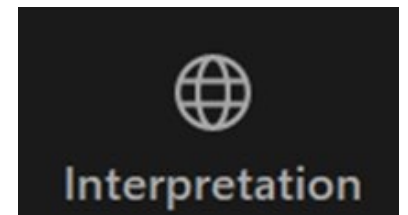


Partnering for **Vaccine Equity**



Learning Community Webinar - Partnering with Local Health Departments
May 17, 2022



Zoom Webinar Features

- Participants will **remain muted** during this webinar, but you can use the **raised hand feature** to be unmuted to ask a question, OR
- Use **Q&A tab** in Zoom task bar to submit a question at any time
- **Live Spanish interpretation:** for webinars offering this option, access the interpretation option in the Zoom toolbar (Globe icon)
- **Chatroom Etiquette:** Avoid posting questions for the speaker in the Chatroom, and be civil
- **Technical problems?** Email vaxequitylearning@urban.org

Today's Speakers



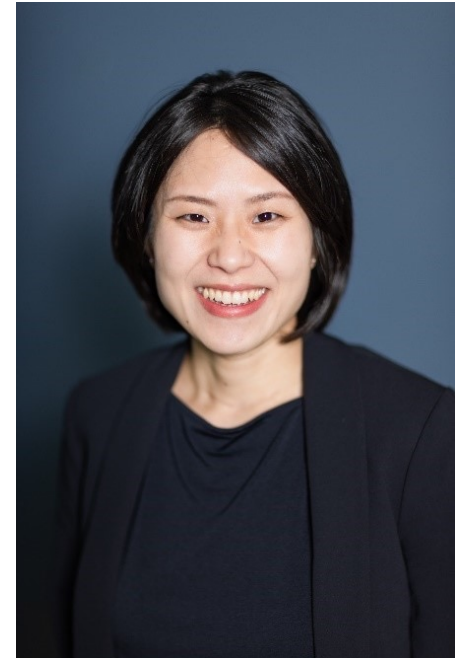
Victoria Thompson, MPH,
CHES



Katie Waters, MPH



Lillie M. Hall, MPH, MHS,
MCHES, CPM



Jenna Oh, MPH, MSW,
CPH

Partnering for Vaccine Equity: The Importance of Community Partnerships

May 17, 2022

Katie Waters, MPH | Acting Director, Immunization
Victoria Thompson, MPH, CHES | Program Analyst, Immunization

About NACCHO

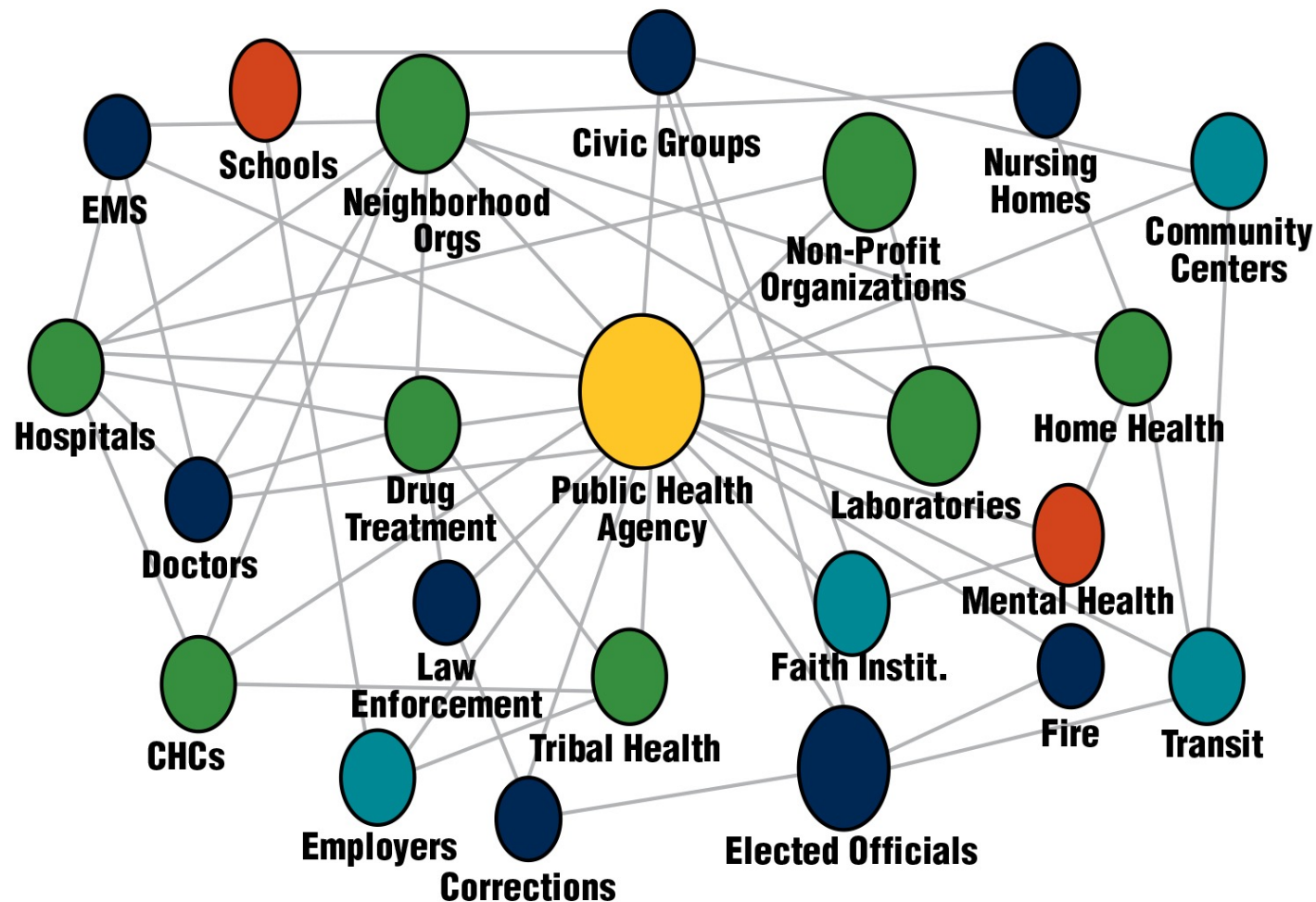
NACCHO is comprised of nearly **3,000** **local health departments** across the United States. Our mission is to serve as a **leader**, **partner**, **catalyst**, and **voice** with local health departments.

- ✓ Advocacy
- ✓ Partnerships
- ✓ Funding
- ✓ Training and education
- ✓ Networking
- ✓ Resources, tools, and technical assistance



The Important Role of Local Health Department Immunization Programs

Public Health System



Local Health Department Immunization Services

Figure 7.1 | Clinical programs and services provided directly by LHDs in the past year

Program/service	% of LHDs	Program/service	% of LHDs
Immunization		Maternal and child health services	
Childhood immunizations	88%	Women, Infants, and Children (WIC)	68%
Adult immunizations	88%	Early and periodic screening, diagnosis, and treatment	38%
Screening for diseases/conditions		Well child clinic	30%
Tuberculosis	86%	Prenatal care	30%
Other STDs	70%	Other clinical services	
HIV/AIDS	62%	Oral health	30%
High blood pressure			
Body Mass Index (BMI)			
Diabetes			
Cancer			
Cardiovascular disease			
Treatment for communicable diseases			
Tuberculosis			
Other STDs			
HIV/AIDS			

Figure 7.3 | Adult and child immunization services provided directly by LHDs in the past year, by size of population served and degree of urbanization

Program/service	All LHDs	Size of population served			Degree of urbanization	
		Small (<50,000)	Medium (50,000–499,999)	Large (500,000+)	Urban	Rural
Childhood immunizations	88%	86%	92%	90%	81%	96%
Adult immunizations	88%	86%	91%	92%	80%	93%

n=1,451–1,461



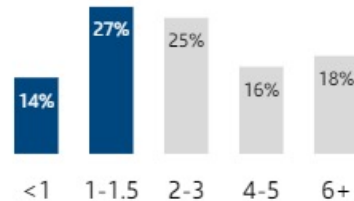
2017 Assessment of LHD IZ Programs

INFRASTRUCTURE

LHD Respondent Demographics

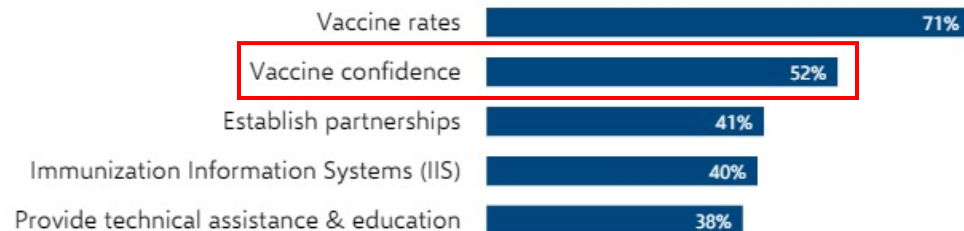


41% of respondents have fewer than 2 FTEs performing IZ activities. Since 2016, 25% reported a decrease in staffing, while only 7% reported an increase.



PRIORITIES

Top Priorities for LHD IZ Programs to Address



ACTIVITIES

Top Five IZ Program Activities



Top Five IZ Program Barriers



Vaccine hesitancy and lack of confidence in vaccines are significant barriers and priorities for LHD IZ programs to address.

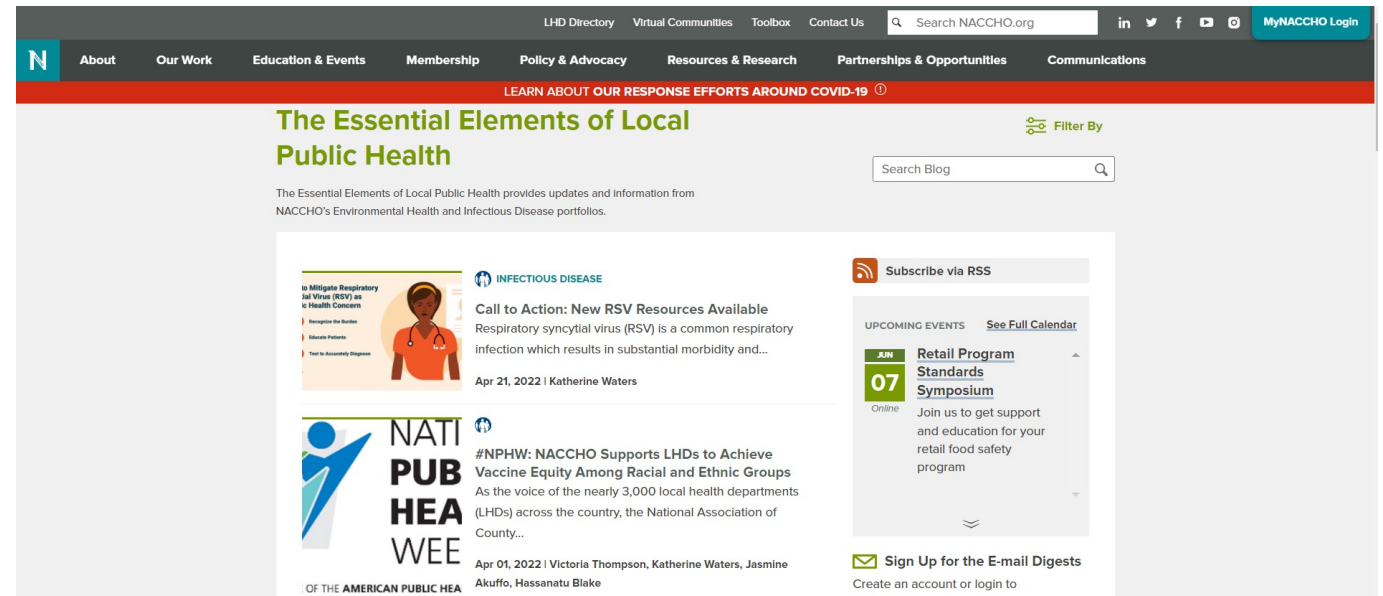
2020 Forces of Change Report



- 75% of LHDs utilized local community partnerships during the COVID-19 response
- Existing health inequities were further exacerbated by decreases in routine services
- Continued partnerships will be critical to community resilience and future emergency preparedness efforts

Source for Updates and Information on Local Public Health

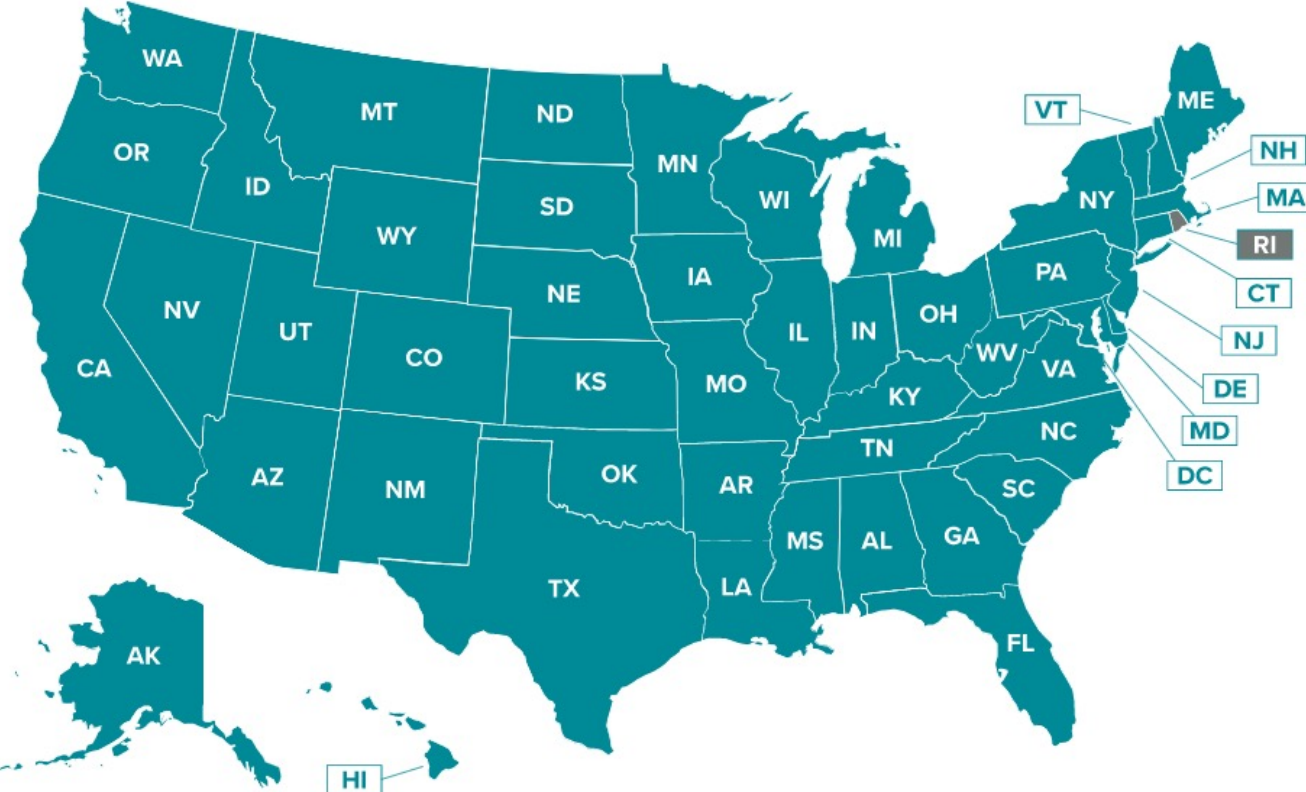
- [NACCHO Voice](#)
- [The Essential Elements of Local Public Health](#)



Examples:

- [#NPHW: NACCHO Supports LHDs to Achieve Vaccine Equity Among Racial and Ethnic Groups - NACCHO](#)
- [Call to Action: New RSV Resources Available - NACCHO](#)

NACCHO LHD Directory



Hide Map

☒ Search By State ☐ Search By Zip Code

Search Term

State

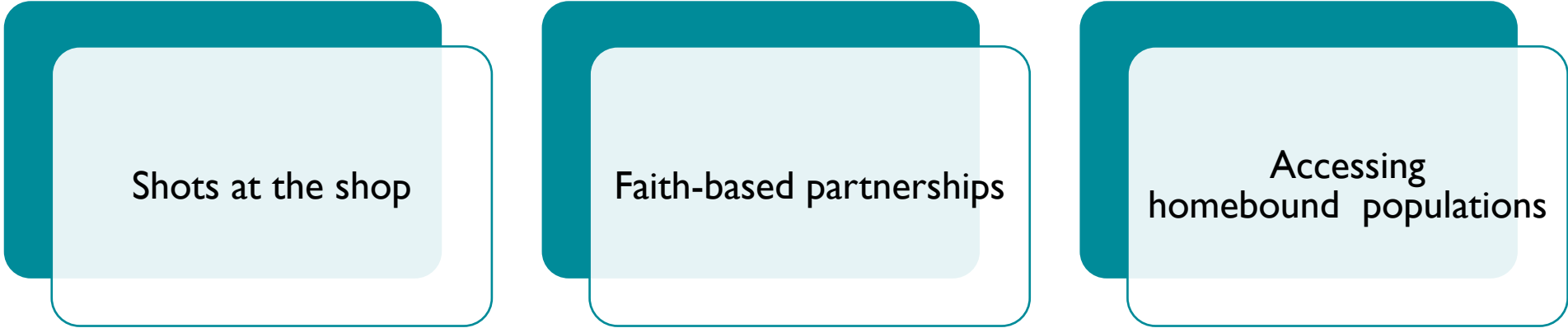
SEARCH

[Directory of Local Health Departments - NACCHO](#)

Benefits of LHD and CBO Partnership

- Improve access to health services such as immunizations among populations not historically engaged with the health department.
- Tailored strategies to improve outreach and education.
- Shift power towards community members by further leveraging their voices to ensure services reflect their needs.
- Alignment and coordination of local health efforts.

CBO and LHD Partnership: Immunization Examples



Shots at the shop

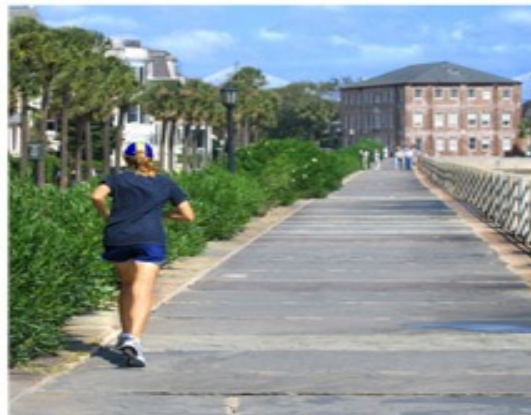
Faith-based partnerships

Accessing
homebound populations

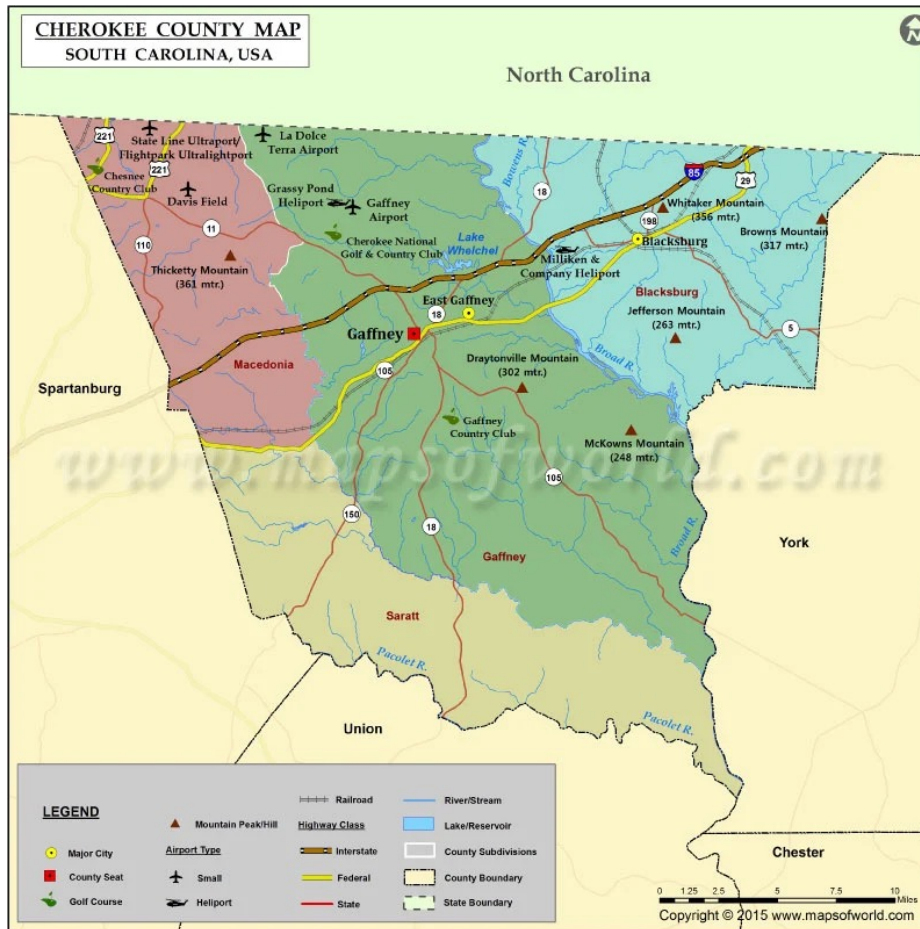


PAVE Learning Communities: **Cherokee County, SC**

May 17, 2022 @ 3pm



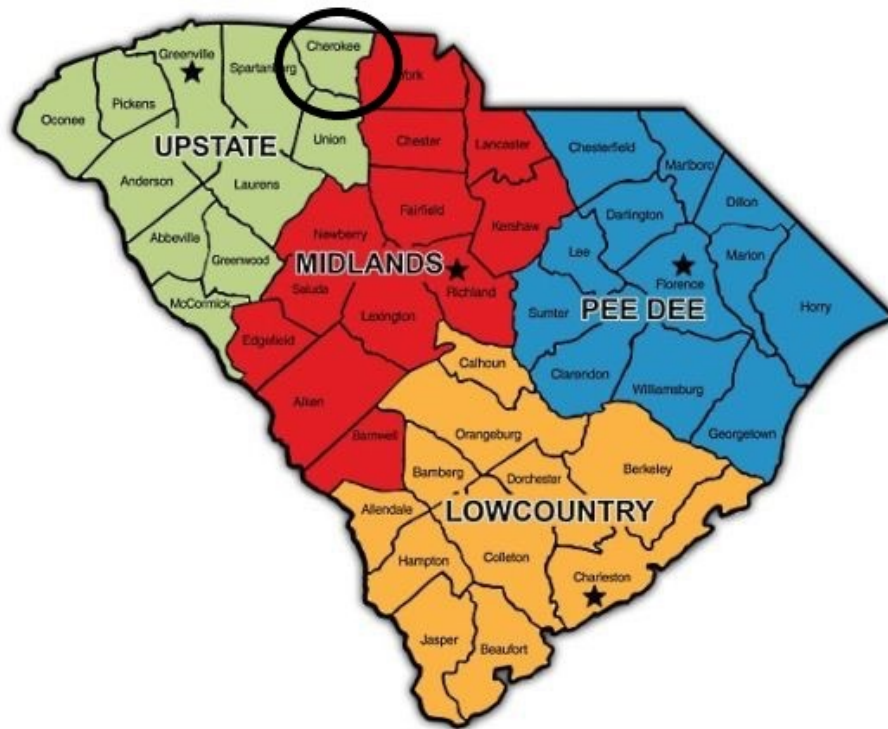
Cherokee County, SC*



- Rural
- Population 56,052
- 76.4% White
- 20.6% Black
- 4.6% Latino/Hispanic
- 14.4% w/Bachelor Degree
- Median HH \$37,787
- 14.6% - Poverty
- 13.7% Uninsured

*2021 Census Quick Facts: <https://www.census.gov/quickfacts/cherokeecountysouthcarolina>

Home of the SC Peach Festival (July)



Partnership Development

KNOW2 Cherokee

Teresa Spires, Director



For more info on **KNOW2**:
www.know2cherokee.com/about/

Neighborhood Ambassadors

- Led by Carol McFadden, a former Educator
- Focus: Building Trust
- To meet the needs of those experiencing food insecurity, access issues for health care, basic needs, COVID-19 hardships, employment, and transportation.

Partnership Engagement: COVAX Champions

- Carol McFadden, former Educator (Neighborhood Ambassadors)
- Dr. Charles Stroup, local Physician
- Councilwoman Millicent Reid Norris



Neighborhood Ambassadors



COVAX Champions Initiative

- **Purpose:** reach vulnerable populations
- **Solicited volunteers, stakeholders, community advocates and leaders** willing to identify, educate, and promote COVID vaccinations as well as appts and travel
- Received **just-in-time training** on how to conduct the process, what messages to share and how to complete vaccination appointments
- **Pre-vaccination education** activities
- **Incentives** – gift cards donated by partners

Partnership Successes



**Neighborhood
Ambassadors:** Carol
McFadden and Christina Cody
(Jan/Fed 2021)

- **CARE Panel** (advisory)
- **COVAX Champions**
 - Neighborhood Ambassadors
 - OpEd Series
- **Other partners**
 - Faith Communities
 - Municipalities
 - Local Businesses
 - Colleges
 - Community Events
- **Vaccine outcomes:**
6000+ 1st and 2nd doses
(Feb & Dec 2021)

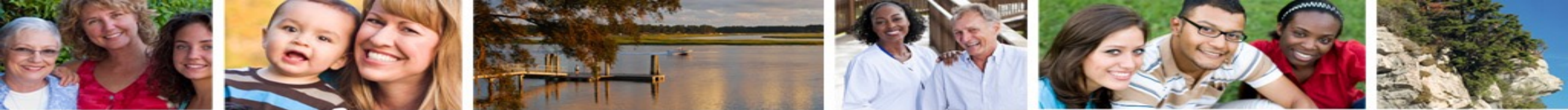
Partnership Challenges

- **Political climate**
- **Limited supply**
- **Limited access** to rural areas
- **Attitudes** towards science and the authority of public health
- **Inconsistent messages**/constant changes
- **Misinformation and personal perspectives** including Dr. Google and the Better Business of Bing Bureau



Tips on building versatile partnerships

- Partnership development should **start now** for the next pandemic & **focus on trust-building** (re-building in some areas)
- **Identify champions** and trusted community **leaders first** & provide opportunities for **ongoing training** on public health issues
- **Identify strengths and resources** of those partners to align them with public health efforts & update the inventory periodically
- **Focus on the SDOH** to help guide how to establish those partnerships



Contact Us



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S.C. Department of Health
and Environmental Control





Partnerships with Community Organizations for Vaccine Equity

Jenna Oh

Community Partnerships Coordinator
Washington County, Oregon

P4VE Learning Collaborative

May 17, 2022

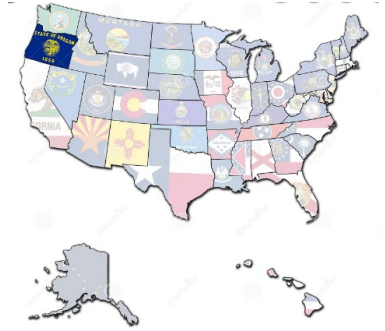


WASHINGTON COUNTY
OREGON

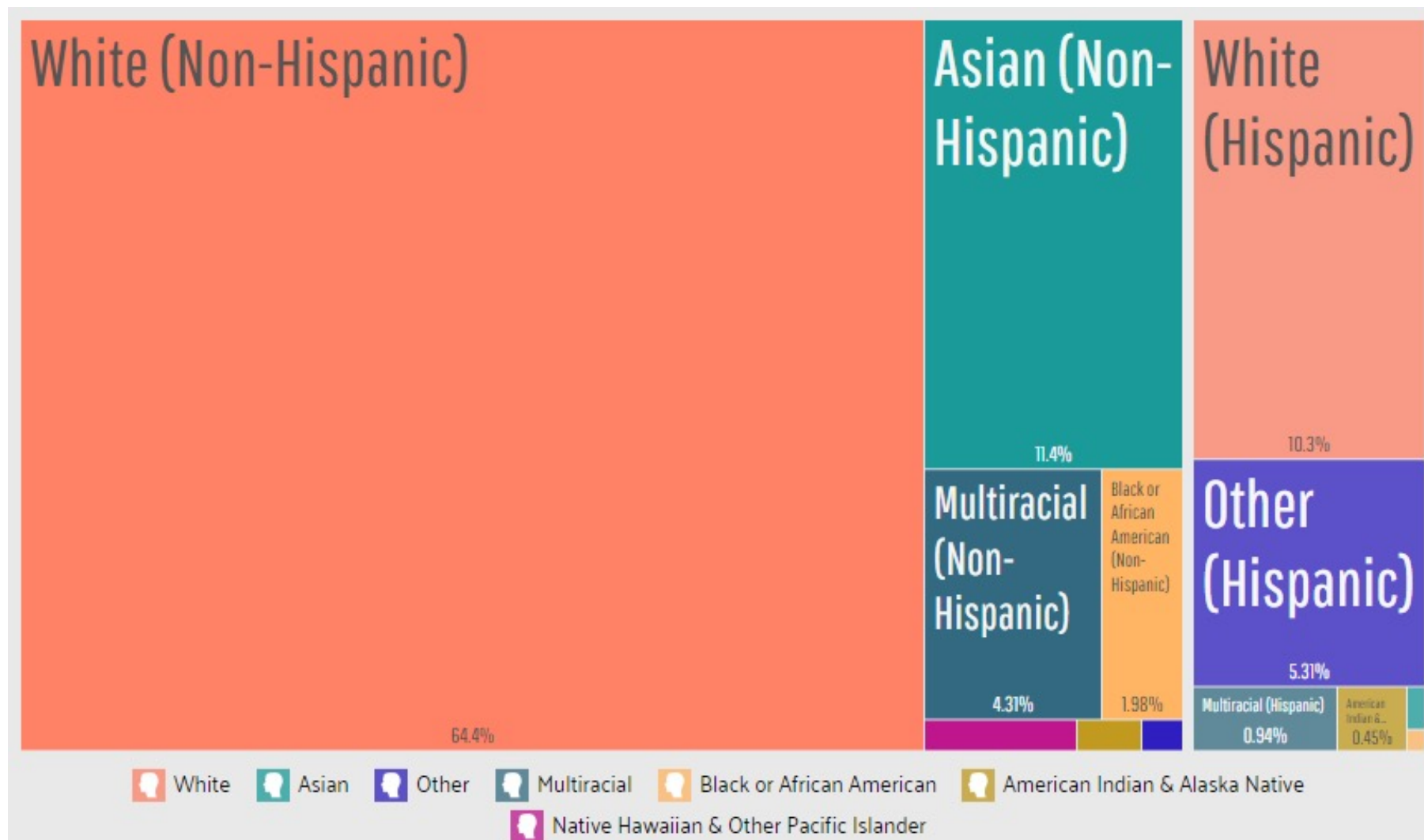
Department of Health and Human Services

Washington County, Oregon

- Second most populous county in Oregon
- Fastest growing and most diverse county in the State
- 25% of the population speak language other than English at home
- 20% were born outside USA



Washington County, Oregon



<https://datausa.io/profile/>

Diversity in Washington County

Native

10,437

Black

12,357

African

4,524

Middle East/
North Africa

9,300

Asian

73,701

Latino

96,034

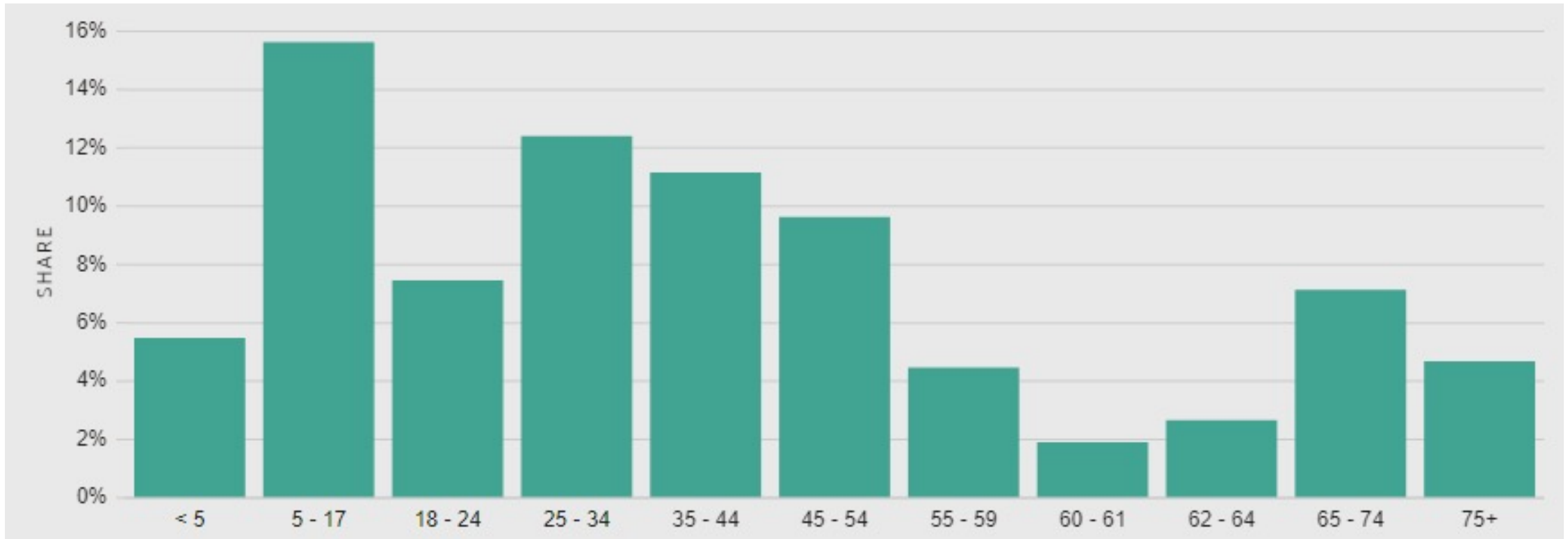
Pacific Islander

5,538

Slavic

11,857

Age distribution shows fast-growing population



COVID-19 Disparities & Equity Focus

- Public press conference April 29, 2020 to discuss Latinx community disproportionately affected by COVID-19
 - 49% of cases, 17% of County population
 - Disproportionately affecting individuals in essential work
- Disparity led to hiring of Spanish-speaking communication coordinator and additional efforts with community partners
 - i.e., prioritized testing for communities of color and uninsured, Spanish-language radio ads
- Used equity lens for race/ethnicity in vaccine recommendations



Our Partnerships with CBOs

- 24 **Contracts** & 2.5 million dollars for COVID-19 vaccination and recovery
- CBOs provided public health information in **33 languages** and culturally specific services for Black, Latinx, and Asian and Pacific Islander communities
- CBOs provided feedback on our work through **COVID-19 Racial Equity Advisory Group**
- Community Partnership Coordinators provided **technical assistance** and coordination support for setting up clinics in community spaces

Our collaboration with Bienestar

- Operates 12 affordable multifamily properties for more than 2,000 residents
- Serves Latinx (95%) and immigrants and/or farmworkers
- Hosted 14 clinics and brought 532 COVID vaccines to the community since July 2021
- Brought 31 flu vaccines as well



Growth of Partnerships

- Our CBO partners hosted 108 COVID-19 vaccination clinics, providing more than 8,500 doses to the community.
- CBOs employed various strategies for outreach, including individual outreach calls, postings via their social media accounts, and radio presentations.

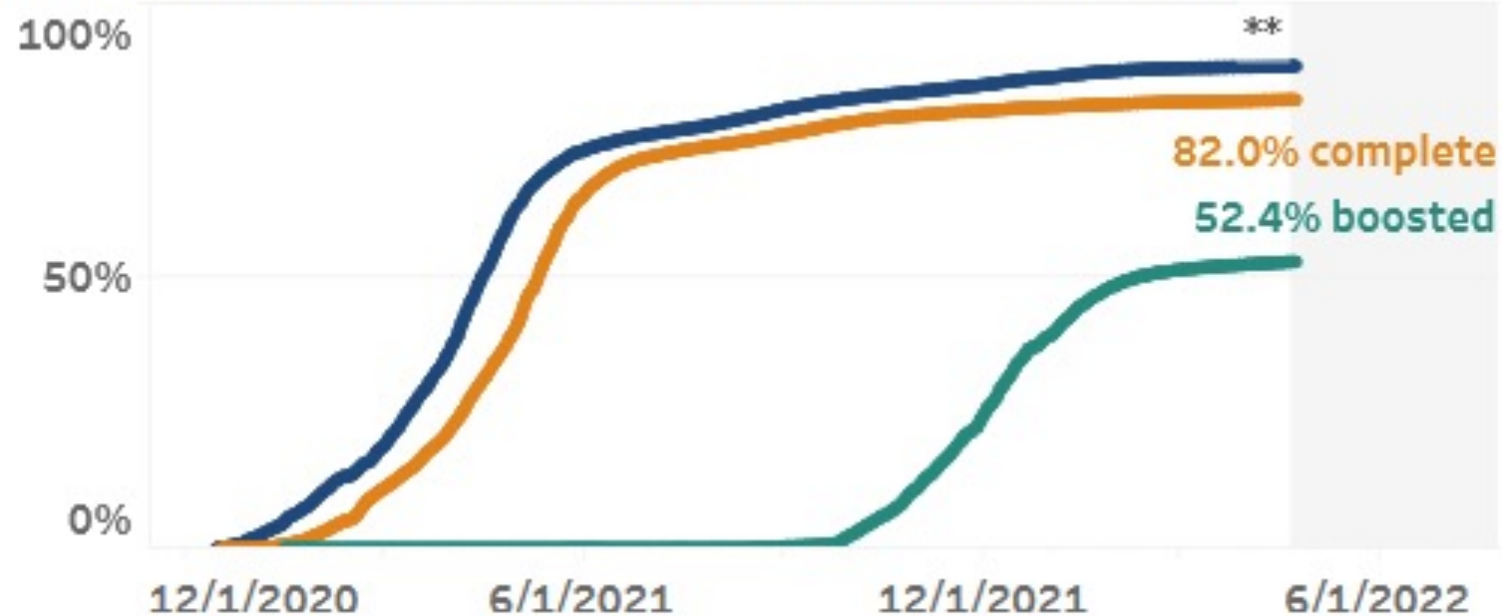


Living Islands organized culturally specific food drive at a vaccine event.

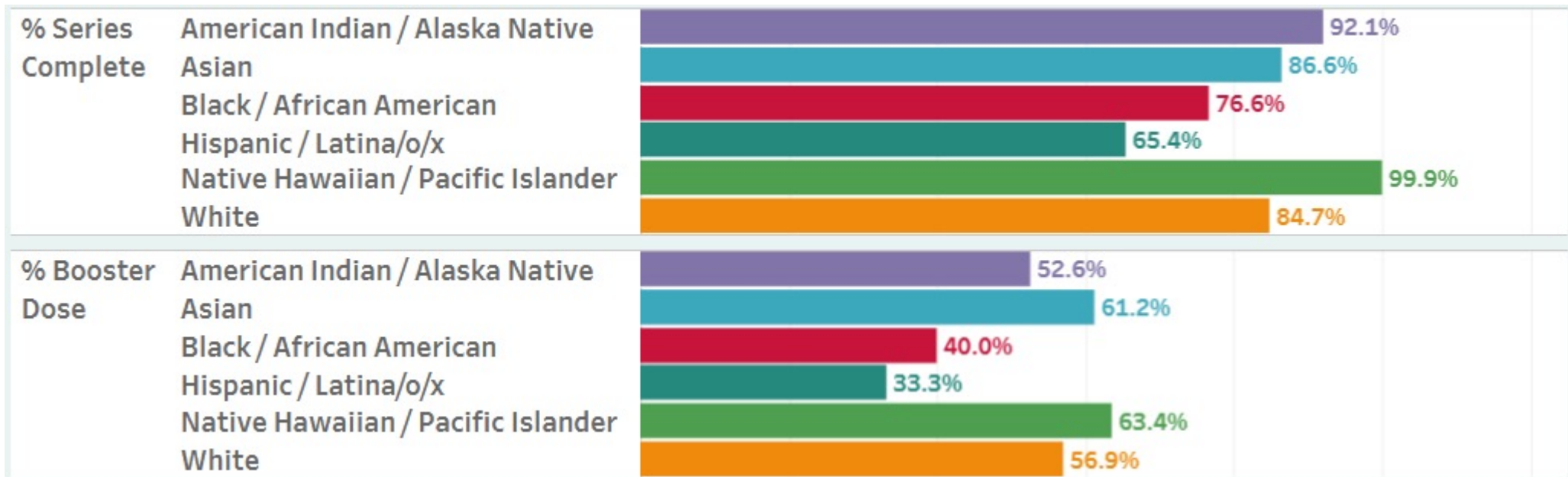
Current vaccination rates

Vaccination Coverage

People ages 18 years and older living in Washington County

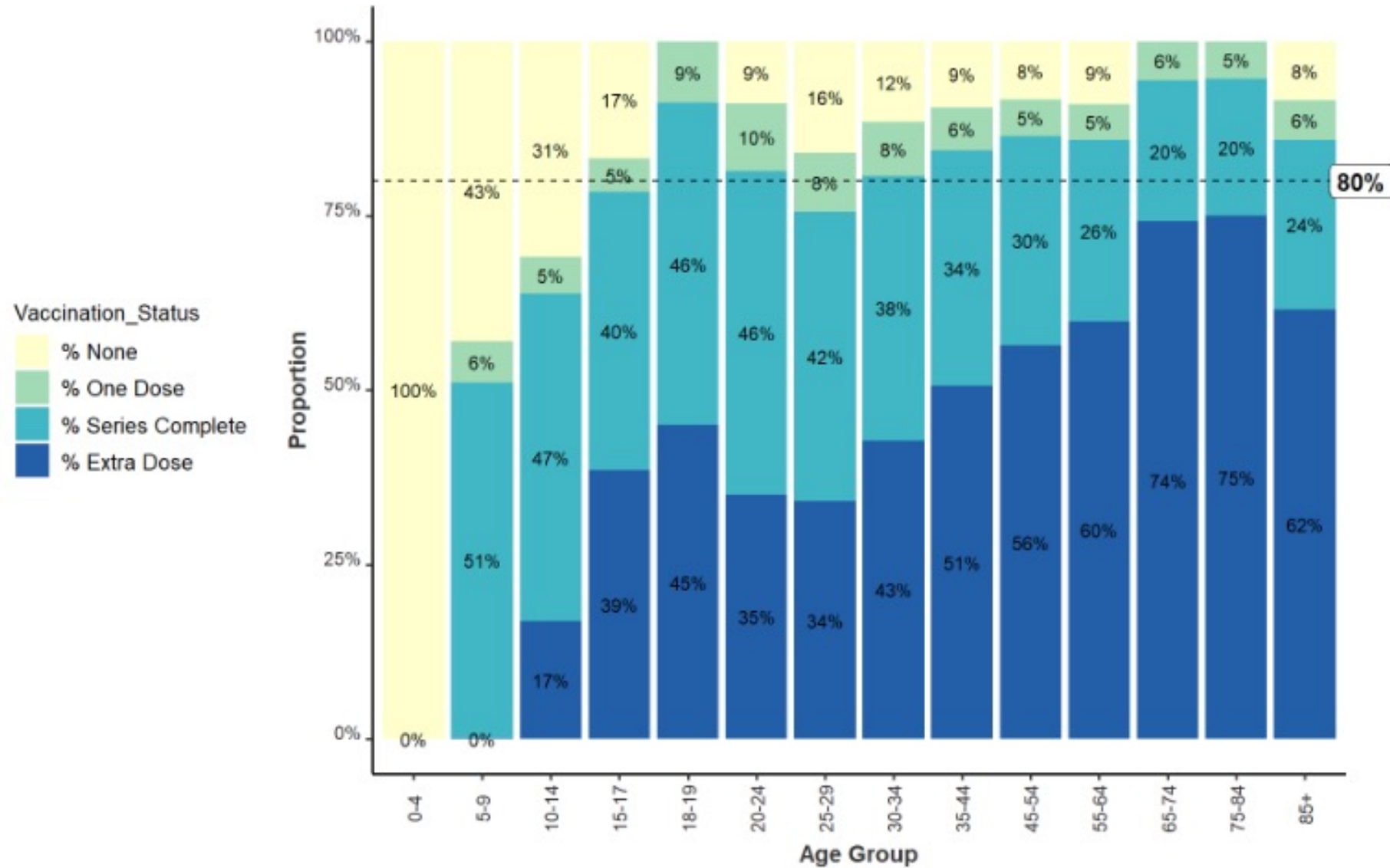


Current vaccination rates by race



2.3.3 Age Indicators using ACS Population Estimates

Denominator includes all races



Coverage by age category



Future Collaboration

- Connecting CBO partners with health care system organizations
- Increasing access to healthcare providers
- Promoting education around vaccines through community health workers



THANK YOU!

Satisfaction Poll & Upcoming Events

Upcoming events:

- May 19th, 1:00-2:00PM ET: **Ask the Expert:** [Best Practices for Virtual Event Planning](#) (limited to 50 spots!)
- Thursdays, [May 26](#) & [June 9](#); 1:00-2:30pm ET: **Workshop: Community-Led Vaccination Clinics for Underserved Community Members**

Full events calendar available on our virtual platform:

vaccineequity.urban.org

Partnering for **Vaccine Equity**

