

Partnering for **Vaccine Equity**



Learning Community Webinar
4/24/23



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

INTRODUCTION

Today's Speakers



James Lee

**Medical Officer, NCIRD Immunization Services
Centers for Disease Control and Prevention**



Javona Brown

Data-Informed Technical Assistance, Deloitte



Ryan Ferrera

Data-Informed Technical Assistance, Deloitte



Eve Lee

Data-Informed Technical Assistance, Deloitte



Learning Community Webinar:

Introducing CDC's Vaccine Activity Planner

**Partnering for Vaccine Equity, Data-Informed Technical Assistance
April 24, 2023**

Agenda

- | | | |
|---|--|----------------|
| 1 | Introduction | 3:00 – 3:05 PM |
| 2 | Overview of Data-Informed Technical Assistance | 3:05 – 3:10 PM |
| 3 | Overview of Vaccine Activity Planner | 3:10 – 3:15 PM |
| 4 | Live Demo of Vaccine Activity Planner | 3:15 – 3:35 PM |
| 5 | Example Scenario and Q&A | 3:35 – 3:45 PM |
| 6 | Overview of How-to Guide | 3:45 – 3:50 PM |
| 7 | Next Steps | 3:50 – 4:00 PM |

Data-Informed Technical Assistance to Inform Vaccine Outreach

As part of CDC's Partnering for Vaccine Equity program, CDC provides awardees and community partners additional data analysis support, if needed, **to use a data-driven approach to promote vaccine confidence and uptake.**

Sample questions we've helped use data to answer:

- Where are the **communities most in need** of adult vaccination outreach?
- Where are there **access barriers**?
- What **population characteristics** could support tailored adult vaccination outreach and messaging?



Training Options and Materials for Vaccine Activity Planner

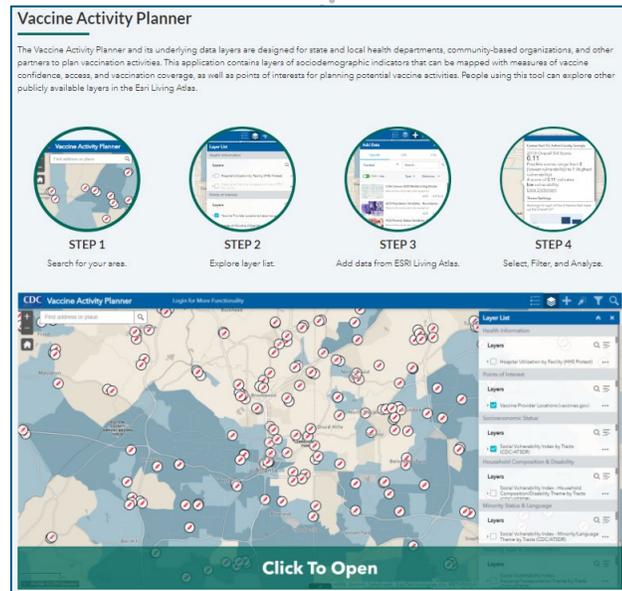
The DITA team can support you in leveraging publicly available data tools, such as the Vaccine Activity Planner, to inform strategies and planning for your communities. Our support includes an introductory webinar, a how-to guide, and additional training and office hours, if needed.



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:

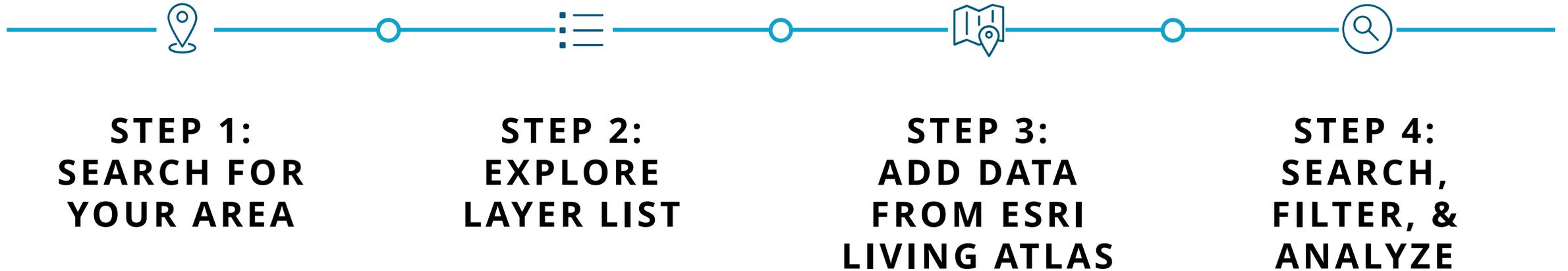
What communities should be prioritized for vaccination support?

- ✓ Identify communities with potential socioeconomic and physical access barriers to vaccination
- ✓ Examine proximity of vaccination sites to where the communities in need are located

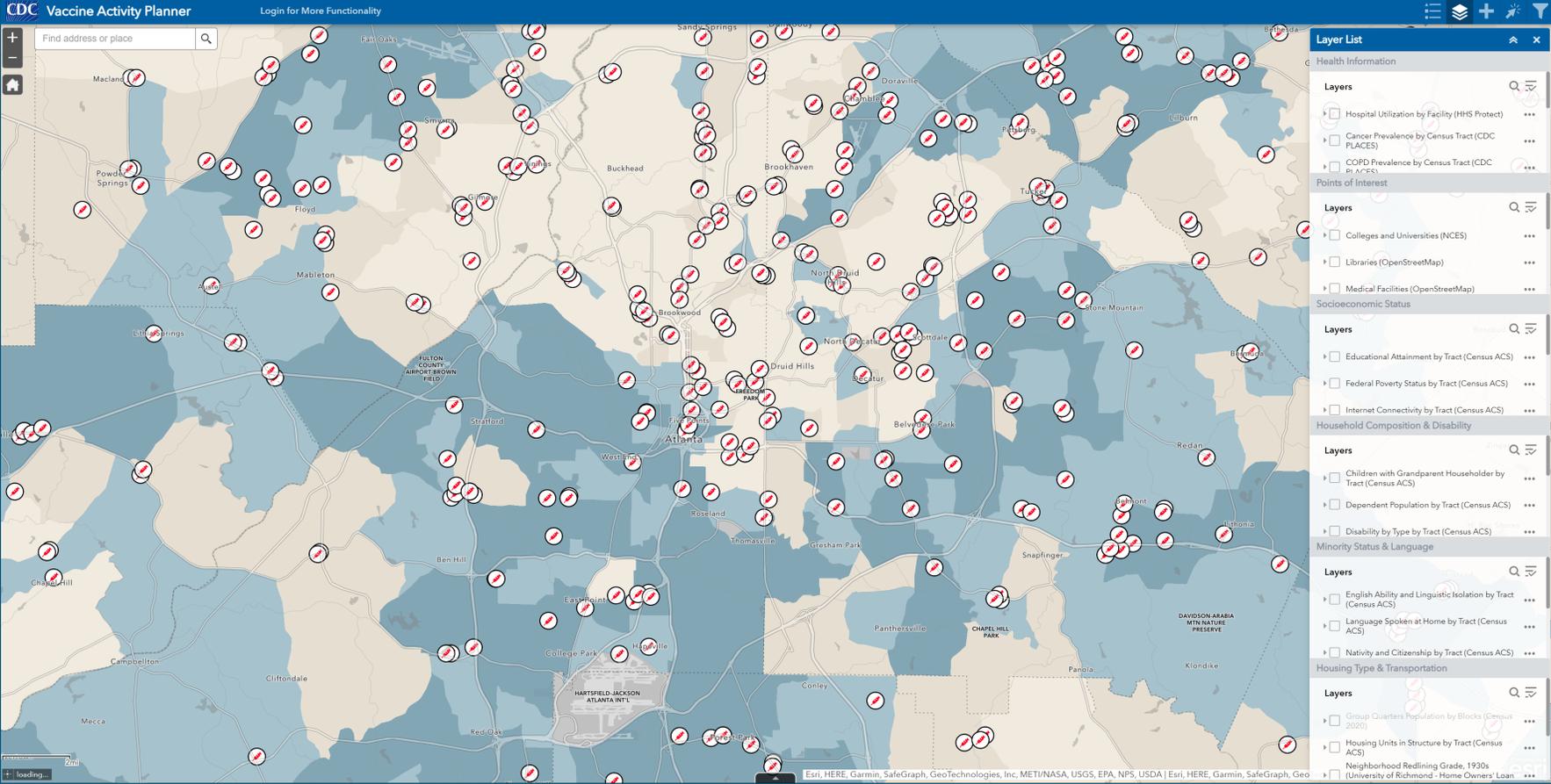
What strategies should be used to disseminate messages and conduct outreach?

- ✓ 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

Vaccine Activity Planner: Demo



Live Demo of the Vaccine Activity Planner



Explore on Your Own!

Where are the areas in your community with higher social vulnerability? Where are the vaccine provider locations near them?

1. Open the [Vaccine Activity Planner](#) in your browser
2. Navigate to the area where you are planning to conduct vaccination and outreach activities
3. Identify **vaccine provider locations** and **schools** in the Census Tracts with *higher Social Vulnerability Index*
4. Type in the chat if you have any questions!

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 with screenshots
- Includes a navigation panel and home button with links to preview steps and quickly navigate towards desired step or the table of contents

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

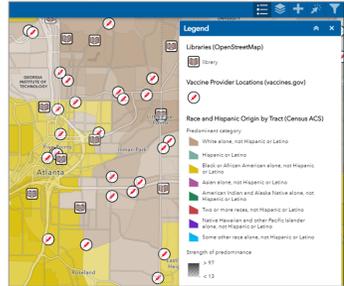
Add & Toggle Layers

How to Add & Toggle Layers 1

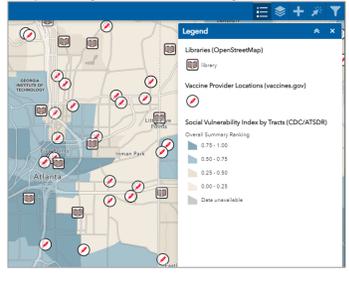
1. Explore the available layers in the layer list, including health information, points of interest, socioeconomic status, household composition & disability, minority status & language, housing type & transportation
2. To add a point of interest, click and check on the desired layer(s) to add. For example, 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 & 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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DATA TO ACTION

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

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Event Satisfaction Poll

Please answer a few poll questions. We appreciate your feedback!

How strongly do you agree with the following statements?

1. I feel like the Vaccine Activity Planner could be useful in supporting my organization's strategy and planning.
2. I'm comfortable using the Vaccine Activity Planner to help inform planning after today's demo.
3. I would be interested in additional training to further explore the Vaccine Activity Planner.

Thank You for Joining Today!

- A **recording of this webinar** and the **How-to Guide** will be shared with Partnering for Vaccine Equity members after the event
- **Please reach out to the Data-Informed Technical Assistance team** if you would like additional training on using the Vaccine Activity Planner!
 - Please reach out via datainformedTA@cdc.gov



Upcoming Events

- 1) April 27th, 2:30 pm – 3:30 pm ET: **[Collecting Qualitative Data in Your Community](#)**
 - Session Now FULL; to get on the waitlist send a message to vaxequitylearning@urban.org

- 2) May 2nd, 1 pm – 2 pm ET: **Vaccine Access After the End of the Public Health Emergency: What's Changing? What Isn't?**
 - Register at: <https://us02web.zoom.us/meeting/register/tZcvdOGsrDMsGdXspHL7f7t8RJeZHhaZ0MQd#/registration>

- 3) May 3rd, 12:30-1:00 pm ET: **P4VE Learning Community Member Orientation**
 - Register at: https://us02web.zoom.us/webinar/register/WN_44tDt0EXSdKqQQQz5FRWXg#/registration

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