



Vaccinate **ALL 58**

Toaether 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 #10

February 17, 2021

3:00 PM – 6:00 PM

Welcome to the Community Vaccine Advisory Committee

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

Tomas Aragon, MD, Dr.P.H., Director,
California Department of Public Health and State Health Officer

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 COVID19VaccineOutreach@cdph.ca.gov; 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 #9



Opening Comments

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

Tomas Aragon, MD, Dr.P.H., Director,
California Department of Public Health and State Health Officer

Next Steps on Community Engagement, Equity, and Vaccine Acceptability: *Continuing Discussion*

Nadine Burke Harris, MD, MPH, California Surgeon General

Maricela Rodriguez, Office of Governor Gavin Newsom

Martha Dominguez, CDPH

Marcela Ruiz, CDSS



Vaccinate ALL 58

Together we can end the pandemic.

Office of Governor Newsom

Maricela Rodriguez

**Director of Civic Engagement &
Strategic Partnerships**

Vaccinate All 58: Communication Highlights

- **Black History Month - COVID-19 Community Champions - #COVIDCommunityChampion**
 - Radio, print and social running week of February 15 through March 6
- **Candid Conversations: Vaccinations and the African American Community--February 19 at 11 AM**
 - Panelists Nadine Burke Harris, Surgeon General for the State of California; Dr. David Carlisle, President/CEO of Charles R. Drew University of Medicine (LA) and Science; Dr. Noha M. Aboelata, Chief Executive Officer at the Roots Community Health Center (Oakland); and other trusted experts.
- **Ethnic Media Briefings**
 - Feb. 22 – Part I - Tribal/American Indian/Alaskan Native Media in partnership with NUNA
 - Early March - Part II - Tribal/American Indian/Alaskan Native Media in partnership with NUNA
 - March 1 - Part II - Black/African American Media partnering in partnership with California Black Media
 - March 2 - Part II - AAPI Media with Ethnic Media Services
 - March 2 - Part II - Latinx Media
- Earned media efforts have resulted in more than **360** stories in **9** languages (English, Chinese, Korean, Vietnamese, Punjabi, Hmong, Spanish, Filipino and Japanese) with over **7** million estimated coverage views.

Vaccinate All 58 - Moms as Messengers

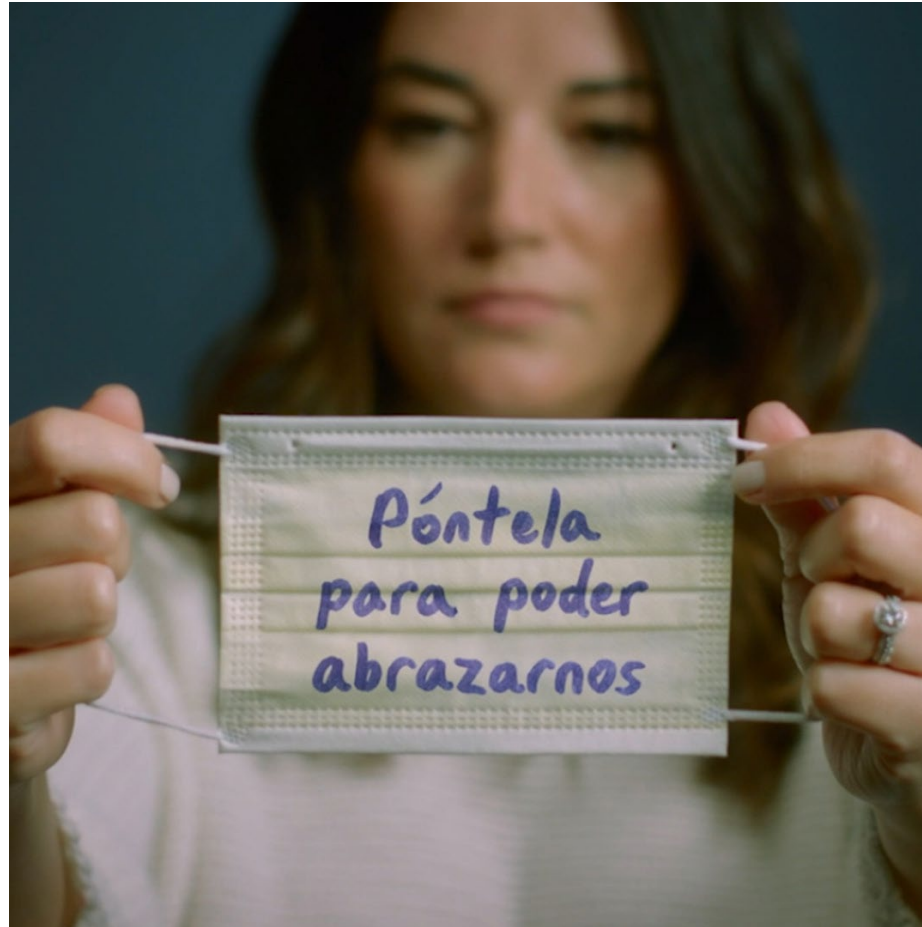
THIS WEEK: SOCIAL MEDIA MESSAGES

“Touching someone to say I love you, to hug you, those are the things I miss.” 🤍

To learn more about the vaccine and if you are eligible, go to VaccinateALL58.com #VaccinateALL58

“Extraño a mi madre. Es inimaginable que no pueda verla ni abrazarla.” 🤍

Para aprender más sobre la vacuna y cuando eres elegible, visita VaccinateALL58.com #VaccinateALL58





Vaccinate ALL 58

Together we can end the pandemic.

California Department of Public Health

Martha E. Dominguez, MPH, PhD, MCHES, CLC

Senior Communications Advisor

Vaccinate All 58: Communications Strategy

Educate/ Motivate/ Activate Simultaneously

- March 15th: Launch Next Paid Media Flight
 - Targeted, multicultural buy reaching diverse audiences
- Building PR Strategy to Focus on Key Audiences (Earned/Social)
 - e.g. health care workers, 65+, farmworkers

Informed By:

- Formative research, creative testing, sentimental analysis, Mis- and Dis-information Monitoring, and Eligibility Phases/Operations in California

Vaccinate All 58: Communications Strategy

	Connect	Educate	Normalize	Activate
Strategic approach	Demonstrate an understanding of lived experience + values in order to connect emotionally.	Give Californians factual information to combat their concerns.	Create the sense that "people like me" and "people I trust" are doing it.	Encourage Californians to take action.
Audiences	Broad "Cautious" audience with an emphasis on high risk, high need segments – Black/AA, Latino In-Language, American Indian/Alaska Native, API In-Language 65+, Farm workers, Essential workers + other segments as needed			Same audience as other pillars + Retargeting
Message(s)	Together we can help end the pandemic. COVID-19 vaccines are safe and effective, one of our most powerful tools to protect you, your family and our communities, and can help us return to normal.	<ul style="list-style-type: none"> ▪ Safety ▪ Efficacy ▪ How vaccines work ▪ Side effects ▪ Comparative risk ▪ Logistics ▪ Availability 	Vaccination status and experiences from doctors, healthcare workers, community leaders, social influencers and celebrities.	Learn more. Find out when you're eligible. Make an appointment. URL: VaccinateALL58.com
Channels	TV Broadcast Radio OOH Digital Video (CTV & Pre-roll) Paid Social	Broadcast Radio Digital Audio Native & Display Paid Social Search Print (B/AA)	Public relations Influencers Organic Social	Native & Display Paid Social Search



Vaccinate ALL 58

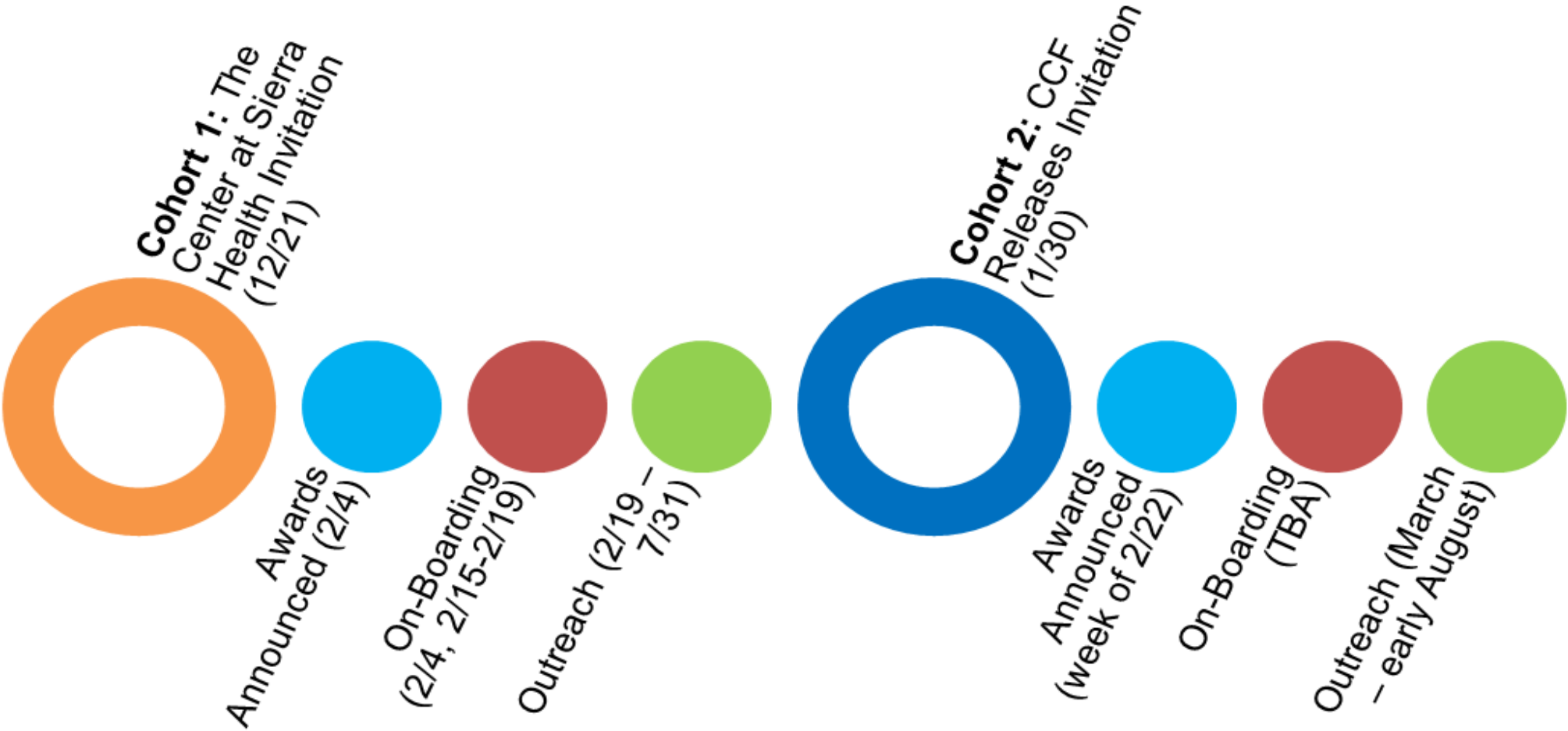
Together we can end the pandemic.

California Department of Social Services

Marcela Ruiz

Director, Office of Equity

Community Engagement



Community Engagement - CDSS Cohort 1

African American Family & Cultural Center
Amador-Tuolumne Community Action Agency
Asian Pacific Self-Development and Residential Association (APSARA)
Board of Trustees of the Glide Foundation
California Black Women's Health Project
California Consortium for Urban Indian Health, Inc.
California Human Development Corporation
California Primary Care Association
Canal Alliance
Catholic Charities of California
Communities for a New California Education Fund
Community Action Board of Santa Cruz County, Inc. (CAB)
Congregations Organized for Prophetic Engagement (C.O.P.E.)
Connecting Point (North Valley Community Foundation)
Council on American-Islamic Relations, California (CAIR-CA)
Cultural Brokers, Inc.
Deaf Community Services of San Diego, Inc. (DCS)
Deaf Counseling, Advocacy and Referral Agency (DCARA)
Disability Rights and Education Fund
Dolores C. Huerta Foundation
El Concilio (Catholic Council For The Spanish Speaking Of The Diocese Of Stockton)
El Sol Neighborhood Educational Center
Empowering Pacific Islander Communities (EPIC) (Community Partners)
Equality California Institute Fathers & Families of San Joaquin Fresno
Interdenominational Refugee Ministries
Greater Sacramento Urban League
High Sierras Family Resource Center (Sierra County Child Abuse Council)

Hmong Cultural Center of Butte County
Hmong Innovating Politics (Chinese for Affirmative Action)
Homebase (The Center for Common Concerns)
Inland Empire Immigrant Youth Collective (Pomona Economic Opportunity Center, Inc.)
Inland Empire United (Tides Advocacy)
La Familia Counseling Center Inc.
Latino Leadership Council Latino Outreach of Tehama County, Inc.
Little Manila Foundation
Modesto Stanislaus NAACP Branch Unit 1048
Movimiento Cultural de la Unión Indígena
Neighborhood House of Calexico
NorCal Services for Deaf & Hard of Hearing
On the Move
Sacramento Steps Forward
San Bernardino Community Service Center, Inc.
San Francisco Interfaith Council
Sierra Community House (Crisis Intervention Services)
Somali Family Service of San Diego
South Sacramento Christian Center
Spearitwurx (Ujima Adult & Family Services)
The Fresno Center
The Source LGBT+ Center
TODEC Legal Center
UFW Foundation United Way of Northern California
Valley Voices
Vision Y Compromiso

Community Engagement - LWDA Cohort

Alianza Coachella Valley
Alliance of Californians for Community Empowerment (ACCE) Institute
Bay Rising (Movement Strategy Center)
Black Cultural Zone Community Development Corporation
Building Skills Partnership
California Healthy Nail Salon Collaborative (Asian Health Services)
California Rural Legal Assistance Foundation
California Rural Legal Assistance, Inc.
Central Coast Alliance United for a Sustainable Economy (CAUSE)
Center for Community Advocacy Center for Workers' Rights
Centro Binacional Para El Desarrollo Indígena Oaxaqueño (CBDIO)
Chinese Progressive Association
City Heights Community Development Corporation
Comite Civico Del Valle Inc.
Earthlodge Center
East Bay Alliance for a Sustainable Economy (EBASE)
East Los Angeles Women's Center
Employee Rights Center (Labor's Training and Community Development Alliance)
Fresno-Madera-Tulare-Kings, Central Labor Council, AFL-CIO
Garment Worker Center
Instituto de Educación Popular del Sur de California
Jakara Movement Kern Inyo Mono Central Labor Council
Koreatown Immigrant Workers Alliance (KIWA)
Los Angeles Alliance for a New Economy (LAANE)
Los Angeles Area Chamber of Commerce
Los Angeles Black Workers Center (Community Partners)
LUCHA/Poder Popular
Maintenance Cooperation Trust Fund

Mixteco Indígena Community Organizing Project (MICOP)
Monterey Bay Central Labor Council North Valley Labor Federation
Orange County Asian and Pacific Islander Community Alliance, Inc. (OCAPICA)
Orange County Communities Organized for Responsible Development (OCCORD)
Orange County Labor Federation, AFL-CIO
Organización En California De Líderes Campesinas, Inc.
Pilipino Workers Center of Southern California
Pomona Economic Opportunity Center, Inc.
Restaurant Opportunities Center United
Sacramento Area Congregations Together (Sacramento ACT)
Sacramento Central Labor Council, AFL-CIO
San Diego Workforce Partnership
Southern California Coalition for Occupational Safety & Health (SoCalCosh) (Community Partners)
Step Forward Foundation
Teamsters Local 890
UC Merced Community and Labor Center (The Regents of the University of California, UC Merced)
United Food & Commercial Workers (UFCW) 8-Golden State
United Farm Workers of America (UFW)
United for Respect Education Fund Warehouse Worker Resource Center
West Modesto Community Collaborative (Stanislaus Multi Cultural Health Coalition West Modesto King)
Westside Family Preservation Services Network
Worksafe

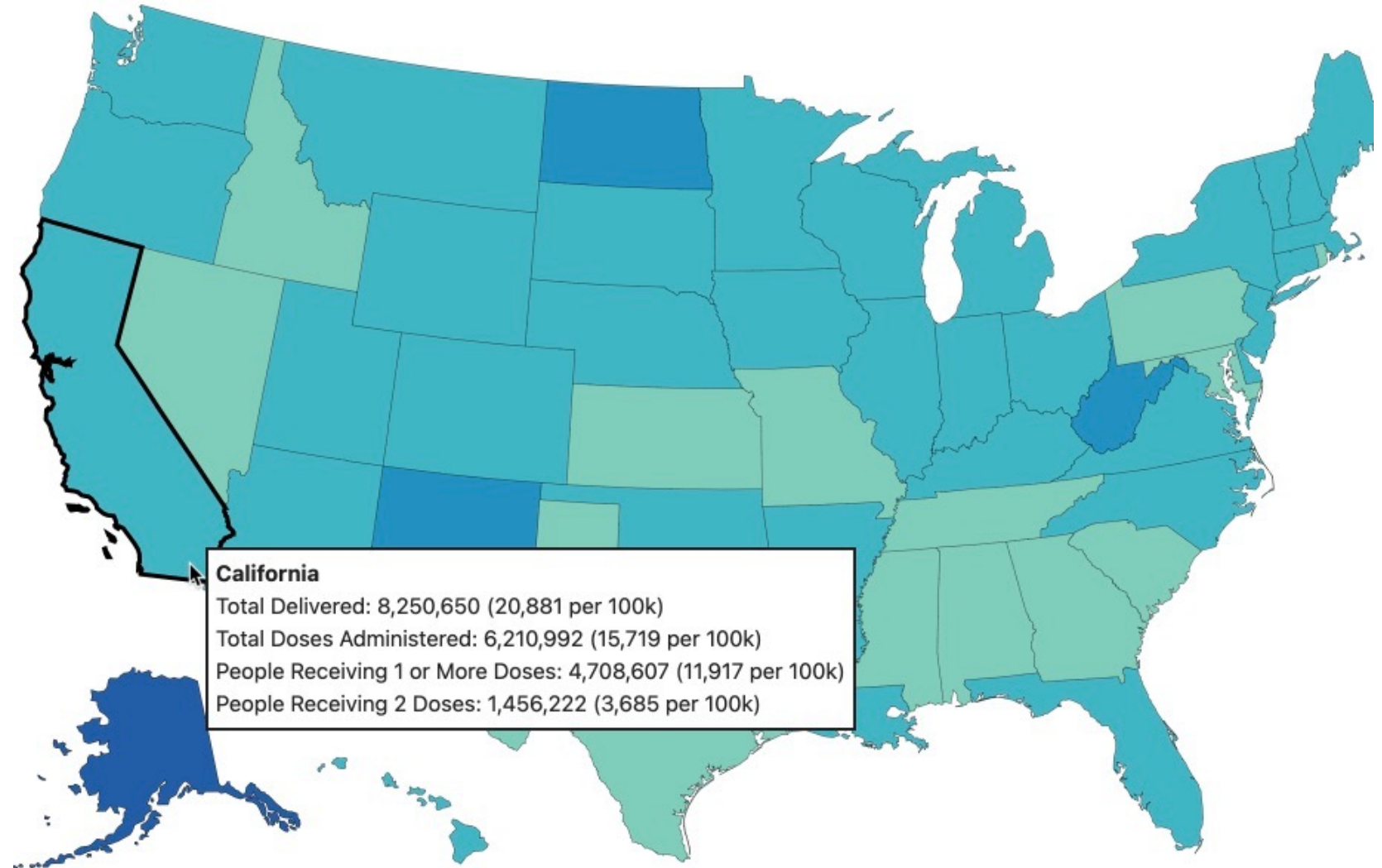
Update on Vaccine Supply and Distribution

Tomas Aragon, MD, Dr.P.H., Director,
California Department of Public Health and State Health Officer

Secretary Yolanda Richardson,
California Office of Government Operations

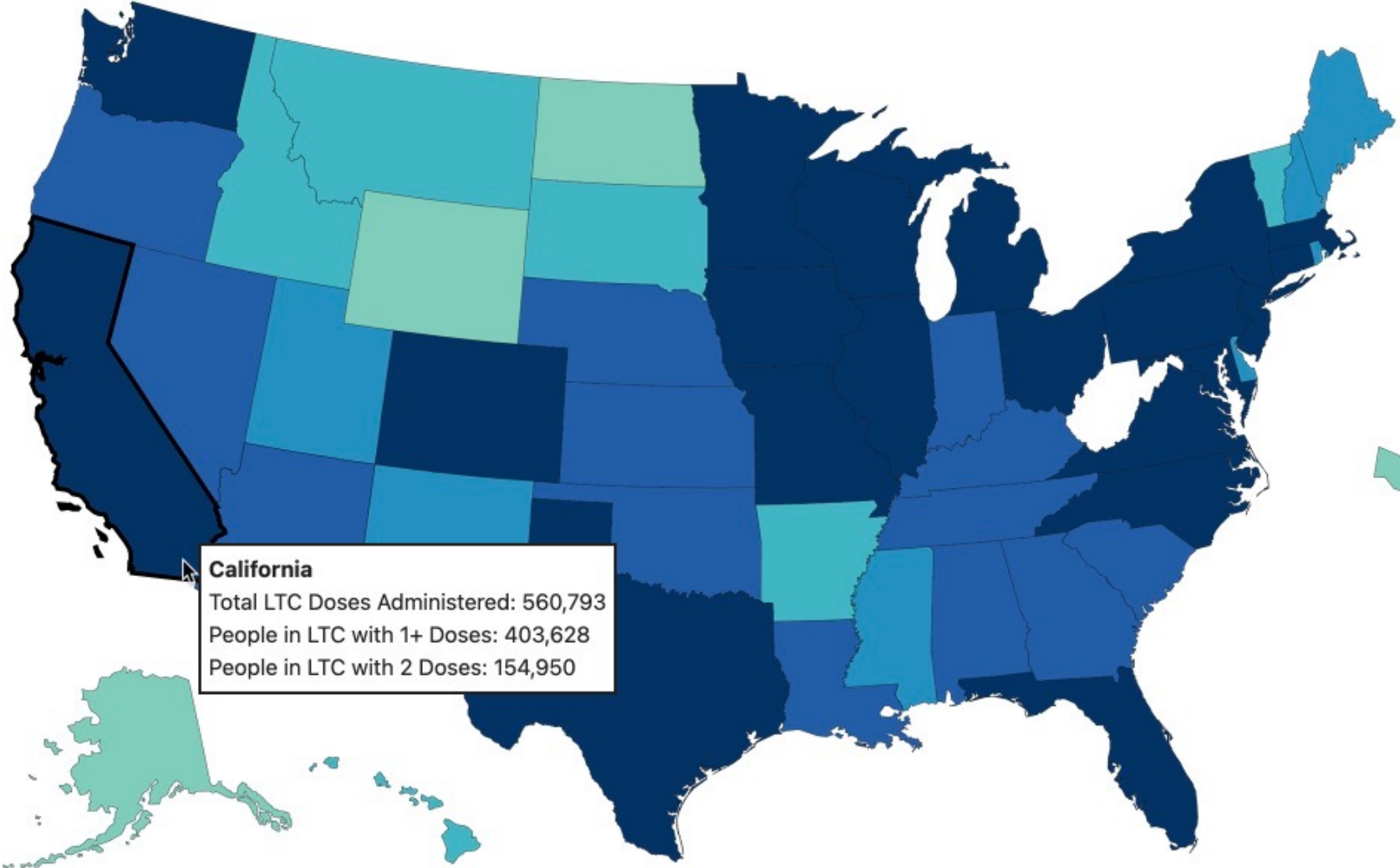
Total Doses Administered

Reported to the CDC
by State/Territory
and for Selected
Federal Entities per
100,000, Feb 16,
2021



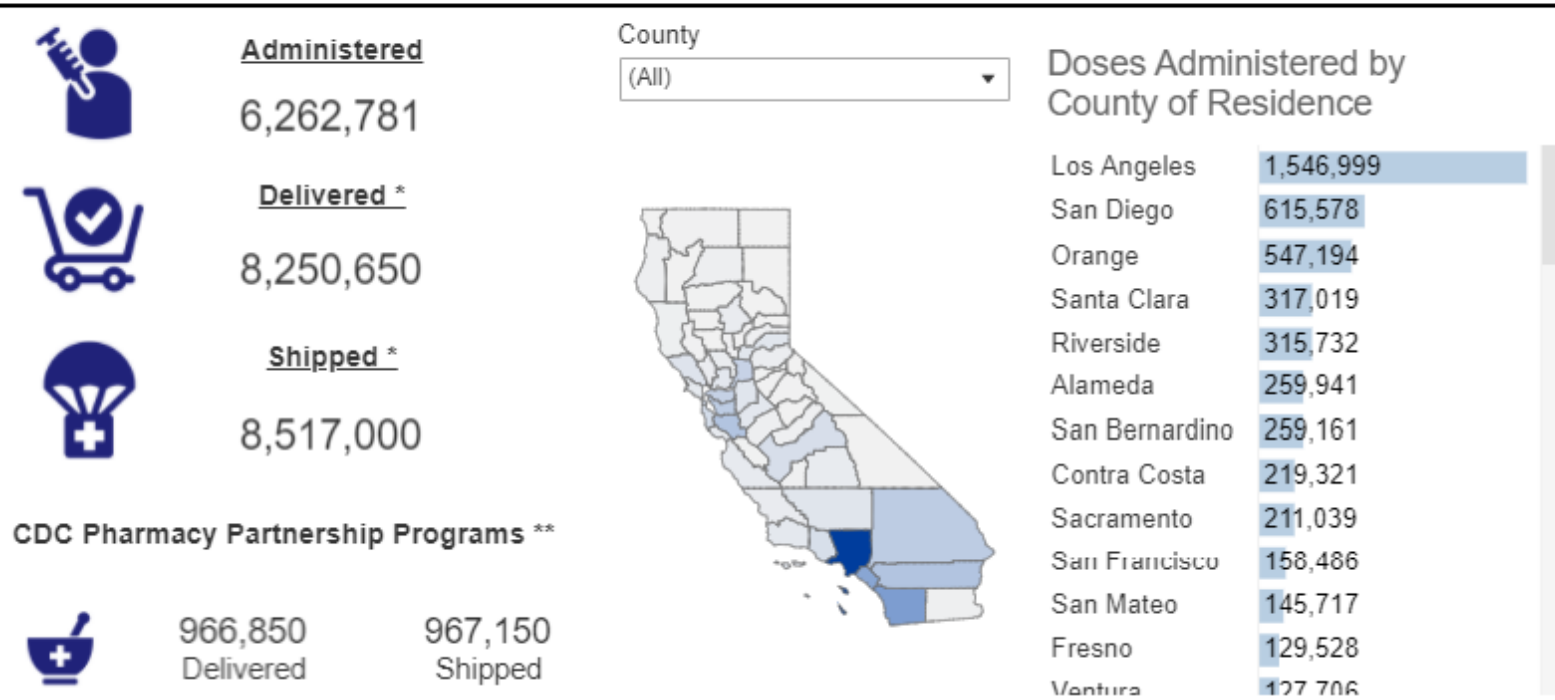
Total Doses Administered

Reported to CDC by
State/Territory,
Federal Pharmacy
Partnership for LTC
Program, Feb 16,
2021



Doses Administered in California

CA.GOV COVID-19: Vaccine Dashboard



* Doses shipped and delivered include doses that were distributed as part of the CDC Long Term Care Facility Pharmacy Partnership (LTCF) program to vaccinate residents at California's Skilled Nursing Facilities and other congregate living facilities, and Federal Retail Pharmacy Program. This does not include the following Federal entities: Indian Health Service, Department of Defense, U.S. Federal Bureau of Prisons, and Veterans Affairs. Data files downloaded from Operation Warp Speed Tiberius platform at 9am daily.

** CDC Pharmacy Partnership for Long-Term Care Facility (LTCF) Program and Federal Retail Pharmacy Program doses are a subs..

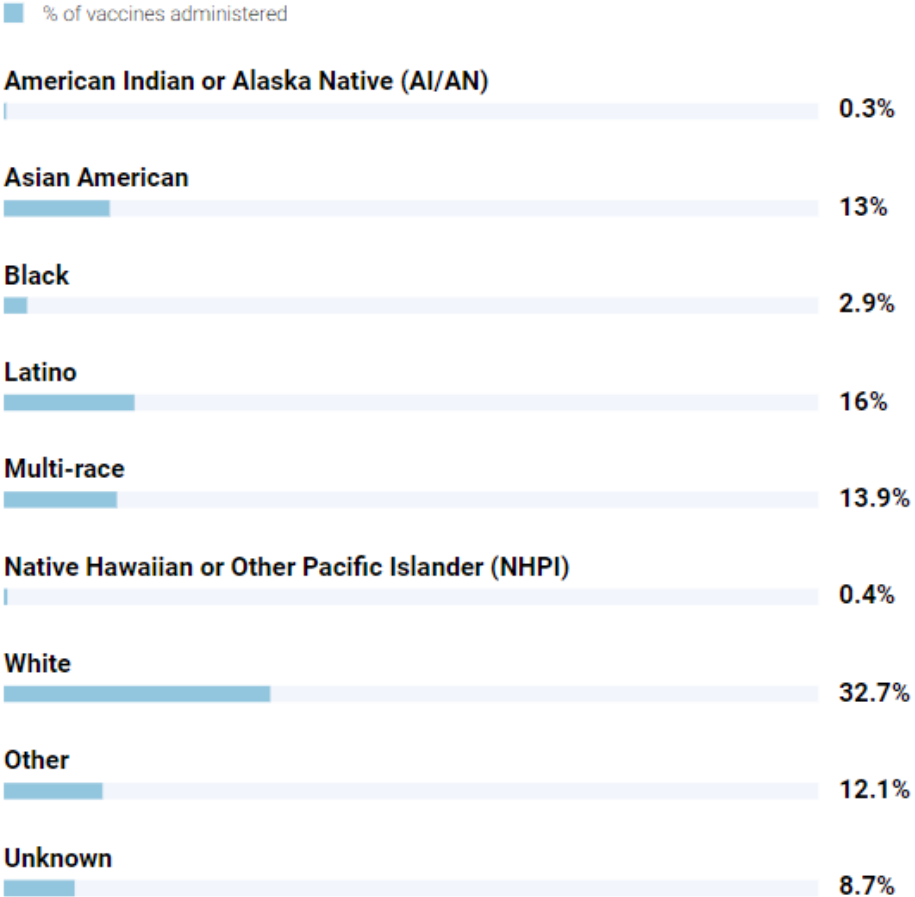
Data: 2/16/2021 11:59pm | Posted: 2/17/2021

Doses Administered in California

Group	DESCRIPTION	DOSES
Allocation Data		
	Total Doses Allocated	9,022,075
Administration Data Count of People*		
	Total People with at least 1 Dose Administered	4,702,167
	Total People with 2 Doses Administered	1,424,226
Administration Data Count of Doses		
	Total Doses Administered in CDC Pharmacy Program	567,252
	Total Doses Administered and Reported to CA	6,153,109

People with at Least One Dose of Vaccine Administered

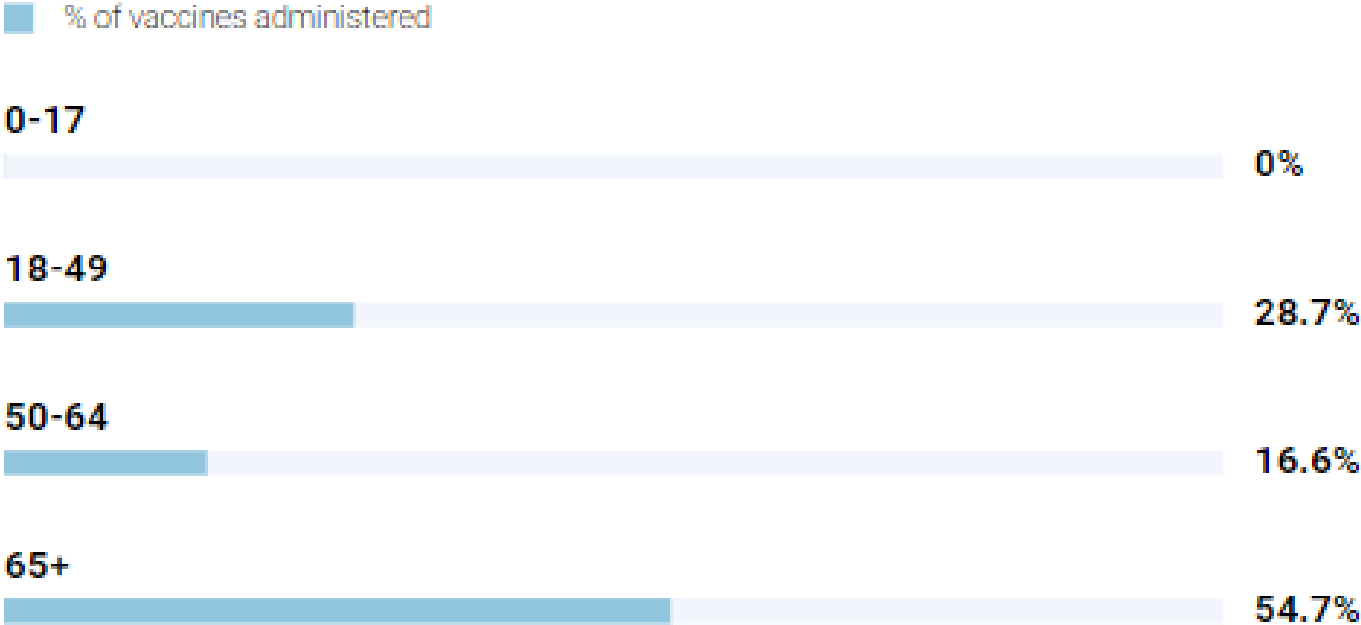
By race and ethnicity in California



Note: “Other” means those who don’t fall under any listed race or ethnicity. “Unknown” includes those who declined to state or whose race and ethnicity information is missing. <https://covid19.ca.gov/vaccines/#California-vaccines-dashboard>

People with at Least One Dose of Vaccine Administered

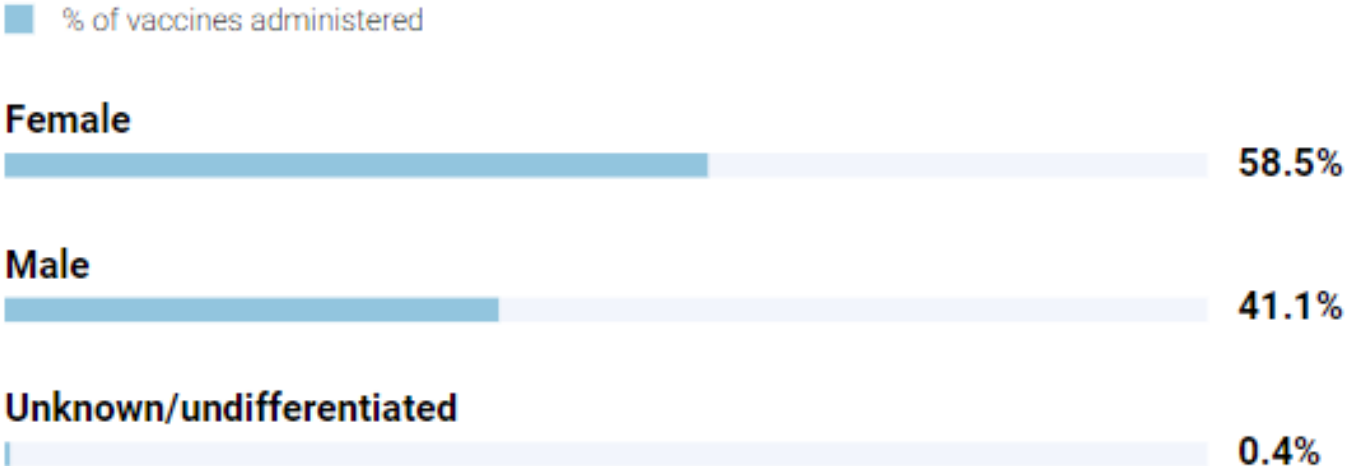
By age in California



<https://covid19.ca.gov/vaccines/#California-vaccines-dashboard>

People with at Least One Dose of Vaccine Administered

By gender in California

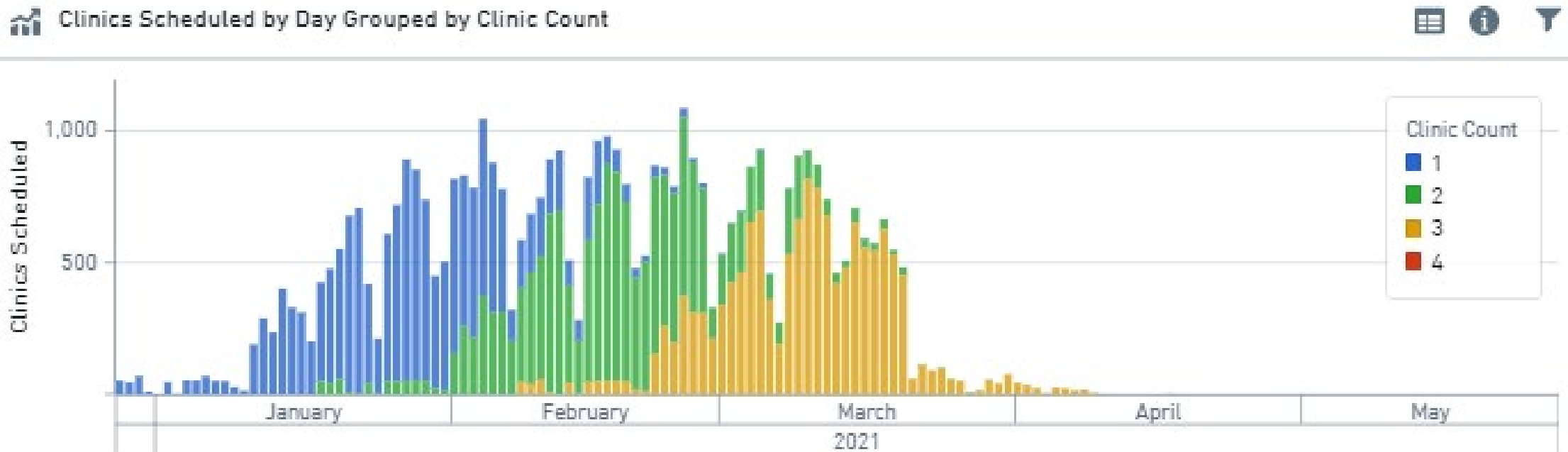


“Unknown/undifferentiated” includes those who declined to state, whose gender information is missing, or who identify as transgender, gender non-binary, gender queer or intersex.

<https://covid19.ca.gov/vaccines/#California-vaccines-dashboard>

CDC-LTC-Pharmacy vaccination clinics

- CVS and Walgreens are conducting 3 vaccination clinics on-site
 - Skilled Nursing Facilities (SNFs) started first 12/28/2020
 - Assisted Living Facilities (ALFs) and other facilities started 1/11/2021
 - Over 16,000 LTCFs (98% of total signed up) have clinic schedules



FQHC Partnership

Cohort 2 – shipments starting week of Feb 22

- 8 more FQHCs added (Alameda, San Diego, Fresno, Ventura, Fresno, San Francisco)

Cohort 3 – shipments starting week of March 1

- Approximately 29 more sites.

How Are Sites Being Selected by HSRA?

How are sites being selected by HRSA?

The initial 250 health centers nationwide met HHS' selection criteria (e.g. Serving a significant number of people experiencing homelessness, agricultural workers, residents of public housing, and those with limited English proficiency; Large population served (more than 2,000 individuals 65 and older); Health centers that can immediately handle vaccine storage and staffing; and Mix of urban and rural health centers to ensure equitable distribution).

What if my Jurisdiction Doesn't Have a Site Selected Yet?

What if my jurisdiction doesn't have a site selected yet?

Additional FQHCs might be selected into the next phase of the program, which might occur in March

Doses Per Week Shipped to Program Sites

How many doses per week are being shipped to program sites?

HRSA will map out a minimum of 100 doses per individual service site divided within the organization. If a health center network has 5 qualifying sites, each could receive a minimum of 100 doses per site (500+ within the organization), or upon request one site could receive 200 doses and another 300 doses. Doses will be provided with consistency from week to week. 2nd doses will be ensured.

Projections/Allocations

	February 21, 2021 (Forecast)	February 28, 2021 (Forecast)
All Vaccines (Total Doses)	1,283,790	1,313,690
Pfizer (1 st Dose)	291,330	291,330
Pfizer (2 nd Dose)	290,160	290,160
Moderna (1 st Dose)	380,300	380,300
Moderna (2 nd Dose)	322,000	351,900

Projections/Allocations

The good news:

Yesterday we received more than the projection:

- Yesterday's projection: 671,630
- Yesterday's actual: 762,890

- Prior week actual: 622,100 for an increase of 140,790 doses

Fingers crossed that next week we will receive more than the projection.

Break

My Turn Demonstration

Eric Norton, CDPH

James Gnesda, Accenture

Recommendations re: Underlying Medical Conditions and People with Disabilities and Update on Access Strategies

Tomas Aragon, MD, Dr.P.H., Director,
California Department of Public Health and State
Health Officer

Oliver Brooks, MD, Co-Chair,
Drafting Guidelines Workgroup

Kim McCoy Wade, Director,
California Department of Aging

Nancy Bargmann, Director,
California Department of Developmental Disabilities

Vance Taylor, Governor's Office of Emergency Services
(Cal OES)

Vaccine Prioritization (as vaccine supply allows)

1. Currently being distributed to populations identified in Phase 1A and Phase 1B, Tier 1
2. Starting March 15, Healthcare providers may vaccinate individuals age 16-64 who are at the highest risk for morbidity and mortality from COVID-19 as a direct result of:
 - Cancer
 - Chronic kidney disease (stage 4 and above)
 - Chronic pulmonary disease (oxygen dependent)
 - Down syndrome
 - Immunocompromised state from solid organ transplant
 - Pregnancy
 - Sickle cell disease
 - Heart conditions (excludes hypertension)
 - Severe obesity (Body Mass Index $\geq 40\text{kg/m}^2$)
 - Type 2 diabetes mellitus (with hemoglobin A1c level greater than 7.5%)

Vaccine Prioritization (as vaccine supply allows)

OR...

If as a result of a developmental or other severe high-risk disability one or more of the following applies:

- Individual is likely to develop severe life-threatening illness or death from COVID-19 infection
- Acquiring COVID-19 will limit the individual's ability to receive ongoing care or services vital to their well-being and survival
- Providing adequate and timely COVID care will be particularly challenging due to individual's disability

Note: The list of eligible conditions is subject to change as additional scientific evidence is published and as CDPH obtains and analyzes additional state specific data

Vaccine Implementation Group: HOW

Focused on People with High-Risk Medical Conditions and Serious Disabilities

Access points

Registration/Notification

Verifications

Accessible Sites

In-Home Options

Outreach

More

Closing Comments

- Next Meetings
 - March 3, 2021 from 3:00 – 5:00pm
 - March 17, 2021 from 3:00 – 5:00pm
- Agenda for Next Meeting
- How to Make Public Comment:
COVID19VaccineOutreach@cdph.ca.gov
- Adjourn