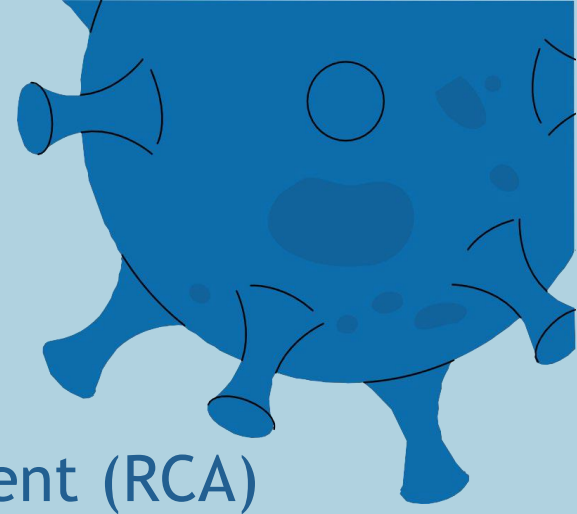


Setting the stage

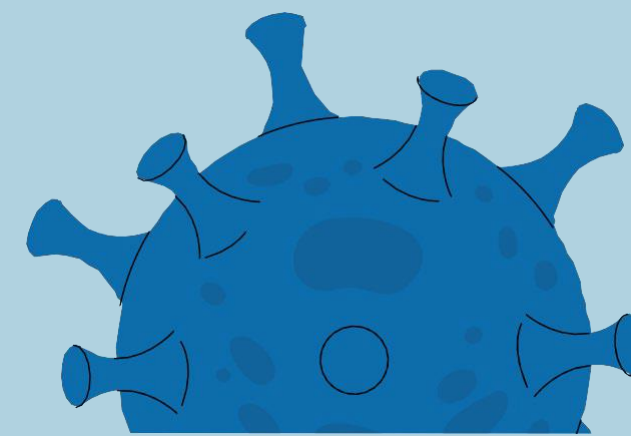


Long Beach Community

- Large metropolitan area situated in Los Angeles County, California, with approximately **460,000 residents**.
- **43.9%** Hispanic or Latino; **27.8%** White alone, not Hispanic or Latino; **12.1%** Black or African American; and **13.0%** Asian.
- **16.2%** poverty rate (higher than the U.S. average of ~11%).
- **80%** of residents have a high school diploma; **roughly 33%** hold a bachelor's degree.
- **COVID-19 vaccination coverage** is notably low among Black/African American and Hispanic/Latino populations. Zip codes 90805 and 90813 report some of the lowest vaccination rates. **Pediatric and infant COVID-19 immunization rates** across the city are also insufficient with less than one-third of children aged 5 to 11 in Long Beach fully vaccinated.
- **Routine childhood immunizations** face challenges, particularly in low Healthy Places Index (HPI) areas. For instance, at an elementary kindergarten, only 74% of children are up-to-date on their required routine immunizations. Similarly, another elementary school has 12% of kindergarten students overdue on one or more routine vaccines.

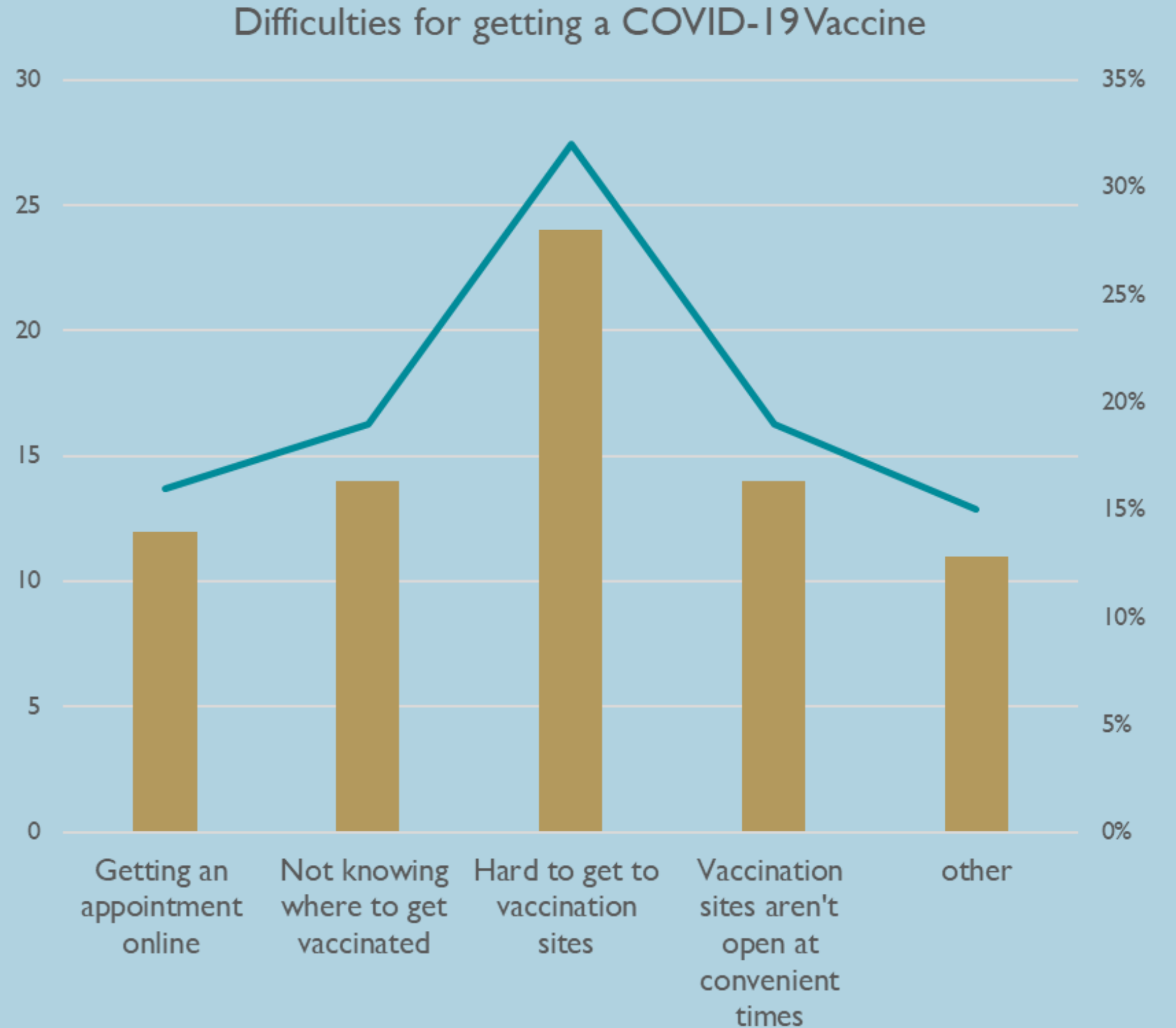
Methods Used

- The Long Beach Rapid Community Assessment (RCA) team employed two primary data collection methods: survey dissemination and three focus groups. Utilized the CDC's RCA survey template, incorporating additional questions related to influenza.
- For one focus group, the CDC's RCA focus group questions specifically tailored to the Cambodian community were used.
- Additionally, a collaboration with Centro CHA, a community-based organization (CBO), and their Promotoras were leveraged to create culturally relevant and affirming questions. The focus groups were conducted in Spanish and Khmer.



Highlights of RCA Method Results

“As a migrant worker, it is difficult to get government services, such as calling over the phone to get an appointment and not having transparency in the potential cost of services”



What Challenges Exist Regarding COVID-19 Vaccination?

- Difficulties engaging certain communities with low vaccination rates
- Community members lack transportation to community vaccination sites
- Many community members are not aware of community vaccination sites, and do not know where to get vaccinated
- Lack of trust in vaccine safety and effectiveness
- Negative COVID-19 safety and efficacy information circulating
- Negative perception of the Health Department/lack of trust in government entities

MOBILE VACCINATION OPERATIONS

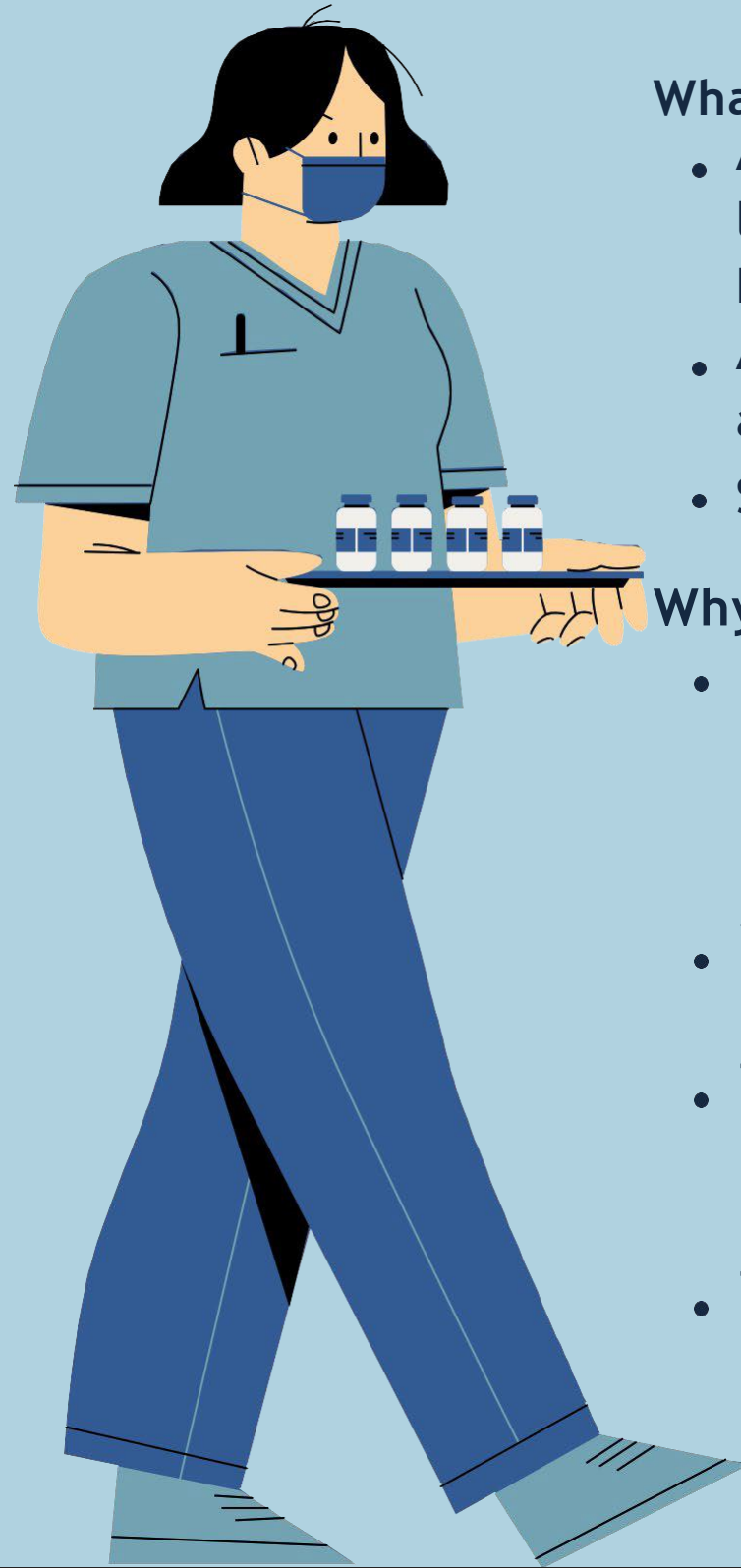
Framework and Principles:



Meeting the community where they are

Bridge Access Program

What, Why, How, and Key Points to Remember:



What it is:

- A temporary public-private partnership program launched by the Centers for Disease Control and Prevention (CDC) in Fall 2023.
- Aims to provide free COVID-19 vaccines to uninsured and underinsured adults in the United States.
- Scheduled to run until December 31, 2024.

Why it was created:

- In Fall 2023, the U.S. Government ended the Federal COVID-19 Public Health Emergency declaration, bringing an end to the Federal COVID-19 vaccination program (and the end of free vaccines)
- Vaccines were moved to the commercial marketplace to be purchased by healthcare providers.
- This raised concerns about access for those without insurance or with insurance that doesn't fully cover COVID-19 vaccines.
- The Bridge Access Program allows Health Departments and certain providers to provide COVID-19 vaccines to eligible recipients at no cost.

How it works

- Eligibility: Adults 18 years and older who are either uninsured or have insurance that doesn't cover all COVID-19 vaccine costs.

Key points to remember:

- The program is temporary and will end in December 2024.
- It's a stopgap measure while a longer-term solution, the proposed Vaccines for Adults (VFA) program, is considered.
- COVID-19 vaccines remain free for most Americans through their health insurance plans or the Vaccines for Children (VFC) program.



Goals

Localized Outreach and Engagement

Increase flu and COVID-19 vaccination rates in zipcodes 90805 and 90813 by 5% by July 2024.

Addressing Hesitancy and Misinformation

Partner with at least one organization in Long Beach's lowest HPI+ index's to promote vaccine education.

Additional Services

Connect 100% of individuals who express a need for health related services or other essential services with appropriate resources within 1 month of vaccination.



Program Innovations

Hyper-Localized Outreach and Engagement

Community Partnerships:

Partner with trusted community organizations, faith-based institutions, and cultural centers to reach underserved populations and build vaccine confidence. Utilize multilingual outreach materials and culturally appropriate messaging.

Accessibility to Records:

Provide access and copies of immunization records to community members.

Addressing Hesitancy and Misinformation

Vaccine Ambassadors: Train community members as vaccine ambassadors to provide accurate information and address concerns in a relatable way.

Educational Resources: Offer educational materials and workshops on vaccine safety and efficacy, tailored to different cultural and linguistic backgrounds.

Leveraging Technology

Real-time Data Tracking: Utilize Myturn to track vaccination progress, identify trends, and optimize deployment strategies.

Newsletter: Bi-monthly newsletter to partners

Request System: Continue to utilize Veoci (our request platform) to accept requests from homebound patients, healthcare facilities, and Community Based Organizations.

Additional Services

Transportation Assistance: Partner with ride-sharing services or volunteer networks to provide transportation to and from vaccination clinics for those with limited access transportation.

Basic Needs Support: Connect individuals with resources for food, housing, and other essential services during vaccination visits.



Questions or comments?

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LONG BEACH
HEALTH & HUMAN SERVICES