

Special and Vulnerable Populations COVID-19 Forum

November 19, 2021

A dark blue diagonal graphic that starts from the bottom left corner and extends towards the top right corner, covering the lower half of the slide.

Today's Facilitators



Arielle Mather, MPH
*National Center for Equitable
Care for Elders*



Gladys Carrillo, LCSW
*National Center for
Farmworker Health*

Today's Agenda

- Welcome and Introductions
- Icebreakers
- BPHC Update: Suma Nair, PhD, MS, RD
- Q&A with Suma
- Guest Speaker: Elisabeth Wilhelm, MA
- Q&A with Elisabeth
- Conclusion and Evaluation

National Training and Technical Assistance Partners (NTTAPs)



HRSA COVID-19 FAQs

COVID-19 Frequently Asked Questions (FAQs)

If the answer to your question is not located here or in the [Coronavirus-Related Funding FAQs](#), please submit it through [Health Center Program Support online](#) and select "Coronavirus Inquiries (COVID-19)" as the issue type, or call 877-464-4772, option 2, 7:00 a.m. to 8:00 p.m. ET, Monday-Friday (except federal holidays).

Access more [COVID-19 Information for Health Centers and Partners](#).

Access [FY 2020 Health Center Program Look-Alikes: Expanding Capacity for Coronavirus Testing \(LAL ECT\) Frequently Asked Questions](#).

Access resources for [UDS Novel Coronavirus Disease \(COVID-19\) Reporting](#).

https://bphc.hrsa.gov/emergency-response/coronavirus-frequently-asked-questions?field_faq_category_tid=306&combine=

Special and Vulnerable Populations COVID-19 Forum

- Topics TBD, based on status of COVID-19 & Health Center challenges
- 4 Bi-monthly sessions per year (more if needed)
- Fridays, 2-3PM ET

Session 1: *September 24, 2021*

Session 2: **November 19, 2021**

Session 3: January 28th, 2022

Session 4: March 25, 2022

Health Center Resource Clearinghouse

The screenshot shows the homepage of the Health Center Resource Clearinghouse. At the top left is the logo, which consists of a red and blue geometric design followed by the text "HEALTH CENTER RESOURCE CLEARINGHOUSE". To the right of the logo is a navigation menu with the following items: "ABOUT", "PARTNERS", "SEARCH", "PRIORITY TOPICS", "PROMISING PRACTICES", and "CONNECT". Below the navigation is a prominent red banner with white text that reads: "YOUR FEEDBACK IS NEEDED! ALL health centers should complete to the weekly HRSA/BPHC COVID-19 Survey. Your responses are critical to identify community health center needs related to addressing the COVID-19 crisis." Underneath the banner is a search bar with the placeholder text "Search the Clearinghouse: Enter Search Terms Here" and a dark blue "SEARCH" button. On the left side, there is a sidebar titled "COVID-19 Resources:" with a list of links: "> COVID-19 Promising Practices", "> Get Prepared: Vaccine Distribution", "> Emergency Management and Operations", "> Telehealth", "> Governance", and "> Special and Vulnerable Populations". The main content area features a large image of a healthcare worker in full PPE (goggles, mask, and face shield) interacting with an elderly patient wearing a face mask. Overlaid on this image is the text "↓ Quick Finds: ↓" and "Use the links below to find resources on key topics". At the bottom of the page, there is a dark blue footer with three icons and their corresponding labels: a medical cross icon for "Clinical Issues", a person icon for "HIT/Data", and a group of people icon for "Social Determinants of Health".

HEALTH CENTER RESOURCE
CLEARINGHOUSE

ABOUT • PARTNERS • SEARCH • PRIORITY TOPICS • PROMISING PRACTICES • CONNECT •

YOUR FEEDBACK IS NEEDED! ALL health centers should complete to the weekly HRSA/BPHC COVID-19 Survey. Your responses are critical to identify community health center needs related to addressing the COVID-19 crisis.

Search the Clearinghouse: Enter Search Terms Here **SEARCH**

COVID-19 Resources:

- > COVID-19 Promising Practices
- > Get Prepared: Vaccine Distribution
- > Emergency Management and Operations
- > Telehealth
- > Governance
- > Special and Vulnerable Populations

↓ Quick Finds: ↓
Use the links below to find resources on key topics

Clinical Issues **HIT/Data** **Social Determinants of Health**

www.healthcenterinfo.org

Got Vaccinators?

Some health centers are facing challenges recruiting qualified individuals to support and expand their vaccination capacity.

If you have promising practices, sample recruitment tools or template documents, please consider sharing on the [Health Center Resource Clearinghouse Vaccine Distribution](#) page by completing this short [submit your resource](#) form.

Zoom Etiquette

- All participants muted upon entry
- Cameras on (if possible)
- Engage in breakout rooms
- Raise hand if you would like to unmute



BPHC Update

Suma Nair, PhD, MS, RD

Director, Office of Quality Improvement
Bureau of Primary Health Care
Health Resources and Services
Administration





Special and Vulnerable Populations COVID-19 Forum

Friday, November 19, 2021

Health Center COVID-19 Vaccine Program Team
Bureau of Primary Health Care (BPHC)

Vision: Healthy Communities, Healthy People



Presenter



Suma Nair PhD, MS, RD
Director, Office of Quality Improvement
Bureau of Primary Health Care
HRSA



Health Center COVID-19 Vaccine Program

AGENDA

- Health Center COVID-19 Vaccine Program Updates
- Pediatric COVID-19 Vaccinations
- COVID-19 Vaccine Booster Updates
- COVID-19 Therapeutics
- COVID-19 Testing Supply Program
- Questions and Answers

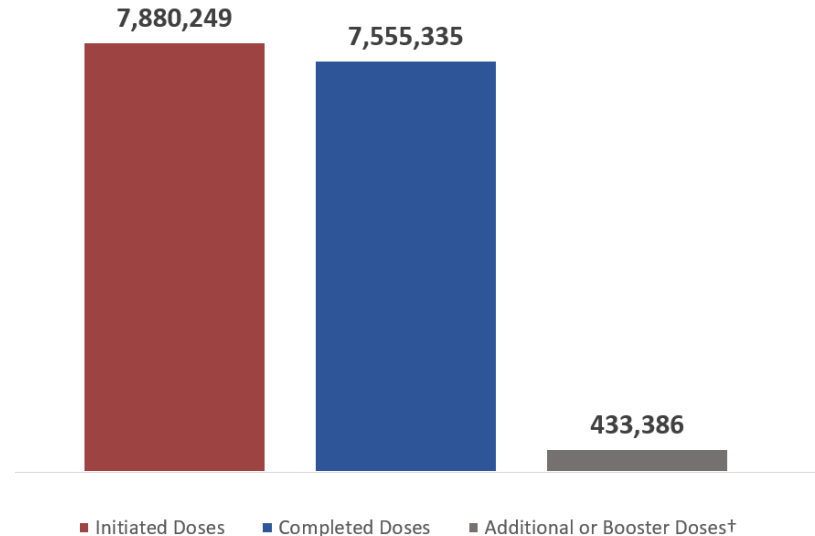


Health Center COVID-19 Vaccine Accomplishments

A total of **15,868,970 COVID-19 vaccine doses** have been administered by health centers (1/8/2021–11/05/2021)

HC Vaccine Program

- **872 HCs/LALs** participating in the HC Vaccine Program
- **7,039,392 COVID-19 vaccine doses** administered
- **75%** to racial and/or ethnic minorities
- **38%** to Special Populations and patients with LEP



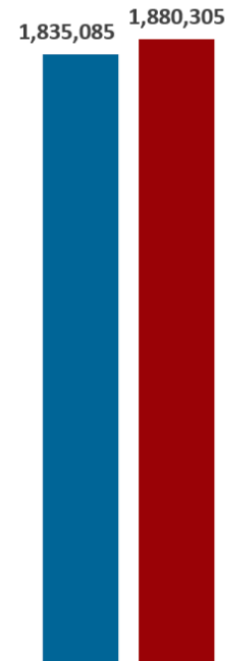
*Survey moved to bi-weekly reporting starting with the 7/16/2021 survey; † additional doses were added to the 9/10/2021 survey
Source: [Health Center COVID-19 Bi-Weekly Survey, 2020-2021](#)
For additional information regarding Health Center COVID-19 Vaccinations Among Racial and Ethnic Minority Patients, please visit:



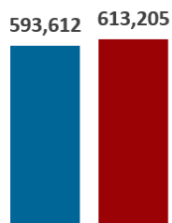
COVID-19 Vaccines Administered to Date by Health Centers: Special Populations Receiving Doses

Through the Health Center COVID-19 Vaccine Program, a total of **7,039,392 COVID-19 vaccine doses†** have been administered by participating health centers and look-alikes to date.

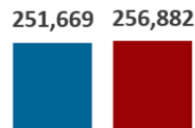
Patients with Limited English Proficiency:†
27% (1,880,305) of doses



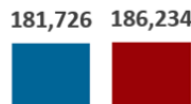
Adolescents (Children less than 18 years) †
9% (613,205) of doses



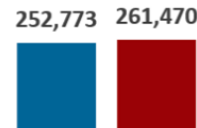
Migratory & Seasonal Agricultural Workers:†
4% (256,882) of doses



Patients Experiencing Homelessness:†
3% (186,234) of doses



Patients Who Are Residents of Public Housing:†
4% (261,470) of doses



■ 2/26/2021-10/22/2021† ■ 2/26/2021-11/05/2021†

† Collection of additional or booster doses data began with the 9/10/2021 survey
Source: [Health Center COVID-19 Bi-Weekly Survey, 2020-2021](#)



MSAW Partnership Spotlight

- The Grower-Shipper Association (GSA) partnered with Clinica de Salud del Valle de Salinas (CSVSV) to run a clinic that could vaccinate thousand of farmworkers
- In early March 2021, CSVSV and GSA began operating a site that vaccinated 2,500 to 4,500 agricultural workers of all ages every Saturday



MSAW Resources

Vaccines for Children and Youth

COVID-19 VACCINE

GET THE FACTS.

PROTECT YOUR CHILD. PROTECT YOUR COMMUNITY.

Children and youth will be safest when they are vaccinated.

The vaccine protects everyone, including children and youth, from getting COVID-19. The vaccine also prevents children and youth from getting seriously ill if they do get sick.

There are new COVID-19 variants, including the Delta variant, which spread more easily and may cause more severe symptoms. Vaccines protect against various flu shots.

Vaccinating children and youth protects the whole community.

Once someone is vaccinated, it is more difficult to spread COVID-19 to others. When eligible children are vaccinated 5 products:

- Their friends and family who are not yet vaccinated
- The elderly and people with certain medical conditions who are at high risk of getting seriously ill from COVID-19.

As more children and adults get vaccinated, it will also be easier to keep schools and businesses open.

SAFE AND EFFECTIVE

- No other vaccine has been tested as much for its safety in U.S. history.
- The vaccine has been proven safe for children, youth and adults, including those of different races, ethnicities and ages.
- There is no evidence the vaccine will make your child unable to have their own children someday.

FREE FOR EVERYONE

- You and your child can get a free vaccine regardless of immigration status.
- Neither you nor your child need to show an ID or have health insurance to receive a free vaccine.

NRC-RIM
For more information visit govimmigration.

Ready-to-Use Version

Amharic > | Arabic > | Burmese > | Dari > | Dinka > | English > | Farsi > | French > | Haitian Creole | Chin Hakha > | Hmong > | (Sgaw) Karen > | Karenni > | Kinyarwanda > | Korean > | Lao > | Lingala > | Mam | Marshallese > | Mixteco | Nepali > | Oromo > | Pashto > | Portuguese > | Russian > | Sango > | Simplified Chinese > | Sinhala > | Somali > | Spanish > | Swahili (Congolesse) > | Swahili (East Africa) > | Tagalog > | Tamil > | Telugu > | Tigrinya > | Traditional Chinese > | Ukrainian > | Urdu > | Vietnamese >

Customizable Version

Amharic > | Arabic > | Burmese > | Dari > | Dinka > | English > | Farsi > | French > | Haitian Creole | Chin Hakha > | Hmong > | (Sgaw) Karen > | Karenni > | Kinyarwanda > | Korean > | Lao > | Lingala > | Mam | Marshallese > | Mixteco | Nepali > | Oromo > | Pashto > | Portuguese > | Russian > | Sango > | Simplified Chinese > | Sinhala > | Somali > | Spanish > | Swahili (Congolesse) > | Swahili (East Africa) > | Tagalog > | Tamil > | Telugu > | Tigrinya > | Traditional Chinese > | Ukrainian > | Urdu > | Vietnamese >

Afar and Rohingya available upon request

<https://nrcrim.org/vaccines/campaigns/get-facts-campaign>



HHS and HUD Partnership

- HHS and HUD [joint letter](#)
- Accomplishments
 - 302 COVID-19 vaccine clinics hosted
 - 100 individual experiencing homelessness vaccinated
 - 9 community education regional events



UNITED STATES DEPARTMENT OF HEALTH AND HUMAN SERVICES
UNITED STATES DEPARTMENT OF HOUSING AND URBAN DEVELOPMENT

April 30, 2021

Dear Colleagues:

The COVID-19 pandemic has exposed and exacerbated severe and pervasive health and social inequities in America. Despite continuing efforts to address these inequities, communities of color and other populations that are underserved continue to be affected disproportionately by the pandemic. As President Biden stated in his *Executive Order on Ensuring an Equitable Pandemic Response and Recovery*, addressing these inequities is both a moral imperative and pragmatic policy. It is impossible to change the course of the pandemic without tackling it in the communities that are disproportionately affected. To this end, the President has directed a government-wide effort to address health equity.

In response to the President's mandate, we, the Secretaries of Health and Human Services (HHS) and Housing and Urban Development (HUD), are directing our agencies to ensure that the national response to COVID-19 delivers equitable, comprehensive care to those experiencing disproportionate impact, including HUD-assisted individuals and households.

HHS-supported community health centers have been on the front lines during the COVID-19 public health emergency, providing testing and care for those affected by the virus, monitoring and managing COVID-19 symptoms to alleviate the burden on emergency rooms and hospitals, and coordinating with state and local health departments to support a unified and comprehensive public health response. Health centers are providing COVID-19 vaccines to underserved communities and those disproportionately affected by COVID-19, including through the Health Center COVID-19 Vaccine Program. Health centers have also continued to provide essential primary health care services, including managing conditions that put patients at increased risk for COVID-19 complications. These services are available to all patients, regardless of their ability to pay. Patients may qualify to receive care at a reduced cost or free of charge, depending on their economic status.



HUD Resources

Mapping Tools and Resources

- [Federally Qualified Health Centers Providing Vaccinations](#)
- [Federally Qualified Health Service \(FQHC\) Vaccination Service Areas](#)
- [Shortest Routes from Tracts to Nearest FQHC Providing Vaccinations](#)

Federally Qualified Health Service (FQHC) Vaccination Service Areas

Last updated 20 days ago | 73,763 Records



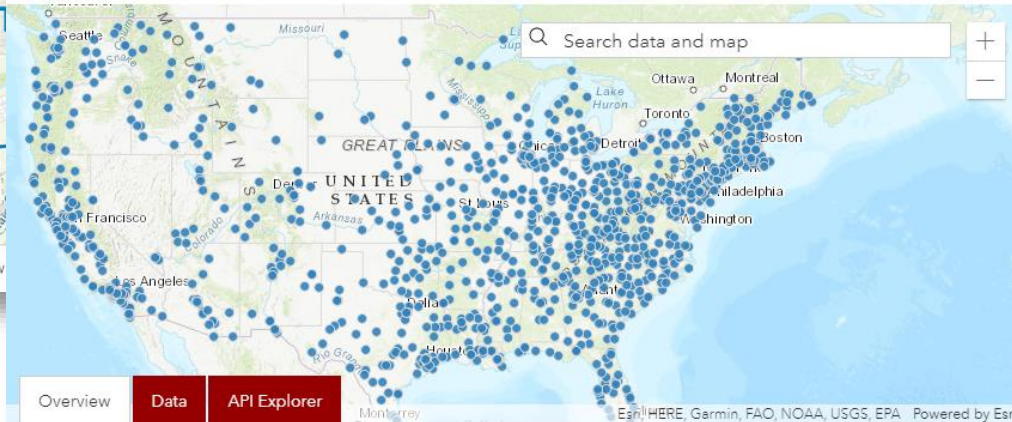
Shortest Routes from Tracts to Nearest FQHC Providing Vaccinations

Last updated 20 days ago | 73,440 Records



Federally Qualified Health Centers (FQHC) Providing Vaccinations

Last updated 20 days ago | 1,480 Records



COVID-19 Pediatric Vaccine Orders

- Nearly **600,000** pediatric vaccines have gone out to over **900** health center sites nationwide
- **6,300** school based vaccine clinics planned
- **80%** of health centers plan to vaccinate 5-11 year olds
- Continue to partner with your jurisdictions for vaccine doses



Partnering with Schools



HHS Secretary Becerra & Education Secretary Cardona on November 8th issued a [joint letter](#) asking schools to consider:

- Hosting a COVID-19 Vaccine Clinic at their schools
- Distributing information to all families with children aged 5 through 11, and
- Holding conversations with communities

Sign up to log in your inventory on vaccines.gov - onboarding instruction [here](#)

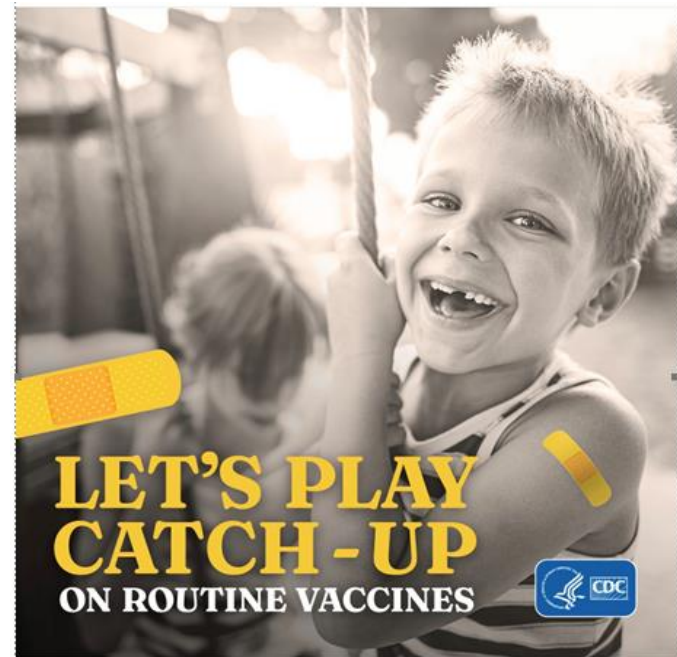


Fully Vaccinated for the Holidays!

- The vaccine is safe and effective, specifically formulated for young kids.
- Finding a vaccine is easy and getting vaccinated is free.
- The negative health effects of COVID-19 can be serious and last months, while the most common side effect of the vaccine is a sore arm.
- Getting kids vaccinated will keep their schools open and sports going, and help kids maintain a more normal lifestyle.
- **Give them the gift of vaccination this year!**



Pediatric Immunizations



2021-2022 Influenza Vaccination Recommendations and Guidance on Coadministration with COVID-19 Vaccines



Patient Safety Resources

Best practices for multiple injections include:


- Label each syringe with the name and the dosage (amount) of the vaccine, lot number, the initials of the preparer, and the exact beyond-use time, if applicable.
- Separate injection sites by 1 inch or more, if possible.
- **Administer the COVID-19 vaccines and vaccines that may be more likely to cause a local reaction in different limbs, if possible.**

<https://www.cdc.gov/vaccines/covid-19/downloads/covid19-vaccine-errors-deviations.pdf>



COVID-19 Vaccine

Administration Errors and Deviations



A vaccine administration error is any preventable event that may cause or lead to inappropriate use of vaccine or patient harm. This table provides resources for preventing and reporting COVID-19 vaccine administration errors, as well as actions to take after an error has occurred. For completeness, it includes additional scenarios that deviate from CDC recommendations for vaccine intervals but are not considered administration errors.

For all vaccine administration errors:

- Inform the recipient of the vaccine administration error.
- Consult with the [state immunization program](#) and/or [immunization information system \(IIS\)](#) to determine how the dose should be entered into the IIS, both as an administered dose and to account for inventory.
- Providers are required to report all COVID-19 vaccine administration errors—even those not associated with an adverse event—to VAERS.
- Determine how the error occurred and implement strategies to prevent it from happening again.

Interim recommendations for COVID-19 vaccine administration errors and deviations

Type	Administration error/deviation	Interim recommendation
Site/route	<ul style="list-style-type: none"> • Incorrect site (i.e., site other than the deltoid muscle [preferred site] or anterolateral thigh [alternate site]) 	<ul style="list-style-type: none"> • Do not repeat dose.*
	<ul style="list-style-type: none"> • Incorrect route (e.g., subcutaneous) 	<ul style="list-style-type: none"> • Do not repeat dose.* Inform the recipient of the potential for local and systemic adverse events.
Age	<ul style="list-style-type: none"> • Unauthorized age group 	<ul style="list-style-type: none"> • If received dose at age less than 5 years, do not give another dose at this time.** • If aged <18 years and the inappropriate Pfizer-BioNTech COVID-19 Vaccine formulation was administered, refer to the "Formulation and dosage" section below. • If aged 5–11 years and a vaccine other than a Pfizer-BioNTech COVID-19 Vaccine was inadvertently administered:³ <ul style="list-style-type: none"> ○ If Moderna COVID-19 Vaccine administered as the first dose, it is suggested to give a single dose of the Pfizer-BioNTech COVID-19 Vaccine 5–11 years formulation (orange cap) as the second dose (at least 28 days after the Moderna COVID-19 Vaccine dose) because it is authorized in this age group. ○ If Janssen COVID-19 Vaccine administered, because the efficacy of this vaccine in people aged <18 years has not been established, a single dose of the Pfizer-BioNTech COVID-19 Vaccine 5–11 years formulation (orange cap) could be considered at least 2 months after the Janssen COVID-19 Vaccine. • If aged 12–17 years and a vaccine other than a Pfizer-BioNTech COVID-19 Vaccine was inadvertently administered: <ul style="list-style-type: none"> ○ If Moderna COVID-19 Vaccine administered as the first dose, it is suggested to give Pfizer-BioNTech COVID-19 Vaccine ≥12 years formulation (purple cap)/COMIRNATY as the second dose (at least 28 days after the Moderna vaccine dose) because it is authorized in this age group. ○ If Janssen Vaccine administered, because the efficacy of this vaccine in people aged <18 years has not been established, a single dose of the Pfizer-BioNTech COVID-19 Vaccine ≥12 years formulation (purple cap)/COMIRNATY could be considered at least 2 months after the Janssen COVID-19 Vaccine.

Health Center Program

24

COVID-19 Booster Shots

COVID-19 →

Am I eligible for a booster shot?

Who?

If you received a Pfizer or Moderna series:

- > 65 years and older
- > Age 18+ who live in long-term care settings
- > Age 18+ who have underlying medical conditions
- > Age 18+ who work or live in high-risk settings

If you received a J&J vaccine:





- > Age 18+

When?

- > At least 6 months after Pfizer or Moderna
- > At least 2 months after J&J

Which booster shot do I get?

- > You may have a preference, but you can get any booster shot.



- There are booster recommendations for all three COVID-19 vaccines.
- Eligible individuals may choose which vaccine they receive as a booster dose.
- Additional information can be found [here](#).

FIND OUT MORE AT [CDC.GOV](https://www.cdc.gov) & [VACCINES.GOV](https://www.vaccines.gov)

Health Center Vaccine Program - Looking Ahead

Focus On:

- Reaching Individuals that have not initiated primary series
- Approved Vaccine Additional Doses & Boosters
- Pediatric Vaccines
 - ✓ Children 5 to 11 years
 - ✓ Children under 5 years (pending FDA authorizing and CDC recommendation)
- Partnering with Jurisdictions for Vaccine Supply

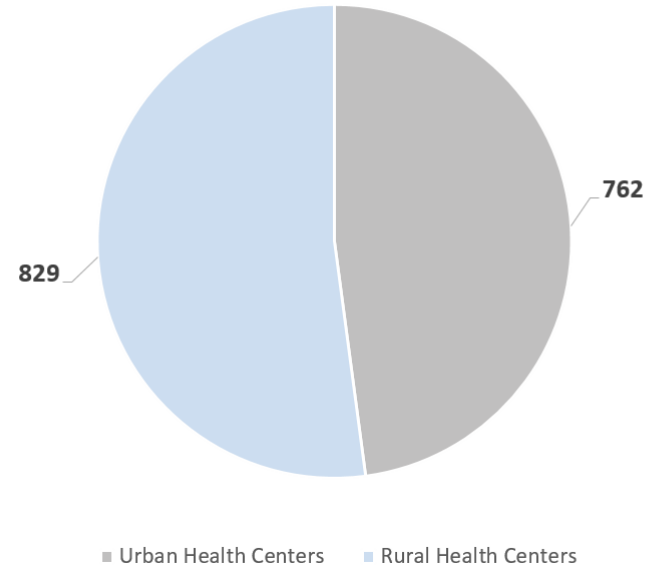


COVID-19 Monoclonal Antibody (mAb) Therapy Administered: Reporting Period Ending 11/05/2021

626 health centers provided patients with access to monoclonal antibody (mAb) therapy, either directly or through referrals.

- **103 health centers** administered **1,591 mAb doses** directly to patients.
- Of these, **829 mAb doses** were administered to patients by **54 health centers** serving rural communities.

mAb Doses Administered by Health Center Type



*Survey updated to include mAb data starting with the 8/27/2021 survey
Source: [Health Center COVID-19 Bi-Weekly Survey, 2020-2021](#)

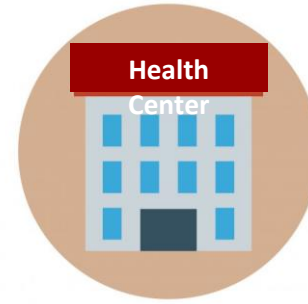
Addressing Health Center Testing Supply Needs

Health Center COVID-19 Testing Supply Distribution Program



HRSA At-Home Over-the-Counter (OTC) Testing Supply Program

- Supplies free at-home rapid test kits for patients, staff, and the community.



HRSA Point-of-Care Testing Supply Program

- Supplies free BD Veritor diagnostic testing supplies, including point-of-care analyzers and test kits.

Health Center Resource Clearinghouse

COVID-19 Vaccine Distribution Landing Page

COVID-19 VACCINE DISTRIBUTION

The COVID-19 pandemic requires multiple strategies to maintain clinical preventive services, including immunization. These resources provide information on COVID-19 vaccine operations, federal guidance, collaborations, communications to increase vaccine confidence, and examples from the field.

Our COVID-19 resources include shared templates and samples from health centers and PCAs as well as National TTA providers. If you have a template or sample that you want to share, [please submit here](#).

Highlighted Resources from the Clearinghouse



COVID-19

Vaccine Distribution

Submit a TTA Resource

Submit a Template or Sample Document



Go to <https://www.healthcenterinfo.org/priority-topics/covid-19/covid-19-vaccine-distribution/>



Questions?



Thank You!

Bureau of Primary Health Care (BPHC)

Health Resources and Services Administration (HRSA)



For general information on the Health Center COVID-19 Vaccine Program, please visit:
<https://www.hrsa.gov/coronavirus/health-center-program>.

bphc.hrsa.gov

[BPHC Contact Form](#)



[Sign up for the *Primary Health Care Digest*](#)



Guest Speaker

Elisabeth Wilhelm, MA

Vaccine Confidence Strategist and
Team Co-Lead Vaccine Confidence and
Demand Team on CDC's COVID-19
Vaccine Task Force

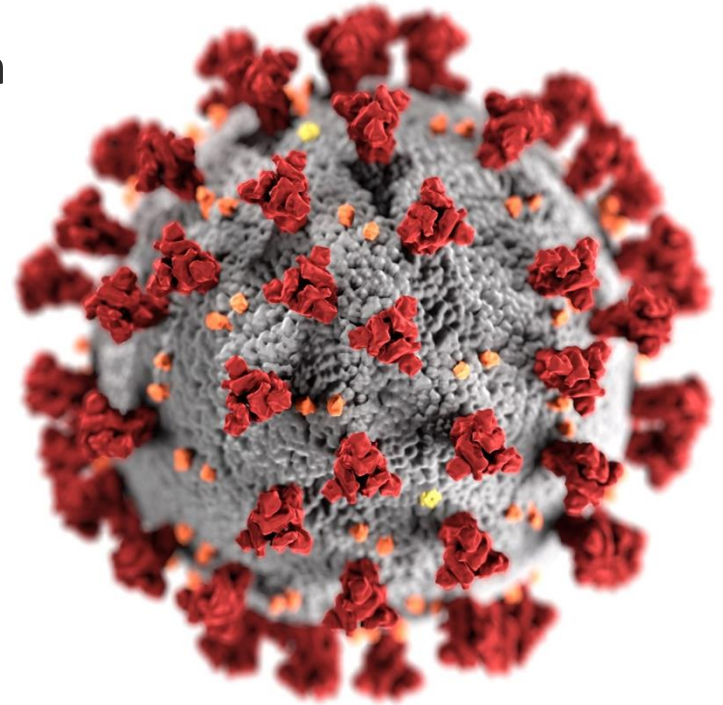


Building Vaccine Confidence to Promote High Uptake of COVID-19 Vaccines

Elisabeth Wilhelm

Vaccine Confidence and Demand Team

COVID-19 Vaccine Task Force



cdc.gov/coronavirus

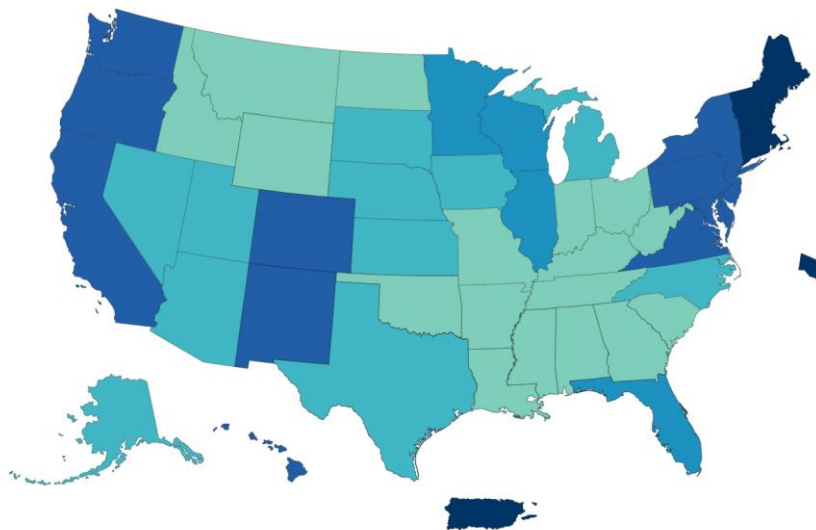
State of COVID-19 Vaccine Coverage and Confidence

COVID-19 Vaccine Coverage in the US and Territories

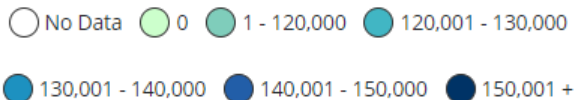
As of November 19, 2021:

- The United States has administered more than 446 million doses of COVID-19 vaccines
- 81.7% of adults have received at least one dose
- 70.7% are fully vaccinated

Total Doses Administered Reported to the CDC by State/Territory and for Select Federal Entities per 100,000 of the Total Population



Total Doses Administered per 100,000



Source: <https://covid.cdc.gov/covid-data-tracker>

CDC National Immunization Survey

Vaccination Status and Intent by Demographics - United States

Data Collection Period: October 31 - November 6, 2021 (N= 10,836)

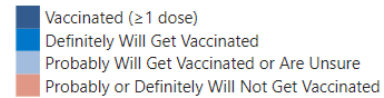
National Jurisdictional

Overall

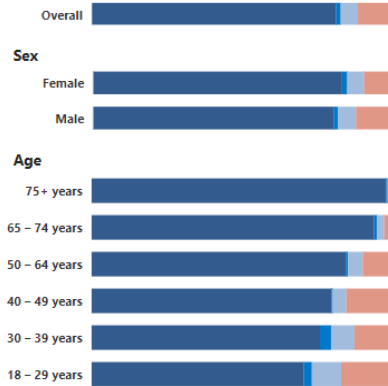
81.3% are **Vaccinated (79.7%)**
or **Definitely Will Get Vaccinated (1.6%)**

5.6% **Probably Will Get Vaccinated**
or **Are Unsure**

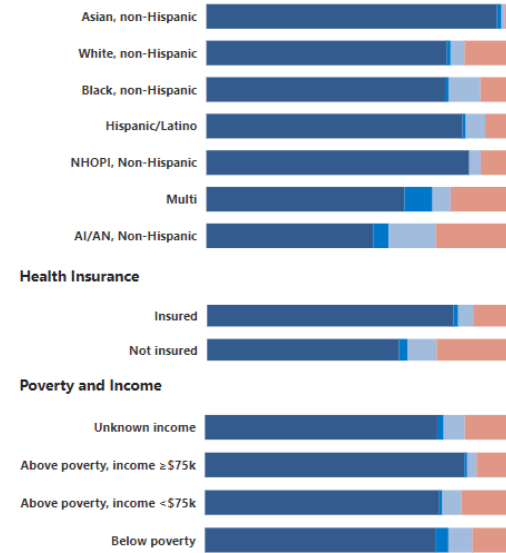
13.1% **Probably or Definitely**
Will Not Get Vaccinated



All Adults Age 18+



Race/Ethnicity



Weighted Percentage (%)

*Due to small sample size results should be interpreted with caution. AI/AN: American Indian/Alaska Native; NH/OPI: Native Hawaiian/Other Pacific Islander; Multi: Multiple races.

Source: CDC National Immunization Survey – <https://covid.cdc.gov/covid-data-tracker/#vaccine-confidence>



Tips for Building Vaccine Confidence

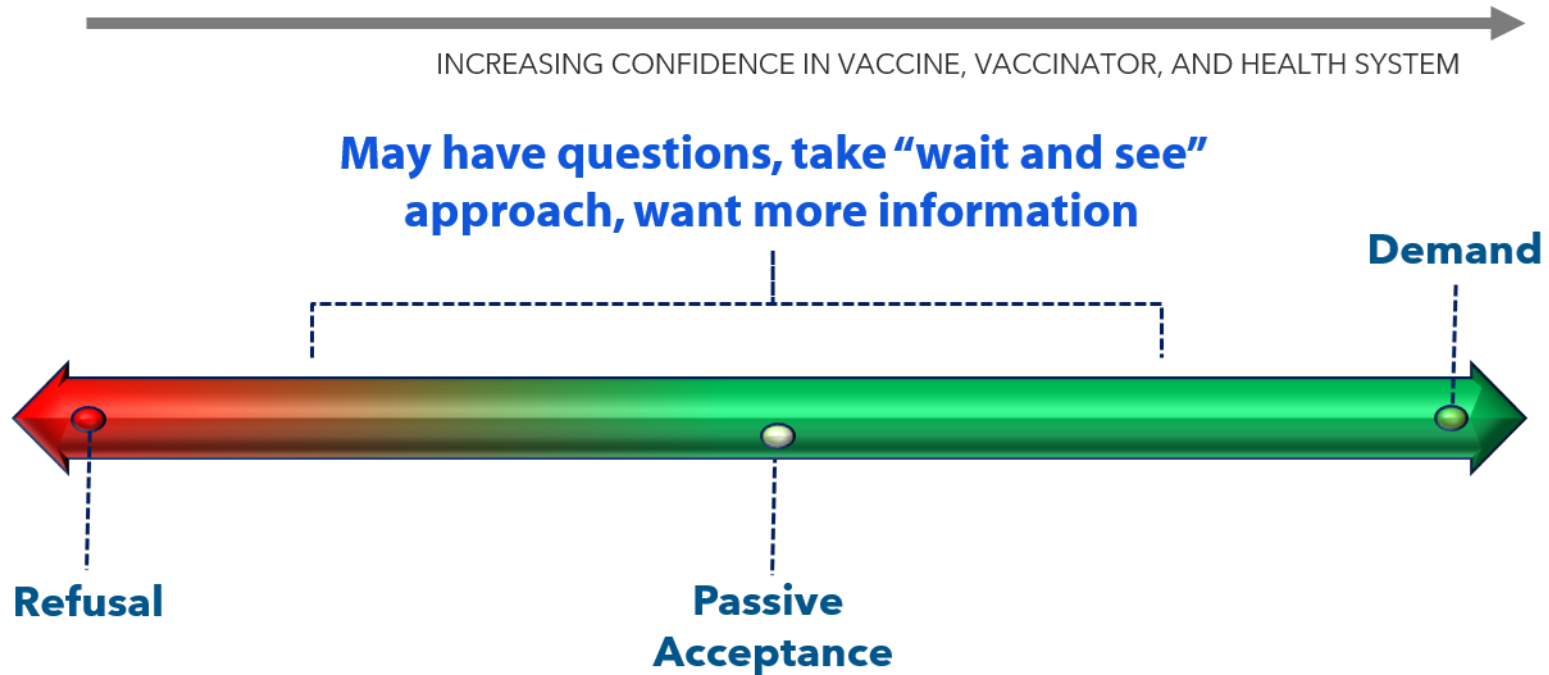
Defining Vaccine Confidence

- Vaccine confidence is the **trust** that patients, parents, or providers have in:
 - Recommended vaccines
 - Providers who administer vaccines
 - Processes and policies that lead to vaccine development, licensure, manufacturing, and recommendations for use

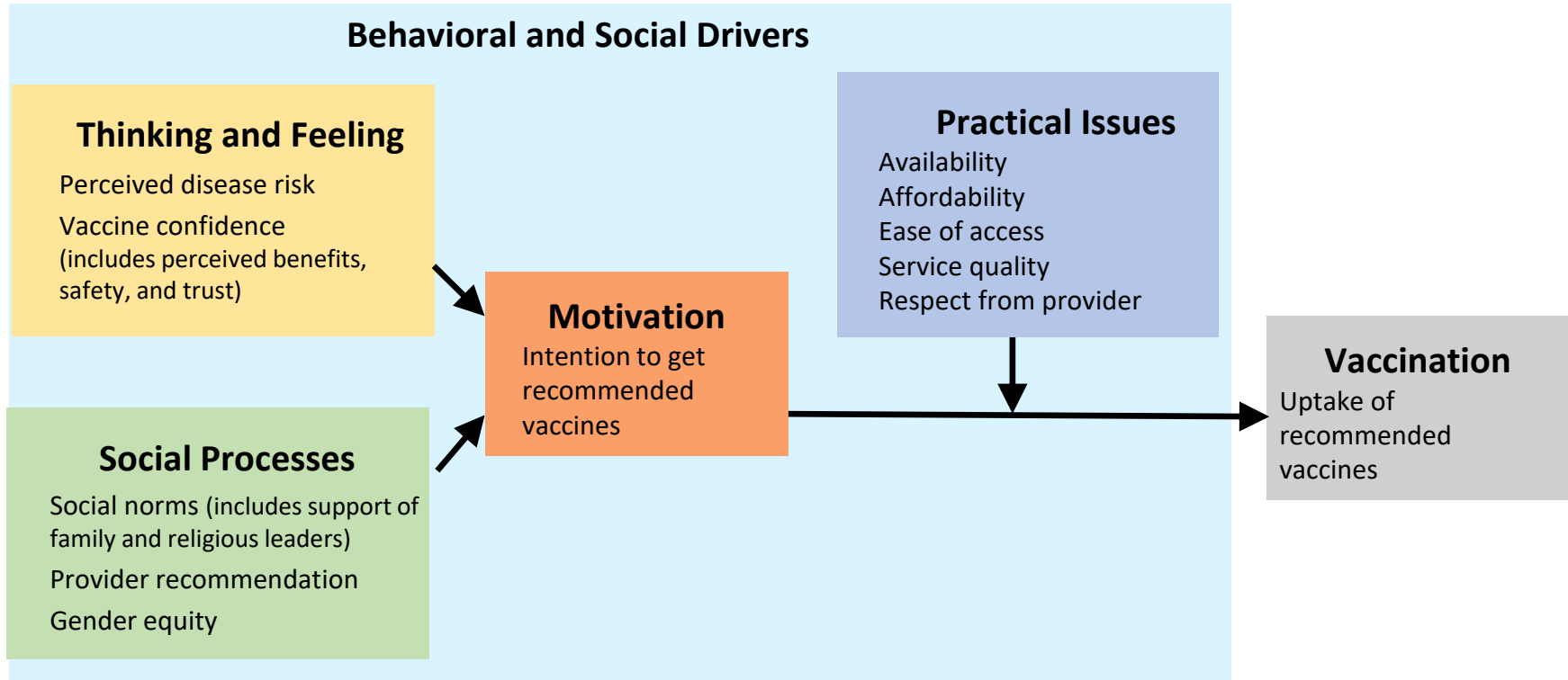


Source: <https://www.cdc.gov/vaccines/covid-19/vaccinate-with-confidence/building-trust.html>

Willingness to Accept a Vaccine Falls on a Continuum



The Behavioral and Social Drivers (BeSD) Framework





Vaccinate with **Confidence**

CDC's Strategy to Reinforce Confidence in COVID-19 Vaccines

Build Trust

Objective: Share clear, complete, and accurate messages about COVID-19 vaccines and proactively address mis- and disinformation.

Empower Healthcare Personnel

Objective: Promote confidence among healthcare personnel* in their decision to get vaccinated and to recommend vaccination to their patients.

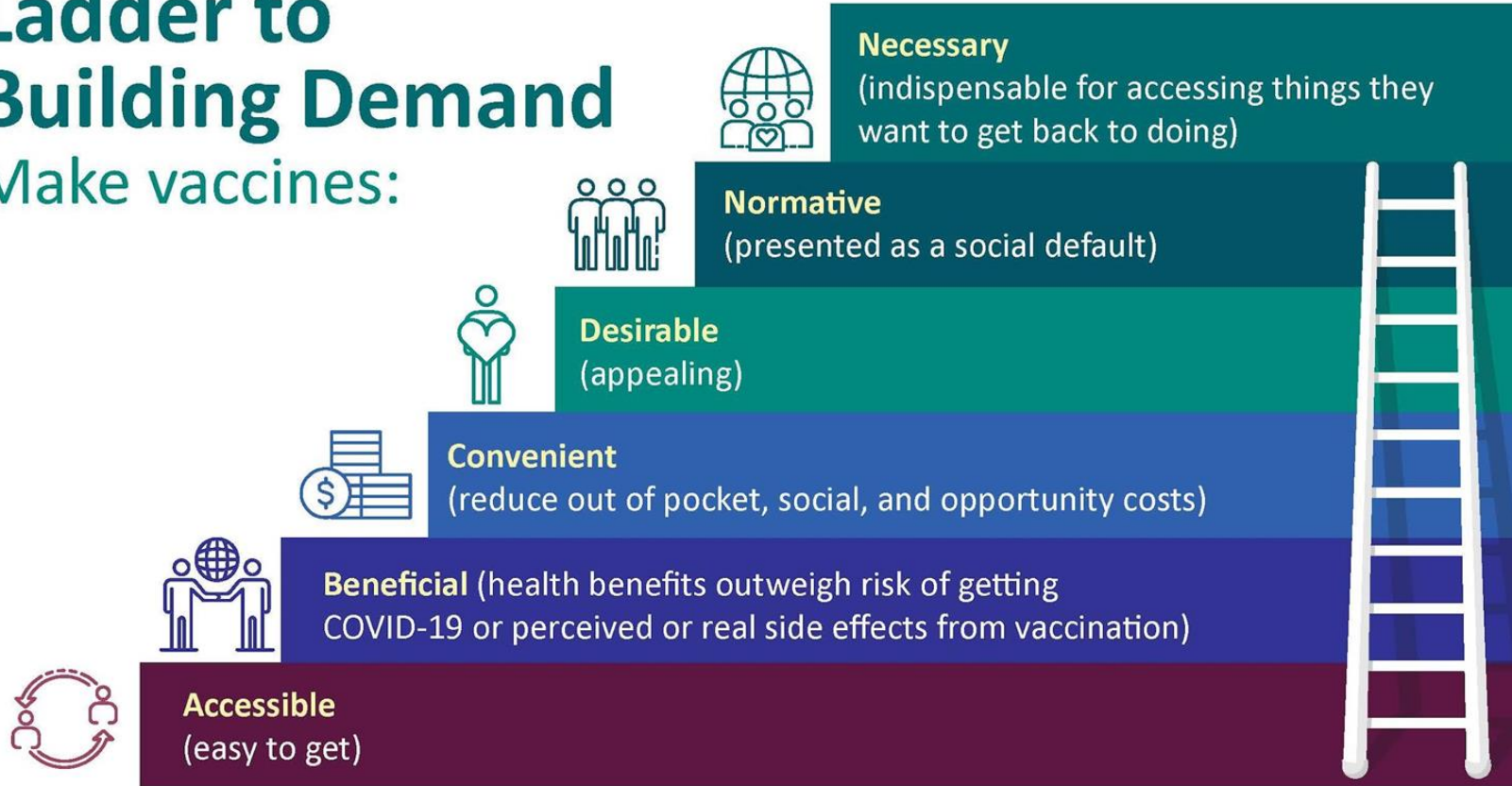
Engage Communities & Individuals

Objective: Engage communities in a sustainable, equitable and inclusive way—using two-way communication to listen, build trust, and increase collaboration.

*Personnel = All staff working in healthcare settings, including physicians, physician assistants/nurse practitioners, nurses, allied health professionals, pharmacists, social workers, support staff, and community health workers

Ladder to Building Demand

Make vaccines:



Strategies for Increasing Vaccine Access and Demand

- Partner with community-based organizations and faith-based organizations to host **pop-up vaccination clinics**.
- Encourage employers to offer **paid time off** for vaccination and recovery from short-term side effects.
- Provide **safe spaces** for community members to ask questions of medical experts (e.g., town halls, one-on-one conversations).
- Recruit local **vaccine champions** to share testimonials with their peers, such as community health workers.
- Offer **frequent and culturally appropriate communication** about COVID-19 vaccines.



Tailor Vaccine Education to Community Needs

- **Tailor the content** to respond to questions and concerns prevalent in your community.
- **Emphasize benefits** of vaccination that resonate with members of your community.
- Make vaccine information available in **preferred languages** and use **plain language**.
 - View resources at www.plainlanguage.gov
- Make information available in **preferred formats** (e.g., print, video, infographics, web content, text messages).
- **Engage local media**, including ethnic media outlets (e.g., radio stations, websites, newspapers).



Trusted Messenger Engagement

Building trust requires engaging trusted messengers. These people can:

- Effectively deliver messages and strategies
- Validate the credibility of information
- Address mis- and disinformation
- Help create a feedback loop for addressing questions and concerns

For example, who are trusted messengers in your community?

- Healthcare professionals? Lay health workers? Promotoras?
- Peer champions?
- Faith-based leaders?



Address Misinformation Circulating on Social Media

- Work with your communication staff to take questions on social media, share factual information, and debunk false claims or myths being spread online.
- Post shareable graphics and content, leveraging [CDC](#) and [HHS](#) social media toolkits, [CDC COVID-19 Vaccine Myths and Facts](#), and [CDC's Guide to Finding Credible Vaccine Information](#).
- Link to credible fact checking resources such as [FactCheck.org](#).
- Refer to [CDC's Tips for Addressing Misinformation](#) and [State of Vaccine Confidence Reports](#).



12 COVID-19 Vaccination Strategies for Your Community



Combatting
Misinformation



Effective
Communication



Financial Incentives



Home Delivered
Vaccination



Medical Provider
Vaccine Standards



Medical Reminders



Motivational
Interviewing



Provider
Recommendations



School Located
Vaccination Programs



Vaccine Ambassadors



Vaccine Requirements



Workplace Vaccinations



<https://www.cdc.gov/vaccines/covid-19/vaccinate-with-confidence/community.html>

Communication Resources

NOTICE: CDC now recommends that certain people are now eligible to receive a COVID-19 booster shot, including those who received Moderna and Johnson & Johnson/Janssen COVID-19 vaccines. Get more information and read [CDC's media statement](#).

Vaccines for COVID-19

COVID-19 vaccines are safe, effective, and free! After you've been fully vaccinated, you can [participate in many of the activities that you did](#) prior to the pandemic. [Key Things to Know](#)

YOUR VACCINATION

WHEN FULLY VACCINATED

BOOSTER SHOT



Getting Your Vaccine

What different vaccines are available?

Are they safe?

What are possible side effects?

Who needs a booster shot?

Should I get vaccinated if I've had COVID-19?

Get Vaccinated



Find a free COVID-19 vaccine near you.

[Find a vaccine near you](#)

Call 1-800-232-0233

Text your zip code to 438829

Message & data rates may apply. [CDC Privacy Policy](#)

COVID-19 Vaccine Data

Total Doses Distributed

503,493,015

Updated Oct 24, 2021 9:00am ET

Total Doses Administered

413,645,478

COVID-19 Data Tracker

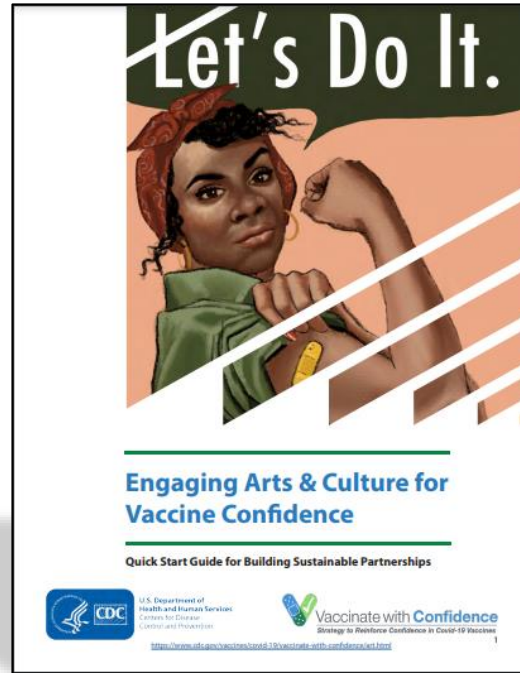
View more data on number of vaccines distributed and administered

[MORE DATA >](#)



Source: www.cdc.gov/coronavirus/2019-ncov/vaccines/index.html

Engaging the Arts to Build Vaccine Confidence



Source: <https://www.cdc.gov/vaccines/covid-19/vaccinate-with-confidence/art.html>

State of Vaccine Confidence Insights Reports

COVID-19 State of Vaccine Confidence Insights Reports

CDC regularly creates reports about the status of COVID-19 vaccine confidence in the United States, emphasizing major themes that influence vaccine confidence and uptake. The reports include analyses of multiple quantitative and qualitative data sources, ranging from social listening and web metrics to immunization survey data and CDC-INFO inquiries.

Recent Reports

The following reports seek to identify emerging issues of misinformation, disinformation, and places where intervention efforts can positively increase vaccine confidence across the United States.

[Report 14 | September 13, 2021](#) [8 pages]

[Rapid Report – Announcement of Booster Dose Program of mRNA COVID-19 Vaccines for U.S. Adults | August 26, 2021](#) [8 pages]

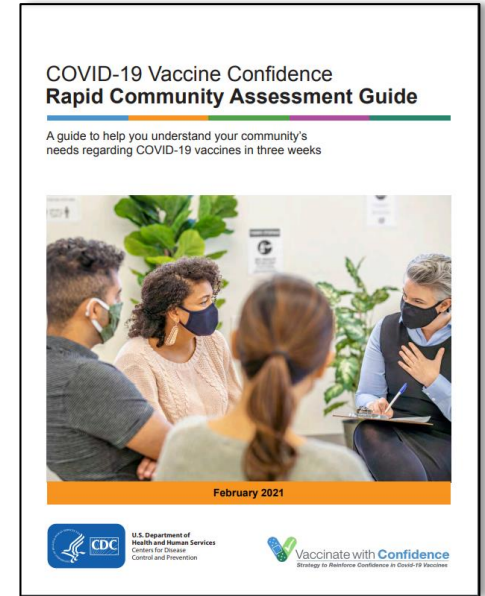
Email eoevent515@cdc.gov to subscribe!



Source: <https://www.cdc.gov/vaccines/covid-19/vaccinate-with-confidence.html#reports>

Rapid Community Assessment Guide

- Can help you:
 - Identify reasons for low vaccination rates in your communities.
 - Understand barriers and facilitators to vaccination.
 - Identify potential strategies for increasing vaccine uptake.
- Include easy-to-use data collection tools that don't require formal research expertise.
 - Can be implemented in 1–3 weeks, depending on resources available.
 - Tools also available in Spanish.



Version 2.0 coming soon!



Source: <https://www.cdc.gov/vaccines/covid-19/vaccinate-with-confidence/rca-guide/index.html>

COVID-19 Vaccine Print Resources

You Are Essential.

I GOT MY COVID-19 VACCINE!

On the job, and at home. Getting a COVID-19 vaccine adds one more layer of protection.

Learn how you can get a COVID-19 vaccine. [cdc.gov/coronavirus/vaccines](https://www.cdc.gov/coronavirus/vaccines)

Answering Your Questions About the Safety and Effectiveness of COVID-19 Vaccines

Do clinical trial results show whether vaccines are effective?
Yes, clinical trials provide data and information about how well a vaccine prevents a disease and how safe it is. The Food and Drug Administration (FDA) evaluates these data, along with information from the manufacturer, to assess the safety and effectiveness of the vaccine. FDA then decides whether to approve the vaccine or authorize it for emergency use in the United States.

Why would the effectiveness of vaccines be different after the clinical trials?
Many factors can affect how well a vaccine works in real-world conditions. These factors can include how a vaccine is transported and stored and how the vaccine is given. Vaccine effectiveness can also be affected by differences in the underlying medical conditions of people vaccinated as compared to those vaccinated in the clinical trials.

CDC is assessing how well COVID-19 vaccines work in real-world conditions. Some real-world assessments observe both people who get vaccinated and those who do not to see how many people in each group become ill with COVID-19. Some assessments look at how COVID-19 vaccine effectiveness differs for people who are partially vaccinated compared to those who are fully vaccinated.

Assessments of vaccine effectiveness can also provide important information about how well a vaccine is working in groups of people who were either not included or were not well represented in clinical trials, and how well vaccines protect against COVID-19 variants.

How are experts evaluating the COVID-19 vaccine effectiveness in real-world conditions?
Experts are working on many types of assessments to determine vaccine effectiveness in real-world conditions. Each study type uses a different method:

- Case-control assessments** include cases (people who have COVID-19) and controls (people who do not have COVID-19). People who agree to participate in a case-control assessment provide information on whether they received a COVID-19 vaccine or not. Experts look to see if the cases were less likely to be vaccinated than controls, which would show the vaccine is working.
- Test-negative design assessments** enroll people who are seeking medical care for symptoms that could be due to COVID-19. In this special type of case-control assessments, experts compare the COVID-19 vaccination status of those who test positive (meaning they have COVID-19) to those who test negative (meaning they do not have COVID-19).

www.cdc.gov/coronavirus/vaccines

How mRNA COVID-19 Vaccines Work

Understanding the virus that causes COVID-19.
Coronaviruses like the one that causes COVID-19 are named for the crown-like spikes on their surface, called **spike proteins**. These **spike proteins** are ideal targets for vaccines.

What is mRNA?
Messenger RNA, or mRNA, is genetic material that tells your body how to make proteins.

What is in the vaccine?
The vaccine is made of mRNA wrapped in a coating that makes delivery easy and keeps the body from damaging it.

How does the vaccine work?
The mRNA in the vaccine teaches your cells how to make copies of the **spike proteins**. If you are exposed to the real virus later, your body will recognize it and know how to fight it off.

When your body responds to the vaccine, it can sometimes cause a mild fever, headache, or fatigue. This is completely normal and a sign that the vaccine is working.

The vaccine does not contain any live virus, so it cannot give you COVID-19.

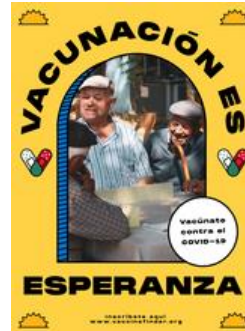
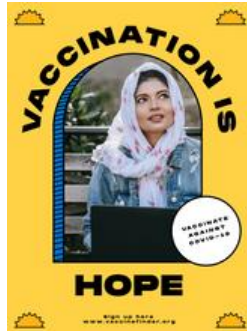
After the mRNA delivers the instructions, your cells break it down and get rid of it.

Getting vaccinated?
For information about COVID-19 vaccine, visit: [cdc.gov/coronavirus/vaccines](https://www.cdc.gov/coronavirus/vaccines)



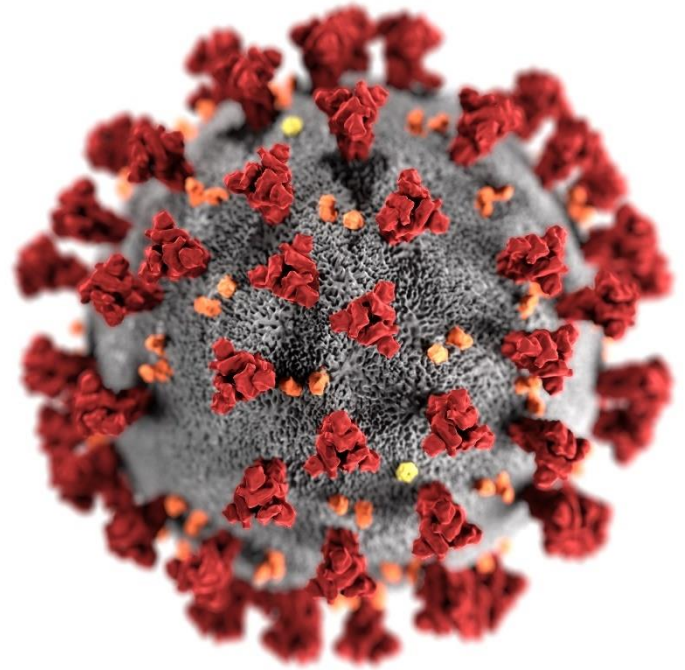
Source: <https://www.cdc.gov/coronavirus/2019-ncov/vaccines/resource-center.html#print-resources>

National Resource Center for Refugees, Immigrants, and Migrants (NRC-RIM)



Source: <https://nrcrim.org/vaccines/vaccine-central>

Thank you!



For more information, contact CDC
1-800-CDC-INFO (232-4636)
TTY: 1-888-232-6348 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.



Thank you!

Next Session: January 28th

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