



San Mateo County COVID-19 Recovery Initiative

# **Vaccine Communications & Equity Working Group**

January 21, 2021

Please introduce yourself  
on the Zoom chat!

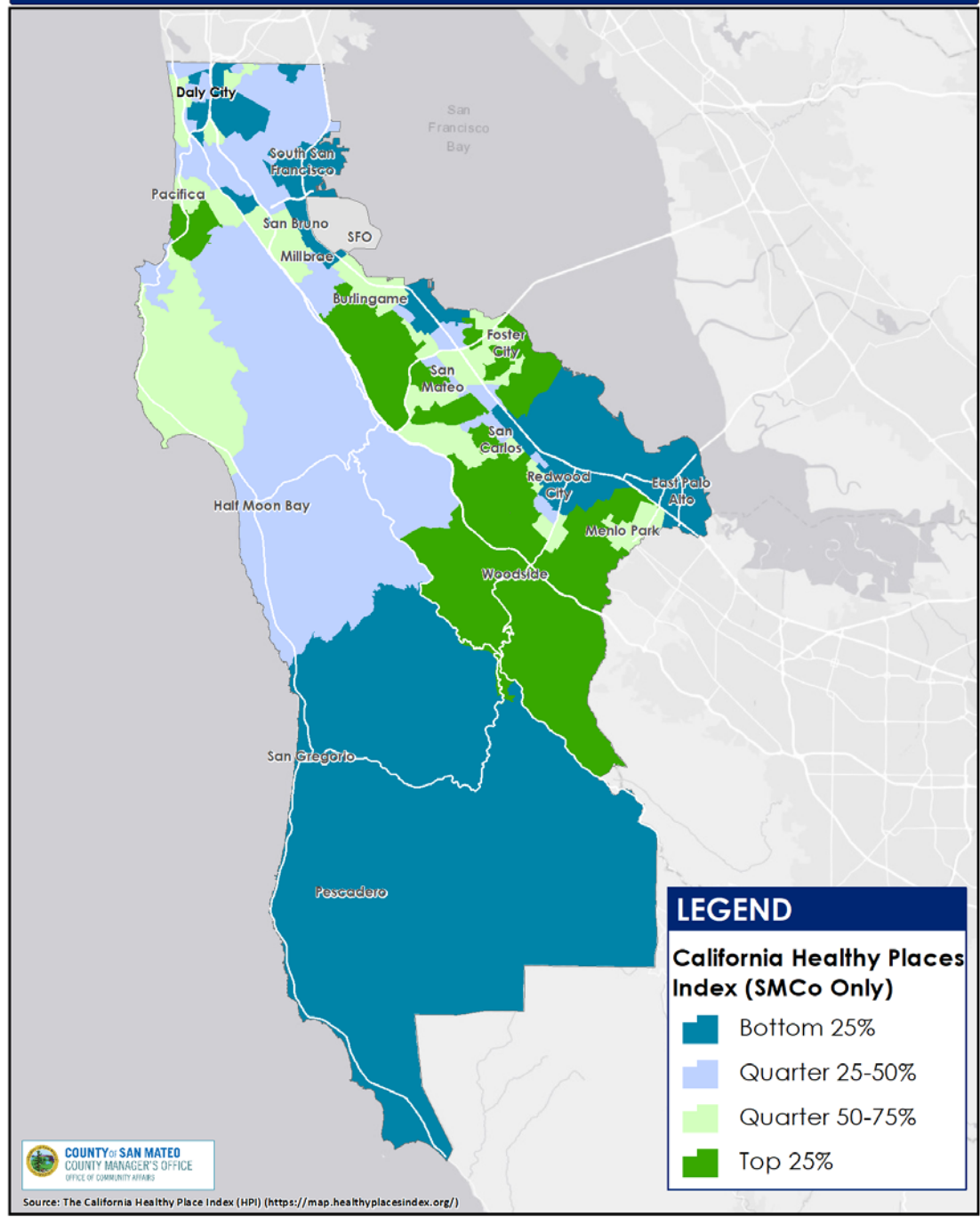
# Today's Agenda and Objectives

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- Working group overview
- Working group feedback from last week
- Vaccine update from the County Health System
- Countywide vaccine communications
- Breakout group discussions

# Defining Success

- Advance Health Equity in San Mateo County by reducing the COVID-19 positivity rates in communities in the bottom quartile of the Healthy Places Index in San Mateo County.



# Vaccine Communications & Equity Working Group

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## Project Objective

All residents of communities in the lowest healthy places quartile will receive accurate and effective communication about the COVID-19 vaccine, the vaccination process, and how to stay healthy both prior to and after vaccination.

## Working Group Task

Develop COVID-19 vaccine communication and outreach plans for the communities in the lowest quartile in the Healthy Places Index and provide feedback on the countywide vaccine communications plan.

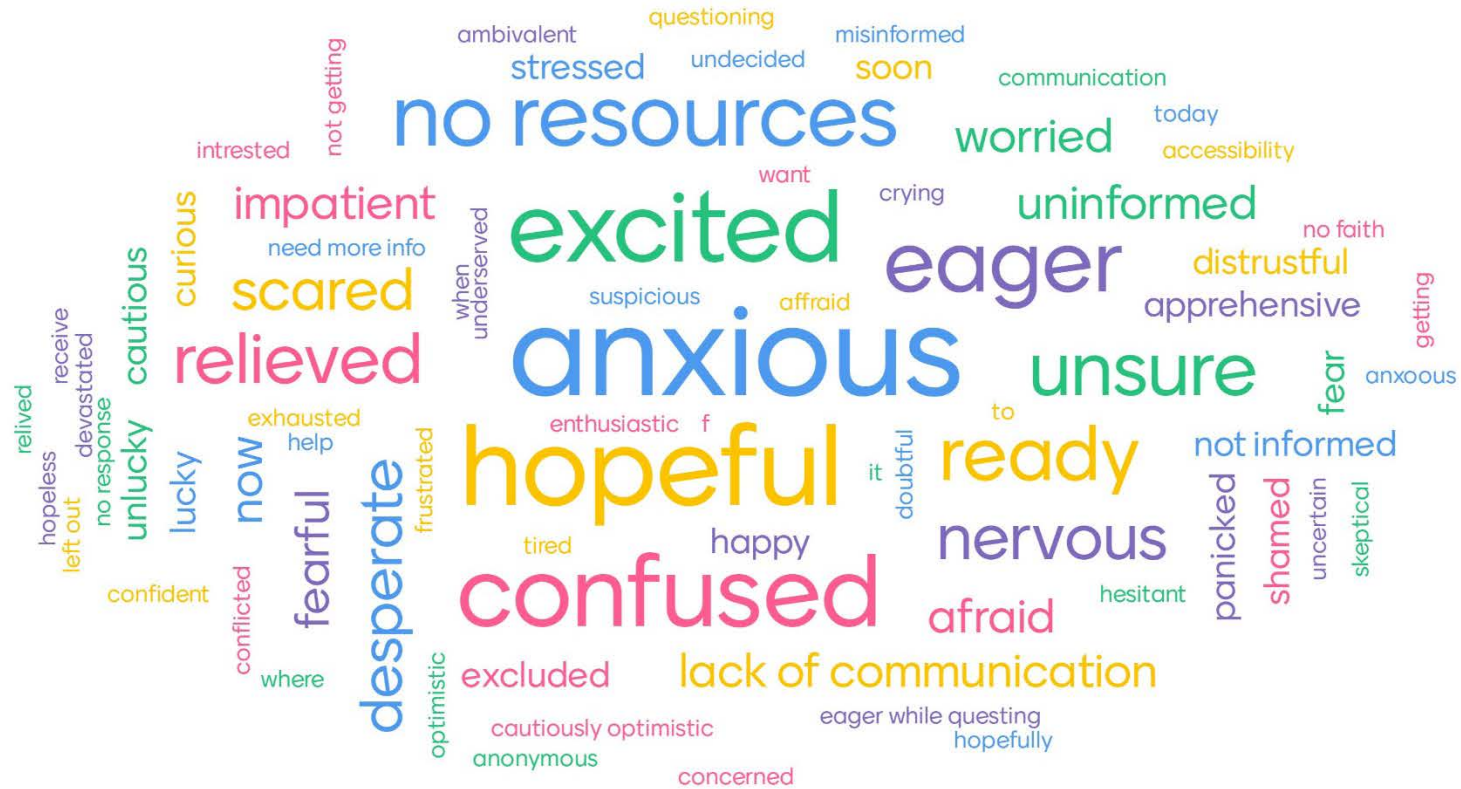
# What is the outcome of this effort?

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## Targeted COVID-19 Vaccination Communications and Outreach Plans

- Culturally and linguistically appropriate messaging
- Use trusted community messengers and other strategies to reach targeted communities
- Align with communication efforts at the federal, state, and local levels to ensure consistent, accurate, and timely information

# What word or phrase describes how your community is feeling about the vaccine?



# How Does your Community Feel About the Vaccine?

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40%

- Hopeful, Eager, Ready, Excited

60%

- Anxious, Confused, Afraid, Unsure, Uninformed, Suspicious

# Last Week Breakout Group Discussion

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1. What are key challenges you are hearing from your community about the vaccine?
2. What are suggestions for how best to overcome challenges?

*Setting the foundation for the community vaccine communication plans*



# Community Challenges

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- Distrust of government and medical community in communities of color due to negative and painful history of health care: **Acknowledge fear and mistrust**
- Worry about vaccine safety: **Address side effects and symptoms**
- Misinformation: The vaccine is mandatory, it is not.
- Pandemic fatigue
- Digital divide – online information isn't enough
- Equity concerns about vaccine distribution tiers and phases

# Desired Information

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- **Why** should you get the vaccine?
- **Who** can get vaccinated when?
  - Why will some people will get the vaccine before others?
- **Where** to get vaccinated?
  - Where can people without health insurance get vaccinated?
  - How will the homebound be vaccinated?
- **How**, when, and where to find information about getting the vaccine

# Ways to Reach Communities

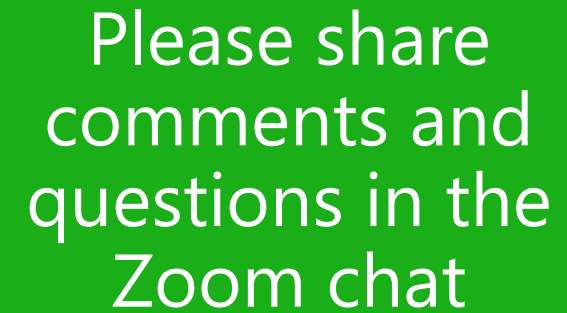
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- **Ethnic Media**
  - Radio, news, TV and print outlets for various communities including Chinese, Tagalog, Tongan, and Spanish
- **Social media channels in various languages**
  - Text alerts and on-line dashboards
- **Flyers and fact sheets that are updated and shared**
  - Bundled with social services information, placed in food boxes
  - Small ethnic markets and farmer's markets
  - Establish local vaccination information centers or mobile clinics
- **Events**
  - Virtual town hall forums, including with elected officials
- **Messengers**
  - Test site volunteers

# COVID-19 Vaccine Roll Out

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Louise Rogers,  
Director  
San Mateo County Health

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Please share  
comments and  
questions in the  
Zoom chat

This slide presentation will be emailed to all invitees following the meeting.

# Update: COVID-19 Vaccination

Louise Rogers,  
Chief of San Mateo County Health

Vaccine Communication Equity Working Group  
Meeting #2: January 21, 2021



**SAN MATEO  
COUNTY HEALTH**  
All together better.

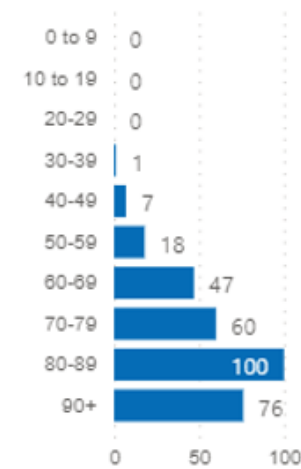
# Focus of update

- Brief review of COVID-19 situation
- Review key pieces of information
- Share updates where we have any
- Anticipate many changes today and next week:
  - State shifts in guidance on priority populations
  - New Federal Administration strategies
- State feedback channel – Partnership with California Pan Ethnic Health Network
  - Weiyu Zhang, Community Advocacy Manager

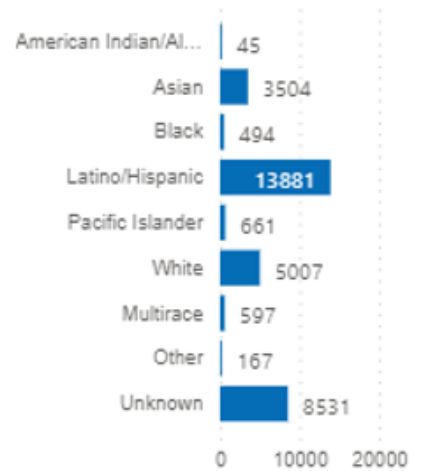
# The Surge

- Still in the surge but look to be on the downward trend
- 32,887 COVID-19 cases 1/19
- 309 Deaths
- Latinx community most disproportionately impacted by COVID-19 cases
- 11.7% positivity in low HPI; 6.5% in high HPI (1/10)

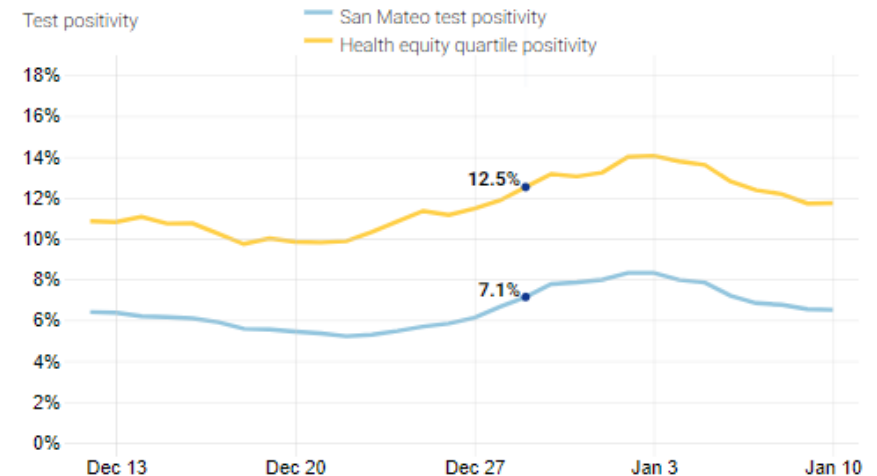
Deaths by Age Group



Cases by Race/Ethnicity



Test positivity



## Phase 1a

- Health Care Workers & medical first responders
- Long Term Care Residents



[50,000]

## Phase 1b tier 1

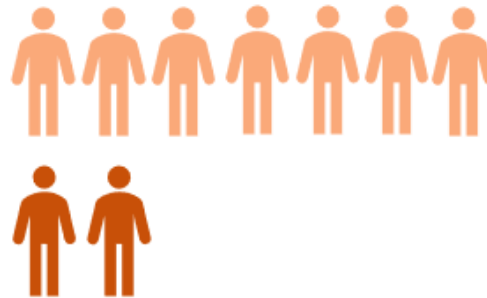
- Adults 75+
- Adults 65+
- Essential workers in:
  - Education/Childcare
  - Emergency Services
  - Food + Agriculture



[167,000]

## Phase 1b tier 2

- Essential workers in:
  - Transportation & Logistics
  - Industrial/Residential/Commercial sectors
  - Critical Manufacturing
- Incarcerated individuals
- Homeless individuals



[72,000]

## Phase 1c

- Adults 50-64 years old
- 16+ w/ underlying health condition or disabilities
- Workers in:
  - Water & waste management
  - Defense, energy & chemical sectors
  - Communications & information technology
  - Financial services & government operations
  - Community service

[TBD]



# How will people get the vaccine?

- Vast Majority of People - Existing healthcare provider
  - Kaiser, Dignity Health, PAMF/Sutter, AHMC/Seton
  - NEMS, Ravenswood, local providers
- Residents of Long-term care facilities - Walgreens/CVS/Safeway
- Veterans – Veterans Administration
- Clients of County Health & those experiencing challenges getting vaccinated through providers - County Health as Safety Net Provider
  - San Mateo County Medical Center
  - Vaccination clinics (piloted healthcare vaccination clinic last week)
- Providers are reaching out to their clients/patients on process for vaccination

# County Health Key Vaccine Responsibilities

- Coordination
  - vaccine allocation to local providers and engagement of multi-county entities (Kaiser, Dignity Health, PAMF/Sutter, AHMC/Seton)
- Communication
  - sharing information, learning from communities, and engaging with our residents and leaders to answer questions
- Vulnerable Communities
  - focusing on reaching our most impacted communities
- Data
  - sharing available data on local vaccine administration and allocation

# Vaccination Estimates

- Scale of the operation:
  - Approximately 619,000 adults in SMC
  - Targeting 90% or 557,000 people to reach sufficient population immunity
  - Estimate 6,200 vaccinations per day total across vaccinators
  - Approximate County responsibility: 1,200 vaccinations per day
- 33,046 San Mateo County residents vaccinated (21% have completed 2-doses)
- Anticipate major shifts from the State and Federal government this week and next



# SMC Dissemination Efforts – Learning and Exploring

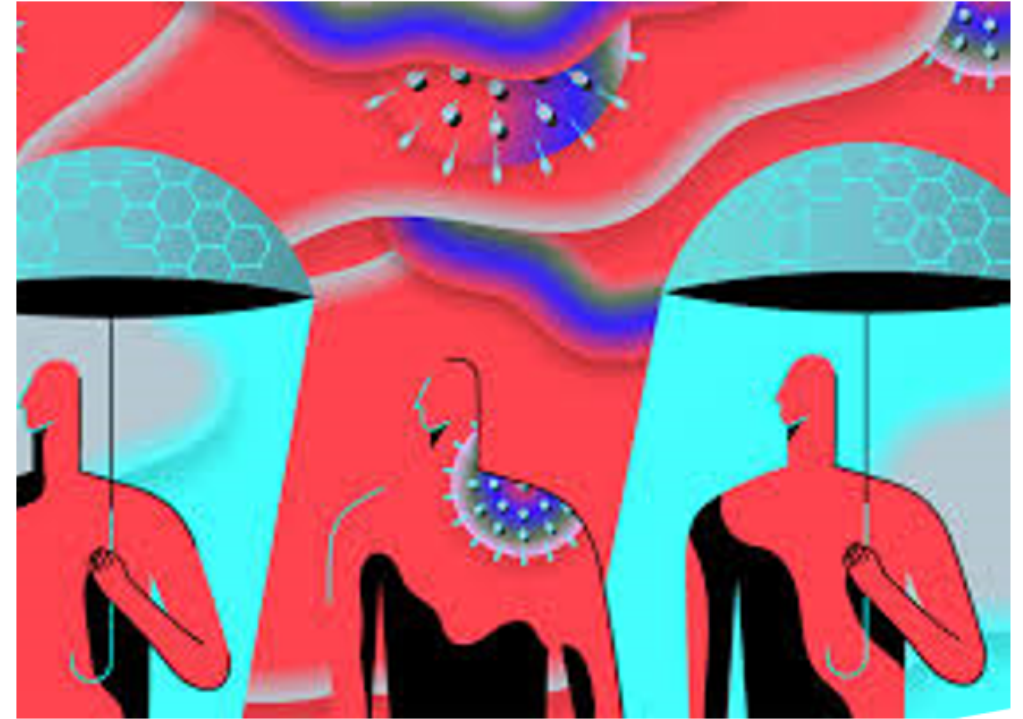
- Pilot Vaccine Clinic at Event Center for healthcare workers
  - 9,550 people vaccinated
- Working with Dignity Sequoia Hospital for healthcare IHSS workers this weekend
  - 2,000 in-home supportive service workers in SMC
  - Tailored outreach to connect with IHSS workers to ensure vaccination opportunities
- San Mateo Medical Center to pilot senior vaccination clinic at Ron Robinson Senior Clinic
  - For SMMC clients by appointment – Friday & Saturday
- One Medical Pilot w/ San Mateo Health Plan for age 75+ (Wed – Sun)
- Safeway partnership to expand capacity to reach long-term care facilities
  - 2 assisted living facilities completed (reached ~50) and 6 scheduled
- Walgreens and CVS – engaged the 17 skilled nursing facilities
  - Plus 180 congregate care facilities (over 500+ facilities across SMC)
- Learning from our pilots
- Exploring many options – pharmacies, mobile options and more

# Local Vaccination Data Dashboards

1. Number of vaccines allocated to entities across San Mateo County
2. Number of residents of San Mateo County vaccinated – disaggregated by race, age, gender. Working on disaggregating by geography.

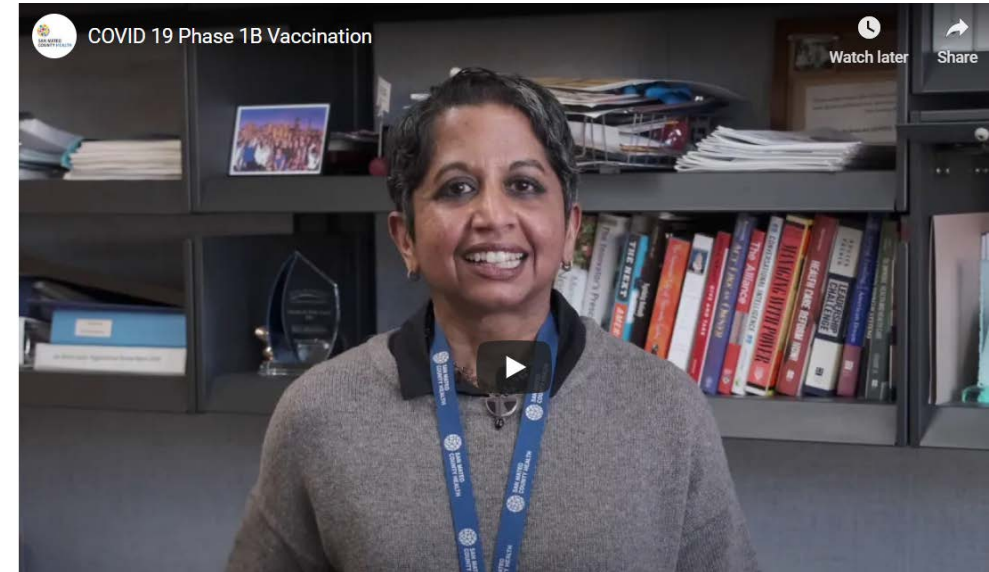
Coming soon.

Will share as soon as they are ready.



# Communication/Outreach Updates

- Updating vaccine website: <https://www.smchealth.org/covid-19-vaccination>.
  - In process: Deeper acknowledgment of historic and current inequities
- New video - who can get the vaccine and pathways to vaccine in SMC
- New video – Dr. Leroy Sims speaking to vaccine safety and skepticism in communities of color - [https://youtu.be/OtS5PmpYn\\_U](https://youtu.be/OtS5PmpYn_U)
- In process – video in Spanish with nurse on vaccine safety and skepticism in Latinx communities
- Presentations and forums sharing vaccine information, learning from community experiences and expertise, and answering questions
  - Telemundo, Univision, Spirituality Initiative, Immigrant Forum, Bay Area Community Health Advisory Committee, Youth Commission, and more
- Office of Community Affairs –January 26<sup>th</sup> 5pm, Spanish forum - *Hablando claro: ¿Qué se sabe sobre la vacuna de COVID-19*



# Ensuring equitable distribution of the vaccine

- 1) Provide transparency in the science, data, and vaccination process.
- 2) Prioritize those that shoulder the most risk.
- 3) Acknowledge explicitly the negative and painful history of health care in the US in communities of color and current health inequities that have led to distrust in healthcare, research, and government.
- 4) Engage community and stakeholders to better understand their concerns and needs and respond to concerns and needs as much as possible.
- 5) Communicate effectively in culturally sensitive ways through trusted partners.
- 6) Overcome as many barriers to accessing the vaccine as possible – geographic, linguistic, cultural, physical, technological, documentation, mistrust, and more.
- 7) Learn and improve as we go.





# State Feedback Channel: CA Pan Ethnic Health Network

- Partnership with California Pan Ethnic Health Network
  - State Community Advisory Committee
  - State coalition of health equity partners
- CPEHN to share Vaccine Communication Equity Working Group feedback through appropriate channels on state advisory committee and through advocacy
  - <https://www.cdph.ca.gov/Programs/CID/DCDC/Pages/COVID-19/Community-Vaccine-Advisory-Committee.aspx>



December 21, 2020

Equity Considerations for COVID-19 Vaccine Distribution

Dear COVID-19 Vaccine Drafting Guidelines Workgroup:

We, the undersigned organizations and members of the Community Vaccine Advisory Committee, appreciate the Administration's commitment to equity throughout the vaccine distribution approach. The

1



# Welcome & Thank You

Weiyu Zhang  
Community Advocacy Manager

California Pan Ethnic Health  
Network





THANK YOU



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COUNTY HEALTH**

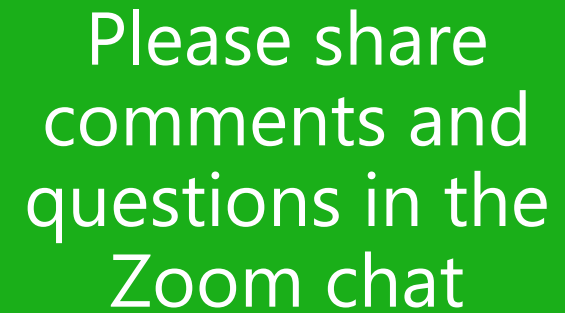
All together better.



# Countywide Communications

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Michelle Durand  
Chief Communications  
Officer, San Mateo County

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# County of San Mateo COVID-19 Vaccination Communications



# Countywide Objectives

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- Align with federal and state vaccine communications
- Provide accurate information that is culturally and linguistically appropriate
- Educate audiences about:
  - The vaccine itself
  - Access & distribution
  - What to do in preparation for and after the vaccine
- Instill confidence in vaccine
- Engage local communities

# Messaging Values

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- Be Honest & Transparent, Timely & Accurate
  - We may have limited information but will share with our messengers and residents when available
  - Messaging and directives will likely change, which is why we must all be nimble
- Empathize & Acknowledge
  - Individual and community concerns and challenges
- Create a two-way dialogue with the community and learn from each other
- Motive with personal, optimistic and engaging messages

# Core Broad County Vaccine Messages

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- The vaccine is safe, and it will save lives.
- Every resident will have the opportunity to receive a vaccine when it is their turn.
- Everyone must continue to wear a face covering before and after they are vaccinated to continue protecting themselves and their community.

# Information vs. Framed Messaging

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## Talking Point Example:

- Everyone should accept the vaccine when it is their turn.

## Framed Messages:

- Vaccination not only keeps you safe, but also those you love.
- The vaccine promises the chance to return to normal later this year— back to school, back to hugging loved ones, back to pulling down a mask to sharing a smile
- We're all in this together, including taking the vaccine.



# Messaging Flow— Joint Information Center (JIC)

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- The JIC includes representatives from:
  - The County Manager's Office
  - Health
  - Human Services Agency
  - Parks
  - Office of Community Affairs
  - Others as needed, such as the Office of Education
- Provides vaccine information which can be tailored for the needs of specific audiences
- Messaging draws from federal, state and county sources
- Develops strategic messaging and materials for both countywide and specific audiences

# Messaging Flow — Partners

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- Partners including:
  - Vaccine Communications and Equity Working Group
  - Office of Community Affairs
  - Funded CBOS
- Will use County baseline information to:
  - Create framed messages
  - Identify best platforms
  - Identify trusted messengers for targeted audiences

# Countywide Messaging

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- Vaccine information webpage: [www.smchealth.org/covidvaccine](http://www.smchealth.org/covidvaccine)
- Media — Paid and Earned
  - Interviews
  - News releases
  - Print and digital advertising
- County Manager bi-weekly briefings to electeds and media
  - Media briefings are posted on the County's YouTube and distributed publicly
- Weekly County COVID-19 Messaging Sheet
  - Distributed every Tuesday to County leaders and countywide electeds, public information officers and partners
- Weekly Emergency Operations Center (EOC) News
  - Distributed via opt-in email list
  - Includes week's news, case counts, testing availability, vaccine information, updates on stay-at-home order

# Countywide Messaging

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- 211 COVID-19 Call Center
- Peninsula PIO Network
  - Newsletters
  - Social Media
- Boards & Commissions
- Direct vulnerable client outreach by Health, HSA, OCA
- Hard and soft copy collateral – all available for your use in the County's Outreach Toolkit (<https://cmo.smcgov.org/covid-19-outreach-toolkit>)
  - Videos
  - Graphics
  - FAQs

# Countywide Social Media

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- Accounts managed by CMO, Health, OCA, HSA and Parks
  - Nextdoor has been particularly successful to target specific communities in language; Total residents enrolled: 286,360
  - Thousands of residents reached directly via Facebook by tagging important COVID-19 posts in English, Spanish and Chinese with FB's "COVID-19 Update" which lets local government agencies communicate important news and resources directly in language; posts appear on the County Facebook page, newsfeeds, businesses nearby and in search results
- The JIC Social Media Editorial Calendar is used to help develop a weekly schedule of dedicated posts in multiple languages shared weekly by OCA to hundreds of community partners for their use


# Countywide Messengers

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- Trusted vaccine endorsers/experts (health care experts)
- Trusted community leaders
  - Faith
  - Elected
  - Education
  - CBOs
  - Boards & Commissions
  - Employers and business groups — SAMCEDA, minority Chambers of Commerce, industry specific organizations
  - Personal and professional networks

# California's "Vaccinate 58" Graphics

**COVID-19 vaccine MYTHS and FACTS**



**FACT**  
COVID-19 vaccines are safe.

Both the Moderna and Pfizer vaccines have been very well studied and underwent full reviews by experts. They used the

**FACT**  
COVID-19 vaccines will not give you novel coronavirus


There's no way to get COVID-19 from the vaccine. None of the FDA-authorized vaccines

**FACT**  
You cannot test positive because of the COVID-19 vaccine

+8

There's no part of the novel coronavirus in the Pfizer or Moderna vaccines. Therefore, you can't test positive on an antigen test. You will, however,


**EXPERTOS MÉDICOS RESPALDAN LAS VACUNAS DEL COVID-19**



Tu seguridad es prioridad.

Proveída sin costo.

Con la vacuna podemos acabar con la pandemia.



Vaccinate ALL 58

# Graphics for Flyers, Ads & Social Media



**La mayoría de los residentes recibirán la vacuna de su proveedor de atención primaria cuando sea su turno.**

**Comuníquese con su proveedor o plan de salud sobre su elegibilidad.**



Para obtener más información sobre el plan de vacunación del Condado, visite [www.smchealth.org/covidvaccine](http://www.smchealth.org/covidvaccine).



**COUNTY OF  
SAN MATEO**



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COUNTY HEALTH**  
All together better.



# County Video Messages

## COVID-19 Public Service Announcements, Media Briefings & Messages

Liked videos



47

### COVID-19 Media Briefings

County of San Mateo  
Updated 2 days ago  
[VIEW FULL PLAYLIST](#)



29

### COVID-19 PSAs

County of San Mateo  
[VIEW FULL PLAYLIST](#)



7

### COVID-19 Thank You Messages

County of San Mateo  
Updated 2 days ago  
[VIEW FULL PLAYLIST](#)



7

### Local Celebrities Are #SMCStrong

County of San Mateo  
[VIEW FULL PLAYLIST](#)



2

### COVID-19 Vaccine

County of San Mateo  
Updated 6 days ago  
[VIEW FULL PLAYLIST](#)

# QUESTIONS?



# Zoom Breakout Groups

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- Random groups of 10-15
- Each group will have a facilitator and note-taker provided

# Goal: All adult residents are vaccinated



# Breakout Group Discussion

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1. What education is needed in your community in addition countywide messages below?
  - The vaccine is safe and it will save lives
  - Every resident will receive a vaccine when it is their turn
  - Everyone must continue to wear a face covering before and after they are vaccinated
2. What motivates different communities to get vaccinated?
3. Who are the messengers who can motivate others to action?

# Upcoming Meetings

Meeting Date/Time	Meeting Focus
Thursday, January 28 <sup>st</sup> 10:00 a.m. – 11:30 a.m.	<ul style="list-style-type: none"><li>• Vaccine update from the health system</li><li>• Communications and outreach best practices for BIPOC communities</li><li>• Existing messaging resources</li><li>• Breakout discussion: populations with greatest need</li></ul>
Community Group Meetings: February	<ul style="list-style-type: none"><li>• Review of community plan structure</li><li>• Message development</li><li>• Budget resources for implementation</li></ul>

# Meeting Follow Up Materials

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- Today you will receive:
  - Slides from today's presentation
- Next week we will send:
  - Meeting notes and breakout group notes
  - Questions and answers from the chat

*Please note:* if you'd like to invite additional staff to attend these meetings, please let us know and we will add them to the distribution list. We kindly ask that you do not forward the meeting invitation.

# Questions?

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## **Peggy Jensen**

Deputy County Manager, San Mateo County

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## **Danielle Lee**

Assistant Director, Office of Sustainability, San Mateo County

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Thank You!