



# **Bridging the Gap: The Critical Role of Partners in Enhancing Equitable Access to Updated COVID-19 Vaccines**

## **CDC's Bridge Access Program for COVID-19 Vaccines**

October 2023

# The Bridge Access Program is a temporary program to close a gap in access to COVID-19 vaccines

The CDC is committed to **ensuring broad access to updated COVID-19 vaccines** after they were commercialized, including for uninsured and underinsured adults.

On April 18, HHS announced the **Bridge Access Program For COVID-19 Vaccines**, to maintain broad access to updated COVID-19 vaccines for millions of uninsured Americans.

The Bridge Access Program launched in September and is a **temporary program to cover updated COVID-19 vaccinations** post-commercialization.

## The Bridge Program will help...



*Adults (18+) without health insurance*



*Adults (18+) with health insurance that does not cover COVID-19 vaccines from in-network providers for free*

## to access free COVID-19 vaccines through...

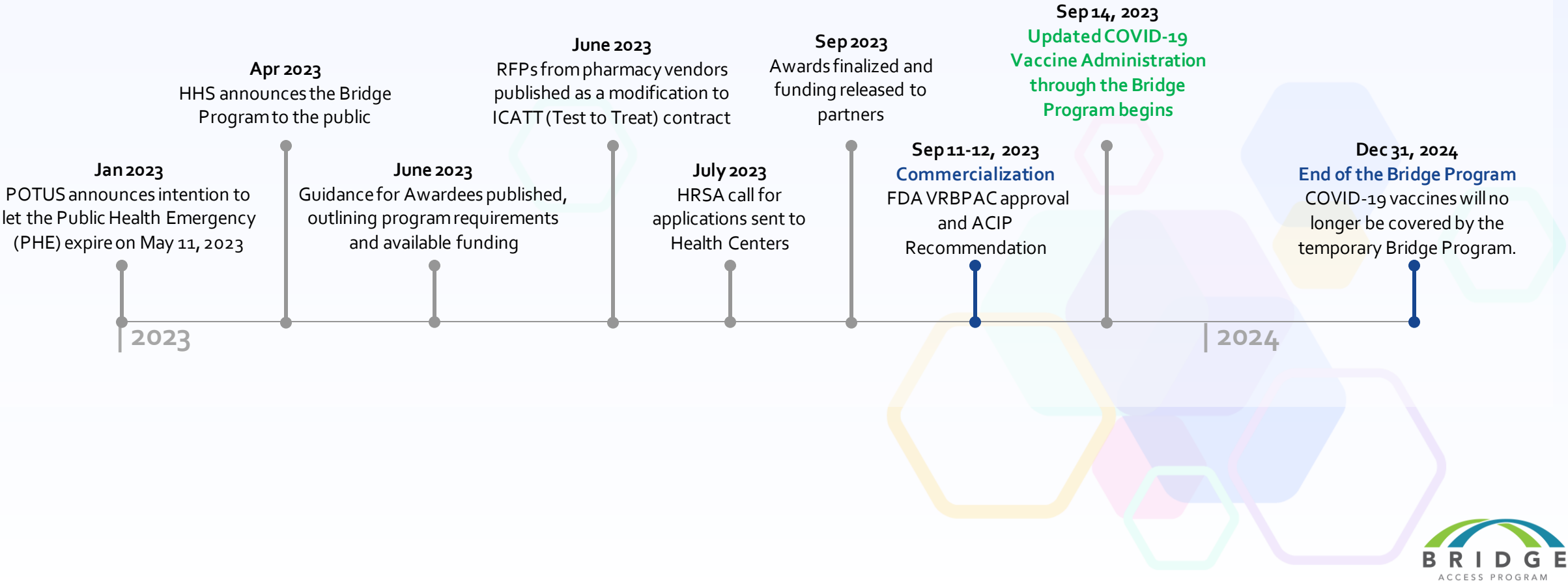


*State and local health departments, their enrolled providers, and local health centers*



*Select retail pharmacies, including CVS, Walgreens, and additional pharmacies contracted under eTrueNorth*

# The Bridge Access Program will end by December 2024



# The Program is a two-part solution to 'bridge' the gap in access

## Health Centers & Health Departments

Program  
Details

Leverages the existing public sector “safety net,” with CDC procuring and distributing vaccines through state immunization awardees, LHDs, and HRSA supported health centers

Doses

~50% of estimated required vaccine doses for the uninsured

## Retail Chain Pharmacies

Funded partnerships with chain pharmacies to store and administer vaccines at their retail locations

~50% of estimated required vaccine doses for the uninsured

# Partners will work together to implement the program

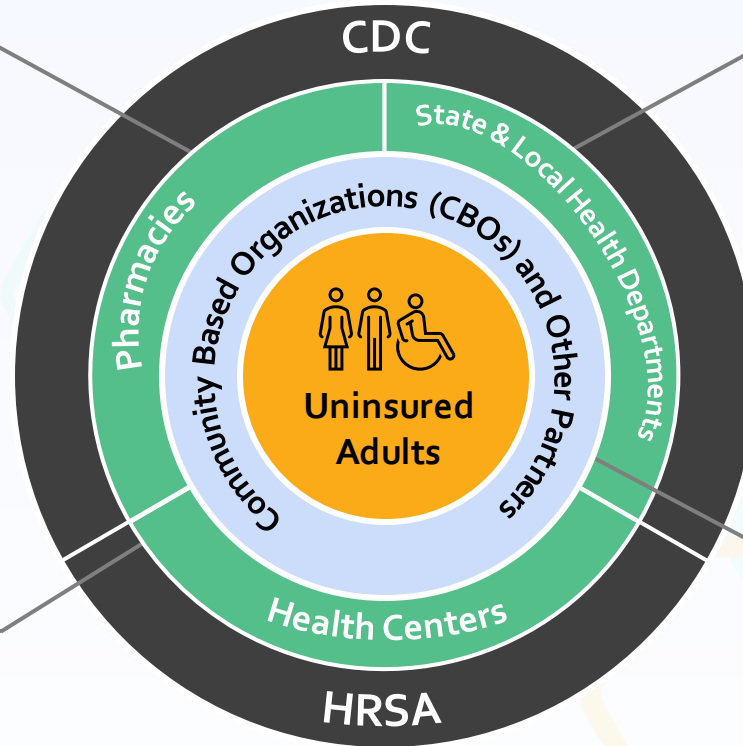
CDC is leading coordination among **Jurisdictions**, **HRSA-supported health centers (e.g., FQHCs)**, **pharmacies**, and other **CDC-funded partners** to provide access to COVID-19 vaccines for adults who are uninsured and underinsured.

## PHARMACIES

*Pharmacies are using their established vaccination infrastructure to administer doses of COVID-19 vaccines.*

## HEALTH CENTERS

*HRSA-supported health centers are administering vaccines to eligible adults through their existing provider networks.*



## JURISDICTIONS

*Jurisdictions are using their existing partnership with the CDC to quickly distribute COVID-19 vaccines to 317-enrolled providers and partner to reach adults without health insurance or without no-cost access to COVID-19 vaccines.*

## OTHER FUNDED PARTNERS

*Partners will use funding from CDC to partner with others, promote the program, and conduct outreach to eligible individuals.*

# Your work continues to be critical to reach eligible adults

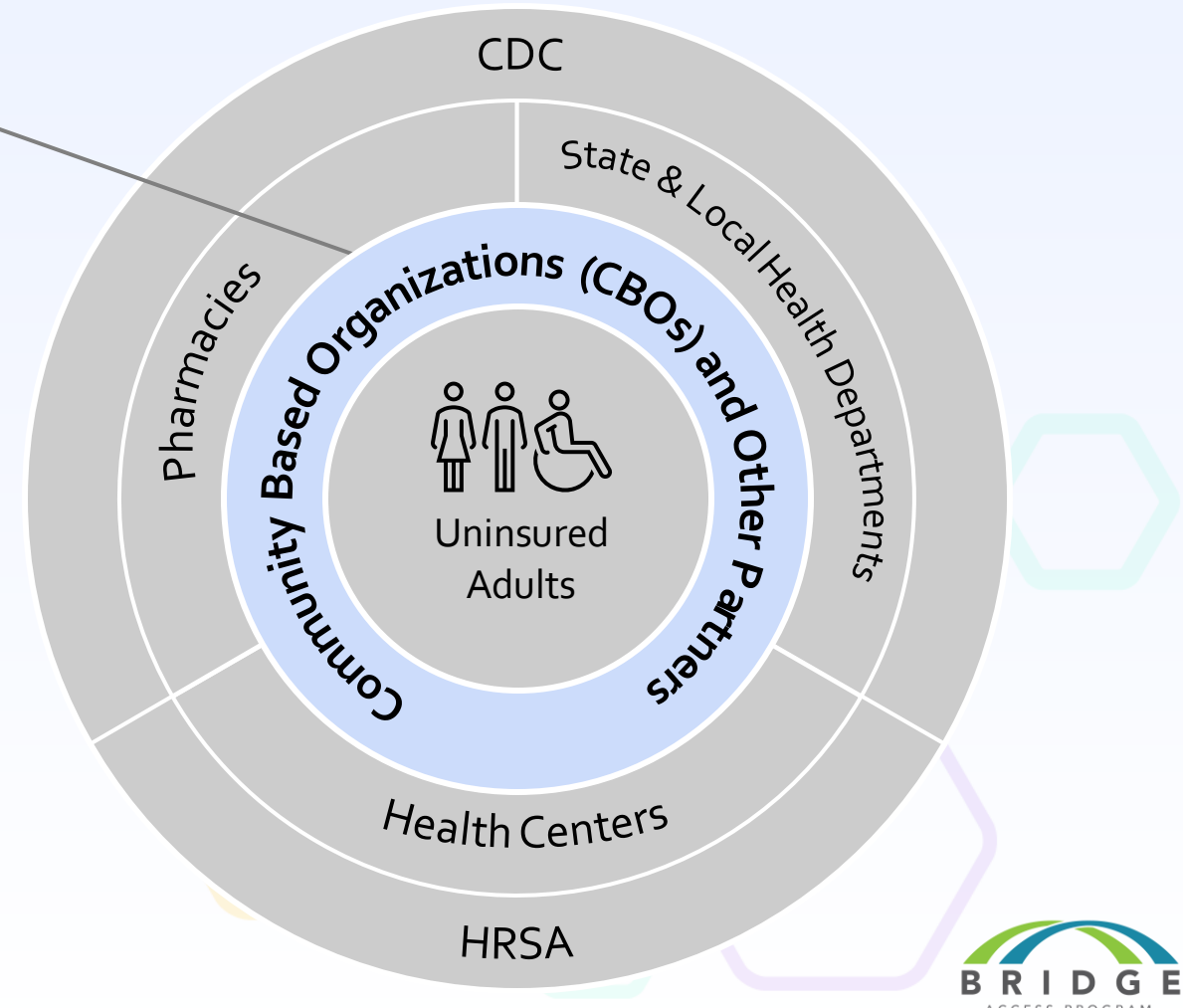
National and community organizations – like you – can partner with pharmacies, jurisdictions, and HRSA-supported health centers to promote the program and conduct outreach to eligible individuals. Your organizations will be critical to reaching uninsured and underinsured adults and improving vaccine uptake.



## OTHER CDC-FUNDED PARTNERS

### *Partners can:*

- Host **community outreach events** to spread awareness of the Bridge Program
- Work within their communities as **trusted messengers** of the Bridge Program
- Partner with providers and other Bridge Program partners to hold **vaccine clinics** to provide greater access to vaccination
- Develop **educational materials** to promote COVID-19 vaccination and the Bridge Program



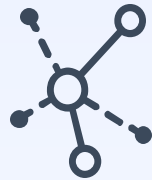
# P4VE partners' work has helped CDC reduce inequities in vaccines access across the country

*As of March 2023, CDCF partners have achieved the following and more:*



38,195

Trusted messengers trained



3,347

Partnerships established



164,451

COVID-19 vaccines administered at any vaccination site established due to partnership

## Partner Spotlights



### CDCF and the Gregory B. Davis Foundation

Implemented a **community-based organization partnership program, which increased programmatic reach** to hundreds of additional citizens across the Roanoke Valley, fostering direct contact for education and vaccination.



### CDCF and the Philadelphia Chinatown Development Corporation

Partnered with their local health department to analyze the **first COVID-19 vaccine survey available in 21 languages** in the history of Pennsylvania.

***The work P4VE partners do is essential to CDC's commitment to vaccine equity.***  
*Your partnership in the Bridge Access Program will build on that work and open new opportunities for collaboration between communities, CDC, public health departments, and providers.*

# Bridge Access Program funding can enable you to build on your current vaccine equity work



**If funding is available**, CDCF can expect to receive Bridge Access Program funding in FY24 at the same time as they would typically receive funding for the next performance year (~April 2024); as always, CDCF will determine which community-based organizations are funded for future years.



**Bridge Access Program funding does not impact your current scope of work.** You should continue your important work to support vaccine equity for racial and ethnic minority groups.



**Once you receive funding**, we ask that you *also* conduct work to reach out to and promote COVID-19 vaccine uptake among adults without health insurance or adults whose health insurance does not provide coverage for free COVID-19 vaccines.



# Communications and Partner Resources



# Upcoming Media Campaign

CDC's upcoming national media campaign will promote the Bridge Access Program through English and Spanish messaging on multiple platforms to encourage adults without health insurance that covers all COVID-19 vaccine costs to get vaccinated.

## PAID ADS ON FACEBOOK AND INSTAGRAM



**Ads will encourage eligible adults to visit [vaccines.gov](https://www.vaccines.gov) to find a participating provider**

- 60-70% of Americans have a Facebook account
- Ads will be in both English and Spanish

## MATTE RELEASE AND DIGITAL RADIO ADS



**Articles and digital radio messages will improve reach to priority populations**

- Messages will be in both English and Spanish
- CDC identified specific geographies with high rates of uninsured populations and further segmenting our audience to prioritize Black and Hispanic populations<sup>1</sup>

## ORGANIC SOCIAL MEDIA



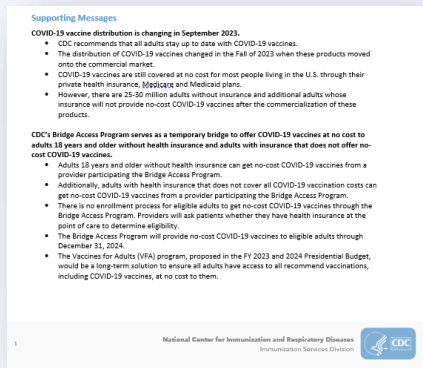
**Posts on CDC social media channels will continue to reach a large audience**

- Graphics are available for download in English and Spanish on the Bridge Access Program webpage under [Communication Resources](#)

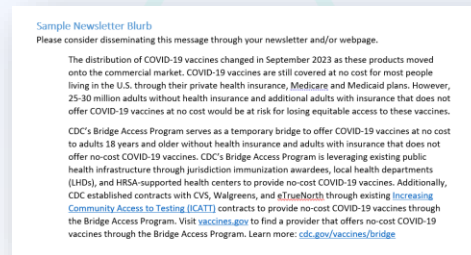
<sup>1</sup> Data used is from the Office of the Assistant Secretary for Planning and Evaluation (ASPE)

# Toolkit for Partners

A [Communications Toolkit](#) is available on the [Bridge Access Program website](#) to help partners promote the program. All communication assets are downloadable and adaptable should partners want to disseminate them directly through their offices, websites, and social media channels.



Key messages



Sample newsletter



Program resources

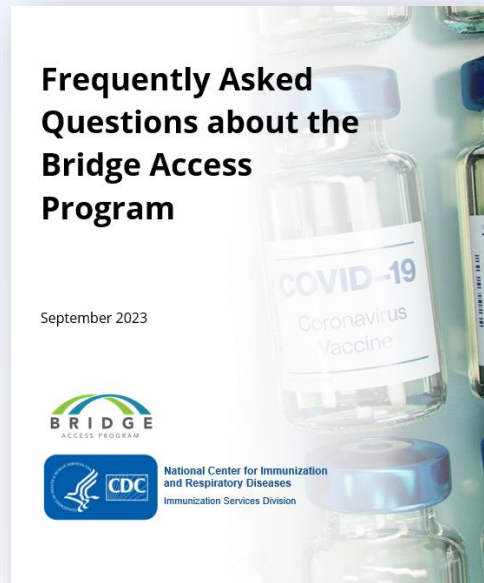


Promotional materials

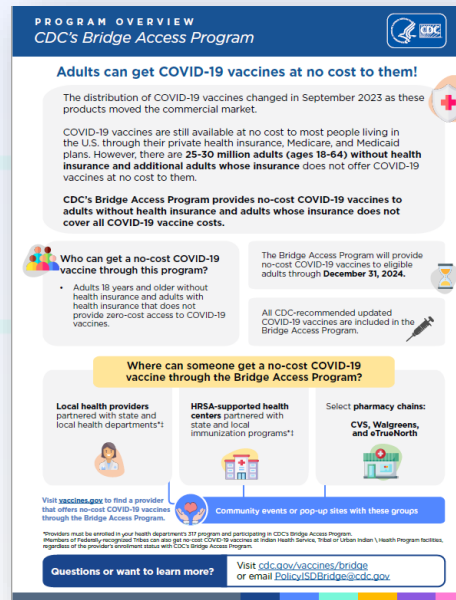
*Additional materials may be added over time.*

# Program Resources & Promotional Materials

Use these [program resources](#) and [promotional materials](#) from the toolkit to help promote COVID-19 vaccination and the Bridge Access Program.



FAQ



One-pager



Social media messages

# What can I do today to spread the word about the program?

- Continue the important work you already do to support vaccine equity.
- Share and comment on social media posts about the program.
- Start conversations with your community about the program.
- Read through the [Communications Toolkit for Partners](#) and other available resources.
- Check out the [Bridge Access Program website](#) for all the latest information.

*Reach out to your Program Officer/Technical Monitor with any questions.*

# Q&A

Come off mute to ask questions or add them to the chat!

# Thank you!

Visit the [Bridge Program Website](#) for downloadable resources and answers to frequently asked questions.

For any other questions, reach out to your CDC Project Officer and/or Technical Monitor or to [PolicyISDBridge@cdc.gov](mailto:PolicyISDBridge@cdc.gov).

For more information, contact CDC  
1-800-CDC-INFO (232-4636)  
TTY: 1-888-232-6348 [www.cdc.gov](http://www.cdc.gov)

The findings and conclusions in this report are those of the authors and do not necessarily represent the official position of the Centers for Disease Control and Prevention.

Photographs and images included in this presentation are licensed solely for CDC/NCIRD online and presentation use. No rights are implied or extended for use in printing or any use by other CDC CIOs or any external audiences.

