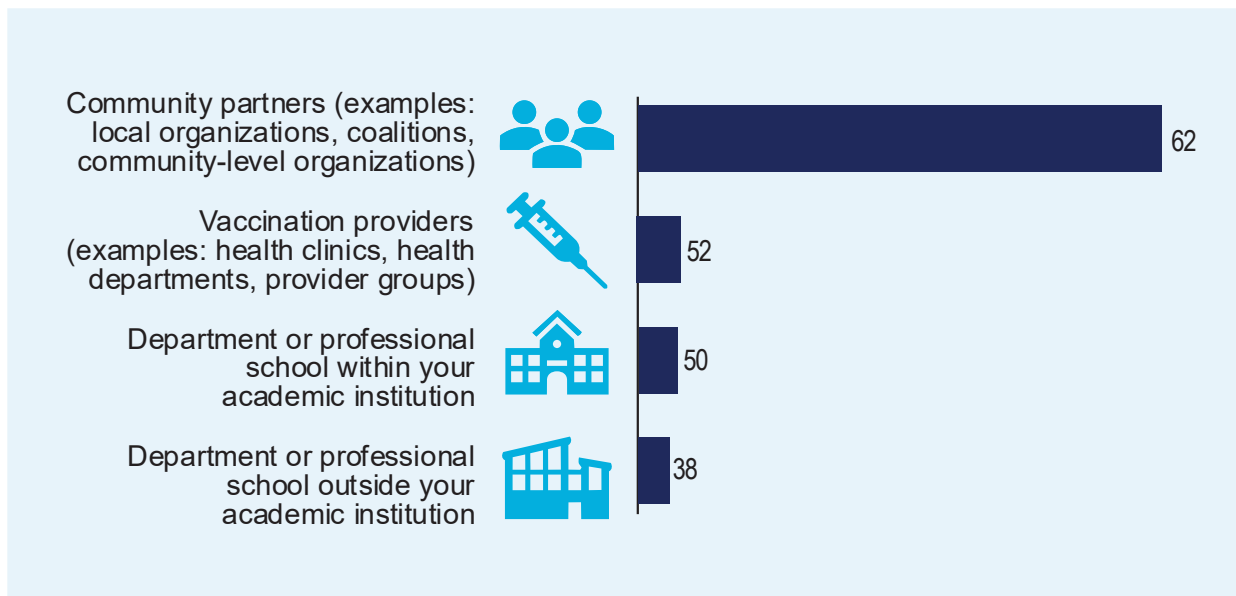
EXCITE's Expanding Network of Partners

Across all funded projects, teams collaborated with 762 partners, demonstrating the breadth and depth of EXCITE's multi-sector engagement. Most partnerships (n = 622) were with community-based organizations, including local nonprofits, coalitions, and neighborhood-level groups. These collaborations reflect EXCITE's strong community-embedded approach and its reliance on trusted, locally connected entities to expand outreach and reinforce vaccine education.

In addition to partners in the communities, teams worked closely with vaccination providers (n = 52), including health clinics, health departments, and provider groups, to support accurate vaccine information and local access points. Other partnerships (n = 50) were with departments or professional schools within participating academic institutions, strengthening internal collaboration and leveraging university expertise. Additional partnerships were developed with departments or professional schools outside participating institutions (n = 38).

Partnerships result in a stronger public health infrastructure, expanded reach, and a reinforced ability to deliver trusted, coordinated immunization education. Figure 4 presents the number and categorization of partner types.

Figure 4. EXCITE Year 4 Partnerships, Number per Type of Partner



Coordinated Adult Immunization Awareness Media Campaigns

In addition to immunization education delivered through Cooperative Extension, EXCITE funds supported two media campaigns over the last year.

Media Campaign to States without EXCITE projects

In support of the Bridge Access Program, EXCITE conducted hyper-targeted outreach to uninsured populations in the following states and areas: Alaska, Georgia, Indiana, Kansas, Massachusetts, Michigan, Montana, Nevada, New Jersey, Oregon, Pennsylvania, Rhode Island, and Wisconsin. These states were selected because no funded EXCITE projects focused on the Bridge Access Program. Digital media via iHeartMedia was utilized because of the first- and third-party data we could overlay onto native targeting. We tapped broadcast stations in key markets to hand out Bridge Access flyers in person. The campaign resulted in 39,599,303 impressions and 56,164 clicks. This campaign had a click-through rate of 0.17%. An estimated 5,922,967 individuals who are under/uninsured were reached with an average frequency of 6.7 across campaign tactics.

This campaign ran from June 3, 2024, to July 28, 2024

Media Campaign with Native Communities

As part of the Bridge Initiative, it was recognized that the Tribal Colleges and Universities lack the financial resources to initiate immunization campaigns in their communities and the personnel to take on additional work. Images that better represent their communities resonate with the audience. A Native artist with experience and expertise in artistic project coordination and a broad background in the Native artistic community was hired on a contractual basis to assist with the art "callout" and the creation of graphics.

All artwork was selected by representatives from Native communities, finalized, and provided to iHeartMedia for the fall campaign. iHeartMedia was chosen to proceed with the messaging campaign because it had experience working with Tribal Colleges and Universities and Native communities and organizations, which was an important part of the decision-making process. iHeartMedia also has a

proven track record with the Extension Foundation. The campaign ran for four weeks, and the images continue to be shared and distributed through several outreach efforts beyond iHeartMedia's work. Some implementation teams have distributed these graphics as part of their outreach efforts. Public health and community-based partners have integrated these graphics into their immunization outreach efforts. iHeartMedia has provided the following preliminary data on the campaign: Impressions: 17,191,002; Clicks: 18,547; Click-through rate: 0.11% (above the industry standard); Individuals reached: 3,238,698; Average frequency, or the number of times an individual was exposed to the message: 5.

This campaign ran from October 14 to November 25, 2024, and again from January 6 to January 26, 2025.

Adult Immunization Integration Projects

EXCITE Incorporated projects were funded to integrate immunization education into existing or new Extension curricula or to develop new tools to increase awareness of immunization education. Both efforts were in direct response to lessons learned through the first few years of EXCITE. This initiative moves beyond standalone campaigns to strategically embed vaccine-related content and messaging within the robust and established portfolio of Extension programs, from agriculture to family and consumer sciences. This approach leverages existing relationships and trusted programmatic frameworks to make immunization a routine part of conversations about local and individual well-being.

Delivery of immunization education would be more effective if it were embedded in a broader health curriculum and if other resources were distributed through Extension. Extension professionals learned during previous iterations of EXCITE that consumers are much more likely to receive immunization education in this format than in a stand-alone session. Integrating this educational information also disengages from the politicized aspect of a standalone focus on immunization education.

EXCITE Adult Immunization Education Integration

This project aimed to normalize immunization education. Funding was provided to Land-grant institutions interested in integrating adult immunization education into a program series in any discipline area (e.g., Master Gardener Program, Dining with Diabetes, Community Leadership Development, Teen Leaders, or other existing or emerging Extension education programs). Projects were selected by a review team of CDC and Extension Health Director and Extension Directors serving as members of the Extension Foundation board. Each project was \$125,000 and began in September 2024.

EXCITE Adult Immunization Awareness Messaging Integration

Funded projects developed messaging to raise awareness of adult immunization and were reviewed and selected by the same reviewers as the education projects. Land-grant institutions received funding to create methodologies/tools for Extension professionals and/or volunteers to integrate into education and awareness efforts across any Extension programmatic/discipline area. Engagement activities included games, attention-getters, demonstrations, conceptual activities, and tangible strategies for holistic health. Each project was \$40,000 and began in September 2024.

Coaches were assigned to each project to assist in project development, pilot testing, and completion.

Professional Development, Coordination, And Outreach

The EXCITE initiative supported coordinated professional development across Extension teams through quarterly virtual sessions and targeted learning sessions. Activities included regular EFNEP Spotlights, quarterly EXCITE professional development meetings, and specialized H5N1 listening sessions, webinars, and monthly updates.

Collectively, these efforts engaged hundreds of Extension professionals nationwide, with cumulative attendance exceeding 1,000 across virtual and in-person events. Programming emphasized adaptive response to emerging public health needs, cross-state collaboration, research-based communication, and peer learning. Topics included immunization education, H5N1 response and food safety, reporting and evaluation, partnership development, strategic communication, and workforce support.

A full list of professional development delivered is provided below.

June 2024

- EXCITE Bridge Access Program kicked off

July 2024

- EFNEP Spotlight

August 2024

- EFNEP Spotlight
- EXCITE Implementation Phase Quarterly Professional Development
 - Share sessions and program partner updates were a primary focus of these professional development opportunities.

September 2024

- EFNEP Spotlight
 - Topics included a full pivot in adult immunization education due to changes in the Bridge Access Program and an overview of *Risk Less. Do More.* campaign, reminders related to monitoring and reporting requirements, and peer sharing.

October 2024

- EFNEP Spotlight
 - Topics included reporting highlights and preparation for future quarterly reporting, financial monitoring and budget revision reminders, and peer sharing.
- EXCITE H5N1 Listening Session 1
- EXCITE H5N1 Listening Session 2

November 2024

- EXCITE Quarterly Professional Development / All Teams

December 2024

- H5N1 National Webinar
 - Topics included CDC recommendations, website resources, additional training opportunities, and examples of impactful outreach.

January 2025

- H5N1 Monthly Update
 - H5N1 animal health update (Jason Hartschuh)
 - Dairy labor health research related to H5N1 (Dr. David Douphrate)
 - H5N1 mandatory milk testing overview (Dr. Rosemary Sifford)

February 2025

- EXCITE Quarterly Professional Development Meeting
 - Project sharing and updates from all EXCITE project areas, including EFNEP, H5N1, Clemson, Minnesota, Arizona, and the iHeartMedia campaign overview.
- H5N1 Monthly Update

March 2025

- H5N1 Monthly Update
 - H5N1 herd- and cow-level overview
 - USDA H5N1 beef safety studies

April 2025

- H5N1 Monthly Update
 - *Cracking the Mystery of H5N1 in Dairy Cows*—background and current research
- EXCITE Quarterly Professional Development
 - Legacy of EXCITE discussion
 - Overview of funding stoppage, next steps, and Q&A

May 2025

- H5N1 Monthly Update
 - Commercial milk safety presentation
 - General H5N1 update

National Health Outreach Conference

An EXCITE-focused pre-conference of the National Health Outreach Conference (NHOC) was held on April 29, 2025, in Omaha, Nebraska. EXCITE Integration teams and other Extension professionals participated in this pre-conference. EXCITE Adult Immunization Awareness projects presented their resources at an exhibit fair. EXCITE Adult Immunization Integration projects delivered a 10-minute Ignite session, highlighting their efforts to incorporate education. Principal investigators of both project types were required to present on their progress at NHOC.

Communication Leadership from Washington State University

Team members from Washington State University continued to provide professional development to EXCITE teams and the broader Extension network this year. Team members provided social media support through one-on-one consultations with EXCITE teams. They met with teams to assist with making changes to graphics, such as highlighting key information, changing photos, and editing visual designs. Additionally, they spent considerable time with teams discussing platform features to boost posts rather than create advertisements, and developing overall message strategies for sharing vaccine content, particularly on nutrition-focused pages.

The fifth edition of Washington State University's *Getting to the Heart and Mind of the Matter* Toolkit (Toolkit) was also released, featuring significant enhancements, group-based motivational interviewing,

and science media literacy. Evaluation results from Extension professionals who used the updated toolkit showed notable gains in their comfort, confidence, and willingness to engage in vaccine education.

According to EXCITE WordPress site tracking, the Toolkit and related materials were accessed 216 times during the Implementation period. In addition, the video playlist modules on YouTube were accessed as follows:

Use of Toolkit Videos on YouTube	N
Motivational Interviewing I	414
Motivational Interviewing II	321
Motivational Interviewing III	339
Motivational Interviewing Example	165
Science Media Literacy I	199
Science Media Literacy II	102
Science Media Literacy III	73
Neuromarketing I	97
Neuromarketing II	78
Neuromarketing III	111
Neuromarketing Case Study	128
Total	2027

Peer-reviewed presentations to Cooperative Extension Audiences and the Public Health System

The EXCITE program team attended numerous conferences last year to disseminate findings to relevant communities of interest. These conferences include:

- National Adult Influenza and Immunization Summit, August 2024
- National EFNEP Coordinators Conference, February 2025.
- National Health Outreach Conference, April 2025
- National Rural Health Association annual meeting, April 2025
- National Adult Influenza and Immunization Summit, May 2025
- North Dakota Public Health Conference, May 2025

Excite Program: Strategic Planning and Future Direction

In November 2024, the EXCITE Program team and federal partners convened for a two-day strategic planning meeting to define EXCITE’s long-term direction. Strategic planning continued into 2025 and concluded in May with a refined vision, purpose, and set of objectives that will guide the program over the next three years.

At the center of this strategic direction is a sustained commitment to providing the public with impartial, research-based information on adult immunizations. Moving forward, EXCITE will emphasize curriculum-based education, building on the lessons learned from the Integration Projects. This work will be delivered through strong partnerships between EXCITE-funded Health Agents, Extension colleagues across all program areas, and an expanding network of community-based organizations, public health departments, healthcare providers, and other local collaborators.