Briefing for the Childcare Community

Update on COVID-19 Vaccine Distribution and Communications Campaign

February 22, 2021
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 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
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!

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