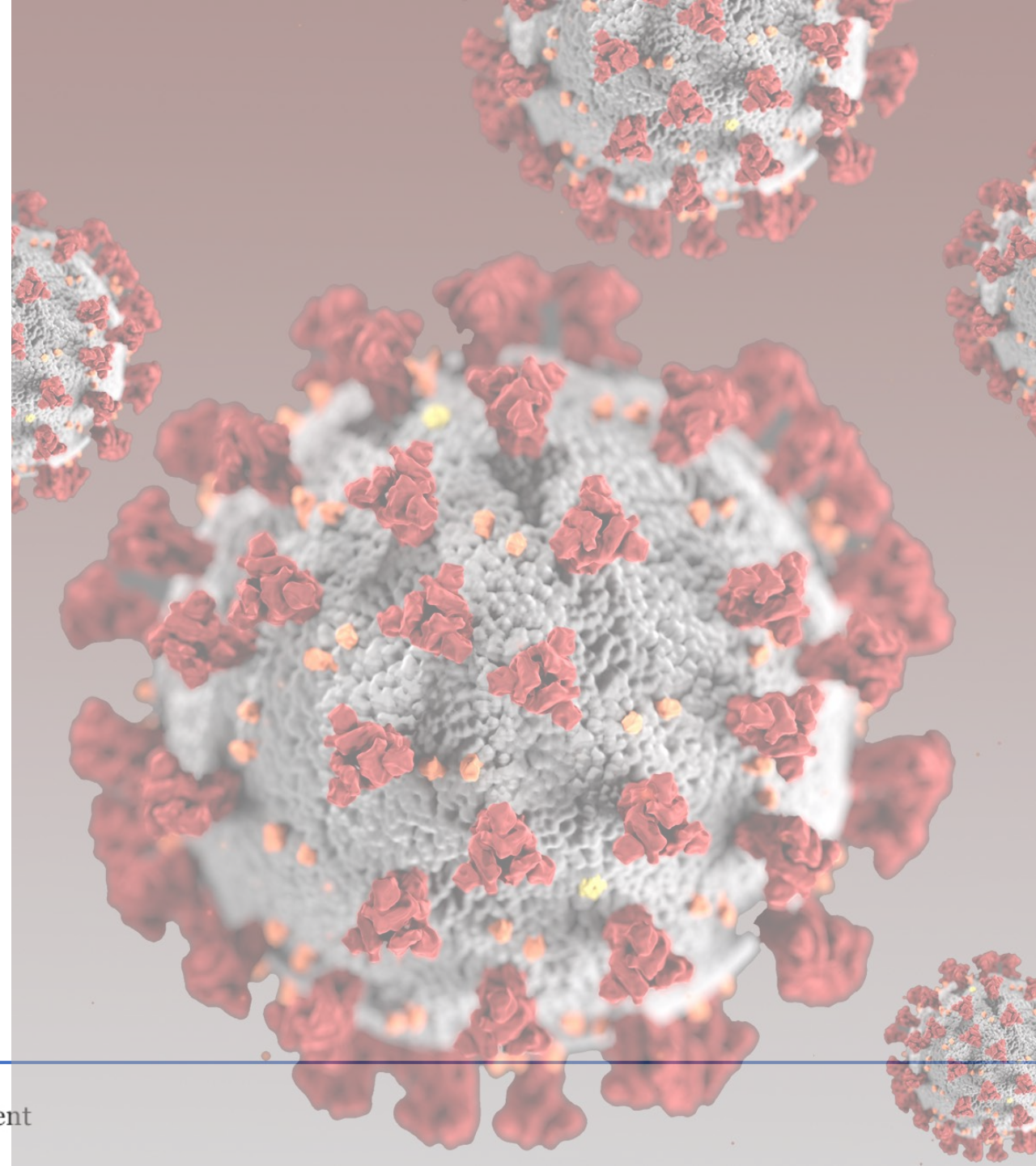


Alameda County COVID-19 Vaccine Community Advisory Group

COVAX@acgov.org

Meeting 2
January 12, 2021



Alameda County
Health Care Services Agency



Alameda County Public Health Department
Celebrating Healthy People in Healthy Communities

Agenda & Housekeeping

1. Welcome & Intros
2. Group Goals/Purpose
3. Alameda County Vaccine Planning
4. Communications & Messaging
5. Chat Q&A

Panelists:

Please keep your microphone on mute while not speaking

Attendees:

Feel free to include questions in the Chat



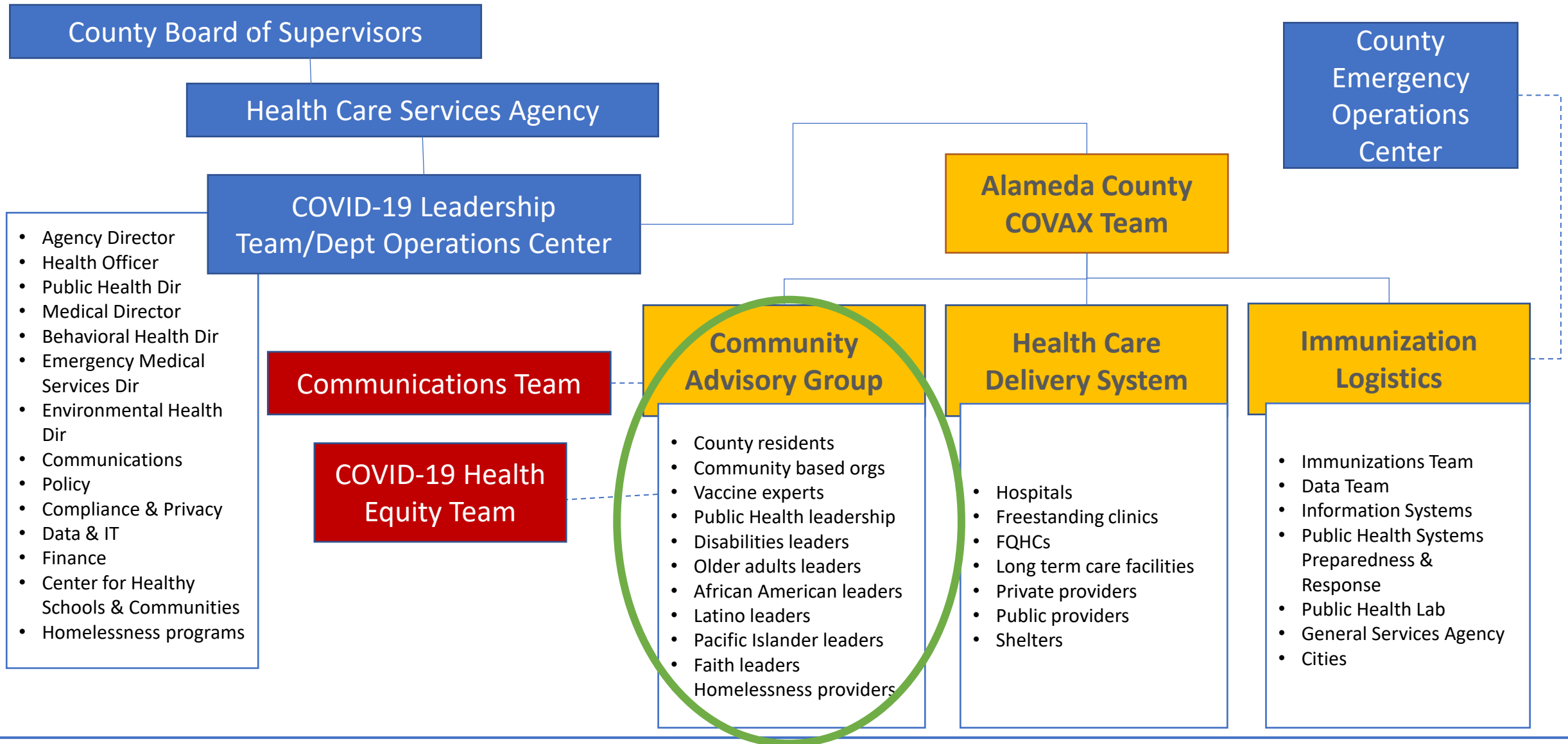
1. Welcome & Intros



2. Group Goals/Purpose



Alameda County Vaccine (COVAX) Leadership Structure



COVAX Community Advisory Group

Who: Representatives from a diverse cross-section of residents, community-serving organizations, health experts, and highly impacted communities. Meetings open to the public.

Purpose:

- Share evolving **information** and plans with community
- Provide input on **equitable vaccine distribution** and prioritization
- Build collective **trust** and strategies to help people make **informed decisions**
- Coordinate on **messaging** and managing misinformation

Process:

- Regular (biweekly or monthly) meetings through Spring 2021
- Integrate across COVID-19 response, existing community tables, and outreach/education



3. Alameda County Vaccine Planning



How will vaccine(s) change the pandemic?

The vaccines could

- Reduce the number of people with COVID-19
- Reduce the severity of disease
- Reduce hospitalizations
- Reduce deaths
- Potentially lead to herd immunity
- Allow earlier return to normal life

There is still more to learn about

- Impact on transmission and herd immunity
- How long immunity lasts from COVID-19 or from the vaccines

Beyond safety and efficacy, vaccines work best with broad participation

- We're only at the beginning
- Masks, physical distancing, and other measures will be needed until we have sufficient coverage



Herd immunity

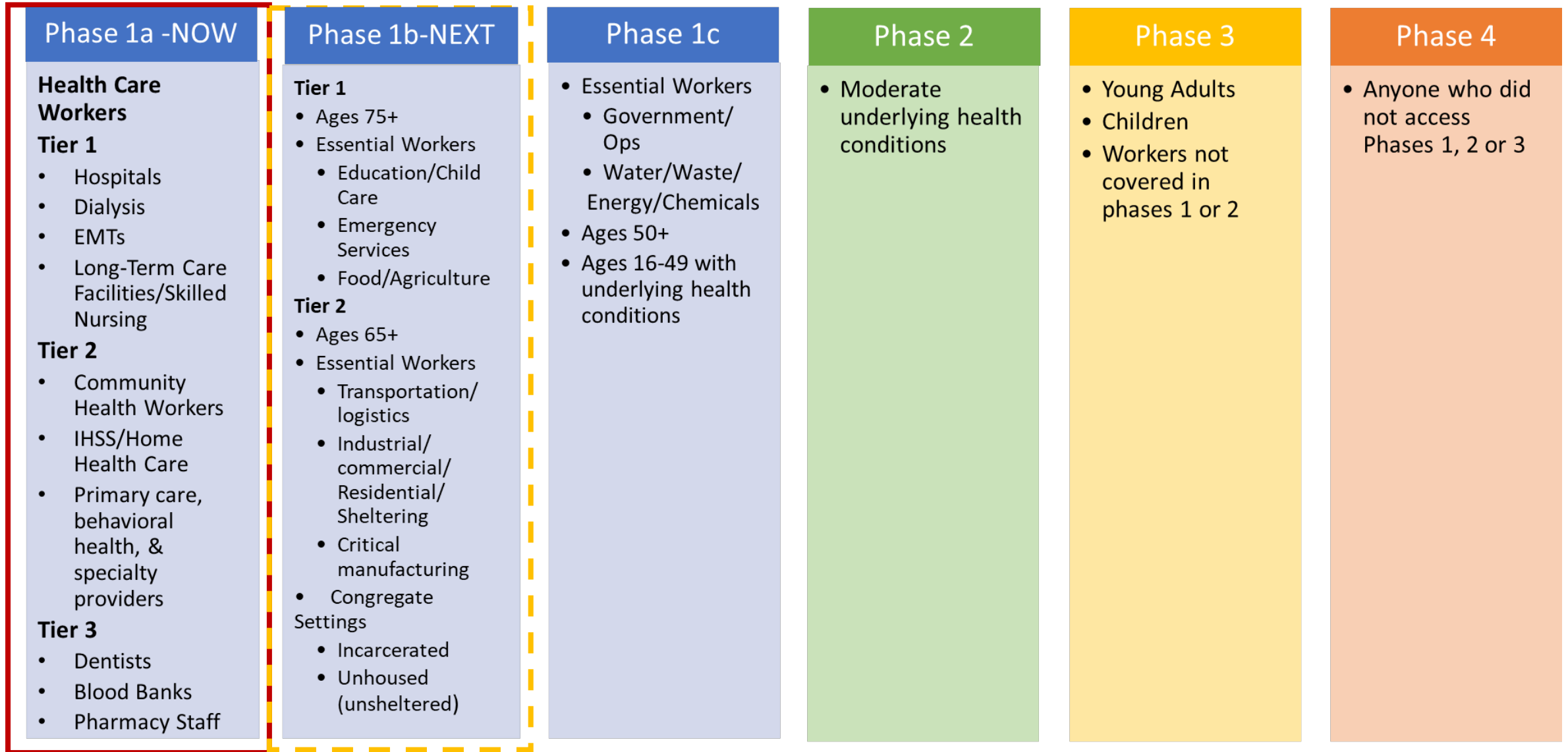
Herd immunity occurs when enough people become immune to a disease to make its spread unlikely. As a result, the entire community is protected, even those who are not themselves immune. Herd immunity can be achieved through vaccination.

A large proportion of Alameda County residents, across all communities, would need COVID-19 vaccination to achieve herd immunity, and the vaccines would need to slow transmission.

Herd immunity threshold may be as high as 80-90%



Vaccine Prioritization Framework *updated 1/12/21*



Who's in Phase 1b and 1c? *updated 1/11/21*

Phase 1b: Essential Workers, Older Adults & People at risk for severe illness

Tier 1:

- Older adults, aged 75+
- Essential Workers in the following sectors:
 - Education & Child Care (formal & informal)
 - Emergency Services (incl Law Enforcement)
 - Food/Agriculture

Tier 2:

- Older adults, aged 65+
- Essential Workers in the following sectors:
 - Critical Manufacturing
 - Industrial, Residential & Commercial Sheltering Facilities & Services
 - Transportation and Logistics
- Congregate Settings:
 - Incarceration Settings
 - People Experiencing Homelessness

Phase 1c: People with High-Risk Conditions & Essential Workers

- Adults, aged 50+
- Persons 16-49 with high-risk conditions:
Cancer • Chronic kidney disease • COPD (chronic obstructive pulmonary disease) / Heart conditions • Solid organ transplant • Overweight (BMI>40 kg/m²) • Pregnancy • Sickle cell disease • Smoking • Type 2 diabetes mellitus • Asthma (moderate to severe) • Cerebrovascular Disease • Cystic fibrosis • Hypertension/high blood pressure • Immunocompromised; blood/bone marrow transplant • Neurologic conditions e.g. dementia • Liver disease • Pulmonary Fibrosis • Thalassemias • Type 1 diabetes mellitus
- Water & Waste Management
- Defense
- Energy
- Communication & IT
- Financial Services
- Chemicals/Hazardous Materials
- Government Ops/Community Services



Status of Vaccine in Alameda County as of 1/11/21 *(slide corrected 1/12/21)*

Approximate size of Phase 1a population in Alameda County	145,000
Doses received within Alameda County (excl Berkeley)	53,000 (+32,350 2 nd doses)
Doses received by hospitals	23,800 (+22,200 2 nd doses)
Doses received by other health care entities	1,800 (+0 2 nd doses)
Doses received by HCSA/PHD	27,400 (+10,150 2 nd doses)
Doses redistributed to other health care entities	3,250 (+0 2 nd doses)
Doses administered by HCSA/PHD as of 1/10/21	7,466 (+1,700 2 nd doses)
Estimated doses to be administered by HCSA/PHD this week	4,525 (+275 2 nd doses)

Logistical Planning & Considerations:

- Amount of vaccine available (inconsistent week to week)
- Determining who/how many are eligible in each prioritization category
- Best way to reach eligible people
- Staffing (ramping up vaccinators)
- Ease and accessibility of sign-up
- POD location and accessibility
- Clear and timely communications



How do I get my vaccine?

Where will I get vaccine?

- County points of distribution (PODs)
- Health Care Providers (*as supply increases*)
 - Doctor's office
 - Community Clinics
 - Urgent Care
 - Hospitals

How will I know it's my turn?

- Employer
- Medical Insurance
- Public communications/Messaging
- Community Groups



4. Communications and Messaging



Potential Partnerships

We acknowledge the mistrust created by historic & present harmful experiences with health care and government systems and must bring accurate, adequate, understandable information and resources to all our residents.

Groups of Residents

- Age (Youth, Older Adults)
- Race/Ethnicity (Latino/x, African-American/Black, Pacific Islander, Native/Indigenous)
- Faith-Based Organizations
- County Partnerships (County Health Outreach, CI/CT, Care Kit, and Testing organizations)

Additional Tables for Presentation

- Community Groups (e.g. Tenants Organizations)
- Cities
- Elected officials
- Town Halls
- Schools/ACOE
- Childcare
- Disability community
- Business community
- Cross-sector collaborations (e.g. All-In, Oakland Thrives Council)



Communications Plan

Public/general communications

- Website covid-19.acgov.org/vaccines
- Media (press, TV, radio) covid-19.acgov.org/press
- Social media ([Twitter](#), [Facebook](#), [Instagram](#), [Nextdoor](#))
- covax@acgov.org

Community engagement & outreach

- Trusted messengers
- [PSAs/testimonials](#)
- Town halls (community-led, population-specific, geographic, etc.)
- Community Advisory Group
- Contracted Outreach & Health Education providers
- Improving language access



FAQs on website

1. Are COVID-19 vaccines **safe**?
2. Which vaccines are **available**?
3. Is the vaccine **mandatory**?
4. How much will it **cost** to get the COVID-19 vaccine?
5. **Who** can get the vaccine?
6. Who will get vaccinated and **in what order**?
7. What does this mean for me?
8. Do I need to **wear a mask** after I'm vaccinated?
9. What should I do **while I wait** to be vaccinated?
10. **How well** does the vaccine **protect** me from COVID-19?
11. How does the **COVID-19 vaccine work**?
12. Who was part of the **clinical trial**?
13. **Who decides** which people get the vaccine first?
14. How is the **safety** of the COVID-19 vaccines ensured in the U.S.?
15. How does the County ensure that the vaccine is being **distributed in a fair and equitable way**?
16. What **group** will be vaccinated **next**?
17. Should I get the vaccine if I have had **an allergic reaction** to another vaccine or have another type of severe allergy?



FAQs under development (please email us with additional suggestions)

1. What are possible **side effects** from the vaccine? / Could there be side effects from the vaccine?
2. Are **mRNA** vaccines a brand new or untested type of vaccine?
3. How is the COVID-19 vaccine **administered**?
4. **Where** will I get the vaccine?
5. How will I know it's **my turn**?
6. **Why** should I get vaccinated?
7. How will my **documentation status** affect getting the vaccine (do I need ID? Will I be in a registry?)
8. How immune am I? **How long does immunity last** after being vaccinated?
9. Should I get vaccine if I've **already had COVID-19**?
10. Should I get vaccine if **I'm sick**?
11. When will my **child** be able to get vaccine?
12. Which vaccine is being given?
13. Will my **employee** receive some type of **verification** that they received the vaccine?



Trusted Messengers & Communications Partnership Approach

- Your communities:
 - Where do your friends, family, and coworkers go for COVID-19 information?
 - Where do you go for general health information?
 - Who do you trust to provide accurate health information?
 - How do you like to receive information?
 - What kinds of resources help you share health information with your family, friends, and community (read, listen, view)?
- How can we partner with you?
- Partnership ask: interest in submitting short video





Alameda County Public Health Department

1,532 Tweets



ALAMEDA COUNTY PUBLIC HEALTH



FOLLOW US FOR COUNTY RESPONSE TO COVID-19



Following

Alameda County Public Health Department


@Dare2BWell

The official Twitter account for the Alameda County Public Health Department. For COVID-19 info/resources, visit covid-19.acgov.org/index.page.

@Dare2BWell on [Twitter](#) [Facebook](#) [Instagram](#)

Search Twitter



 Alameda County Health Care Services Agency 2h

Acute care hospital health care workers and 911 first responders at highest risk for exposure are our first line of defense in protecting our system of care from becoming overwhelmed and understaffed during this surge.

<http://ow.ly/bQxE50CLux0>



5. Chat Q&A

covax@acgov.org

<https://covid-19.acgov.org/vaccines>



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