



**Warren City Health District
Plan
“Encouraging Senior COVID-19
Vaccination”**

EXECUTIVE SUMMARY

CATEGORY: CAPACITY BUILDING (ENGAGEMENT STRATEGY)

THIS TOOL WAS DEVELOPED WITH INPUT FROM HEALTH DISTRICT STAFF AND SENIORS COMING INTO CLINICS DURING THE HEIGHT OF THE PANDEMIC IN 2021. THE TOOL HAS BECOME A BEST PRACTICE FOR US AS WE UTILIZED INPUT FROM SENIORS TO SEE HOW TO REACH OTHER SENIORS. THE TOOL HAS BEEN MODIFIED TO INCLUDE USING OTHER HEALTH DISTRICT STAFF AS WELL AS USING OUR MOBILE UNIT THAT WAS RECEIVED IN JUNE OF THIS YEAR.

BY FORGING PARTNERSHIPS WITH CHURCHES AND OTHER COMMUNITY ORGANIZATIONS SERVING SENIORS IT HAS HELPED ELIMINATE THE BARRIERS THAT SENIORS FACE IN ACCESSING VACCINES. MANY SENIORS DO NOT DRIVE AND TRANSPORTATION CAN BE AN ISSUE.

WE CONTINUE TO ASK SENIORS COMING INTO OUR VACCINE CLINICS HOW THEY ARE HEARING OF THE CLINICS. WE USE THEIR RESPONSES TO DETERMINE HOW WELL WE ARE REACHING THE TARGET AUDIENCE.

LESSONS LEARNED: USING TRUSTED MESSANGERS FROM THE COMMUNITY AID IN HELPING TO GET THE MESSAGE ACROSS. WE USED PASTORS, COMMUNITY HEALTH WORKERS, AND BARBERS TO AID US IN DEVELOPMENT OF THIS TOOL

Warren City Health District Plan to encourage COVID-19 vaccination in the senior population of 60+ years and those with underlying conditions that are at high risk of severe COVID-19 infection.

- Holding COVID-19 vaccination clinics weekly at the Health District. These are walk-in clinics with no appointment needed. If someone is unable to physically come in to the clinic building, curbside vaccination is offered. The clinics are promoted on social media sites, including Facebook and Twitter, and through flyers distributed locally. These clinics are advertised on a local TV station and aired at different times throughout the day to reach the widest audience.
- Partnering with several local churches to offer walk-in vaccine clinics at different church locations on weekends and evenings. Clinics are well advertised, open to the general public, and are held in conjunction with other church events to draw more people.
- Attending local events such as Health Fairs, Senior days, Festivals, Farmer's Market, and Flea Markets where information can be distributed to the attendees about the different clinics available to receive the COVID-19 vaccine.
- Sending information about our clinics to senior newsletters, senior housing, Scope centers.
- Partnering with Medicare / Medicaid managed care organizations to give COVID-19 vaccine clinic times and dates to their over 60 clients.
- Setting up clinics in conjunction with Produce distributions at local homeless shelters, churches, community agencies and having them put our flyers in the grocery bags distributed
- Offering vaccine to those individuals coming into our facility for HIV testing.
- Giving vaccine information to HIV Coordinator to distribute during speaking engagements at Substance Abuse Centers.
- Working with Community Health Workers to distribute vaccine flyers to their clientele.
- Having flyers regarding Covid 19 vaccinations available in local soup kitchens or community meal locations.
- Having flyers in areas frequented by individuals such as libraries, beauty and barber salons, bingo, grocery stores, pharmacies, check cashing facilities, dollar stores, dry cleaners, laundromats, etc.
- Offering COVID-19 vaccine on the Mobile Unit as it travels throughout the city performing health screenings.