



Vaccinate ALL 58

Together we can end the pandemic.

Briefing for the Childcare Community

**Update on COVID-19 Vaccine Distribution
and Communications Campaign**

February 22, 2021



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Together we can end the pandemic.

California Department of Public Health

**Dr. Ron Chapman, MD, MPH
COVID-19 Vaccine Task Force**

Agenda

- Vaccine 101
- Overview of Eligibility and Distribution
- How People Get Their Vaccine
- Vaccinate ALL 58 Campaign Overview
- Campaign Strategy
- Questions

Vaccine 101

COVID-19 Vaccines

Current vaccines with FDA emergency use authorization (EUA) recommended for prevention of COVID-19:

Pfizer-BioNTech (BNT162b2) COVID-19 vaccine

- Approved for those 16 years and older
- Consists of two doses given 21 days apart
- 95 percent effective against COVID-19

Moderna (mRNA-1273) COVID-19 vaccine

- Approved for those 18 years and older
- Consists of two doses given 28 days apart
- 94 percent effective against COVID-19

COVID-19 Vaccines are Safe

California has its own **Scientific Safety Review Workgroup** comprised of immunization, public health, academic and other experts who are vetting vaccine safety.

The Scientific Safety Review Workgroup has confirmed that the Pfizer-BioNTech and Moderna **vaccines have met high standards** for safety and efficacy.

Sometimes vaccination can cause a sore arm, aches, fatigue or fever for a few days after getting the vaccine, but these are not harmful.

California's Vaccination Guiding Principles

California's plan for the distribution and administration of a COVID-19 vaccine is guided by the following overarching principles:

- Ensuring **transparency** by bringing in **community stakeholders** from the outset
- Ensuring the COVID-19 **vaccine meets safety requirements**
- Ensuring the vaccine is safe, distributed and administered **equitably**, at first to those with the **highest risk** of becoming infected and spreading COVID-19
 - Given recent surge and vaccine scarcity, this has shifted to those with highest risk of morbidity and mortality

Vaccination Update

Vaccination Update

- CA currently receives ~1.3 million doses per week; will continue to increase as nation supply increases
- More than 7 million vaccines administered in CA with roughly 1 million people fully vaccinated
- CA is successfully picking up its pace with a single-day record of 264,000 doses administered on February 18

Who Is Eligible

- Currently eligible groups:
 - Health care workers
 - Long term care and skilled nursing facility residents
 - Older Californians (65+)
 - Food and agriculture
 - Childcare and education
 - Emergency responders
- Eligible next:
 - March 15: Those with severe health complications

Be Notified When You Become Eligible

- Visit My Turn to sign up to be notified when you're eligible
- Scheduling system as a pilot, expanding to additional counties
- Those without access to the internet can call the CA COVID-19 Hotline at 1-833-422-4255
 - Language capabilities in 250+ languages



Transitioning to a Statewide Vaccine Network

- A third-party administrator (TPA) is an entity that selects and manages the network responsible for the delivery of health care or other services on behalf of a group of people.
- Key functions include:
 - **CONTRACTS:** Develop and manage the state vaccine network contracts, including start-up costs and monthly incentive payments.
 - **COMMUNICATIONS & EDUCATION:** Develop and implement a communications plan with the state vaccine network providers.
 - **IMPLEMENTATION:** Support vaccine distribution criteria set by the state, including considerations such as hotspots and equity measures.
 - **REPORTING:** Feed provider data as required to myturn.ca.gov and statewide dashboards.

TPA & Managing Network Performance

- **Access**
 - 30 minutes for urban areas, 60 minutes for rural areas
 - Administer vaccines to homebound or that make it unsafe for them to travel to a provider
- **Capacity**
 - By March 1: 3M per week
 - By April 30: 4M per week
- **Equity**
 - State-identified under-resourced or disproportionately impacted populations
 - People living in Healthy Places Index tracts in the lowest quartile
- **Administration Efficiency**
 - 95% of vaccines administered in one week
- **Patient Experience**
 - If appropriate, establish a 5-star rating program

How Will Californians Get Their Vaccine

- Schedule an appointment via My Turn
- At a pharmacy
- Through your primary care provider
- Employer-based, mobile, or pop-up clinics

Vaccinate ALL 58 Campaign Update

Vaccinate ALL 58 - Equity Driven Approach

Goal: Educate, motivate and activate Californians to get vaccinated when it's their turn

Audience: Disproportionately impacted Californians

Key Messaging Topics:

- Provide basic vaccine facts
- Address barriers like lack of access and hesitancy
- Help Californians navigate vaccination eligibility and process

Vaccinate ALL 58 - Equity Driven Approach

- **Strategy 1:** Informing campaign decisions through a data-driven approach that evolves over time
- **Strategy 2:** Communications efforts with cultural humility
- **Strategy 3:** Community engagement through trusted messengers

Communications with Cultural Humility

- Community informed
- In-language
- Address vaccine hesitancy
- Combat mis- and dis-information
- Engage trusted messengers
- Focus on ethnic/multicultural media
- Fully integrated and coordinated with community outreach efforts

Leveraging Trusted Messengers

“Ground game” teams:

- State funded CBOs
- Philanthropy funded CBOs
- Local health jurisdictions - 61 total and their CBO networks
- State agency partnerships
- Key stakeholders (elected officials, non-funded CBOs, etc.)

Vaccinate All 58: Communications Overview

- Now: Digital, Radio, TV, Earned Media
- March 15: Launch Expanded Paid Media Flight (New Creative)
 - Targeted, multicultural buy reaching diverse audiences
- Nimble PR Strategy to Focus on Key Audiences
 - e.g. health care workers, 65+, farmworkers, and others

Informed By:

- Creative Testing, Ongoing Audience Research, Mis- and Dis-information Monitoring, and Eligibility Phases/Operations in California

Questions?

Thank You!

VA58@cdph.ca.gov

<https://toolkit.covid19.ca.gov/partners/>