

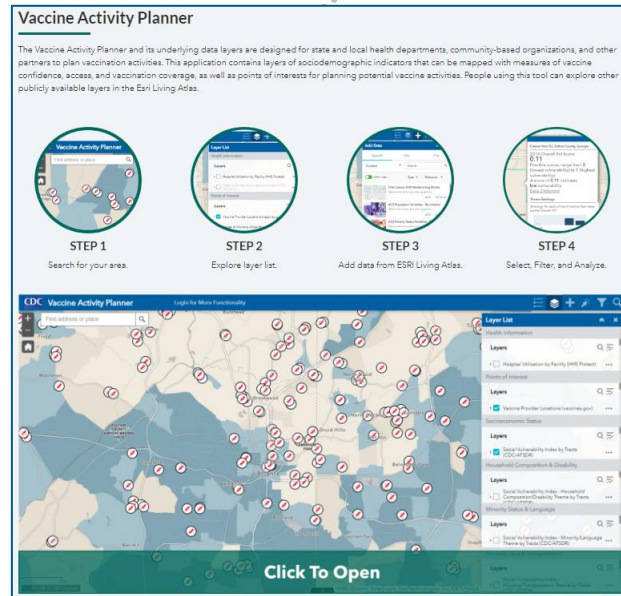


# **How-to Guide: CDC Vaccine Activity Planner**

# CDC Vaccine Activity Planner

The [Vaccine Activity Planner](#) and its underlying data layers are designed for state and local health departments, community-based organizations, and other partners to plan vaccination activities.

This application contains layers of sociodemographic indicators that can be mapped with measures of vaccine confidence, access, and vaccination coverage, as well as points of interests for planning potential vaccine activities.



## Questions the Vaccine Activity Planner Can Potentially Answer:

### What communities should be prioritized for vaccination support?

- ✓ Understand **needs for vaccination confidence and access** in the area
- ✓ Identify communities with **potential socioeconomic and physical access barriers to vaccination**
- ✓ Examine **proximity of vaccination sites** to where the communities in need are located

### What strategies should be used to disseminate messages and conduct outreach?

- ✓ Identify **community partners that can be involved or engaged** (e.g. schools, libraries, religious organizations)
- ✓ Inform **how information and materials can be tailored** to address the community's unique needs

# Guide to Explore the Vaccine Activity Planner



## NAVIGATE MAPS

- Introduces core Vaccine Activity Tool functionalities
- Details how to navigate the Vaccine Activity Tool functionalities step-by-step
- Provides screenshots to demonstrate core functionality use
- Includes a navigation panel and home button with links to preview steps and quickly navigate towards desired step or the table of contents



## DATA TO ACTION

- Demonstrates how to interpret map and data
- Provides example insights and use cases

Step 1: Search for your area
Step 2: Explore layer list
Step 3: Add data from ESRI Living Atlas
Step 4: Search, Filter, Analyze

Add & Toggle Layers

### How to Add & Toggle Layers 1

- Explore the available layers in the layer list, including health information, points of interest, socioeconomic status, household composition & disability, minority status & language, housing type & transportation
- To add a point of interest, click and check on the desired layer(s) to add. For example, Libraries and Race & Hispanic Origin by Tract
- Toggle on/off SVI and Race & Hispanic Origin layers to view each layer independently (e.g. Map A and Map B)

Available Layers in Layer List

Map A. Only Race & Hispanic Origin

Map B. Only Social Vulnerability Index

### Example Insight & Use Case

The Vaccine Activity Planner includes a collection of data layers to explore in the interactive map. In this example, toggling between the Race and Hispanic Origin and SVI layers show that the most predominant race and ethnicity group in Census tracts with higher SVI (darker blue in Map B) is Black or African American, not Hispanic or Latino (yellow in Map A) in many tracts in the Atlanta area. Additional places of interest, such as Libraries, offer opportunities to conduct vaccination and outreach activities.

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# Vaccine Activity Planner: Table of Contents



## STEP 1: SEARCH FOR YOUR AREA

Search for Your Area of Focus

Interact with Your Map  
(Pan & Zoom)

View Legend, Census  
Tract, SVI Information



## STEP 2: EXPLORE LAYER LIST

Add & Toggle Layers

Available Layers in  
Layer List



## STEP 3: ADD DATA FROM ESRI LIVING ATLAS

Add Data from ESRI  
Living Atlas

Order Layers and Set  
Transparency



## STEP 4: SEARCH, FILTER, & ANALYZE

View Detailed Map  
Data in Attribute Table

Filter Map Data to  
Meet Your Criteria

Analyze Detailed Map  
Data

Copy and Paste an  
Attribute Table to Excel

# Step 1: Search for your Area

Search for Your Area  
of Focus

Interact with Your  
Map (Pan & Zoom)

View the Legend,  
Census Tract, and SVI  
Information



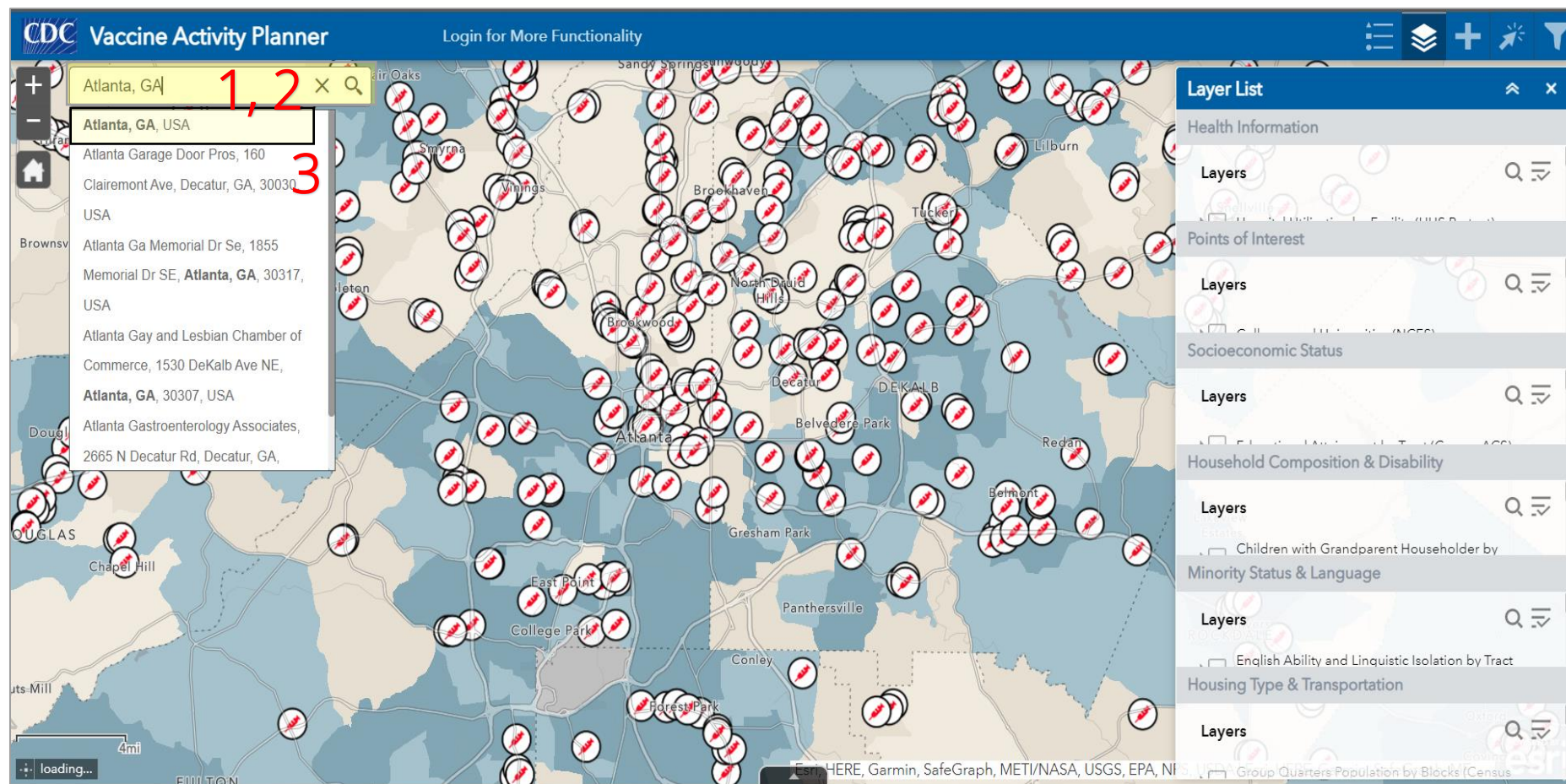
# How to Search for Your Area of Focus

1. Find the search bar in the top left-hand corner
2. Type in your location of interest (city, state, Zip code, or address)
3. Click on the desired result



## Example Use Case

Search geographic location you are interested in planning and conducting vaccination and outreach activities.



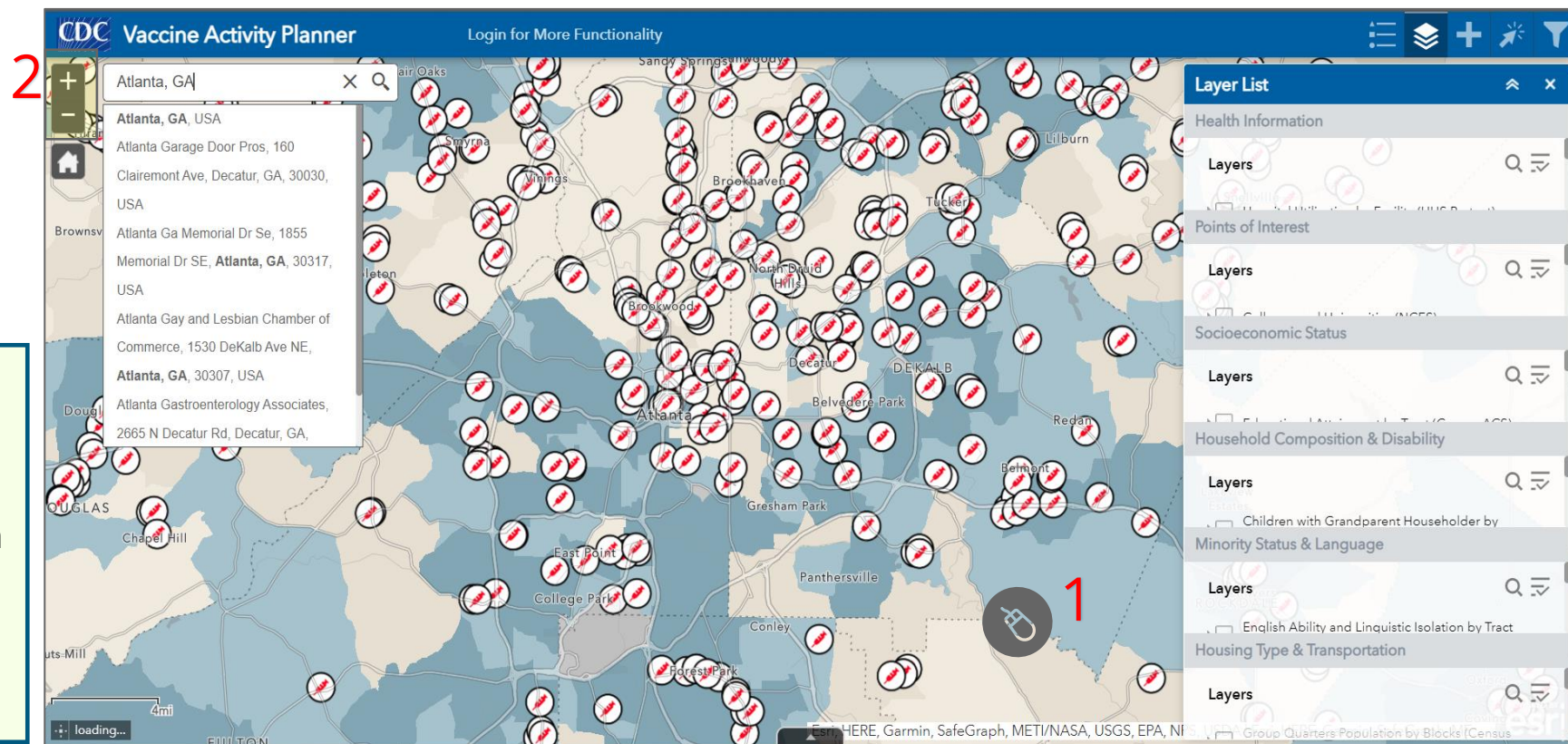
# How to Interact with Your Map (Pan & Zoom)

1. Click and drag your mouse to pan to different locations on the map
2. Use the + and – buttons in the top left corner to zoom in or out on a location



## Example Use Case

- Pan across areas to understand the Social Vulnerability Index (SVI) through the blue gradients in the desired area
- Zoom into areas with higher SVI denoted by the darker blue colors

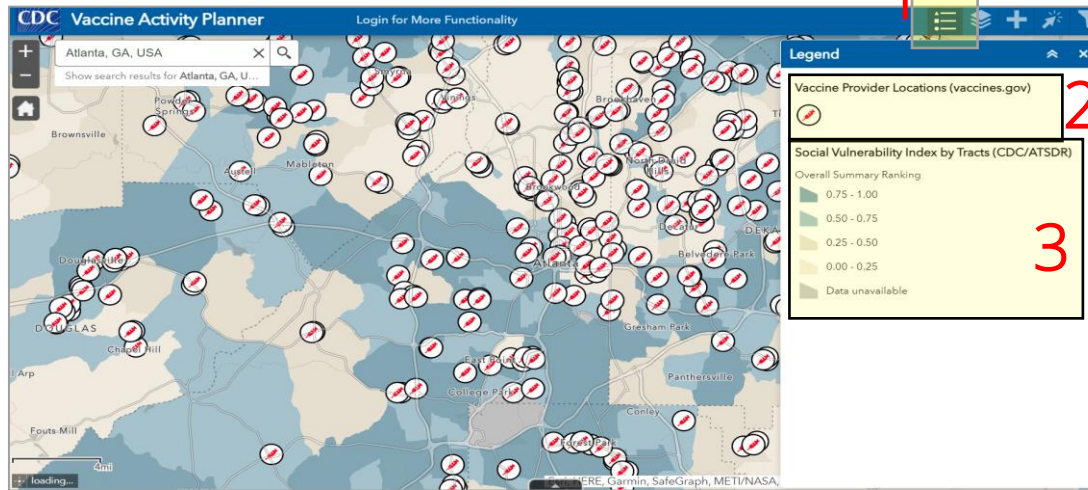




# How to View the Legend, Census Tract, and SVI Information

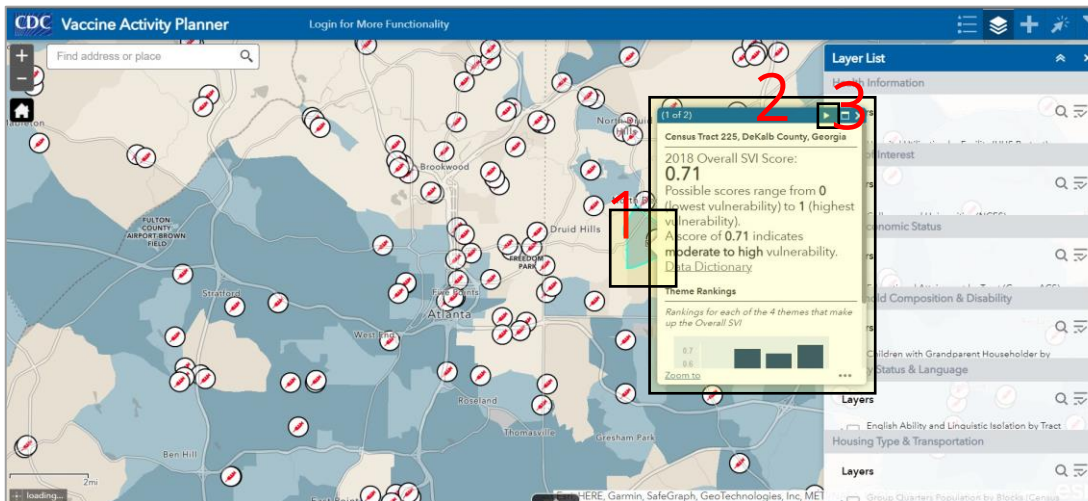
## How to View the Legend

1. Find the legend in the top right corner
2. Locate the vaccine provider locations by identifying the icon
3. Recognize the SVI gradient in blue



## How to Find Additional Census and SVI Information

1. Click on an area you are interested in
2. Find the Census Tract information
3. Click the arrow at the top to move to next card



## Example Insight & Use Case

- Social Vulnerability Index (SVI) is the degree to which a community exhibits certain social conditions, including high poverty, low percentage of vehicle access, or crowded households that may affect a community's ability to prevent human suffering and financial loss in the event of a disaster. [Source: SVI Data Dictionary](#)
- SVI indicates the relative vulnerability of every U.S. Census tract and includes four themes: Socioeconomic, Household Composition & Disability, Minority Status & Language, and Housing Type & Transportation
- Easily identify vulnerable areas with the **darker blue** demonstrating a higher ranking of SVI



# Step 2: Explore Layer List

Add & Toggle Layers

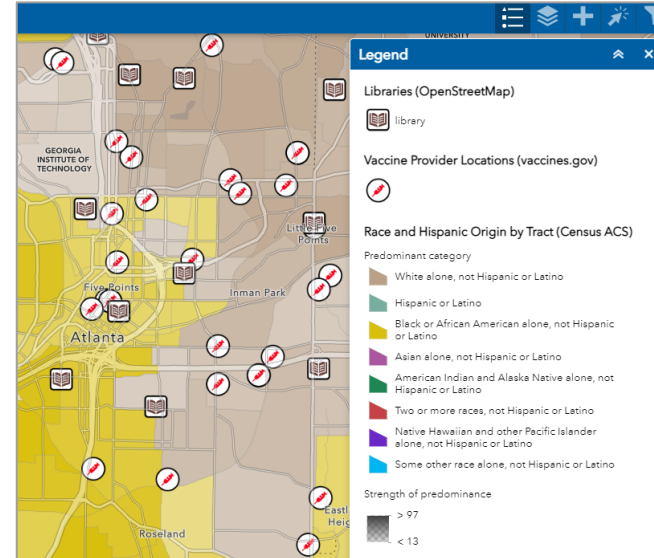
Available Layers in  
Layer List

# How to Add & Toggle Layers 1

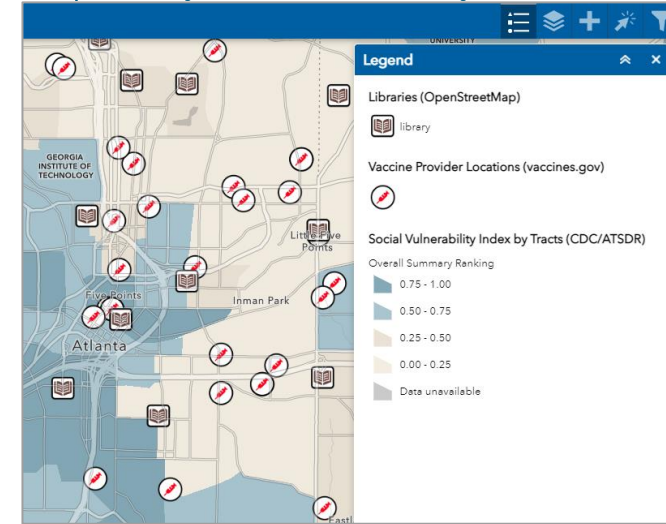
1. Explore the available layers in the layer list, including health information, points of interest, socioeconomic status, household composition & disability, minority status & language, housing type & transportation
2. To add a point of interest, click and check on the desired layer(s) to add. For example, Libraries and Race & Hispanic Origin by Tract
3. Toggle on/off SVI and Race & Hispanic Origin layers to view each layer independently (e.g. Map A and Map B)



Map A. Only Race &amp; Hispanic Origin



Map B. Only Social Vulnerability Index



## Example Insight & Use Case

The Vaccine Activity Planner includes a collection of data layers to explore in the interactive map. In this example, toggling between the Race and Hispanic Origin and SVI layers show that **the most predominant race and ethnicity group in Census tracts with higher SVI (darker blue in Map B) is Black or African American, not Hispanic or Latino (yellow in Map A) in many tracts in the Atlanta area.** Additional places of interest, such as Libraries, offer opportunities to conduct vaccination and outreach activities.

# Available Layers in Layer List

Health Information	Points of Interest	Socioeconomic Status	Household Composition & Disability	Minority Status & Language	Housing Type & Transportation
Hospital Utilization by Facility	College & Universities	Educational Attainment by Tract	Children with Grandparents Householder by Tract	English Ability and Linguistic Isolation by Tract	Group Quarters Population by Blocks
Cancer Prevalence by Census Tract	Libraries	Federal Poverty Status by Tract	Dependent Population by Tract	Language Spoken at Home by Tract	Housing Units in Structure by Tract
COPD Prevalence by Census Tract	Medical Facilities	Internet Connectivity by Tract	Disability by Type by Tract	Nativity and Citizenship by Tract	Neighborhood Redlining Grade, 1930s
Health Insurance Coverage by Tract	Places of Worship	Median Household Income by Tract	Household Size by Tract	Place of Birth by Tract	SVI- Housing/Transportation Theme by Tract
Obesity Prevalence by Census Tract	Private School	School Enrollment by Tract	Living Arrangements by Tract	Place of Birth by Tract	Vehicle Availability by Tract
Provisional COVID-19 Deaths by County and Race/Ethnicity	Public School	SVI – Socioeconomic Theme by Tract	Mothers of Children Under 17 of PUMAs	Race and Hispanic Origin by Tract	
Provisional COVID-19 Deaths by County	Vaccine Provider Locations		Multigenerational Households by PUMAs	SVI- Minority/Language Theme by Tracts	
	School District Boundaries		SVI- Household Composition/Disability Theme by Tract		
	U.S. Presidents Precinct Level Returns 2020				





# Step 3: Add data from ESRI Living Atlas

Add Data from ESRI  
Living Atlas

Order Layers and Set  
Transparency

# How to Add Data from ESRI Living Atlas

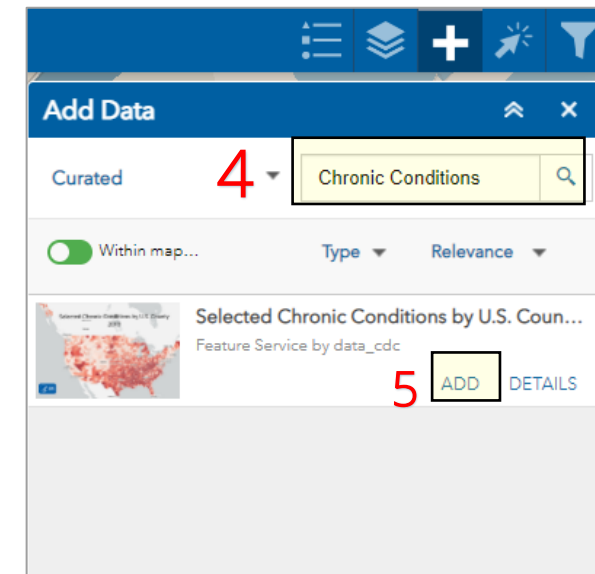
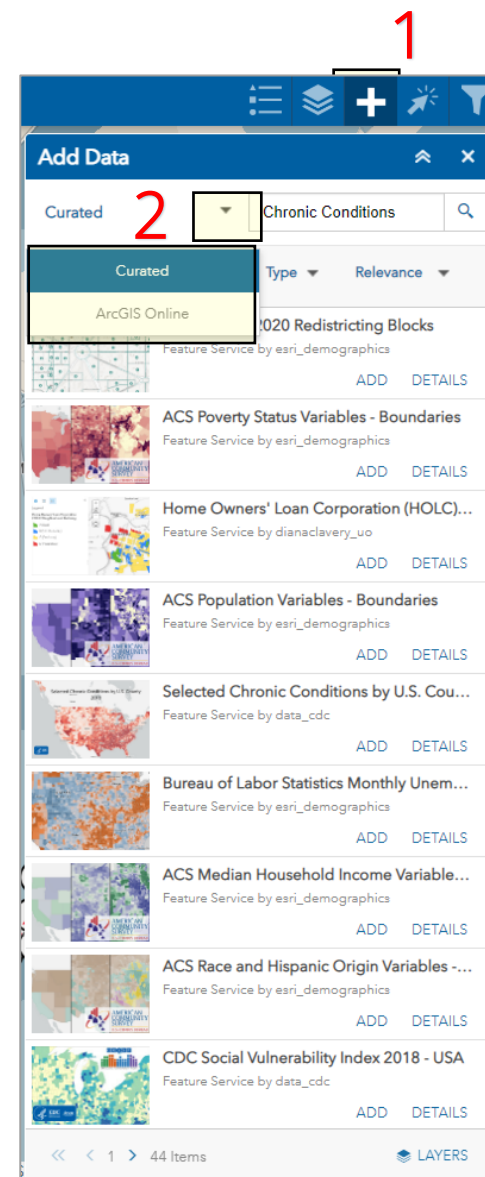
1. Click on the "Add Data" button in the top right corner
2. Click to open the drop-down list to search through the Curated or ArcGIS Online libraries
3. Choose between *Curated* or *ArcGIS Online*
4. Search data layer you are interested in viewing on the map
5. Add the map layer



## Example Insight and Use Case

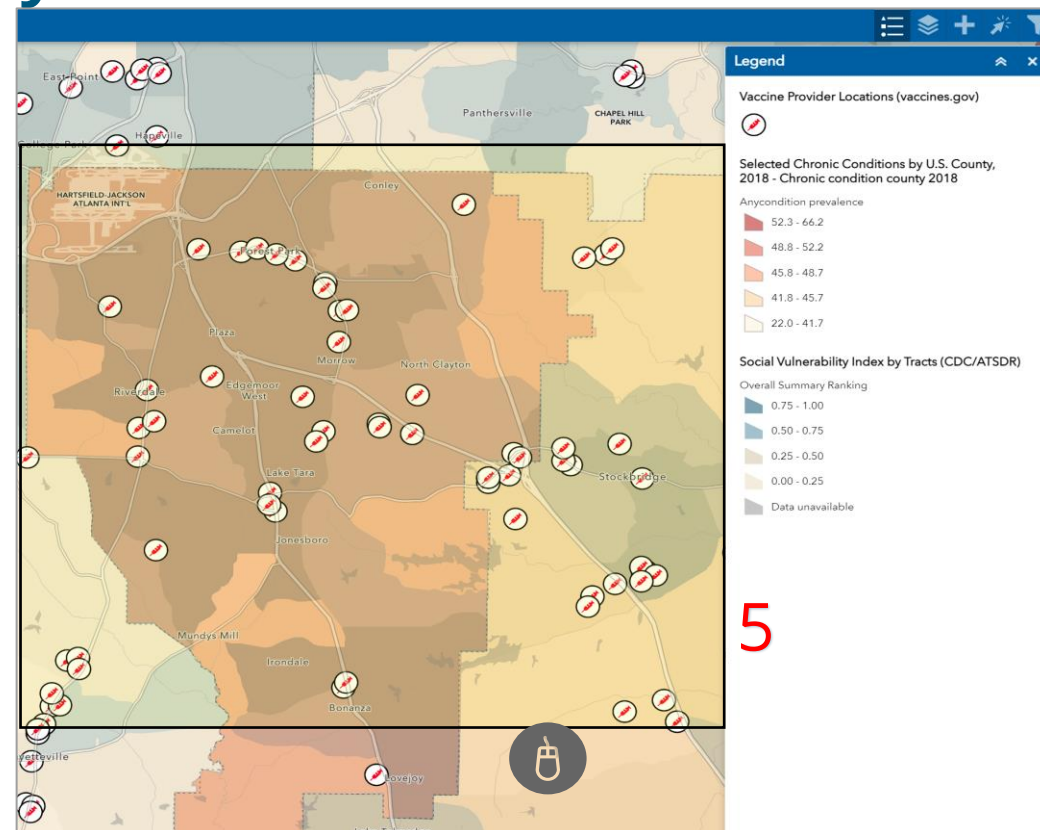
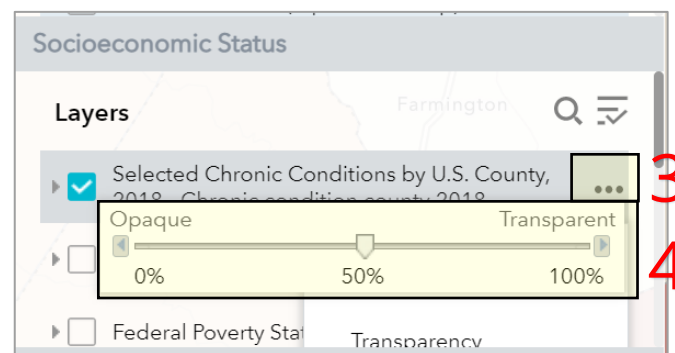
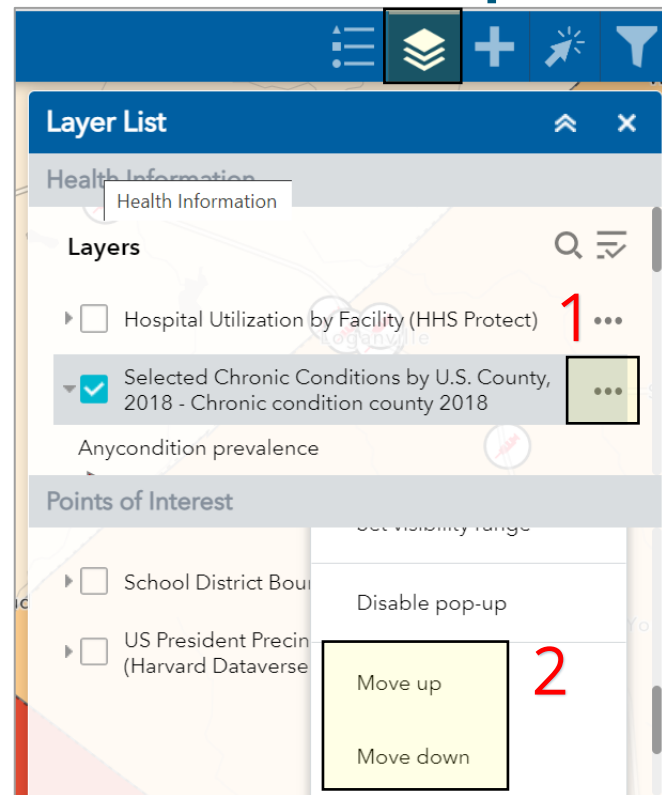
- The **Curated** collection features ready-to-use geographic information including maps and data selected as potential starting points for exploration. *For example, population living with **underlying conditions associated with increased risk of severe COVID-19 illness**, to identify communities with elevated risk of developing complications from COVID-19 to focus on for vaccination outreach*
- The **ArcGIS Online** collection includes maps and data uploaded by users that are available for public use. *For example, data uploaded by state health departments for localized planning (**COVID-19 Vaccination by Census Tract in Wisconsin**, **provider locations participating in the Vaccines for Children Program in Wisconsin/Indiana**)*

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# How to Order Layers and Set Transparency

1. Newly added layer might cover existing layers. To order layers, go to the layer list and click on the ellipsis next to the layer name for settings
2. For example, to move Vaccine Provider Locations to the top, click on "Move up."
3. To view multiple gradient maps, set transparency by clicking on the ellipsis next to the layer name for settings
4. For example, use the slider to adjust transparency, if needed
5. Pan and zoom to area with higher prevalence of **Selected Chronic Conditions** and higher **Social Vulnerability Index**



## Example Insight & Use Case

Areas with higher prevalence of chronic conditions and higher SVI indicate populations at higher risk of developing complications from COVID-19 who also might have socioeconomic barriers to access health care.





# Step 4: Search, Filter, Analyze

View Detailed Map  
Data in an Attribute  
Table

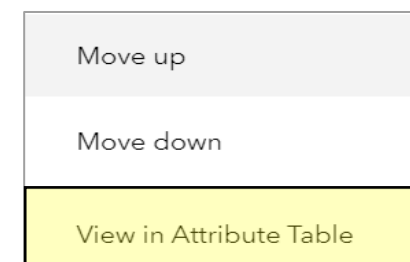
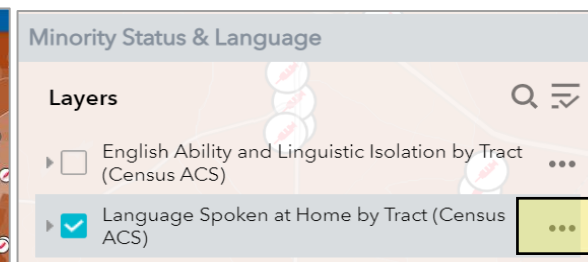
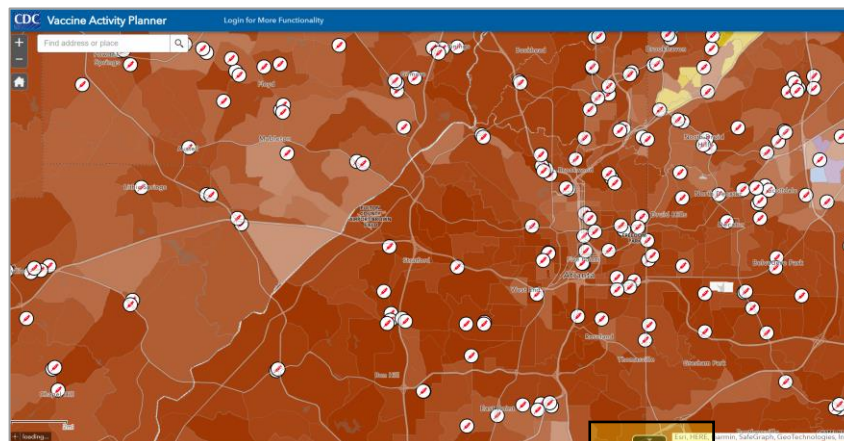
Filter Detailed Map  
Data to Meet Your  
Criteria

Analyze Detailed Map  
Data

Copy and Paste an  
Attribute Table to  
Excel

# How to View Detailed Map Data in an Attribute Table

- Click the arrow at the bottom of the screen to open attribute table
  - Alternatively, click on the ellipsis next to the layer name for settings
  - Click on "View in Attribute Table"
- Navigate tabs to view the attribute table associated with each map layer (e.g. Vaccine Provider Locations and Languages Spoken at Home)
- Note that when "Filter by map extent" is selected, the attribute table automatically updates to the viewable map area
- Hover over and drag the symbol up and down to view more/fewer rows of the table



1a

1b



## Example Insight & Use Case

- Get addresses and detailed information about the vaccine provider locations in tabular form
- View COVID-19 vaccines availability at specified vaccine provider sites to inform planning

Street Address 1	City	State	Zip
3672 Marathon Cir.	Austell	GA	30106
1810 MULKEY ROAD, SUITE 105	AUSTELL	GA	30106
186 Sunset Avenue	Atlanta	GA	30314
186 Sunset Avenue	Atlanta	GA	30314
1800 Howell Mill Road NW Suite 175	Atlanta	GA	30318
2323 Cheshire Bridge Road Northeast	Atlanta	GA	30324
3700 MLK r. Drive, SW	Atlanta	GA	30331
2244 Henderson Mill Road	Atlanta	GA	30345
4404 Hugh Howell Rd	Tucker	GA	30084
1707 North Blairs Bridge Rd	Austell	GA	30168



# How to Filter to Identify Areas/Places that Meet Your Criteria

1. Show the attribute table
2. Click on the map layer for which you are interested in filtering
3. Click on Options
4. Click on Filter
5. Click on "Add Expression" to filter by one field
6. For example, to filter for population who speak Spanish at home:
  - a. Select "Percent of Population Age 5+ Who Speak Spanish at Home" as the desired field
  - b. Select "is greater than" for selection criteria
  - c. Type in "50" as desired value
7. Click on "OK"
8. Click on "Add set" to filter by multiple fields
9. For example, to filter for population who speak Spanish at home in Gwinnett County:
  - a. Repeat 6a-6c
  - b. Select "County" as the desired field
  - c. Select "contains" for selection criteria
  - d. Type in "Gwinnett" as desired value
10. Click on "OK"
11. View the filtered results. Note that the number of Census Tracts that fit the criteria are now 14

1

2

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4

Census Tract	Georgia	Barrow County	Total Population 5 Years and Over	Total Population 5 Years and Over - Margin of Error	Population 5 to 17 Years	Population 5 to 17 Years - Margin of Error	Population 5 to 17 Years who Speak Only English	Population 5 to 17 Years who Speak Spanish - Margin of Error	Population 5 to 17 Years who Speak Spanish	Population 5 to 17 Years who Speak Other Indo-European languages
Census Tract 1801.04			2,255	334.00	376	118.00	313	124.00	29	32.00

5

6a

6b

6c

7

Filter

+ Add expression + Add set

Display features in the layer that match the following expression

Percent of Populatic is greater than 50

OK Cancel

8

9a

9b

9c

9d

10

Filter

+ Add expression + Add set

Display features in the layer that match the following expression

All of the following expressions in this set are true

Percent of Populatic is greater than 50

County (String) contains Gwinnett

Case sensitive

OK Cancel



## Example Insight & Use Case

Identify areas where most of the population speaks Spanish at home in Gwinnett County, for example, for Spanish-language communications and outreach materials.

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Object ID	Geographic Identifier - FIPS Code	Area of Land (Square Meters)	Area of Water (Square Meters)	Name
29821	13135050435	4,168,833.00	62,582.00	Census Tract 504.35
80551	13135050327	1,401,223.00	0.00	Census Tract 503.27
80552	13135050328	2,018,426.00	13,369.00	Census Tract 503.28
80555	13135050331	2,571,896.00	25,608.00	Census Tract 503.31

14 features 0 selected



# How to Analyze Detailed Data for a Specified Map Area

1. Find the "Select" button at the top right corner
2. Click "Select" to begin the selection process
3. To create a new selection, click and drag your mouse across the area of interest
  - a. To add to a selection, hold **shift** and drag
  - b. To remove from selection, hold **ctrl** and drag
4. Note that the selected area will turn highlighter blue in the map and in the attribute table
5. To clear all selection, use the "Clear" button



## Example Insight & Use Case

The selection tool allows you to best draw a border around your location of interest for further exploration.

In this example, the map selection focuses on the western and southeastern areas of Atlanta where many of the Census tracts have above-average SVI. Viewing the selected area in highlighter blue in the table pulls together address and COVID-19 vaccines availability at vaccine provider locations in these areas.

4

5

3a,b

Street Address 1	City	State	Zip	Current As Of	In Stock
160 Sunset Avenue	Atlanta	GA	30314	6/9/2022, 4:00 AM	Yes
10 Park Place South, SE	Atlanta	GA	30303	4/21/2022, 4:00 AM	No
180 Sunset Avenue	Atlanta	GA	30314	3/18/2021, 4:00 AM	No
1105 Research Center Atlanta Dr SW	Atlanta	GA	30331-8592	3/20/2023, 4:00 AM	Yes
1800 Howell Mill Road NW Suite 175	Atlanta	GA	30318	1/21/2022, 3:00 AM	No
1175 Cascade Pkwy SW	Atlanta	GA	30311	4/21/2022, 4:00 AM	No

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# How to Copy and Paste an Attribute Table to Excel

1. Open a blank excel spreadsheet
2. Type in the title of each attribute table column
3. Show the attribute table
4. Highlight the attribute table columns and rows
5. Copy the table
6. Paste in Excel

1

2

3

4

5

6

Street Address	City	State	Zip	Current As Of	In Stock
3672 Marathon Cir.	Austell	GA	30106	8/17/2021, 4:00 AM	No
1871 Chamblee Tucker Rd	Chamblee	GA	30341-2737	3/19/2023, 4:00 AM	Yes
2066 US HIGHWAY 78	Tallapoosa	GA	30176	3/13/2023, 4:00 AM	Yes
1810 MULKEY ROAD, SUITE 105	AUSTELL	GA	30106	5/19/2022, 4:00 AM	No
186 Sunset Avenue	Atlanta	GA	30314	6/3/2022, 4:00 AM	Yes
10 Park Place South, SE	Atlanta	GA	30303	4/21/2022, 4:00 AM	No
127 ENTERPRISE PATH, SUITE 401	HIRAM	GA	30141	3/22/2022, 4:00 AM	No
Southern Medical Clinic, LLC	East Point	GA	30344-3618	9/28/2021, 4:00 AM	No
186 Sunset Avenue	Atlanta	GA	30314	3/15/2021, 4:00 AM	No

