

Vaccinate ALL 58

Together we can end the pandemic. Juntos podemos acabar con la pandemia. 我們可以一起終止疫情。

California Health and Human Services Agency (CHHS) California Department of Public Health (CDPH)

Community Vaccine Advisory
Committee

Meeting #12

March 17, 2021

3:00 PM - 5:00 PM



Welcome to the Community Vaccine Advisory Committee

Nadine Burke Harris, MD, MPH, California Surgeon General, Co-Chair

Erica Pan, MD, MPH, State Epidemiologist, Co-Chair



Meeting Process

- All meetings will be virtual and interactive; cameras on; mute until ready to speak
- Use hand raise icon when you are ready to make comments/ask questions
- Consistent attendance by members; no delegates or substitutes
- Today we will be having ASL Interpreter and closed captioning for members
- Website https://www.cdph.ca.gov/Programs/CID/DCDC/Pages/COVID-19/Community-Vaccine-Advisory-Committee.aspx
- Public listen-in mode via telephone at each meeting in English and Spanish
- Meeting will now be live-streamed on YouTube https://www.youtube.com/channel/UCkNEUklwtlc_kPenEZMUIOw
- Public comment via written comments <u>COVID19VaccineOutreach@cdph.ca.gov</u>; will be discussed with Committee at subsequent meetings; all public comments received will be posted weekly on the CDPH website
- Technical issues with Zoom put questions in chat



Summary of Public Comments Since Meeting #11





Opening Comments

Nadine Burke Harris, MD, MPH, California Surgeon General, Co-Chair

Erica Pan, MD, MPH, State Epidemiologist, Co-Chair



Update on Vaccine Supply, Allocation Guidelines and Implementation of Accessibility and Federal Partnerships

Erica Pan, MD, MPH, State Epidemiologist, Co-Chair

Nancy Bargmann, Department of Developmental Services



COVID-19 Overview

As of March 16, California has 3,530,055 confirmed cases of COVID-19, resulting in 55,372 deaths.

Cases

3,530,055 Total

1,260 Today

✓ 6.1New cases per 100K Deaths

55,372 Total

42 Today

∿ 0.1New deaths per 100K Tests

51,351,366 Total

167,229 Today

1.8% Test positivity

Updated March 16, 2021 at 10:00 AM with data from March 15, 2021

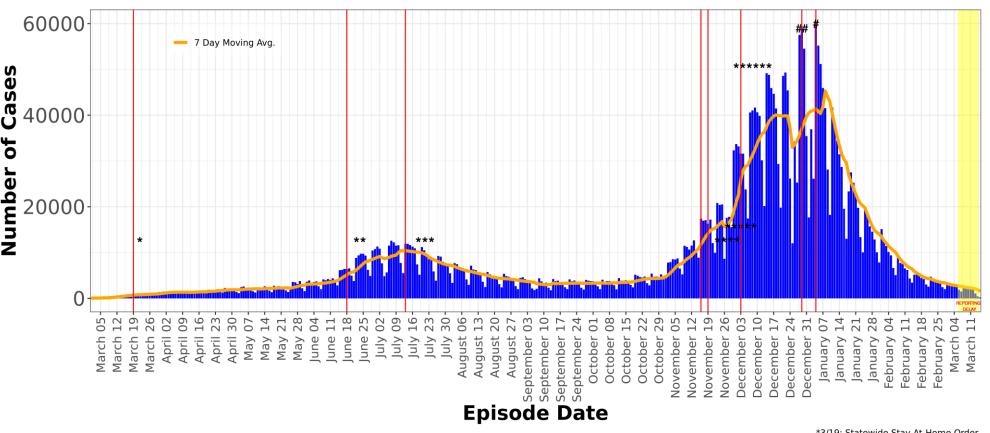
Vaccines Administered

12,637,197 Total



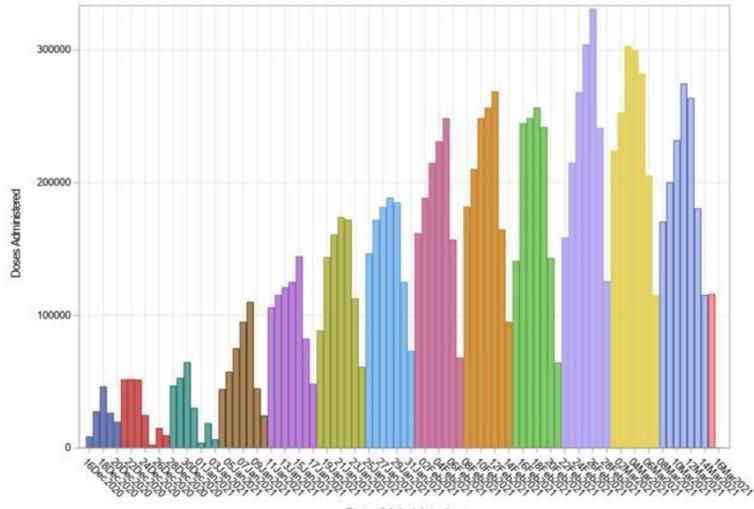
As of March 16, 2021

7-Day Average of Cases by Episode Date, **Total** Hospitalizations, **Total ICU** Admissions, and Deaths by Date of Death Associated with COVID-19 per Day





Vaccine Doses Administered by Day



As of March 16, 2021

Total Doses
Administered:
12,637,197





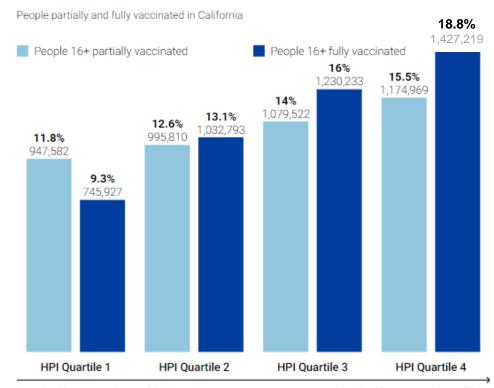
Vaccine Equity Metric

This graph compares COVID-19 vaccinations among four different levels of community health.

It uses Healthy Places Index (HPI) measures in a zip code area that can impact health, like income, education, and access to health care. Areas are then given a score, ranging from least healthy community conditions (Quartile 1) to most healthy community conditions (Quartile 4).

The Vaccine Equity Metric also creates scores for areas that don't have an HPI score

Vaccinations by number of people vaccinated



Least healthy community conditions

Most healthy community conditions

Updated March 17, 2021 with data from March 16, 2021. "Partially vaccinated" represents individuals who have received at least one dose of the Pfizer or Moderna vaccine. "Fully vaccinated" represents individuals who have received two doses of the Pfizer or Moderna vaccine, or one dose of the Janssen vaccine. Percentage for number of people calculated as people vaccinated in a quartile divided by population of people 16 years of age and over in a quartile.



Janssen/Johnson & Johnson Vaccine



"One and Done"

- Another vaccine is great news!
- Like Pfizer and Moderna, the J&J vaccine is <u>safe and highly effective</u> against preventing death and severe COVID.
- The new vaccine is just one dose and easier to transport and store, so it's an important tool for helping to end the pandemic.
- Some evidence re decreasing transmission & vs variants.
- The best vaccine is the one you can get (when you're eligible).



Doses Administered in California



COVID-19: Vaccine Dashboard

Statewide



12,172,948 (77.5%) Doses administered **194,377** Average doses per day

4,088,185 (12.6%) People partially vaccinated 4,147,604 (12.8%) People fully vaccinated



1,918,851 Doses on hand (10 days of inventory)

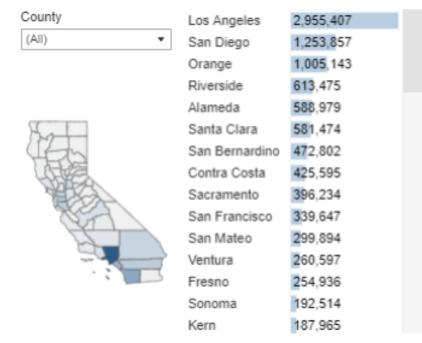
15,702,230 Doses Delivered



2,182,300 CDC Pharmacy Doses Delivered

See Data Dictionary for Details.

Doses Administered by County of Residence



As of March 16, 2021

Individuals with 2 doses:

4,344,182

(13.4% ofCalifornians over16 years old)

Data: 3/14/2021 11:59pm | Posted: 3/15/2021



Who Can Get Vaccinated?

Eligible groups

- Health care workers
- Long term care and skilled nursing facility residents
- Californians 65 years and older
- Food and agriculture
- Childcare and education
- Emergency responders
- New:
 - Those in high-risk congregate living spaces
 - Certain public transit workers

- As of March 15, healthcare providers may use their clinical judgement to vaccinate individuals aged 16-64 who are deemed to be at the very highest risk to get very sick from COVID-19:
 - Severe health conditions
 - Disabilities or illness



The Disability Community

- Regional Centers (RC) are making contact with all consumers ages 16 and up who are not already known to be vaccinated, to provide and collect information and offer assistance
- RC and Independent Living Centers (ILC) are collaborating wherever possible to increase vaccination access
- Blue Shield assisted in connecting County public health departments and RC/ILCs this morning, for addressing HPI quartile zip code-level vaccination efforts
- Vaccination data will be posted by the Department
 - Data has limitation, such as comfort of reporting by families, data entry lags
 - The Department is encouraged by the pace of what is reported
- Examples of targeted efforts:
 - San Andreas RC = 600 doses today and tomorrow in Watsonville
 - CVRC = 300 in Coalinga and 400 at Tulare Ag Center
 - Golden Gate = 800 last weekend
 - LA County Public Health coordinating with all seven RCs



Blueprint for a Safer Economy

- Updated on March 12, 2021
- Incorporates vaccination rates to open California

Current: Because CA has 2 million people vaccinated in HPI quartile 1

The case rate, test positivity, and health equity metric thresholds must be met to move forward toward more reopening.

entire county**

 Less than 5.3% positive tests for health equity quartile**

SUBSTANTIAL WIDESPREAD **MODERATE** · More than 10.0 daily new 4.0 – 10.0 daily new cases 1.0 – 3.9 daily new cases (per Less than 1.0 daily new case cases (per 100k)* (per 100k)* 100k)* (per 100k)* More than 8.0% positive test • 5.0 - 8.0% positive tests for · 2.0 - 4.9% positive tests for · Less than 2.0% positive tests for entire county** for entire county**

If both the test positivity and health equity metric are especially low, and the case rate is declining but does not yet meet less restrictive

tier's level, a county can still move forward towards more reopening. See rules on accelerated progression.

for health equity quartile**

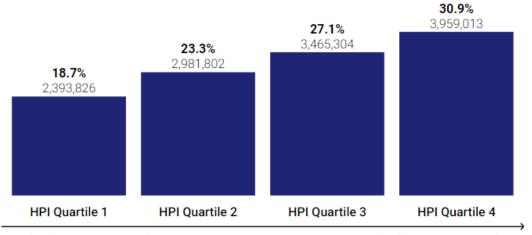
Less than 8.1% positive tests

entire county**

Vaccinations by doses administered

Number of vaccine doses given in California

% of total and number of doses administered



Least healthy community conditions

Most healthy community conditions

Updated March 17, 2021 with data from March 16, 2021, Excludes doses without an HPI score, including out-of-state residents or records with missing zip codes. Percentage for doses calculated as doses administered in a quartile divided by total doses administered statewide.



MINIMAL

· Less than 2.2% positive tests

for health equity quartile**

Federal Retail Pharmacy Program (FRPP)

Overview

Cumulative dose administered at retail stores as of 3/8/21:

o CVS: 313,150

o Rite Aid: 189,976

Walgreens: 124,266Albertsons: 205,692

- Current eligible groups: 65+, healthcare workers, LTC residents and staff, food and agriculture, education and childcare, and emergency services
 - A directive issued by HHS for all pharmacy partners to <u>prioritize</u> pre-K-12 teachers, school staff and childcare workers during the month of March
- Effective 3/15, group 16-64 with comorbidity will be eligible



Federal Retail Pharmacy Program (FRPP)

- An additional 36,270 doses of Pfizer were allocated for the week of 3/7/21
- CVS expanded additional 119 store locations; as program expands with more supply, pharmacy partners will continue to expand locations
- Total 286,610 doses allocated for the week of 3/7/21 (see Table 1)
- Entering the week of 3/14/21 allocation, there will be
- Janssen doses as well as an increase in Pfizer doses
- With the expansion of Janssen doses, four LTC
- pharmacy partners will be activated this week:
 - MHA, Innovatix, GeriMed and Cardinal
 - PharMerica is under Innovatix network

Table 1

Pharmacy Partner	Pfizer	Moderna	TOTAL
CVS	64,350	81,900	146,250
Rite Aid	21,060	37,400	58,460
Walgreens	64,350		64,350
Albertsons	17,550		17,550



Federal Long Term Care Facility Partnership

- CVS and Walgreens are conducting 3 vaccination clinics on-site program ending March 31st
- Skilled Nursing Facilities (SNFs) started first 12/28/2020
- Assisted Living Facilities (ALFs) and other facilities started 1/11/2021

As of 3/12/21 CDC data:

- 849,168 total doses administered
 - 477,254 first doses
 - 371,914 second doses
 - 433,889 resident doses
 - 415,279 staff doses





Federally Qualified Health Center (FQHC) Initiative

- Health Resources and Services Administration (HRSA) and CDC partnership to directly allocate limited supply of COVID-19 vaccine – this separate federal allocation is deployed in coordination with states
- Incrementally started at select HRSA-funded health centers that specialize in caring for hard-to-reach and disproportionally affected populations including
 - Individuals experiencing homelessness
 - Public housing residents
 - Migrant/seasonal agricultural workers
 - Patients with limited English proficiency
- Phase 1 increases access to vaccines for 250 health centers nationwide
- Through a phased, 4-week rollout, CA now has ~40 FQHC organizations participating that serve close to 200 individual sites.
- Cumulatively, CA has received close to 185,000 doses over the last four weeks.
- FAQs, list of participating sites and additional information available at <u>HRSA website</u>.



Achieving and Monitoring Equity

Nadine Burke Harris, MD, MPH, California Surgeon General, Co-Chair

Peter Long, Blue Shield of California

Kimberley Goode, Blue Shield of California



Equitably Accelerating Vaccine Distribution and Administration for Californians

Third-Party Administrator Update



The TPA Supports California's 5-Point Plan for Vaccination Equity

	State's five-point plan on equity	How the TPA will support
Allocation	Provide ultimate determination and approval of all vaccine allocation with a focus on equity	Develop and recommend for adoption by the state an appointment prioritization approach for State Vaccine Network sites
Network	Ensure that the State Vaccine Network includes appropriate access in disproportionally impacted communities (may include extended hours, translation and / or transportation services)	Provide reports to the State on performance of the network overall and by provider
Community Partners	Invest in special programs to support community-based organizations that are critical to reaching target communities	Support state efforts, including promoting outreach to disproportionately affected groups
	Use real-time data analytics to adjust and intensify targeted efforts and resource allocation	Perform timely data analytics to adjust and intensify targeted efforts and resource allocation to meet equity goals
	to meet equity goals	Provide weekly Vaccine Allocation Reports to the state, which include identifying high performing geographies and providers
Public Education	Provide consistent messaging and meet Californians where they are in order to reach California's diverse populations	Support state initiatives on public education



The TPA is Supporting Allocation Recommendations and an Enhanced Network

Increased allocation

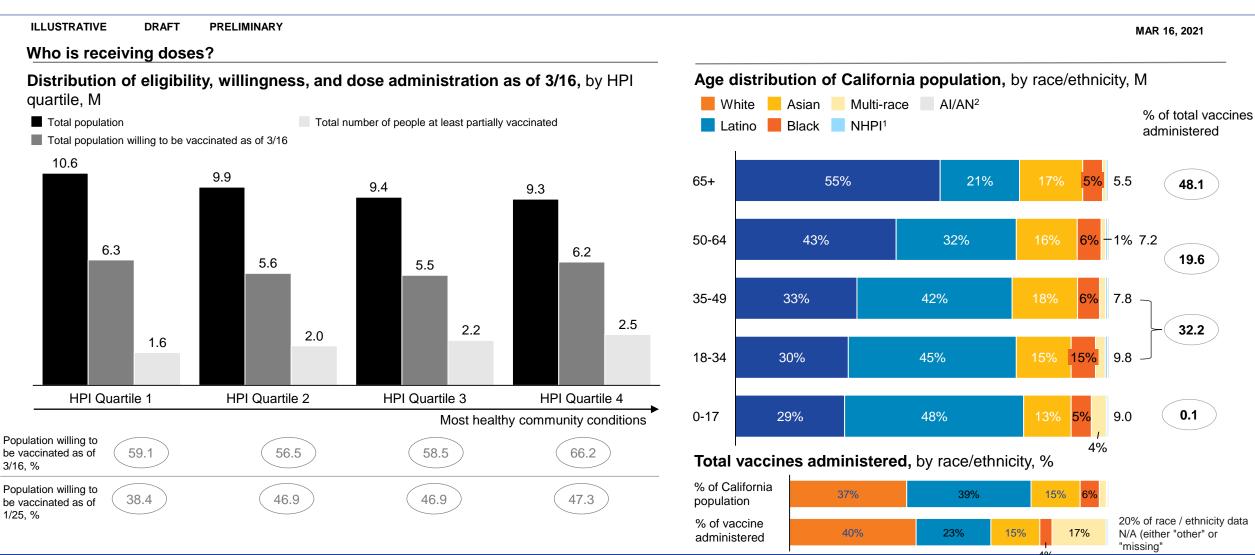
- Use data to recommend where to allocate doses to the first quartile Healthy Places Index zip codes to ensure distribution of the vaccine meets the disease burden as defined by the state
- Recommend prioritized appointments for coded clinics to meet equity goals or labor groups as determined by the state
- Work with the state to ensure operational readiness to support allocation eligible groups as defined by the state
 - Comorbidities and those with disabilities
 - Eligibility does not mean immediate access due to supply

Enhanced network

- Proximity to providers in every community
- Increased access through MCEs that have agreed to vaccinating community members, not just their own members
- FQHCs and other community clinics as trusted providers
- Local independent pharmacies In hard hit areas with limited access,
- Mobile solutions
- Enhanced overage in first HPI quartile zip codes
- Extended hours and onsite solutions for some groups

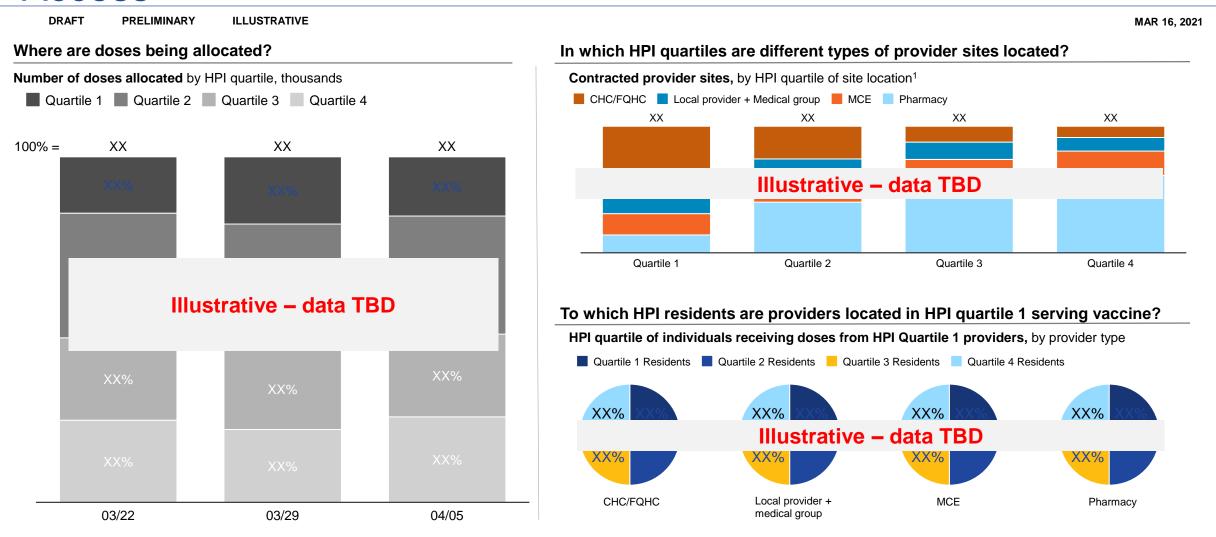


We are Developing Clear Ways to Measure Our Progress





Data Will Also Inform Where We Add Supports to Ensure Equitable Access





We are Collaborating to Meet the Needs of Communities

- Eligibility
- Equity Framework
- Allocation
- Methodology

State Equity Goals

Local Health
Jurisdiction Equity
Plans

- Equity plans
- Local provider network insight
- Community partnership

- Allocation recommendations
- Network adequacy
- Data and reporting

Third Party Administrator

Access Supports

- Navigators
- Language
- Extended Hours



Update on Community Engagement and Outreach Efforts

Martha Darain avec C

Martha Dominguez, CDPH





Martha E. Dominguez MPH, PhD, MCHES, CLC California Department of Public Health



Research Framework: Attitudes and Beliefs

Qualitative

Quantitative

- Literature Review
- Stakeholder In-Depth Information Interviews (15)
- Dyad & Triad Generation Online Sessions (12)
- Online Discussion Boards (105 individuals)
- Multi-ethnic Focus Groups (7 groups)
- Monthly Tracking Survey (12 monthly waves)



Quantitative: Tracking Survey

The tracking survey: (1) Pre-Campaign Benchmark (Wave 0) followed by twelve (12) monthly waves

The type of survey questions:

- Direct question on likelihood of getting vaccinated.
- Indirect questions about COVID-19 and vaccines, to gauge truthfulness of answer to direct question on likelihood of getting vaccinated.
- Surveys are conducted online and via telephone to ensure coverage of harder-to-reach residents.
- A minimum sample size of 1200 participants in primary three regions in California: northern, central, and southern.

What we learned:

- Measures will allow us to track shifts in vaccine hesitancy throughout the year.
- Measures will be provided for 1) the California population as a whole and 2) for specific sub-populations. The sub-populations were selected based on findings from general studies of vaccine hesitancy and studies specific to the COVID-19 vaccines. The sub-populations are:
 - Black / African American
 - Asian / Pacific Islander
 - English-dominant and bilingual Hispanic
 - Spanish-dominant Hispanic



Research: Factors Empowering Communities to Get Vaccine

Trust

Have The Right Messenger

Disseminate Information

Humanize Lived Experiences



Campaign Strategy

"Let's Get to ImmUnity" will meet people where they are and offer answers (and reassurance) in relevant, digestible forms.



Creative testing results

- In a survey that included in-language and priority audiences, we found that "Let's Get to Immunity" performed very well against key success metrics.
- Survey respondents clearly took away that the vaccine is safe and effective, and perhaps even more promising, they reported feeling understood, informed, and ultimately motivated to get the vaccine.
- The findings validated the insights that informed the work, including how important it is for each audience group to see themselves and people like them represented in the vaccine development and rollout process.



Multicultural. Latino, API Creatives

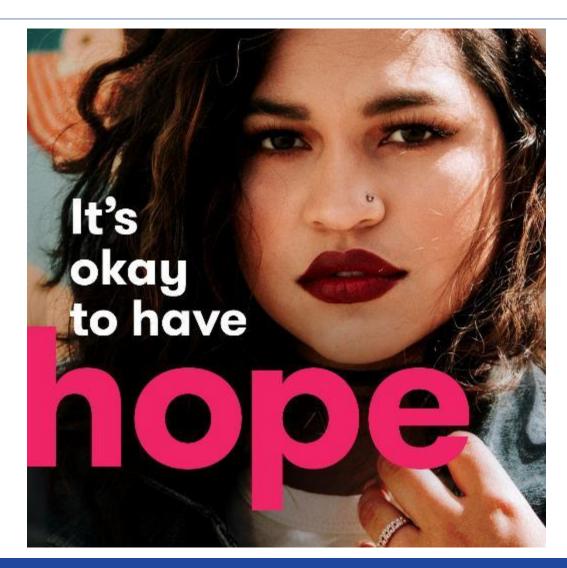




Digital, OOH, Print Etc.



Anthem Radio





-Multicultural airing statewide



Dr. Burke Harris (J&J)



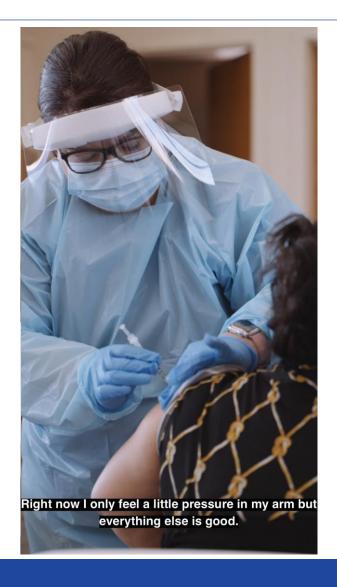


Dr. Burke Harris (J&J)





Farmworker Testimonial





Johnson & Johnson Vaccine Coverage

Outreach to all multiethnic primary and secondary media markets in California, including Black/African American, Asian American and Pacific Islander, and Spanish-language media outlets.





Vaccine Q & A: FOX26 News asks a local doctor your questions about COVID-19 Vaccines
Fox 26 Fresno

March 8, 2021

Dr. Trinidad Solis

Dr. Trinidad Solis, Fresno County
Department of Public Health, is supporting
state efforts to get the word out that all three
vaccines are safe and highly effective, and
Californians should get the one available to
them as soon as they're eligible.

Sac State's chair of nursing: Get whatever COVID-19 vaccine is offered to you Fox 40 Sacramento March 5, 2021

Dr. Tanya Altmann

"The real key point that we want to point out is whatever vaccine is offered to you, is to take it and to get it," said Dr. Tanya Altmann. "All three of them are very highly looked at and very highly vetted for their efficacy. And no matter which one you can get, you should be getting it when you can get it."



Johnson & Johnson Vaccine Faith 4
March 4, 2021
Language: Korean



Johnson En El Estado De California
Univision 14
March 3, 2021
Yurina Melara
Language: Spanish
Johnson & Johnson vaccine distribution in
California.

Distribucion De Vacunas Johnson &



Johnson & Johnson Vaccine Coverage: #OneAndDone Media Tour

Last week, more than 30 media outlets across California covered the vaccinations of Dr. Erica Pan, Dr. Nadine Burke Harris, Dr. Mark Ghaly, Dr. Tomas Aragon, Dr. Diana Ramos, and Dr. James Watt during press events in Oakland and Los Angeles. The doctors got the Johnson & Johnson vaccine in a coordinated effort designed to help educate the public that this newer vaccines is safe and effective at preventing severe COVID disease, hospitalization, and death.













On The Record with Governor Gavin Newsom: A Shot in the Arm Against COVID-19 was also placed in 43 ethnic media outlets (African American, AAPI, Native American and Latino) in Sri Lankan, Arabic, Spanish, Vietnamese, Korean, Punjabi, Tagalog and English.



















black voice news





Statewide Ethnic Media Briefings Coverage

A total of 117 confirmed outlets and organizations attended the statewide virtual ethnic media briefings for Black/African American, Asian American Pacific Islander, Latino/Hispanic and Tribal & American Indian/Alaska Native media, held on March 8 – 10, 2021. Another Tribal & American/Alaska Native briefing was held on February 22, 2021.



COVID-19 Hospitalizations Decrease as Vaccinations Increase
Los Angeles Sentinel
March 11, 2021
Secretary Yolanda Richardson
"We can see that the case rates [and]
hospitalization rates are definitely decreasing as vaccines continue to increase, and we definitely want to see that continue."

Doctors urge Asians to get the new



coronavirus vaccine as soon as possible

Sing Tao USA

March 10, 2021

Secretary Yolanda Richardson

Language: Chinese

State Government Operations Director Yolanda
Richardson attended the Minority Media Services
(EMS) Cloud Conference on Tuesday to introduce
the state's progress in promoting vaccination to
the Asian-Pacific community.



AAPI Ethnic Media Briefing
Chosun Daily
March 9, 2021
Language: Korean
Coverage of the AAPI Ethnic Media Briefing held



Indian health providers continue to combat COVID-19 a year into pandemic *Indianz.com*

February 23, 2021

on March 8, 2021.

During a conference call Monday, representatives from the California Department of Public Health, tribal health advocates and a state epidemiologist described their efforts to curb coronavirus infection rates within tribal communities.



Vaccinate ALL 58 Newsletter

To sign up, email us: VA58@cdph.ca.gov

VA58 Weekly Newsletter:

Sharing Information From Our Team to Yours

The Vaccinate ALL 58 Weekly Newsletter is meant to share the latest news, key messages, tools and resources around the vaccine and to help keep you up to date on what's happening at the federal, state and local level.

Ideas? Newsletter-related questions? Send us a note at <u>VA58@cdph.ca.gov</u>.

Weekly Updates



Total Doses Administered in California: 13,037,557

*Numbers do not represent true day-today change as reporting may be delayed.



Community Outreach Update

- 49 partners through the California Community Foundation announced on February 26th
 - Total State-funded partners: 157
 - List of funded partners can be found at:

California COVID-19 Community-Based Outreach Campaign: Community-Based Organizations funded by The Center at Sierra Health Foundation

California COVID-19 Community-Based Outreach Campaign: Community-Based Organizations funded by California Community Foundation

https://www.shfcenter.org/assets/LWDA_Funding_Awards_020321.pdf

- On-boarding for Cohort #2 partners March 17-19
- As of mid February 180+ organizations funded through public-private partnership with Public Health Institute, and grants continue to be made on a rolling basis
- Collectively \$52.7 million in public-private partnership with the California Community
 Foundation, the Center at Sierra Health Foundation, the Public Health Institute and the
 State of California has supported 337 CBOs for COVID outreach and education
 statewide



Community Outreach Activities

Reported Activity	Total People Reached
Phone Banking	20,029
Door-to-Door Outreach	8,284
Text Banking	1,300
One-to-One Messaging	3,382
One-to-One Email	1,006
Email Newsletter	9,169
Booths and Tabling	7,007
Community Canvassing	18,705
Trainings (digital or in-person)	850
Events / Meetings	12,052

Reported Activity	Total Activities/Posts/Events
Booths and Tabling	154
Community Canvassing	195
Trainings (digital or in-person)	29
Events / Meetings (digital or in-person)	144
Social Media Posts	363
Mass Text / WhatsApp Message	102,443
Radio	10
Other Media Appearance	20
Mailers	36,298
Door-to-Door Outreach	5,016



Community Outreach - Vaccine

In collaboration with the State, County, and clinics:

- Hosting vaccine sites
- Supporting enrollment through My Turn or other processes
- Supporting with wrap around services including transportation, on-site registration, interpretation
- Referring individuals to vaccine sites



Share Your Insights

- What are the most effective strategies you have identified to connect individuals with the vaccine?
- What supports are most necessary to make sure someone who receives an appointment shows up for the vaccine?



Closing Comments

- Next Meetings
 - April 14, 2021 from 3:00 5:00/6:00pm TBD
 - May 12, 2021 from 3:00 5:00/6:00pm TBD
- Agenda for Next Meeting
- How to Make Public Comment: <u>COVID19VaccineOutreach@cdph.ca.gov</u>
- Adjourn

