

Social Highlights: *State and Regional Approaches to Equitable COVID-19 Vaccination Efforts*

"We knew we needed to bring in the trust of the faith-based community. We brought in the churches." - Rita Horwitz, @CommonGroundH <https://twitter.com/RegHealthImp/status/1375173250242781185/photo/1>



To close, Rita Horwitz of @betterhealthcle, shares their work on equitable access to #COVID19 testing and prevention measures for marginalized populations in #ClevelandOH where the unemployment rate has doubled since the beginning of the pandemic. #StrongerTogether <https://twitter.com/RegHealthImp/status/1375172680014565383/photo/1>

Vaccine FACTS

infographic &
social media

COVID-19 vaccine FACTS



IT'S SAFE

The FDA and a New York State independent advisory task force authorized the Pfizer, Moderna and Johnson & Johnson vaccines after careful review and testing. More than 156,000 people participated in the clinical trials. More than one in three participants were people of color.



IT WORKS

All three authorized vaccines were 100% effective at preventing hospitalizations and death from COVID-19. The Pfizer and Moderna vaccines were nearly 95% effective at preventing COVID-19. In the US, the J & J vaccine was 72% effective against COVID-19 infection and 64% effective against severe disease.



IT'S FREE

The COVID-19 vaccines are provided at no cost to you. Some providers may charge a fee for giving the shot, which will be covered by your insurance. If you don't have insurance, there is still no cost to you.

What Black and Latino people should know

Safe for Black and Brown folks

About 30% of participants in vaccine studies were people of color. For Pfizer rates were: 28% Hispanic, 8% Black, 4.3% Asian & 3% Native American/Alaska Native. For Moderna rates were: 27% Hispanic, 10% Black, 5% Asian, & 2% Native American/Alaska Native. For Johnson & Johnson global rates were: 45% Hispanic, 19% Black, 3% Asian, & 9.5% Native American/Alaska Native and 5.6% were from multiple racial groups.



Endorsed by Black physicians

The National Medical Association and the Black Physicians Network of Greater Rochester reviewed the vaccines' safety and support their use.



Blacks and Latinos played key roles

Black researcher Dr. Kizmekia Corbett led work on the Moderna vaccine. In our region, Dr. Angela Branche, a Black doctor and scientist at the University of Rochester, is one of the researchers leading studies of COVID vaccines. Many Black and Latino residents from our region are participating in vaccine trials.



Immigration status is not collected

If you get vaccinated, you will never have to give any information to the government that could be used to identify your immigration status.

Produced by the Finger Lakes COVID-19 Vaccine Hub and Task Force serving Genesee, Livingston, Monroe, Orleans, Ontario, Seneca, Wayne, Wyoming and Yates counties. www.flvaccinehub.org

COVID-19 vaccine FACTS



IT'S SAFE

FDA & New York State approved after careful testing.



IT WORKS

Nearly 95% effective at preventing COVID-19.



IT'S FREE

Provided at no cost, even if you don't have health insurance.

Adapted by the CDC & New York State by the Finger Lakes COVID-19 Vaccine Hub & Task Force

COVID-19 vaccine FACTS



Scientists had a head start

Although the COVID-19 vaccines were developed quickly, they were built upon years of work developing vaccines for similar viruses.

COVID-19 vaccine FACTS



No virus in the vaccine

The vaccine temporarily prompts the body to make a harmless protein that looks like a COVID-19 protein. When our body encounters this protein, it creates the antibody defenses we need to fight COVID-19 if—and when—the real germ attacks.

Educational materials are created in multiple languages and distributed to populations who have less access to information and the vaccine itself. @CommonGroundH

#StrongerTogether <https://twitter.com/RegHealthImp/status/1375171551625117696/photo/1>

Empathy interview questions include: Do you plan to get a COVID vaccine? Do you have any fears around the vaccine? Who are your trusted messengers? Surprisingly enough, homeless population are getting their information from CNN & NBC. @CommonGroundH #StrongerTogether

The diagram illustrates the Empathy Interview process through five overlapping circles, each with a hand-drawn icon and a label above it:

- 1. IDENTIFY:** A yellow circle with a heart and a person icon.
- 2. DEFINE:** A purple circle with a pencil icon.
- 3. IDEATE:** A pink circle with a lightbulb icon.
- 4. EXPERIMENT:** A green circle with a computer screen icon.
- 5. TEST:** An orange circle with a checklist icon.

Below the circles is a blue banner with the text "Empathy Interviews". To the right is a video thumbnail of Dina Faticone, with her name written below it.

As part of the Finger Lakes COVID-19 Vaccine Task Course, @CommonGroundH works to increase trust in the vaccine, Dina Faticone shares. Empathy interviews provide quality insight that lead to high-impact solutions. #StrongerTogether <https://twitter.com/RegHealthImp/status/1375170431771152386/photo/1>

A piece of advice: As RHIC leaders, our job is connecting the community. It's vital for us to serve on community boards as well. - Nancy Giunto @WAHealthCheckup

Why did your organization get involved?

"The Alliance has a unique position in the market to see this pandemic from all sides. We want you at the table for your practical insights and for the deep relationships you have in our region and state."

Invited by leaders from the Seattle Metropolitan Chamber of Commerce and the Business Health Trust (an Association Health Plan sponsored by the Chamber) to engage.



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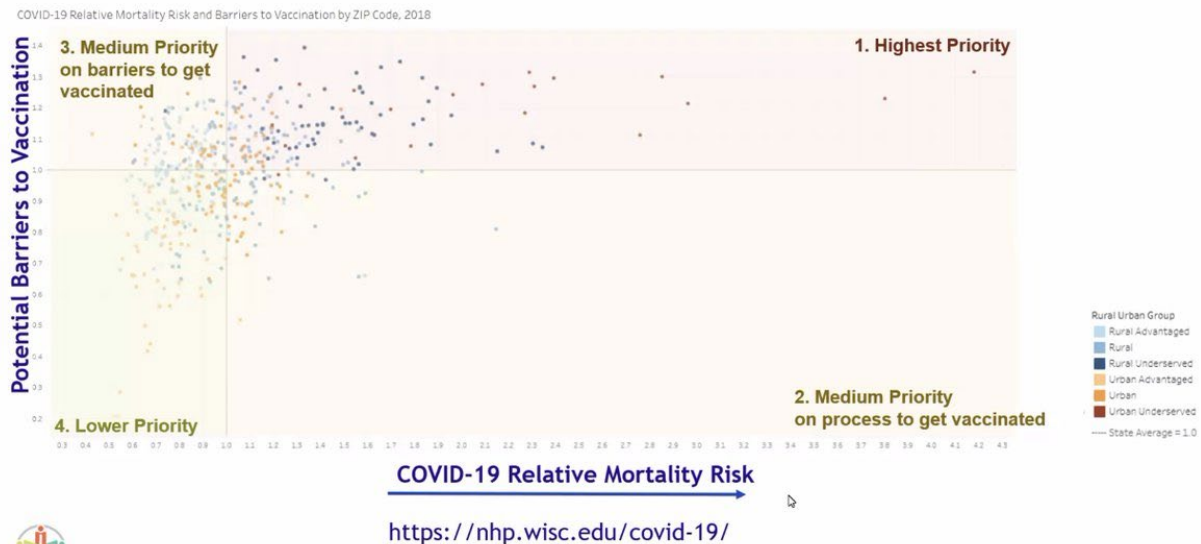
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This quote from business leaders, shared by @WAHealthCheckup, relates to the role all RHICs can play in equitable vaccine distribution.

#StrongerTogether <https://twitter.com/RegHealthImp/status/1375168986132967427/photo/1>

Nancy Giunto shares how #NRHIMember @WAHealthCheckup is supporting vaccination in their region by working with Chambers of Commerce, supporting diversity outreach with pop-up clinics, coordinating volunteers and more. #StrongerTogether

The tool: communication groups to help focus and plan efforts



Each dot on this quadrant graph represents a zip code in Wisconsin. The upper right quadrant is identified as the highest priority - pairing the highest barriers to vaccination and highest risk factors.

@WCHQ #StrongerTogether <https://twitter.com/RegHealthImp/status/1375167965973336078/photo/1>

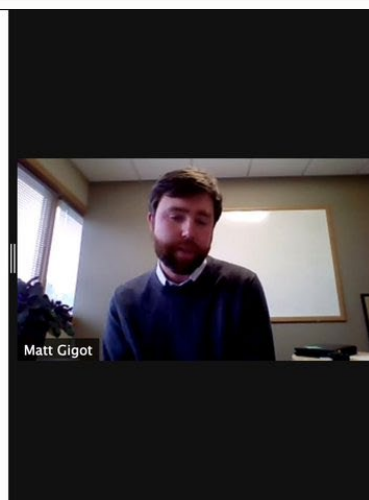
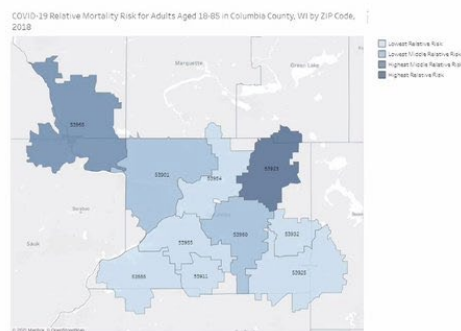
Barriers to influenza vaccination serve as a proxy for barriers to COVID-19 vaccination, such as concerns about safety, transportation and belief of being at risk. #StrongerTogether @WCHQ

Prioritizing communities most at risk

Data used: June 2018 data from 20+ WCHQ health systems.

Model used: COVID-19 risk calculator for mortality from John's Hopkins University researchers, published in Nature Medicine* in Dec. 2020. Calculator uses a weighted combination of factors including sociodemographic, behavior and pre-existing conditions.

Interactive maps for most Wisconsin counties are available at <https://nhp.wisc.edu/covid-19/>.



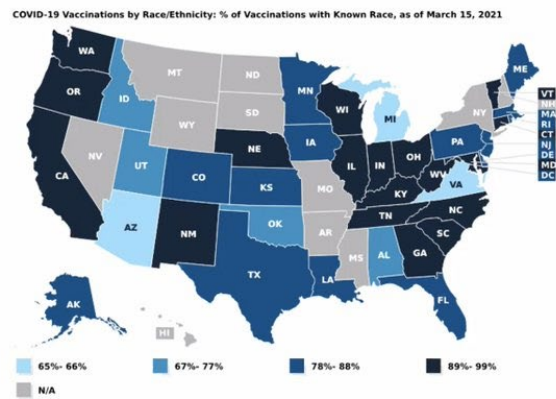
Next up, Matt Gigot from #NRHIMember @WCHQ discusses leveraging data assets to support equitable distribution of vaccines and prioritizing at-risk communities in Wisconsin. #StrongerTogether <https://twitter.com/RegHealthImp/status/1375166979649245185/photo/1>

Most important opportunity for RHICs to support equity in vaccine distribution? Sharing success stories. Thank you for joining us today, Katie. #StrongerTogether

Vaccine Administration by Race and Ethnicity

- Across states, there is a consistent pattern of Black and Hispanic people receiving a smaller share of vaccinations compared to their shares of both cases/deaths as well as the total population
- Overall, the vaccination rate among White people was over twice as high as the rate for Hispanic people (19% vs. 9%) and nearly twice as high as the rate for Black people (19% vs. 11%).
- There have been significant challenges in the collection and reporting of racial and ethnic data
 - 39 states are reporting some level of vaccination data by race/ethnicity
 - Race/ethnicity data is known for 53% of people who have received at least one dose of vaccine

Comprehensive, standardized data at the federal and state level will be vital to monitor and ensure equitable access to and uptake of the vaccine.



SOURCE: Kaiser Family Foundation's State Health Facts.

Source: <https://www.kff.org/coronavirus-covid-19/issue-brief/latest-data-on-covid-19-vaccinations-race-ethnicity/>, accessed March 23, 2021

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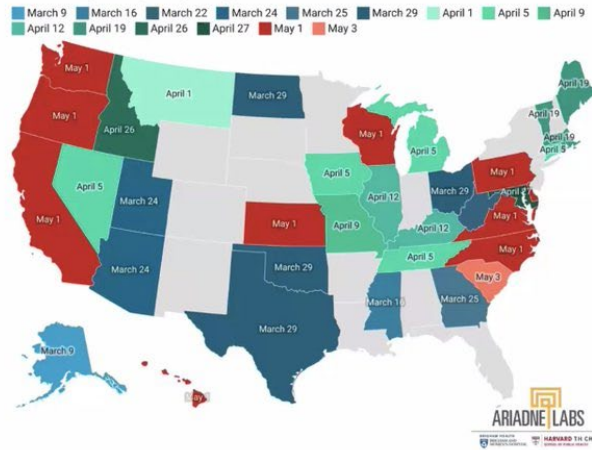
RHICS can play a significant role in vaccine administration to underserved communities. - Katie Greene, @DukeMargolis <https://twitter.com/RegHealthImp/status/1375164543526170628/photo/1>

Considerations for promoting equity in vaccine distribution: Improving data on race/ethnicity, using data to allocate resources (transportation, childcare) to at-risk communities, reduce barriers to access and increasing community engagement. @DukeMargolis #StrongerTogether

Looking Ahead: Priorities as Supply Increases

- Significantly scaling efforts to expand access via partnerships with pharmacies, primary care providers, employers, insurers, and others
- Enhancing scheduling and planning
- Communicating with the public
- Engaging reluctant and underserved communities

States Opening Eligibility to All Adults



Source: <https://www.wsj.com/articles/what-to-do-when-theres-a-covid-19-vaccine-glut-11612732696>

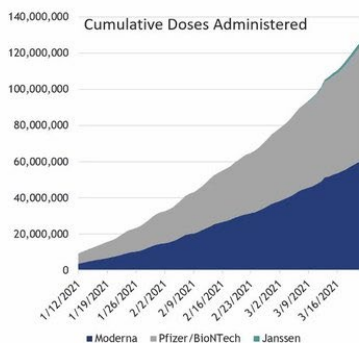
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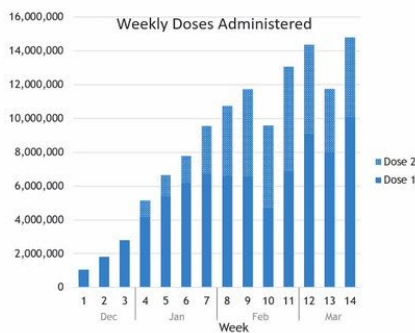
How can states work with stakeholders to make vaccines available in a wide range of community settings? @DukeMargolis notes that communication, engagement and user-friendly vaccine scheduling systems are key. #StrongerTogether <https://twitter.com/RegHealthImp/status/1375163690459262979/photo/1>

As of now, 31% of the total population is partially vaccinated and 17% are fully vaccinated. States will have to continue to ramp up vaccine capacity in the weeks ahead to keep up with anticipated supply. #StrongerTogether @DukeMargolis

COVID-19 Vaccine Administration



Adapted 3/23/21 from: Our World in Data sourced from CDC



Adapted from CDC, Vaccination Trends Data; 3/23/21. Note: Janssen vaccine administration began late week 12 (~2.5 M total to date)



Katie Greene

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First up: Katie Greene of @DukeMargolis shares state approaches to collaborating with partners to address key equity issues as #COVID19 vaccine distribution continues to ramp up. #StrongerTogether <https://twitter.com/RegHealthImp/status/1375162368565653510/photo/1>