

Strategic Refresh Portion of the CAG Meeting

Scribe Notes

May 10, 2022

The goal of the strategic refresh portion of the CAG Meeting was to gather community input from CAG members. To accomplish this, the questions (*listed below*) were discussed in small groups, with a member of the CAG Small Working Group serving as the facilitator and a member of the Strategic Refresh Meeting Leads serving as scribe.

1. *Where are the places that community partnership needs to deepen in order to execute strategies and achieve goals?*
2. *What are some examples of where strategies to reach communities with the lowest vaccination rates are working? For example: locations or communities that statistically have lower vaccination rates but you know of successful events, outreach, etc.*
3. *What does vaccination success look like for Alameda County?*
4. *What critical messages do communities want to hear from the Public Health Department (PHD)/Health Care Services Agency (HCSA) regularly?*

Breakout Group Participants: CAG Members

Strategic Refresh Meeting Scribes: Julie Williamson, Donata Nilsen, Sandi Galvez

Scribe + Group Members	Notes Summary	Recurring Themes
<p>Scribe: Julie Williamson Facilitator: Gary Blodger CAG Members: Gary, Karen, Karla, Joan, Gabriela</p>	<ul style="list-style-type: none"> • Unhoused persons and elderly were mentioned on multiple occasions re: addressing their needs and concerns • Importance of keeping messaging clear and coordinating with State to avoid mixed messaging • “Fliers with QR codes don’t work” <ul style="list-style-type: none"> ○ There is no uniformity ○ Need people on the ground talking to individuals • “County has a communications team that gives us messages. What is the bi-directional loop? How do we give the County feedback on what we know about what communities are asking or needing? How do we get in front of the myths and misinformation” 	<ul style="list-style-type: none"> • Emphasis on focusing on elderly population (e.g., addressing how to help seniors who don’t have access to tech) • Unhoused persons and their children • Consistent and clear messaging • Targeted messaging and outreach <ul style="list-style-type: none"> ○ Go where the people are—meet them where they are (schools, grocery stores, parks, etc.) ○ Build trusted messenger relationships ○ Equity in vaccination efforts (rates of vaccination in affluent neighborhoods are higher—how do we protect our most vulnerable communities?)
<p>Scribe: Donata Nilsen Facilitator: Dr. Noha</p>	<ul style="list-style-type: none"> • Coordination among partners and outreach 	<ul style="list-style-type: none"> • Strong partnerships are important <ul style="list-style-type: none"> ○ Keep messaging consistent and clear • Address vaccine hesitancy

<p>CAG Members: <i>Sheradon, Claudia, Aaron, Arlene, Erika</i></p>	<ul style="list-style-type: none"> • Discussion about hesitancy and skepticism about vaccine’s efficacy against infection “what will change peoples’ hearts and minds?” • Community events such as weekend flea markets provides us with unique opportunity to connect with diverse communities—lets take advantage of this • Work smarter • Connect with community members and educate them • Vaccine pop-up at flea market was successful <ul style="list-style-type: none"> ○ Address limited bilingual capabilities • Gear messaging towards each community (e.g., mixed messaging re: masking is strongly encouraged “not a good message” for Latino populations) 	<ul style="list-style-type: none"> ○ Education is key • Trusted messengers <ul style="list-style-type: none"> ○ Community outreach works, such as pop-up vaccinations at weekend flea markets
<p>Scribe: <i>Sandi Galvez</i> Facilitator: <i>Dr. Donna</i> CAG Members: <i>Dr. Donna, Dr. Bruce, Mary Lou (disability rights legal org), Wendy (senior services coalition)</i></p>	<ul style="list-style-type: none"> • Emphasis on elderly population <ul style="list-style-type: none"> ○ Deeper coordination around aging services and the transitions elderly folks go through (i.e., home to hospital, hospice) • Look through public health issues through a disability lens <ul style="list-style-type: none"> ○ Reach out and acknowledge the barriers disabled pop faces in healthcare • Strong community outreach at community events works (e.g., pop-up clinic at the flea market) • Acknowledge folks earned mistrust due to systemic/historical racism • Re: vaccination success <ul style="list-style-type: none"> ○ AC can do better ○ Develop trust ○ Vaccine only strategy not impactful—we need to focus on “reducing mortality disparity” <p>Emphasis on having consistent and clear messaging</p>	<ul style="list-style-type: none"> • Emphasis on elderly population • Look through public health issues through a disability lens • Strong community outreach works (e.g., vaccine pop-up at weekend flea market) <ul style="list-style-type: none"> ○ Reach out to community and individuals directly • Acknowledge folks earned mistrust due to systemic/historical racism
<p>Scribe: <i>Carlos Bastida</i> Facilitator: <i>N/A</i> CAG Members: <i>N/A</i></p>	<ul style="list-style-type: none"> • COVID guidance continues to change, and people are confused <ul style="list-style-type: none"> ○ County talking points are a good place to start to keep promotoros/partners updated, but “still contributes to mixed messaging, and more effort needs to be made at better dissemination of info” • Hold events in easy to reach public spaces <ul style="list-style-type: none"> ○ Parks, community centers, etc. 	<ul style="list-style-type: none"> • Address mixed messaging: messaging should be consistent and clear • Direct outreach with a focus on vulnerable populations (elderly, immigrants, unhoused, etc.) • Meet people where they are—community events, parks, etc.

	<ul style="list-style-type: none">○ These events should also offer other services, such as food drives, Medi-Cal● School nurses and nursing schools are great resources for help building trust in the community	<ul style="list-style-type: none">● Outreach should be done in immigrant pockets○ Speak the same language and similar backgrounds● Trusted messengers● Equity in vaccination outreach work (Indigenous Central Americans)○ Hypertargeting outreach○ “Not just consistent messaging, but persistent messaging” <p>Schools= great place to reach children and parents</p>
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