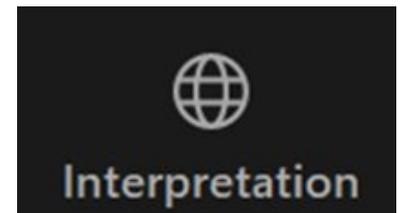


# Partnering for **Vaccine Equity**



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](mailto:vaxequitylearning@urban.org)

# Today's Speakers



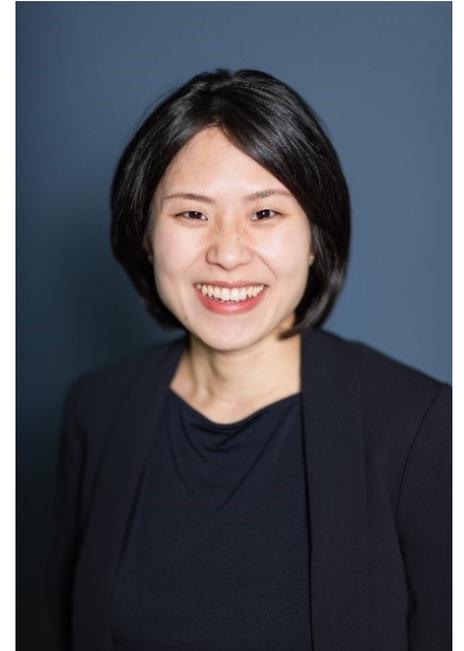
Victoria Thompson, MPH,  
CHES



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

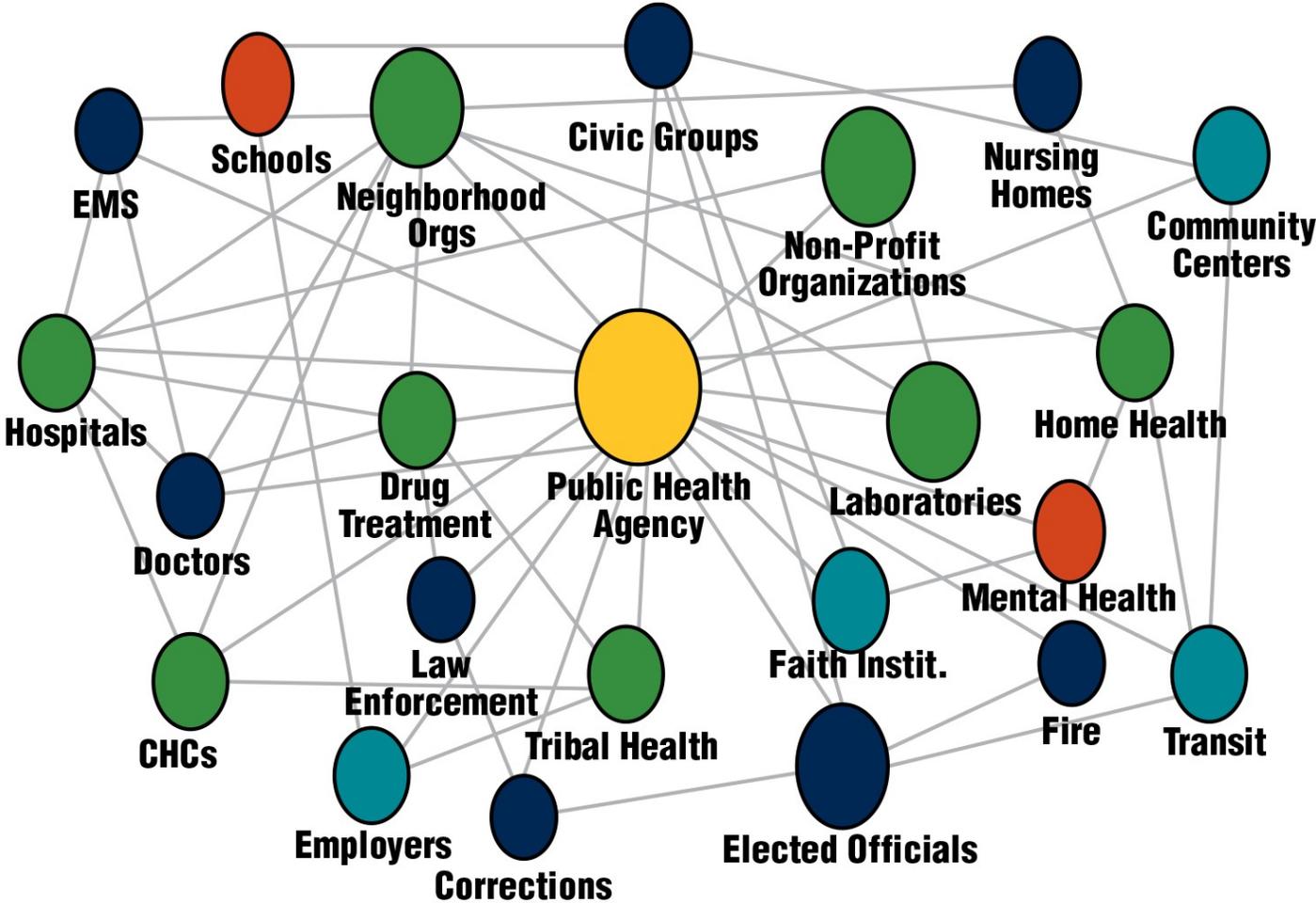
NACCHO is comprised of nearly **3,000** **local health departments** across the United States. Our mission is to serve as a **leader**, **partner**, **catalyst**, and **voice** with local health departments.

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



# The Important Role of Local Health Department Immunization Programs

# Public Health System



Source: Centers for Disease Control and Prevention. (2021). *The public health system & the 10 essential public health services*. Retrieved April 11, 2022, from [CDC - Public Health System and the 10 Essential Public Health Services - OSTLTS](#)

# 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
<b>Immunization</b>		<b>Maternal and child health services</b>	
Childhood immunizations	88%	Women, Infants, and Children (WIC)	68%
Adult immunizations	88%	Early and periodic screening, diagnosis, and treatment	38%
<b>Screening for diseases/conditions</b>		Well child clinic	30%
Tuberculosis	86%	Prenatal care	30%
Other STDs	70%	<b>Other clinical services</b>	
HIV/AIDS	62%	Oral health	30%

**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%

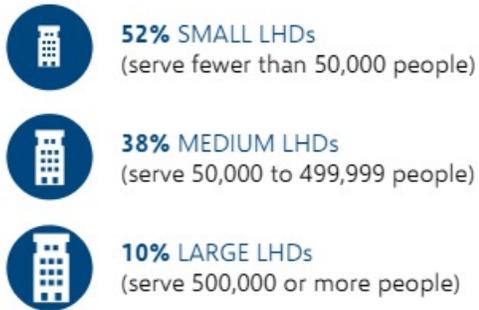
n=1,451–1,461



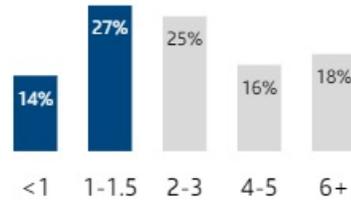
# 2017 Assessment of LHD IZ Programs

## 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.

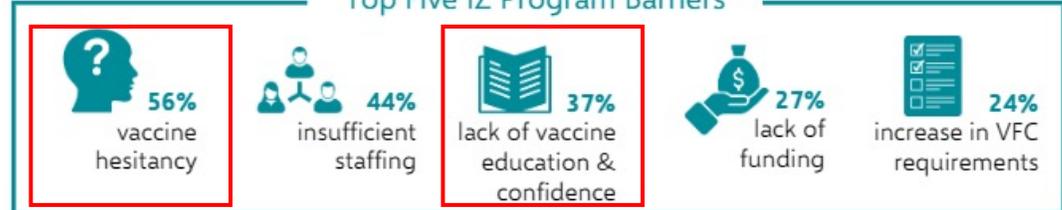


## ACTIVITIES

### Top Five IZ Program Activities

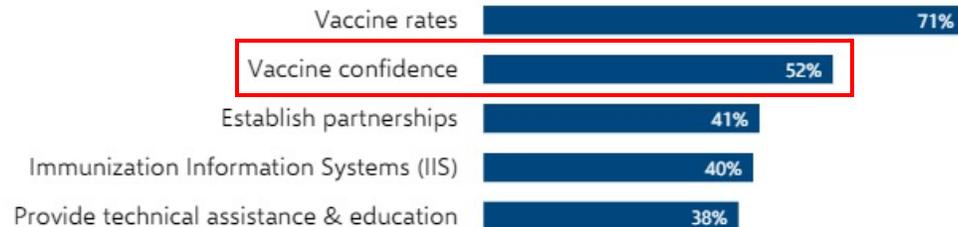


### Top Five IZ Program Barriers



## PRIORITIES

### Top Priorities for LHD IZ Programs to Address



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

# 2020 Forces of Change Report

**Paving the Road Forward: The Next Steps for Community Recovery & Resilience**

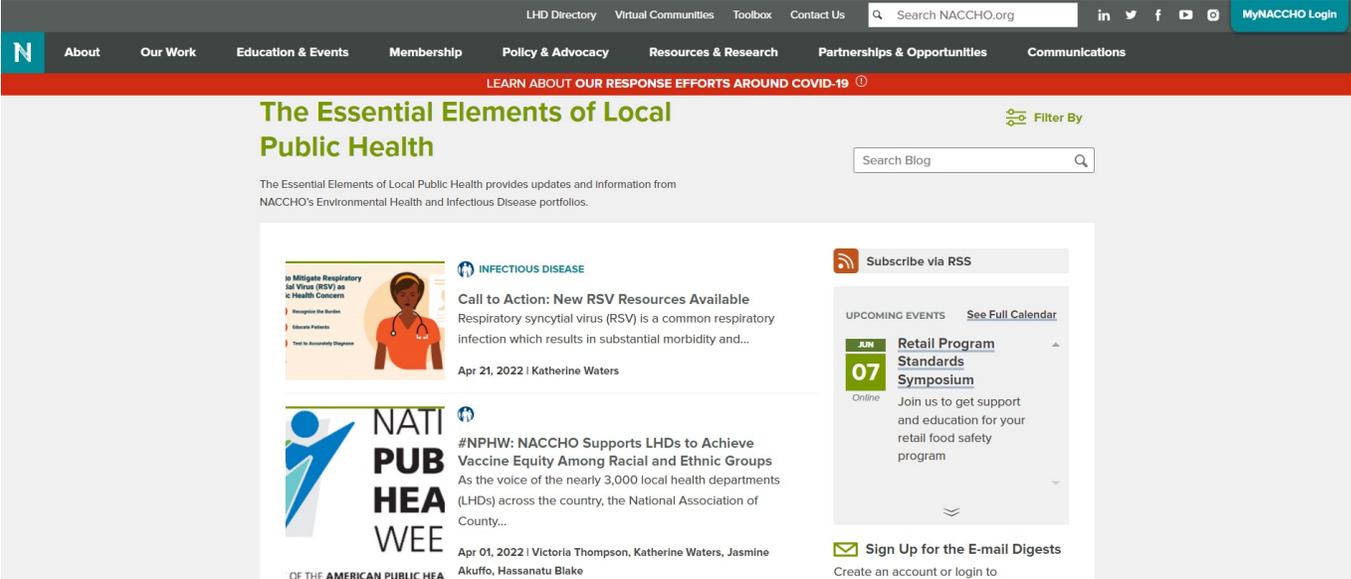
LHDs need long-term resource investments expanding capacity for preparedness planning, health equity, and community recovery to bolster response to future public health emergencies.

- 1** Galvanize support for local public health funding & staffing  
💡 [BIT.LY/LHDACTION](https://bit.ly/LHDACTION)
- 2** Target response efforts to address health inequities  
💡 [BIT.LY/LHDEQUITY](https://bit.ly/LHDEQUITY)
- 3** Prioritize pandemic & community recovery planning  
💡 [BIT.LY/LHDRECOVER](https://bit.ly/LHDRECOVER)

- 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](#)



The screenshot displays the NACCHO website interface. At the top, there is a navigation bar with links for 'LHD Directory', 'Virtual Communities', 'Toolbox', and 'Contact Us'. A search bar is located on the right side of the navigation bar. Below the navigation bar, a red banner reads 'LEARN ABOUT OUR RESPONSE EFFORTS AROUND COVID-19'. The main content area features the title 'The Essential Elements of Local Public Health' in green and black text. Below the title, there is a search bar labeled 'Search Blog'. The content is organized into two columns. The left column contains two articles: 'Call to Action: New RSV Resources Available' and '#NPHW: NACCHO Supports LHDs to Achieve Vaccine Equity Among Racial and Ethnic Groups'. The right column contains a 'Subscribe via RSS' button and an 'UPCOMING EVENTS' section featuring the 'Retail Program Standards Symposium'.

## Examples:

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

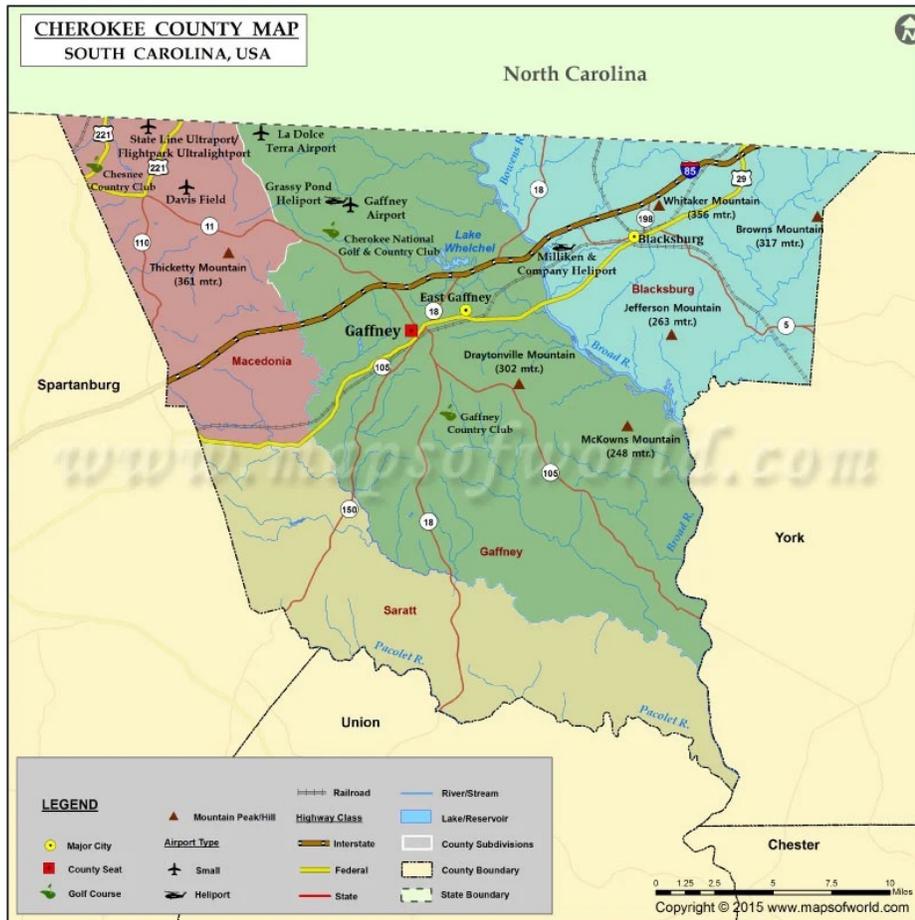


# PAVE Learning Communities: **Cherokee County, SC**

May 17, 2022 @ 3pm



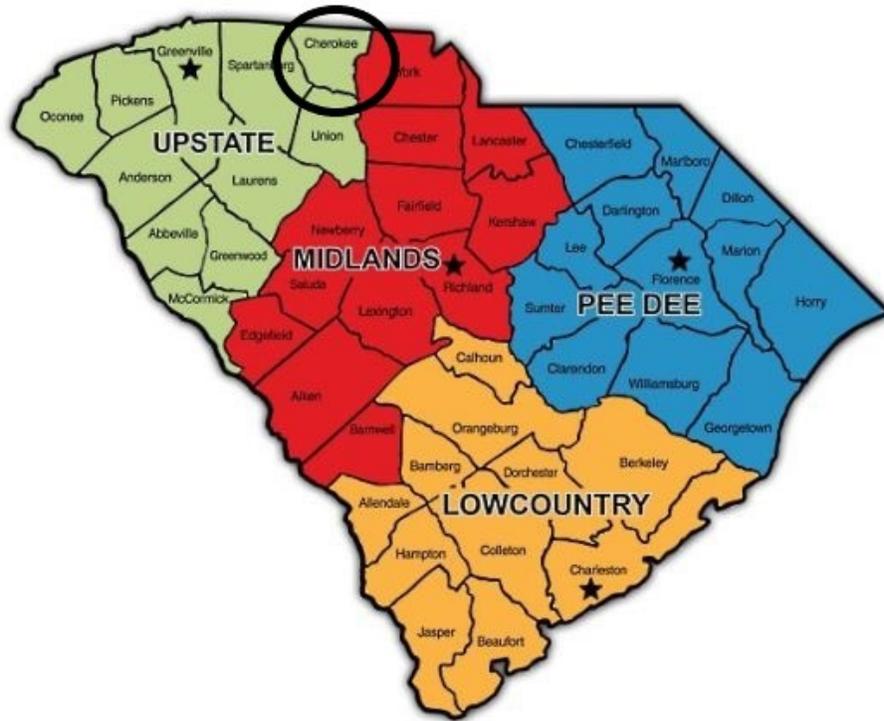
# Cherokee County, SC\*



- 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/](http://www.know2cherokee.com/about/)

## Neighborhood Ambassadors

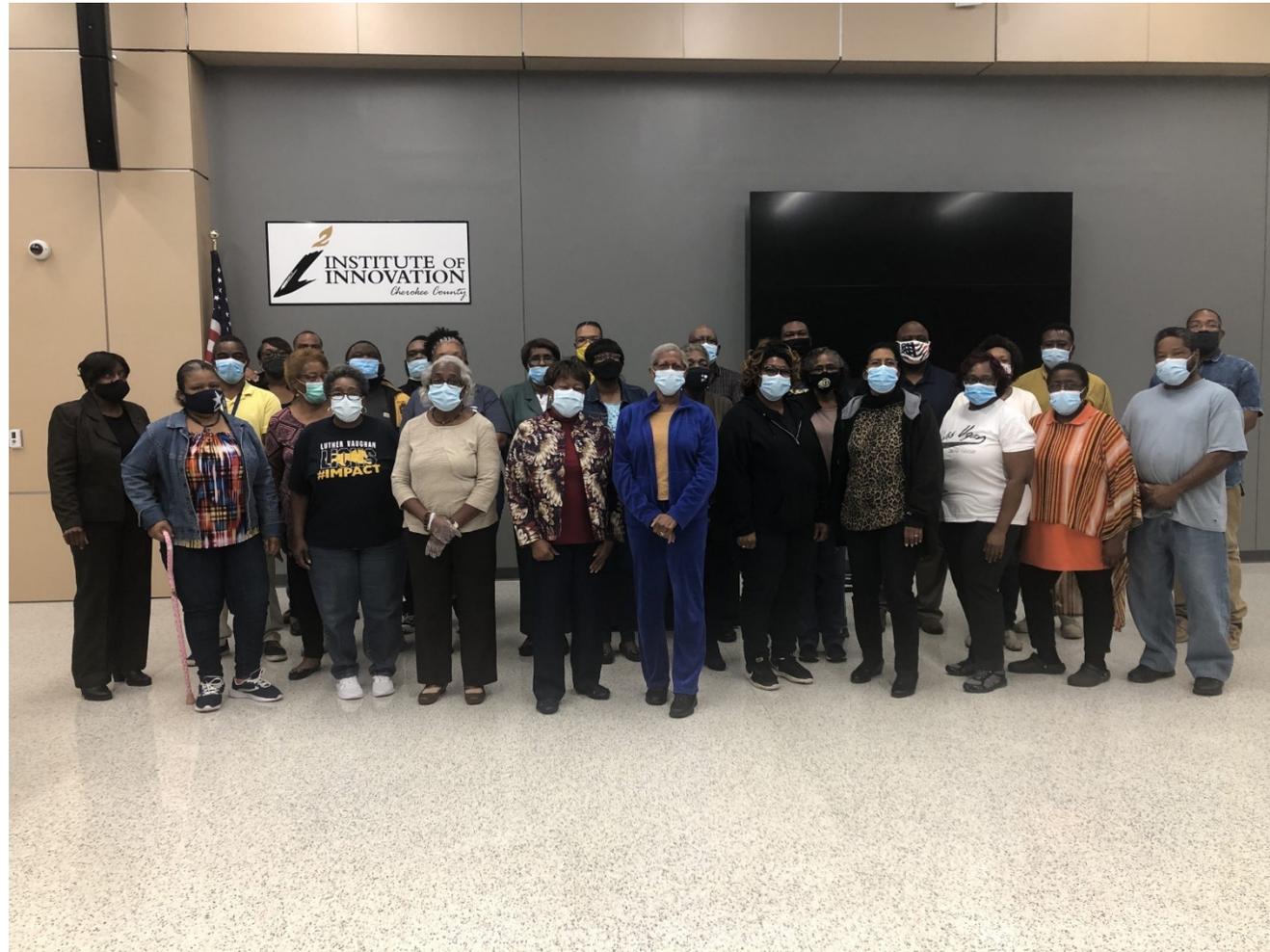
- Led by Carol McFadden, a former Educator
- Focus: Building Trust
- To meet the needs of those experiencing food insecurity, access issues for health care, basic needs, COVID-19 hardships, employment, and transportation.

## 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+ 1<sup>st</sup> and 2<sup>nd</sup> doses  
(Feb & Dec 2021)

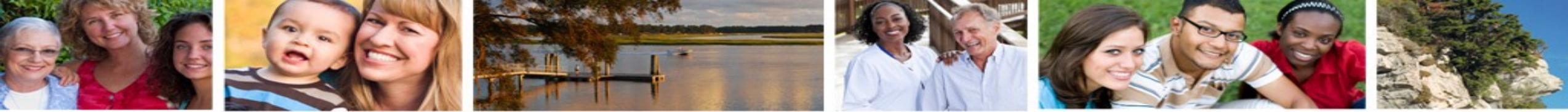
## Partnership Challenges

- **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



**Lillie M. Hall, MPH, MHS, MCHES, CPM**  
Community Systems Director  
Doctoral Candidate, PhD in Public Health  
SC Dept of Health & Environmental  
Control - Upstate Public Health Region  
[HALLM@dhec.sc.gov](mailto:HALLM@dhec.sc.gov)

## Stay Connected





# Partnerships with Community Organizations for Vaccine Equity

Jenna Oh

Community Partnerships Coordinator  
Washington County, Oregon

P4VE Learning Collaborative

May 17, 2022

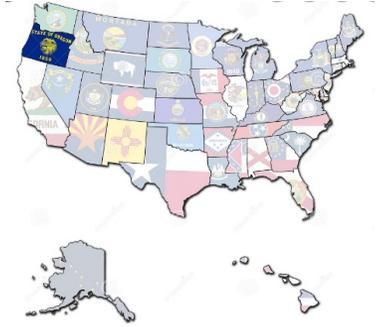


**WASHINGTON COUNTY**  
**OREGON**

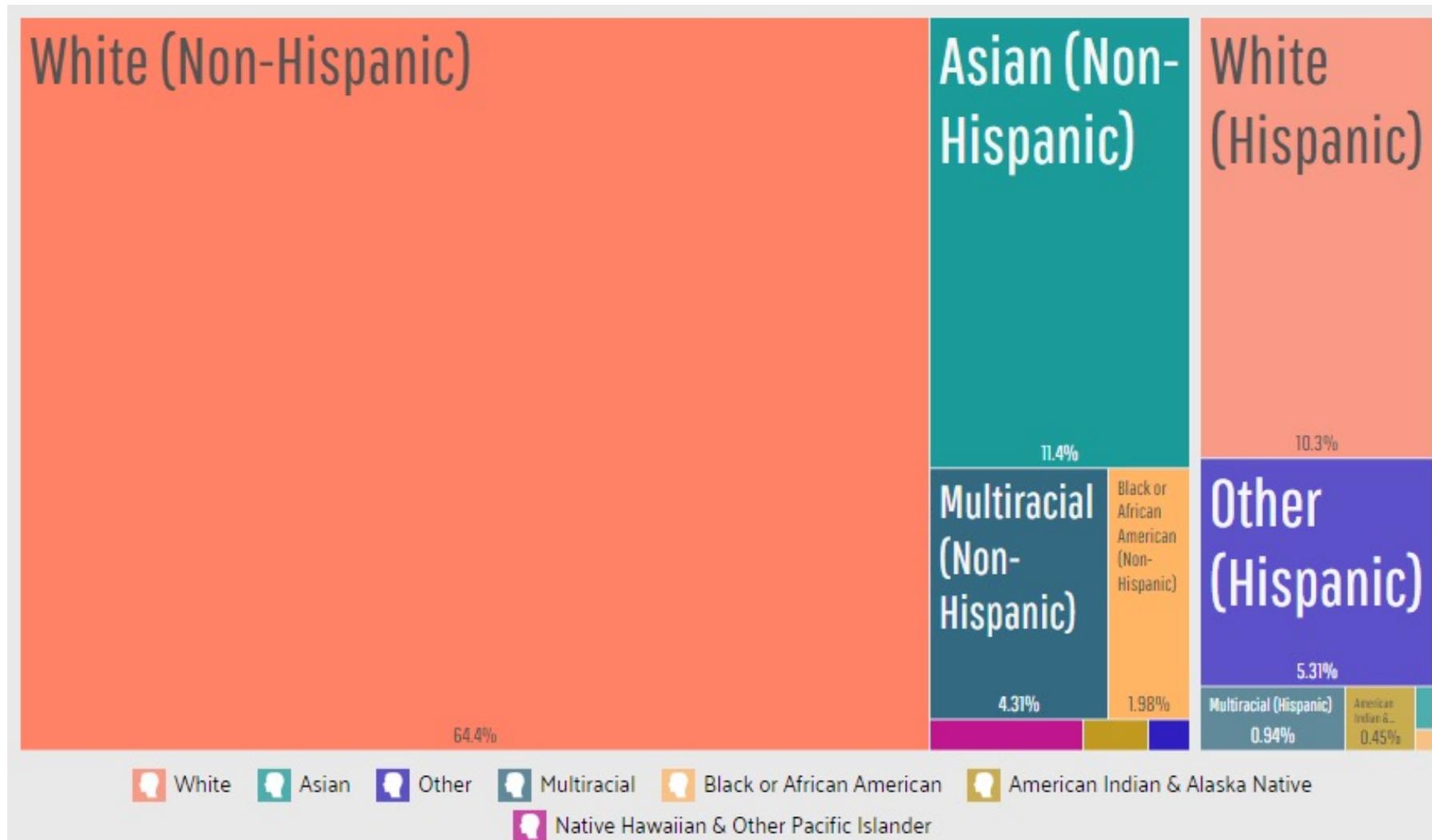
Department of Health and Human Services

# 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

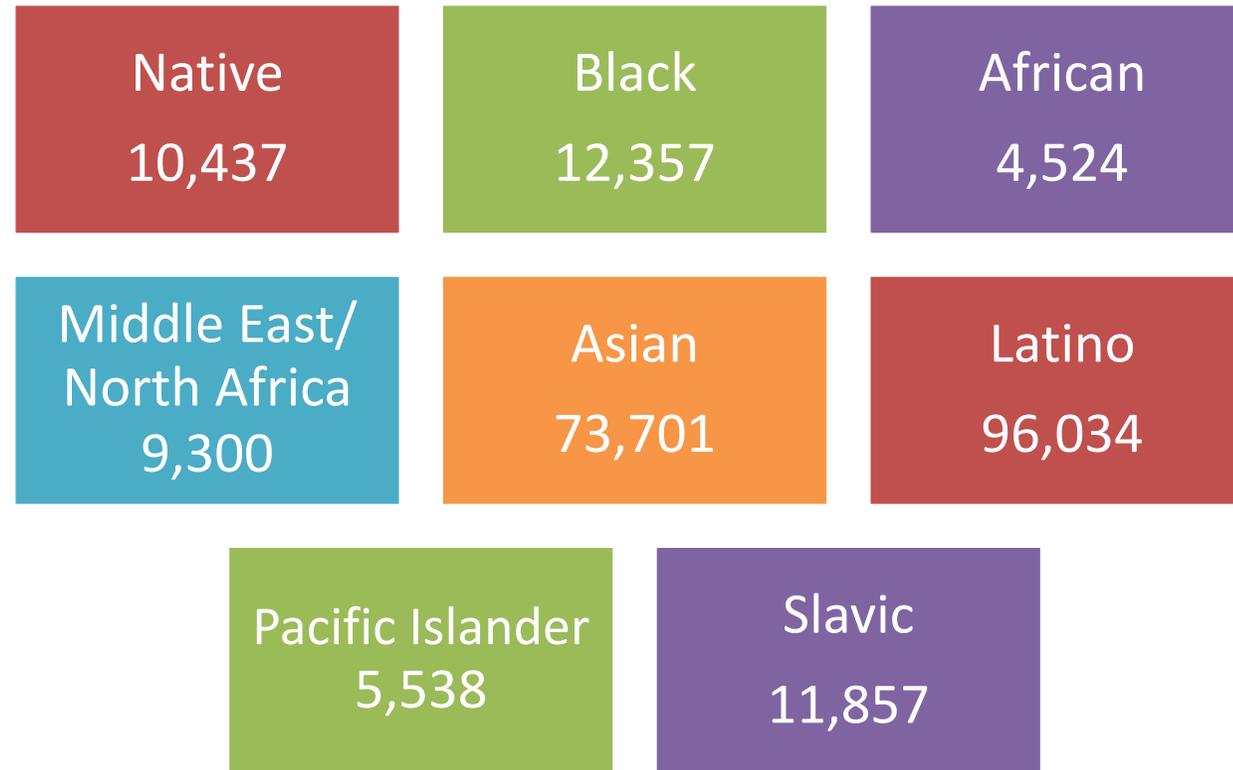


# Washington County, Oregon

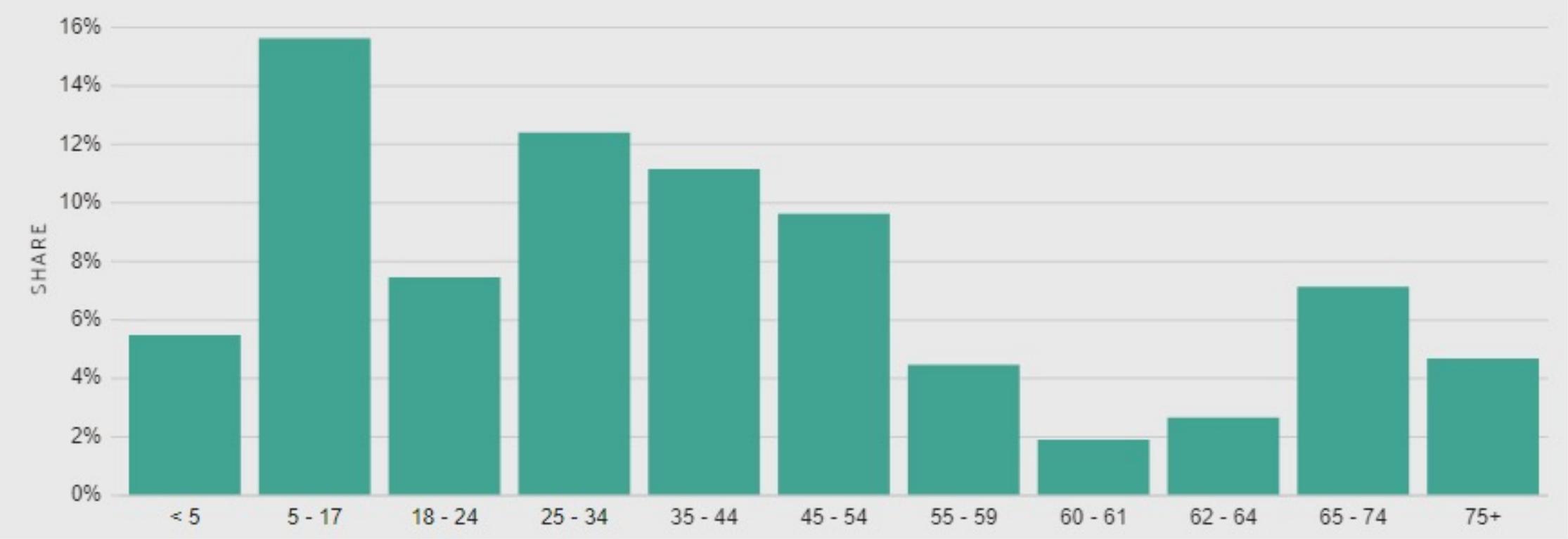


<https://datausa.io/profile/>

# Diversity in Washington County



# 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.

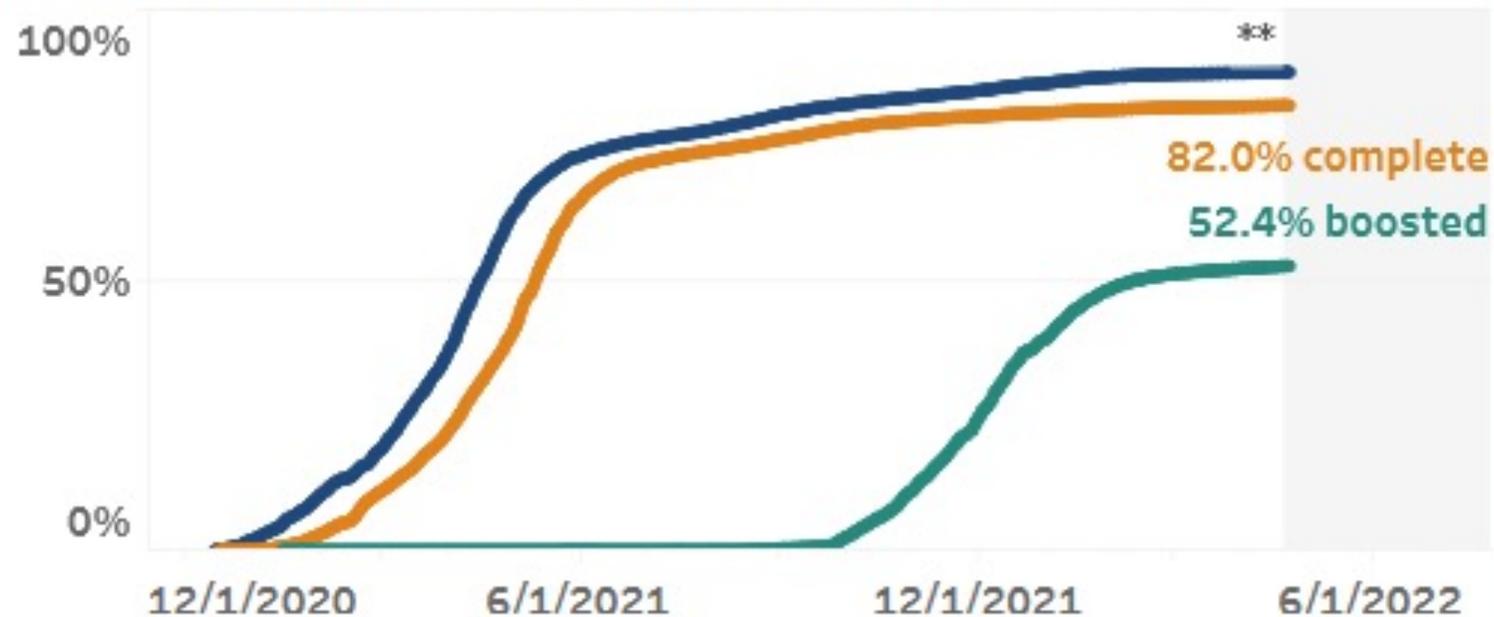


*Living Islands organized culturally specific food drive at a vaccine event.*

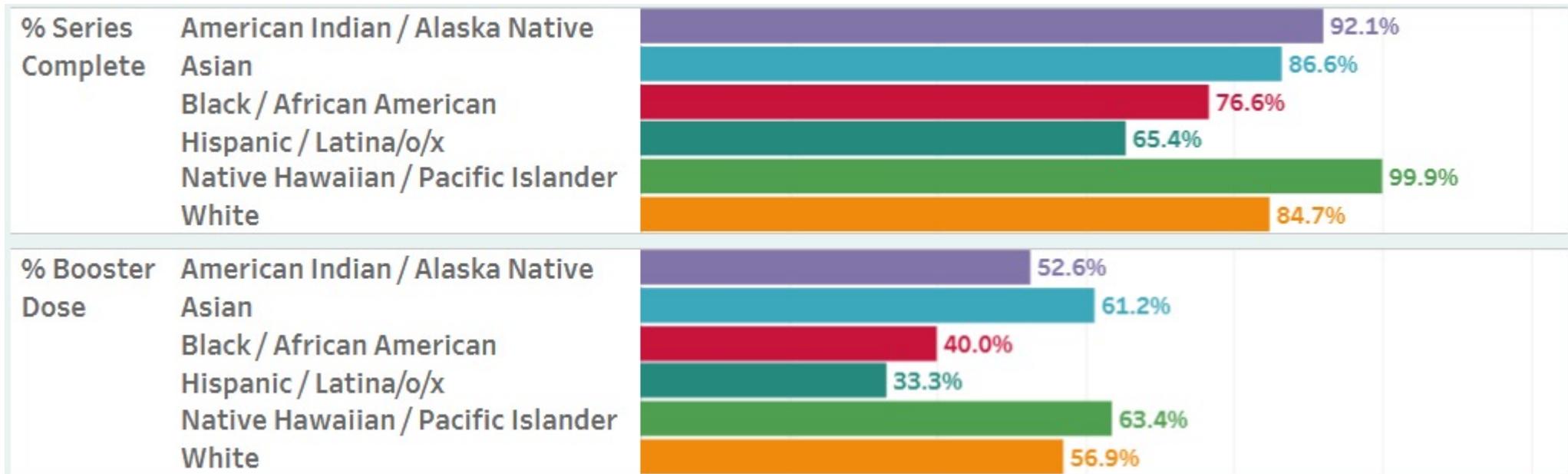
# Current vaccination rates

## Vaccination Coverage

People ages 18 years and older living in Washington County

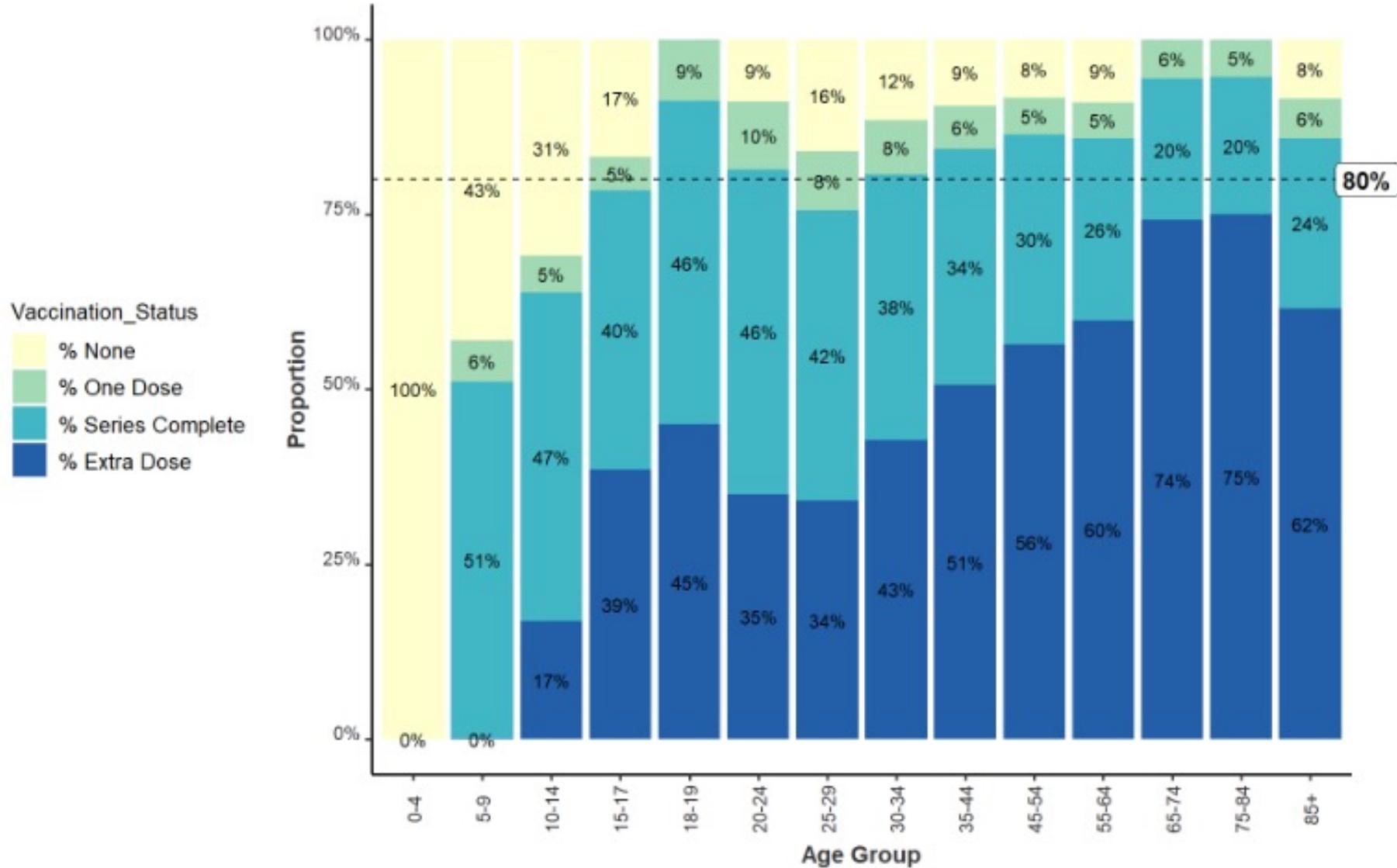


# Current vaccination rates by race



## 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 19<sup>th</sup>, 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](https://vaccineequity.urban.org)

Partnering for **Vaccine Equity**

