



ALAMEDA COUNTY COVID-19 HEALTH EMERGENCY

COUNTY OF ALAMEDA ★ CALIFORNIA

Office of Emergency Services
4985 Broder Blvd, Dublin, CA 94568

Alameda County Health Care Services Agency

FOR IMMEDIATE RELEASE
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Over 81% of Alameda County’s Latinx and 74% of Black, African American Residents Have Received At least One Dose of Lifesaving COVID-19 Vaccine

County doubles down on efforts to reach remaining residents by launching digital ad campaign that will provide accurate information and motivations for getting vaccinated.

ALAMEDA COUNTY, CA – The Alameda County Health Care Services Agency announced today that 81 percent of Hispanic/Latino and 74 percent of Black/African American Alameda County residents, 12 years and older, have received at least one dose of a COVID-19 vaccine. Seventy-five percent of Hispanic/Latino and 68 percent of Black/African American residents, 12 years and older, are fully vaccinated.

This milestone reflects efforts by the Health Care Services Agency and provider partners to ensure vaccinations are accessible and located in the communities where Black and Brown residents live and go to school.

Latinx and Black, African American residents have lower vaccination rates than other races/ethnicities in Alameda County and are among the most disproportionately impacted by COVID-19.

Using census tract-level vaccination rates of Black/African American and Latinx residents to focus the work, the Health Care Services Agency has partnered with community organizations to reach residents at their homes and in their shopping and business corridors to share facts about COVID-19 vaccines and opportunities to get vaccinated. Since June 2021, the Direct Outreach to Residents (D.O.O.R) program has knocked on nearly 60,000 doors and held nearly 14,000 conversations with community members. In addition to ongoing increases in vaccination rates across Alameda County, these census tracts have seen a 10 percent increase in vaccination rates through a multi-pronged strategy including DOOR.

“Partnering with community organizations and neighborhood residents has strengthened the effort to reach people with information where they live, work, and shop,” said Alameda County Health Care Services Agency’s Public Health Director Kimi Watkins-Tartt. “Having an authentic discussion about concerns and receiving factual information from someone familiar supports informed decision making about vaccination.”

The Health Care Services Agency has launched a hyperlocal vaccine digital campaign to deliver vaccination information to specific age and race/ethnicity groups and residents in geographic locations in Alameda County with lower vaccination rates. Like the D.O.O.R program, this campaign will be data-driven and

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include community feedback loops to address current concerns and misinformation about vaccines in a timely manner while offering emotionally resonant reasons why a person might choose to get vaccinated.

“We continue efforts to reach every Alameda County resident who might be interested in getting vaccinated and needs more time or information,” said Colleen Chawla, Health Care Services Agency Director. “Using multiple strategies including the D.O.O.R program and the hyperlocal digital campaign, we are expanding access to accurate information and combatting misinformation that deters or discourages residents from obtaining life-saving COVID-19 vaccines.”

If you haven’t gotten vaccinated yet, you can learn more about COVID-19 vaccines at <https://covid-19.acgov.org/vaccines>, including where to get vaccinated and frequently asked questions. When you are ready, a vaccine will be waiting for you.

Visit Alameda County’s COVID-19 data dashboard at <https://covid-19.acgov.org/data>.

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