

Alameda County COVID-19 Vaccine Community Advisory Group

COVAX@acgov.org

Meeting 16
October 12, 2021



Alameda County
Health Care Services Agency



Alameda County Public Health Department
Celebrating Healthy People in Healthy Communities

La siguiente presentación tiene servicio de interpretación al Español.

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2. Seleccione Spanish/Español como su idioma

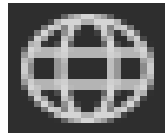
- Opcional: Para escuchar solo el audio en Español, haga clic sobre "Mute Original Audio"

The following presentation has interpretation in Spanish.

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2. Select Spanish as your language

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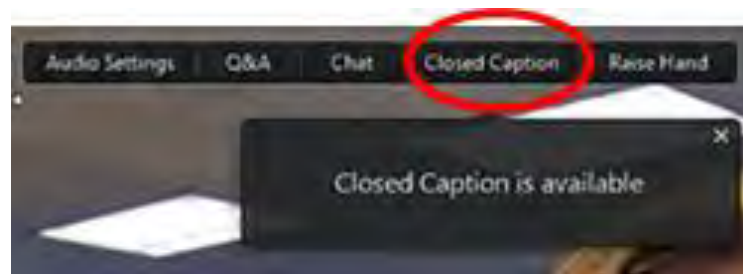
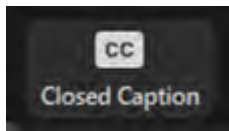
For PC and Android



For iPhone and Mac

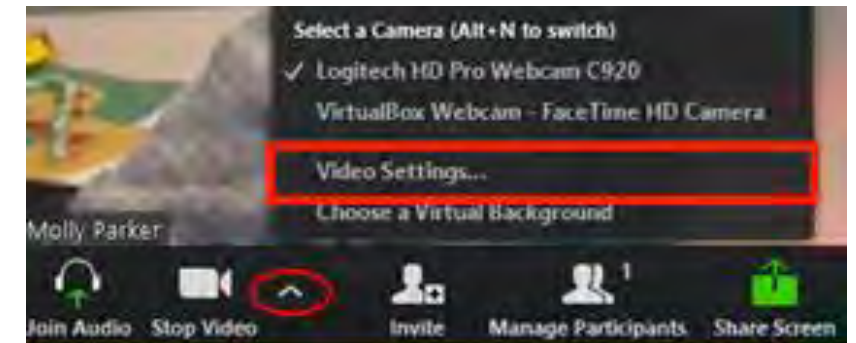
Using Closed Captioning

- Click **Closed Caption** in the controls at the top or bottom of your screen
- After selecting Closed Caption, you will see the captioning at the bottom of your screen.
- If you need to adjust the caption size
 - Click on the arrow next to stop/start video and choose Video Settings
 - Click on Accessibility
 - Move the slider to adjust the caption size



Como Usar los Subtítulos

- Haga click sobre Closed Caption en los controles arriba en su pantalla
- Después de seleccionar “Closed Caption”, vera los subtítulos al pie de su pantalla
- Si necesita ajustar el tamaño de los subtítulos
- Haga click sobre la flecha cerca de “stop/start video” y elija “Video Settings”
 - Haga click en “Accessibility”
 - Mueva el deslizador para ajustar el tamaño de los subtítulos



Agenda

1. Housekeeping & Welcome
2. Partner Updates
3. County Updates
 1. COVID Epidemic
 2. COVID Response
 3. Hyperlocal Vaccine Media Campaign
 4. Schools & Safe Learning
4. Panelist Comments/Q&A

Panelists:

Please mute your microphone
when not speaking

Everyone:

Please ask your questions
in the Q&A box



2. Partner Updates

3.1 COVID Epidemic Updates

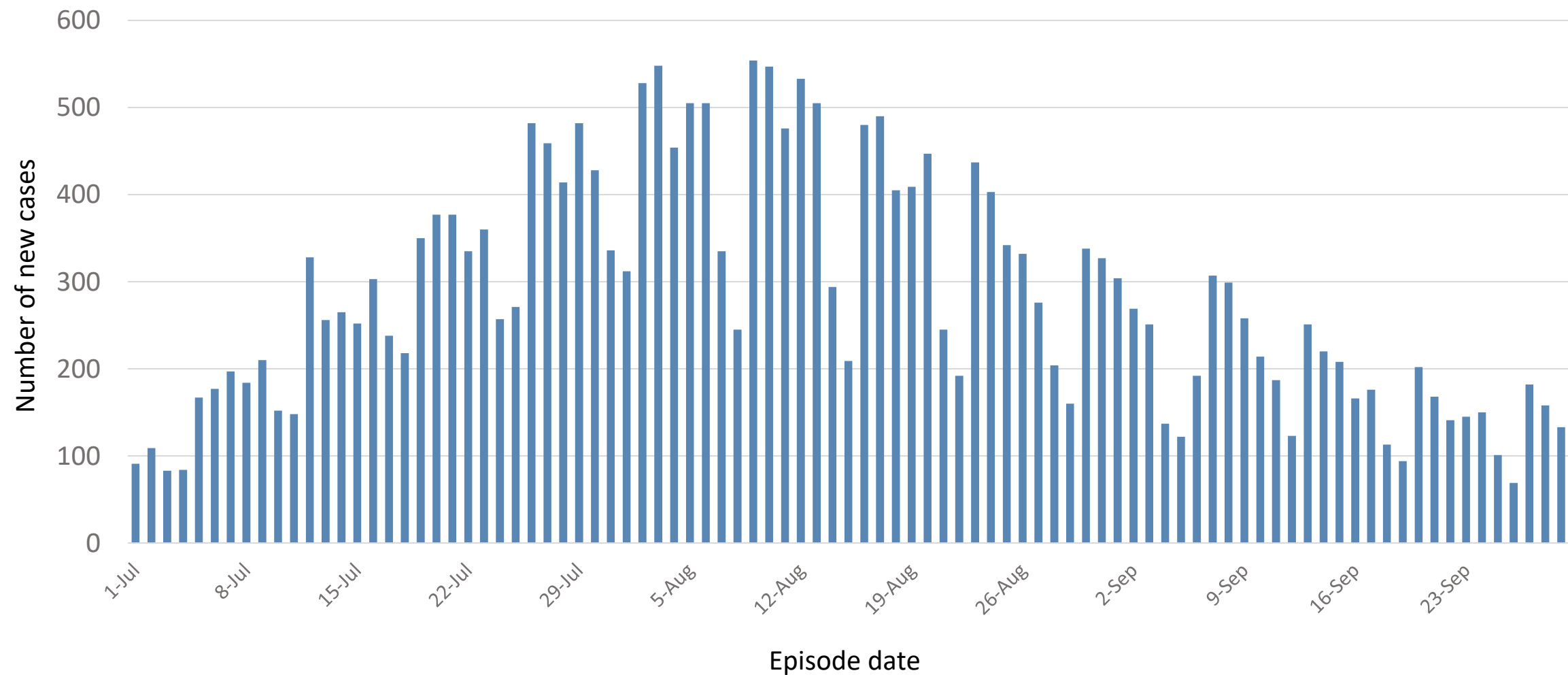
Dr. Nick Moss – Health Officer

Epidemic Data Key Points

- Daily case rate is 7.6 per 100,000
 - Averaging about 100 cases reported per day
- Test positivity is 1.6 %
 - HPI first quartile: 2.2 %
- Hospitalized COVID cases 87; ICU 38
- Testing between 11,000 to 12,000 per day
- 89 deaths reported July 1-October 2
 - 70 were unvaccinated

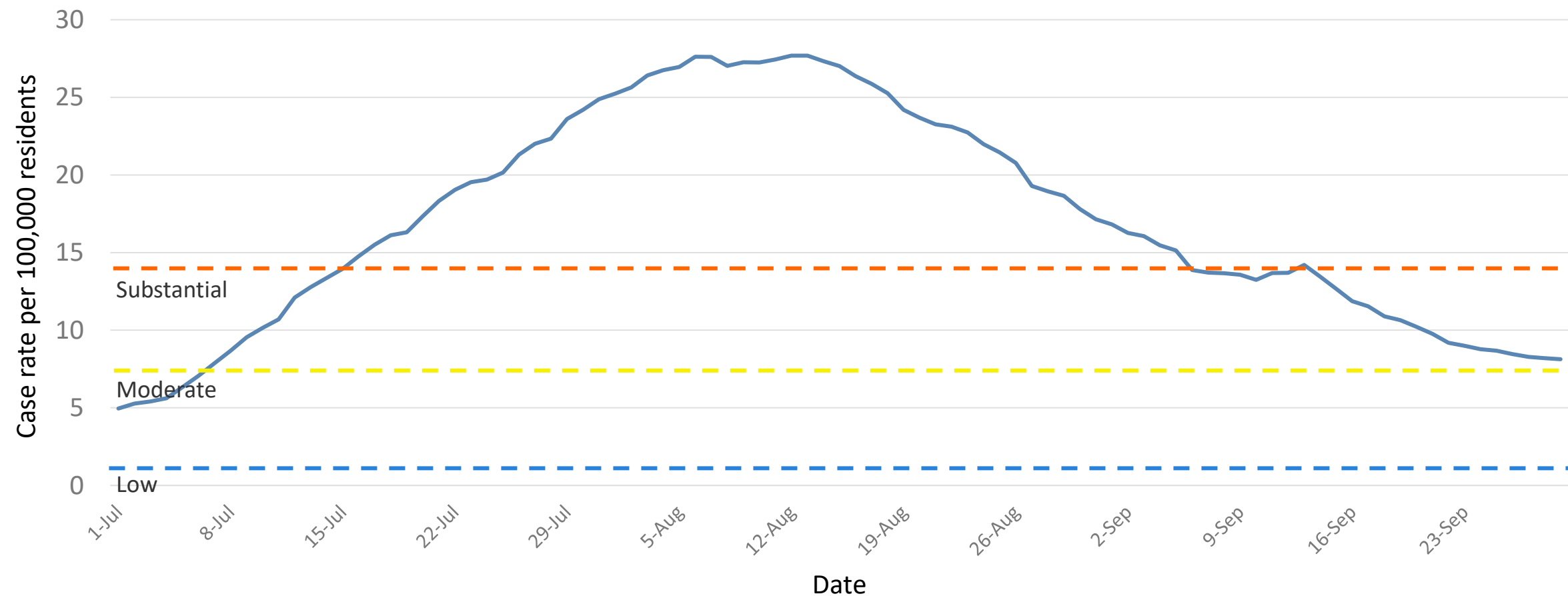


New Alameda County COVID-19 Cases by episode date



Includes City of Berkeley
Source: CalREDIE Data Distribution Portal download October 7, 2021

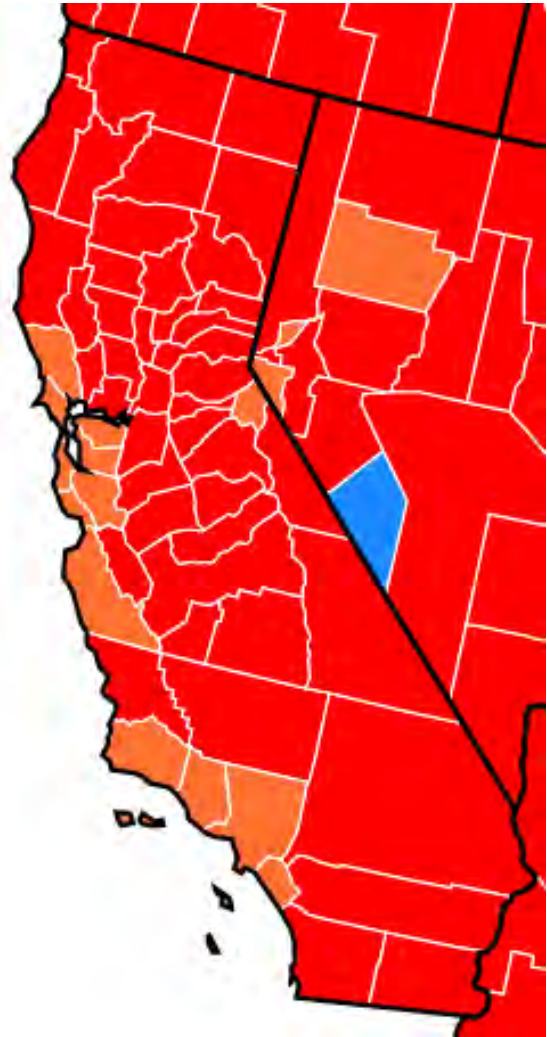
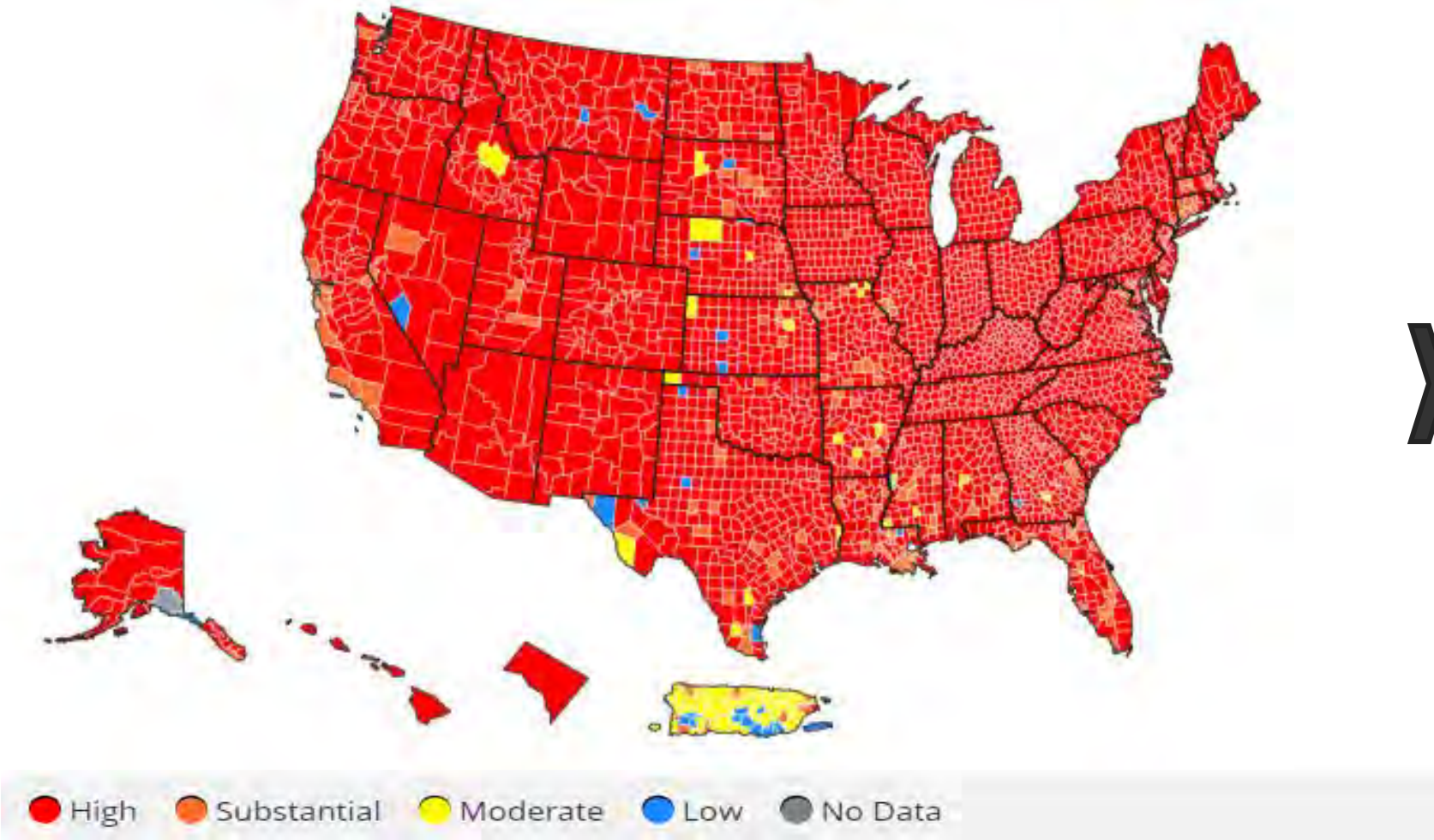
Alameda County COVID-19 Daily Case Rate



— New cases per 100,000 per day, 7-day average, by episode date

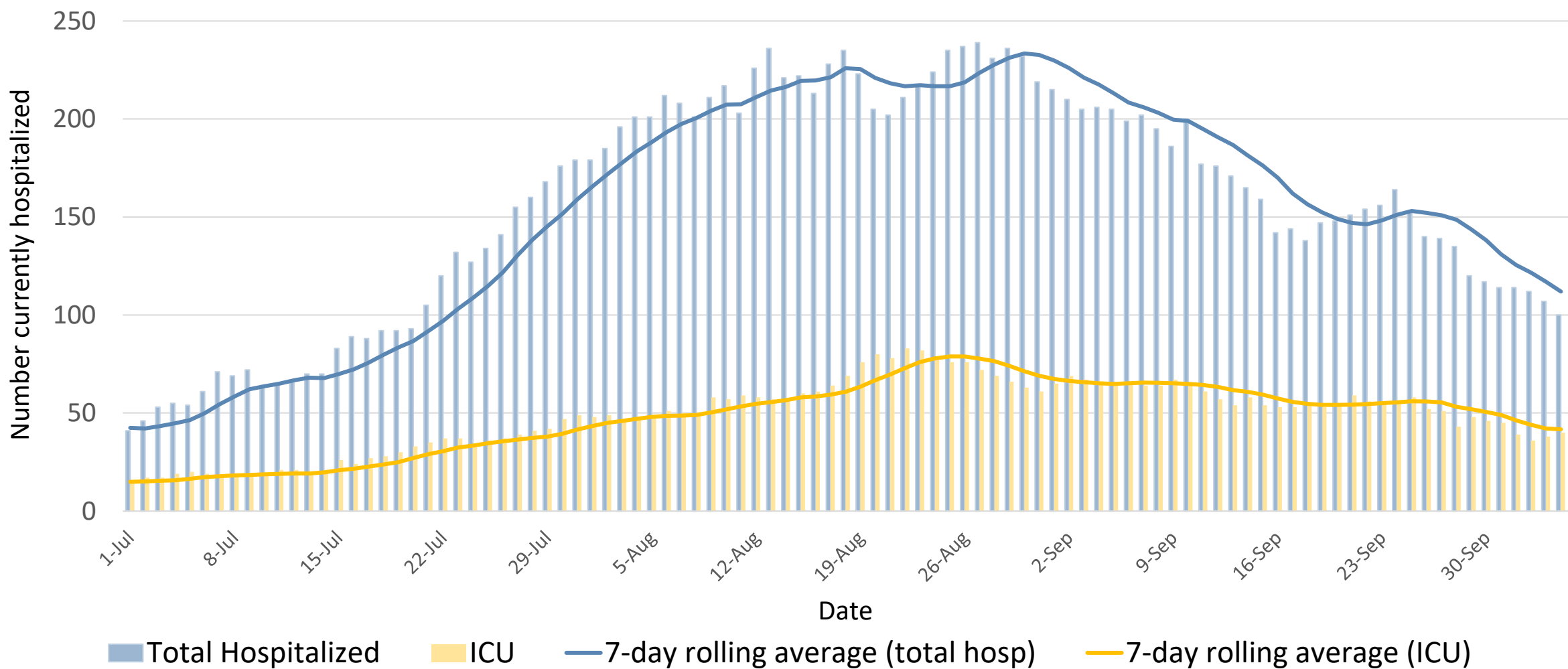
Includes City of Berkeley
Source: CalREDIE Data Distribution Portal download October 7, 2021

Level of Community TransmissionAll Counties in US



[CDC COVID Data Tracker](#) accessed 10/10/21

COVID-19 Patients Currently Hospitalized in Alameda County



Source: California Department of Public Health



Alameda County COVID-19 Vaccination Dashboard

% of population >=12 Years

%>=12 Years with at Least One Dose

92.0%

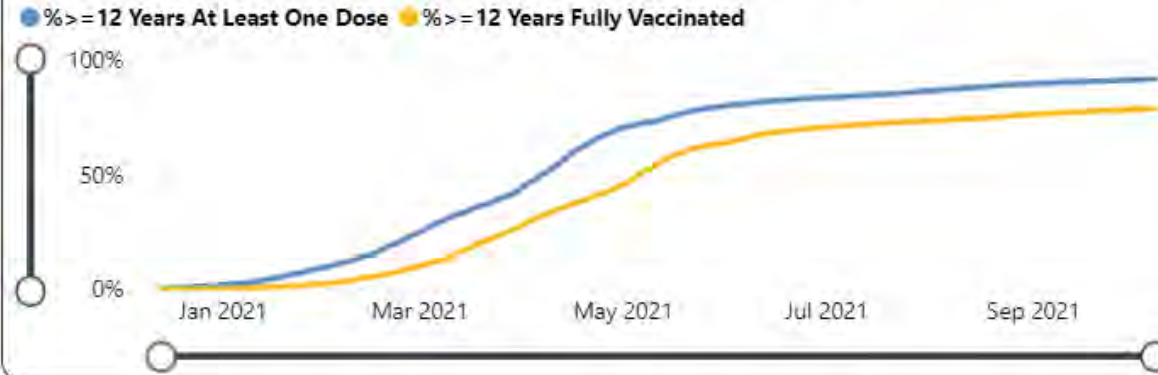
See Counts

%>=12 Years Fully Vaccinated

79.0%

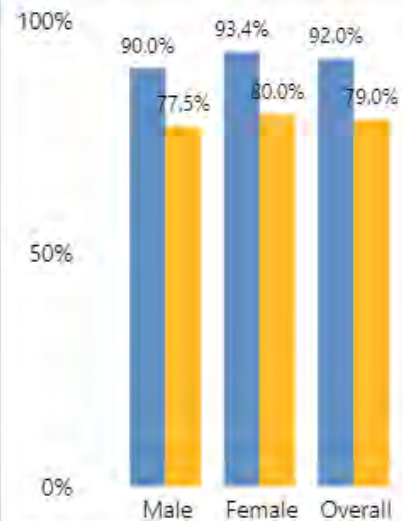
See Percentages

Alameda County Cumulative Percentage of Vaccine Doses



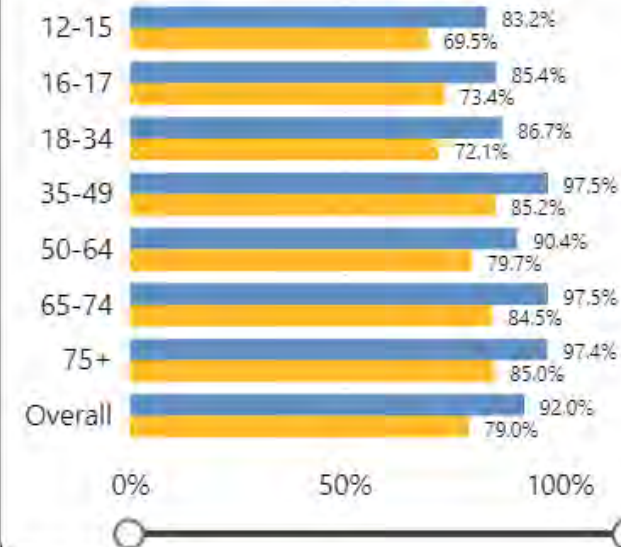
Doses by Gender (% of population >=12 years)

● At Least One Dose ● Fully Vaccinated



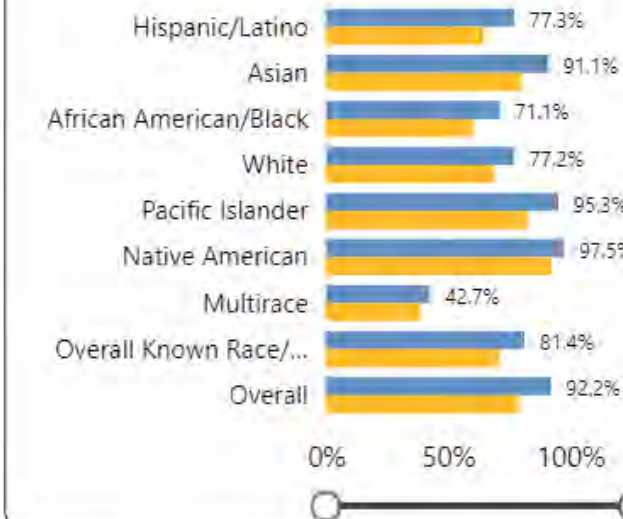
Doses by Age Group (% of population)

● At Least One Dose ● Fully Vaccinated



Doses by Race/Ethnicity (% of population >=12 Years)

● At Least One Dose ● Fully Vaccinated



Place	At Least One Dose	Fully Vaccinated
Alameda	95.3%	82.6%
Albany	97.5%	87.4%
Ashland	83.0%	68.8%
Berkeley	87.3%	74.9%
Castro Valley	95.2%	80.8%
Cherryland	87.4%	72.8%
Dublin	92.1%	79.1%
Emeryville	92.2%	77.6%
Fairview	88.2%	76.8%
Fremont	97.4%	84.3%
Hayward	93.0%	80.1%
Hayward Acres	77.4%	69.1%
Livermore	83.6%	72.3%
Newark	90.7%	80.3%
Oakland	90.5%	76.6%
Piedmont	97.5%	91.2%
Pleasanton	93.9%	81.6%
Remainder of County	71.7%	62.7%
San Leandro	91.8%	79.3%
San Lorenzo	88.2%	77.5%
Sunol	90.1%	79.5%
Union City	91.7%	79.9%

Vaccine authorizations expected

- Booster vaccinations
 - FDA to consider boosters for Moderna and J&J this week
 - CDC Advisory Committee on Immunization Practices (ACIP) to meet 10/20-21
- Children
 - FDA to consider Pfizer vaccine for children ages 5-11 on 10/26
 - Lower dose than adult formulation
 - CDC ACIP to meet 11/2-3



Bay Area Health Officers Criteria to Lift Mask Requirements

1. 3 weeks at Yellow level of Community Transmission or lower
 - CDC Metric – Yellow is < 50 cases per 100,000 per week (~7.1 per day)
 2. COVID-19 hospitalizations in the jurisdiction are low and stable; **AND**
 3. 80% of the total population is fully vaccinated; **OR**
8 weeks after vaccine authorization for children ages 5-11
- Notes
 - Jurisdictions may meet the criteria at different times
 - State and federal masking requirements would not be affected by this:
 - K-12 school masking still required
 - Unvaccinated people must stay masked in indoor public settings
 - CalOSHA mask rules
 - Public transit mask requirements



Masks Timeline

- Mid to late December is possible timeline for meeting mask criteria
 - Assume at least some 5-11s are fully vaccinated after 12/10
 - 8 weeks from authorization expected around 12/31
- We should meet transmission and hospitalization metrics earlier
 - May reach Yellow this week
 - Hospitalizations continue to decline
 - A late fall/winter surge could slow progress
- Some Local Health Jurisdictions (LHJs) relaxing mask rules earlier in 100% vaccinated, closed settings
 - Eg. non-public facing workplaces, gym



3.2 COVID Response

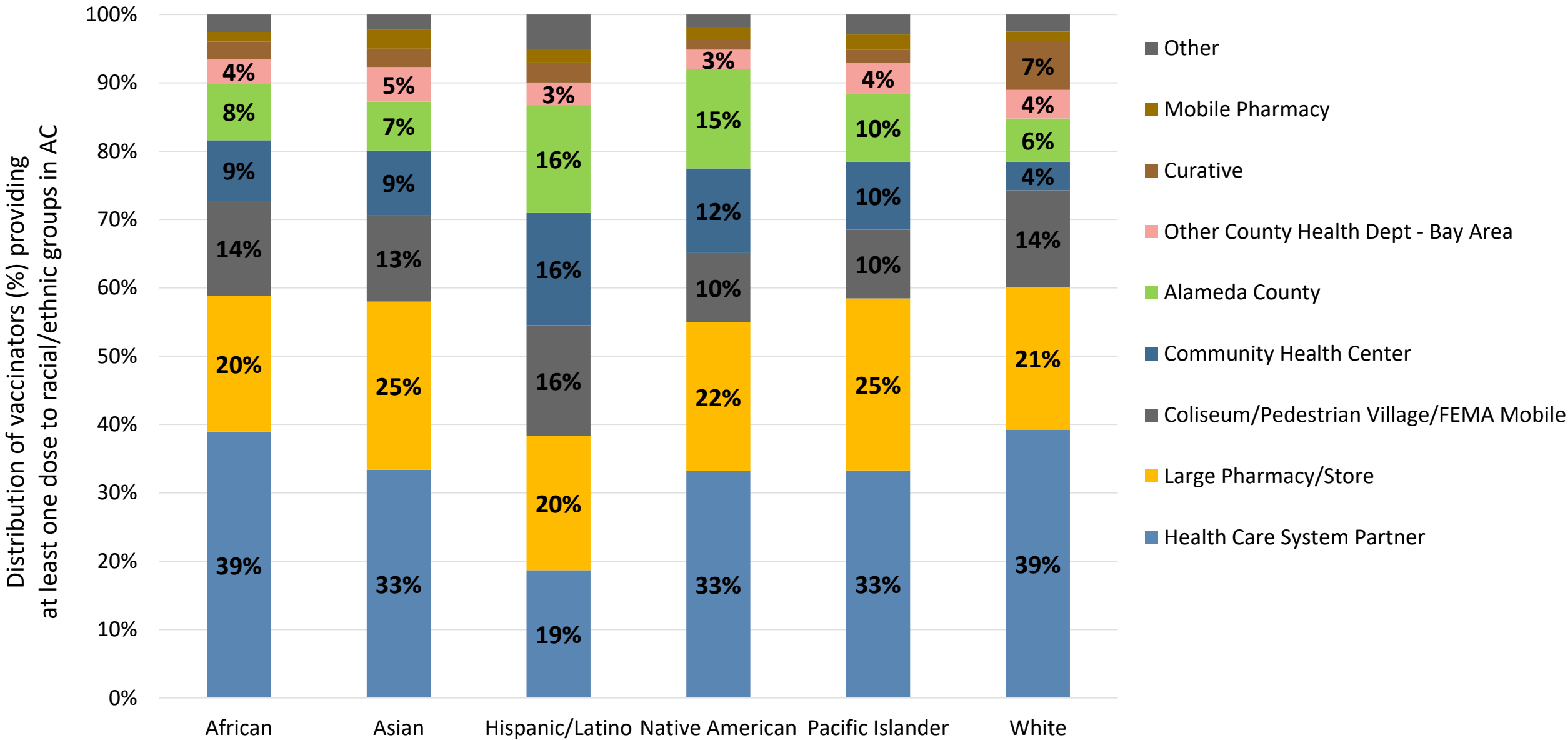
Donata Nilsen – COVID Division Director

COVID Division Updates & Priorities

COVID Unit		Current Focus
CICT CST	⇒	Focus on SPOT/Schools Continue Complex Cases & Exposure Events
		Continue Focus on Community Support Support Call Lines & Vaccination Referrals
CBO CICTs	⇒	Focus on priority zip codes; training in SPOT (Shared Portal for Outbreak Tracking)
Outbreak Investigations	⇒	Prioritize SNFS/LTCFs, Schools, Shelters, Correctional Facilities
Community Vaccinations	⇒	Focus on Unvaccinated in Priority CTs & Booster Support for LTCF
Community Testing	⇒	Continue CBO Testing Contracts & Focus on Priority Neighborhoods



Our Collective Vaccination Efforts Matter to Fully & Equitably Vax Alameda County



Target: Overall Alameda County

Goal #1 by end August (9.8 data)

- > 80% vaccinated with **at least one dose** → **Result: 89% of 12+ vaccinated**

Goal #2 by early October (10.13)

- 95% of 12+ with **at least one dose** → **Currently at 92%**



Vaccination Target: African American/Black

Goal #1 by end August (9.8 data)

- Increase # from 84K to 90K – 95K by end August (at least one dose) → **Result: 94,425 vaccinated**
- 10% increase over 6 weeks → **Result: 12% increase over 6 weeks**
- Increase rate from 60% to 66% → **Result: 67% vaccinated with at least one dose**

Goal #2: by early October (10.13)

- Increase # from 94,425 to 103,000
- 9% increase over 5 weeks
- Increase rate from 67% to 73%
- **Data forthcoming**



Vaccination Target: Latinx

Goal #1 by end August (9.8 data)

- Increase # from 186K to 200K – 210K by end August (at least one dose) → **Result: 210,271K vaccinated**
- 10% increase over 6 weeks → **Result: 13% increase over 6 weeks**
- Increase rate from 64% to 69% → **Result: 73% vaccinated with at least on dose**

Goal #2: by early October (10.13)

- Increase # from 210,271 to 230,000
- 9% increase over 5 weeks
- Increase rate from 73% to 80%
- **Data forthcoming**



Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
11 Columbus Day <ul style="list-style-type: none"> ● 9:00am - 3:30pm Skywest Golf Course Hayward ● 12:00pm - 4:00pm Liberty Clinic Fremont 	12 <ul style="list-style-type: none"> ● 9:00am - 5:00pm NAHC 3050 Parking Lot Oakland ● 9:00am - 3:30pm Skywest Golf Course Hayward ● 11:00am - 5:00pm Greater St Paul MBC Oakland ● 11:00am - 1:00pm St Vincent de Paul Dining Room Oakland ● 1:00pm - 4:30pm Public Library at Civic Center Livermore ● 3:00pm - 5:00pm Liberty Clinic Fremont ● 4:00pm - 7:30pm Springtown Library Livermore 	13 <ul style="list-style-type: none"> ● 9:00am - 3:30pm Skywest Golf Course Hayward ● 11:00am - 5:00pm AACEC Friendship Christian Cntr Oakland ● 11:30am - 3:00pm Western Truck Fabrication Hayward ● 12:00pm - 4:00pm Liberty Clinic Fremont ● 12:30pm - 4:00pm Oakland School for the Arts Oakland ● 1:30pm - 4:00pm East Oakland Health Cntr Oakland ● 2:30pm - 5:30pm CLCS Alameda 	14 <ul style="list-style-type: none"> ● 9:00am - 5:00pm NAHC 3050 Parking Lot Oakland ● 9:00am - 3:30pm Skywest Golf Course Hayward ● 9:00am - 3:30pm Union City 11th St Parking Lot Union City ● 11:00am - 2:00pm AC Transit-Division 4 Oakland ● 11:00am - 5:00pm Community Church Oakland ● 12:00pm - 6:00pm REACH Acadmy-Elem Oakland ● 1:00pm - 4:30pm Public Library at Civic Center Livermore 	15 <ul style="list-style-type: none"> ● 8:30am - 4:30pm Axis Pleasanton Clinic Pleasanton ● 9:00am - 3:30pm Skywest Golf Course Hayward ● 10:00am - 3:00pm Serenity House Oakland ● 11:00am - 5:00pm AACEC Friendship Christian Cntr Oakland ● 11:00am - 1:00pm BACS South County Wellness Cntr Fremont ● 12:30pm - 4:30pm Leadership-HS Hayward ● 4:30pm - 7:30pm Our Lady of the Rosary Union City 	16 <ul style="list-style-type: none"> ● 10:00am - 2:00pm Allen Temple Baptist Church Oakland ● 10:00am - 2:00pm The Center OUSD Central Kitchen Oakland ● 10:00am - 2:00pm Weekes Community Cntr Hayward ● 11:00am - 2:00pm BASIS Independent Fremont Fremont 	17 <ul style="list-style-type: none"> ● 9:00am - 1:00pm Livermore Farmers Market Livermore ● 9:00am - 2:00pm Our Lady of the Rosary Union City ● 11:00am - 2:00pm April Showers Boys and Girls Club San Leandro

Legend:

ACPHD clinic

ACPHD sponsored clinic

Other community clinic

DOOR (Direct Outreach to Our Residents Program) Program Early Results

Activities as of 10-11-2021

- 55,871 Doors knocked/contacts attempted
- 13,513 conversations held

Vaccination Uptake

- Since DOOR began, vaccination rates have gone up 10 percent in DOOR Census Tracts.
- Over 12,000 residents have gotten vaccinated in those tracts.
- Residents often bring DOOR outreach material to our vaccination sites, indicating that they learned of the site through DOOR.



*Serenity House
Mobile Vaccination
Clinic*



Street outreach has focused on **23 Census Tracts** that are home to estimated:
≈15,000+ AA/Black residents
≈20,000+ Latino/Hispanic residents
≈38,000+ total residents who are unvaccinated.

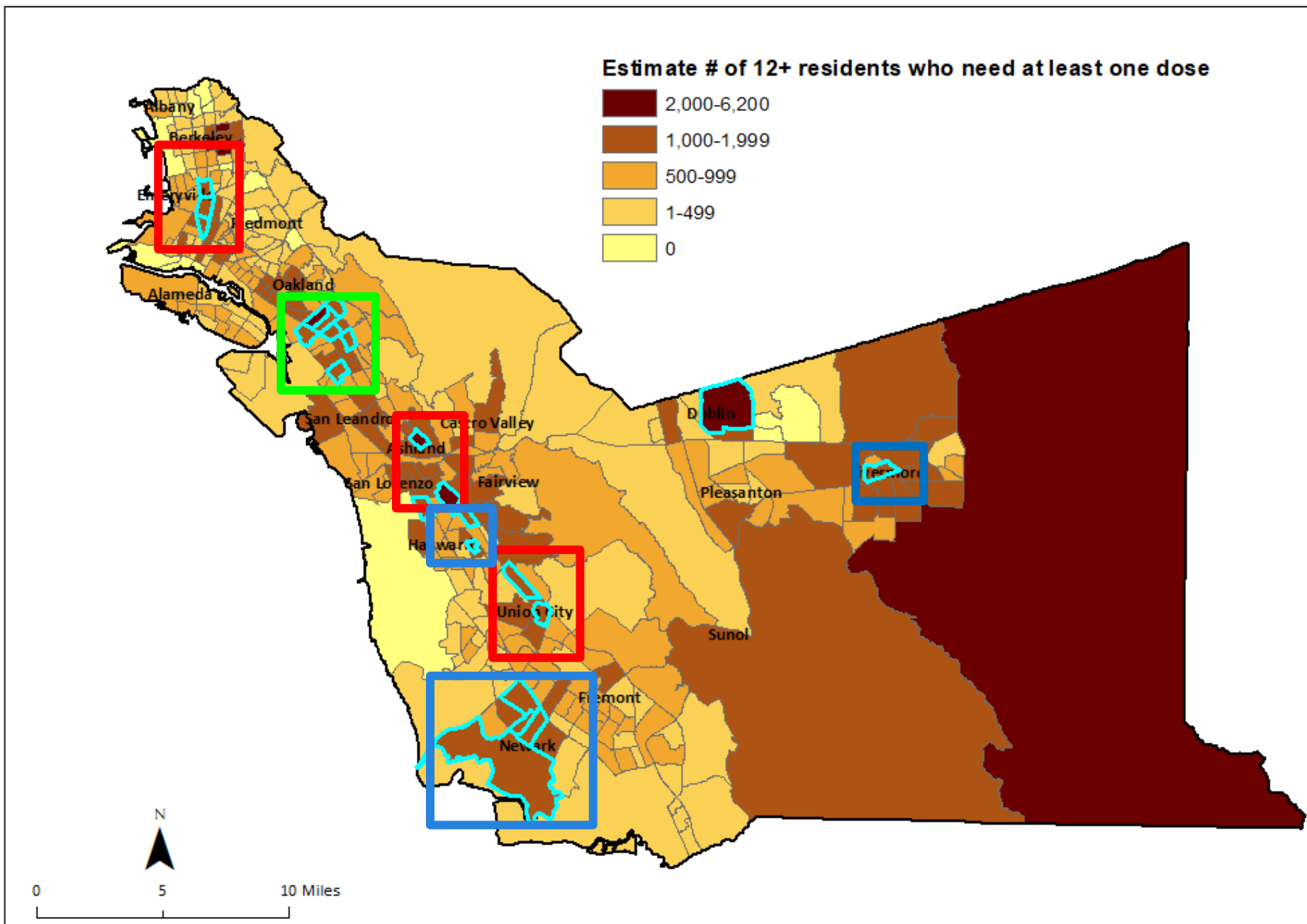
PROGRESS TO DATE:

Completed 36,000 Attempts:
West Oakland
Ashland/Cherryland-AA Team
Ashland/Cherryland-Latinx Team
South Hayward/Union City

Completed +/-8,000 attempts
East Oakland

Early stages
Newark
Livermore
Central Hayward

23 Target Census Tracts



Testing Countywide

- Positivity rates continue to trend down – 3.4%
- Community testing sites in priority areas continue to report higher positivity rates – avg 5-8%
- Highest positivity: Livermore, East Oakland, Hayward/Cherryland
- Testing contract negotiations are moving forward



Alameda County COVID-19 Testing Dashboard

Alameda County Total

Tests	Tests per 1000 persons
3954921	2398.4
Positives	Percentage Positive
135331	3.4%

Berkeley LHJ

Tests	Tests per 1000 persons
527726	4428.8
Positives	Percentage Positive
5707	1.1%

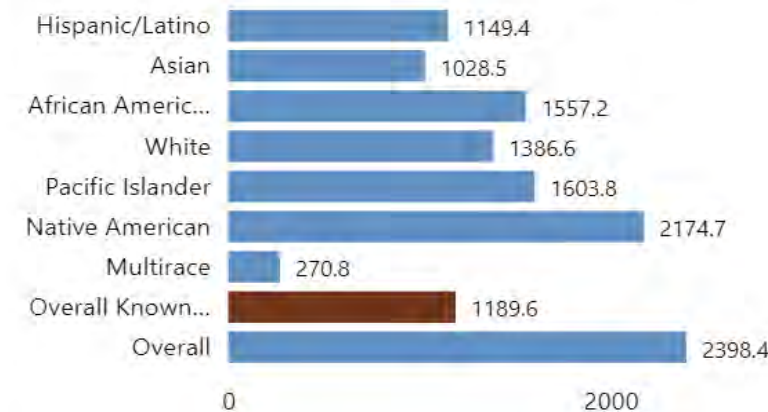
Alameda County LHJ

Tests	Tests per 1000 persons
3427195	2240.3
Positives	Percentage Positive
129624	3.8%

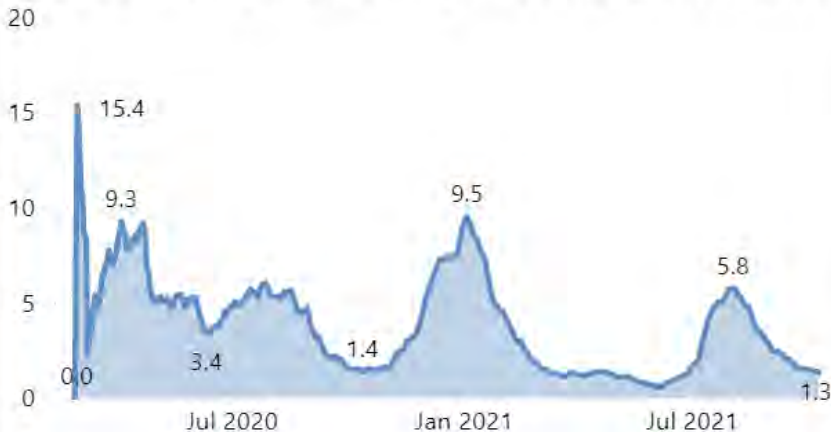


Alameda County COVID-19 Testing Dashboard

Alameda County Total Testing Rate per 1,000



Alameda County Total Rolling 7-Day % Positive Tests



Alameda County Total Tests, Rolling 7-Day Average



3.3 Hyperlocal Vaccine Media Campaign

Tuere Anderson – HCSA Director of Systems Integration





HYPERLOCAL VACCINE MEDIA CAMPAIGN

DATA-DRIVEN: Ongoing census tract-level vaccination data allows us to continuously **focus on communities most in need of information.**

COMMUNITY INFORMED: Data is **supported by community feedback** to engage eligible, yet unvaccinated residents **with repeated, tailored messaging** to build trust.

DIGITALLY FOCUSED: Paid health media delivered on digital platforms and streaming services, **hyper-targeted** to reach specific age, race/ethnicity, and geo-location.





CAMPAIGN ECOSYSTEM

IN ALIGNMENT: This campaign takes place **in coordination with** existing outreach efforts to meet people where they are— online, in person, on social media, via tv or radio, in transit, and more.

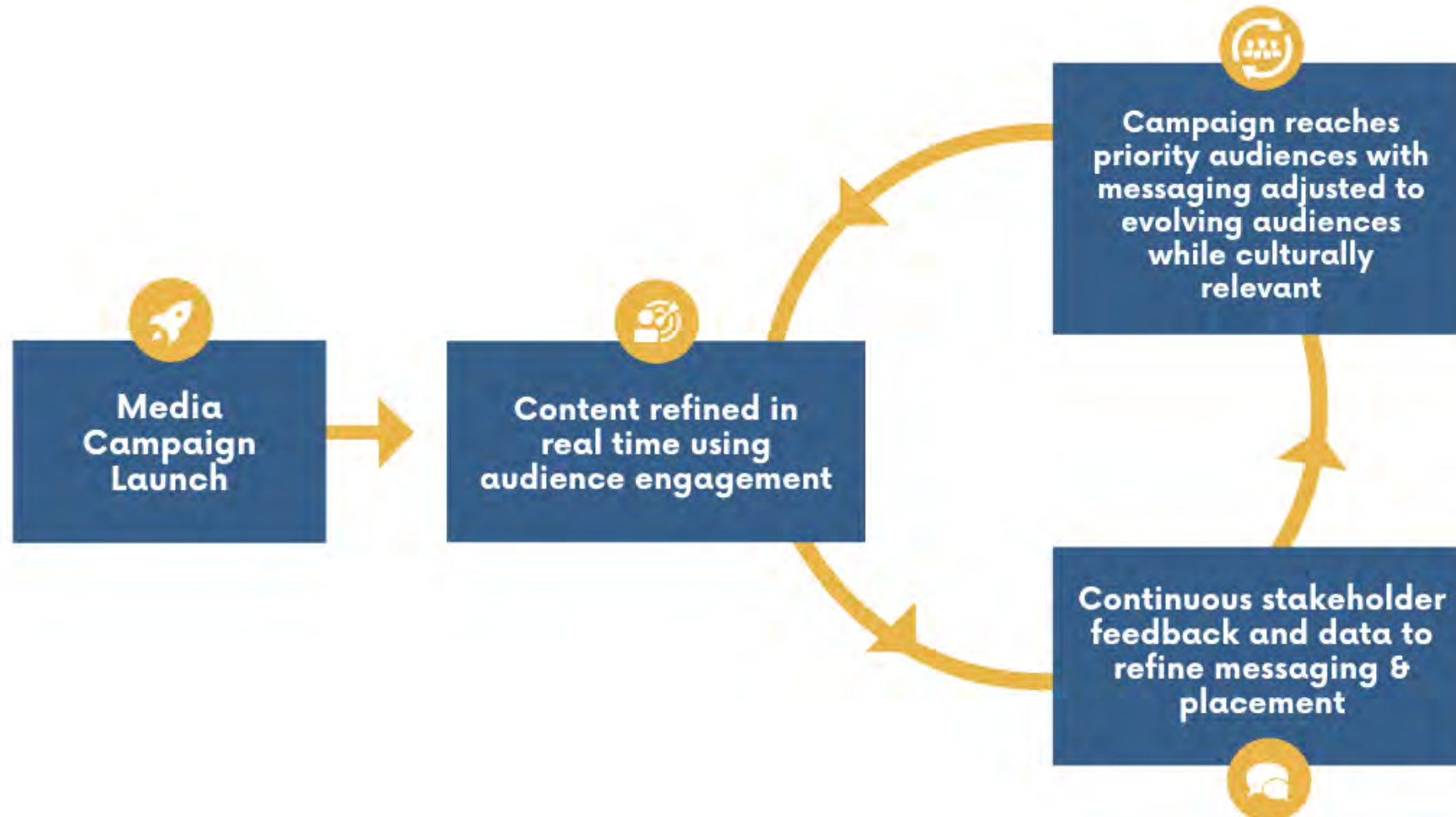
Messaging is informed through continual feedback:

- Outreach underway with DOOR, Health Educators, and Community Navigators
- Organic posts to social media
- Paid social media advertising
- Media stories and outreach
- Community stakeholder briefings





FEEDBACK DRIVES MESSAGE & PLACEMENTS





DATA DRIVEN + COMMUNITY LED

Quantitative Context:

- **Data* reporting cycles** allow us to monitor and reallocate media buys to communities that fall below thresholds as gains occur elsewhere.
- **Baseline reports**** currently highlight the following audiences:
 - Black residents aged 18-34 (~44% vaccinated)
 - Latino residents aged 18-34 (~51% vaccinated)
 - Pacific Islander residents aged 18-34 (~56% vaccinated)
 - Black residents aged 35-49 (53% vaccinated)
 - Latino residents aged 65-75+ (~53-58% vaccinated)
 - Audiences in Dublin, Pleasanton, and Livermore, primarily White and Latino, 16-34 (~62% vaccinated)

Qualitative Context:

- **Messaging** continuously tailored for each audience **based on community feedback loops** (DOOR, CBO Partners, Community Navigators) and our HCSA vaccination attitude survey.





CAMPAIGN TESTING

Visuals/messaging tailored for communities, evaluated during campaign testing.

CAMPAIGN #1: "IT'S YOUR CHOICE" + MYTH BUSTING

Acknowledging consumer choice and autonomy, providing **valid, sourced** information needed to make informed decisions.

CAMPAIGN #2: "WHAT ARE YOU WAITING FOR" + POSTIVE MOTIVATIONS

Emphasizing positive tradeoffs of vaccination with motivators such as reconnecting with family, attending events, going to restaurants, traveling, attending gatherings and celebrating holidays.

UNMET NEEDS AND MEDICAL MISTRUST

Honoring unmet needs (homelessness, violence, evictions, food security) and raising opportunity to eliminate potential harm (severe disease, hospitalization, death). Addressing medical mistrust and sharing facts.





STATUS

CURRENT STATUS: Finalizing media plan with hyperlocal channels to reach specific audiences. Finalizing launch content informed by messaging priorities.

DURATION: Estimating 6-8 week run based on cost effectiveness and ability to reach priority communities.

NEXT: Launching stakeholder feedback rounds and digital testing for engagement within communities.



3.4 Schools and Safe Learning

Lisa Erickson – HCSA Center for Healthy Schools and Communities

Kiko Malin – Family Health Services/Outbreak Investigations



Model for COVID response for Children & Youth Settings Alameda County Health Services Agency



COVID Response for Children and Youth Settings

Who do we support?

- Schools, childcare, camps, organized activities/classes, and sports

Why are we supporting children & youth settings?

- To ensure the safety of children & youth and their families by reducing the spread of COVID-19 in these settings.

How do we support these settings?

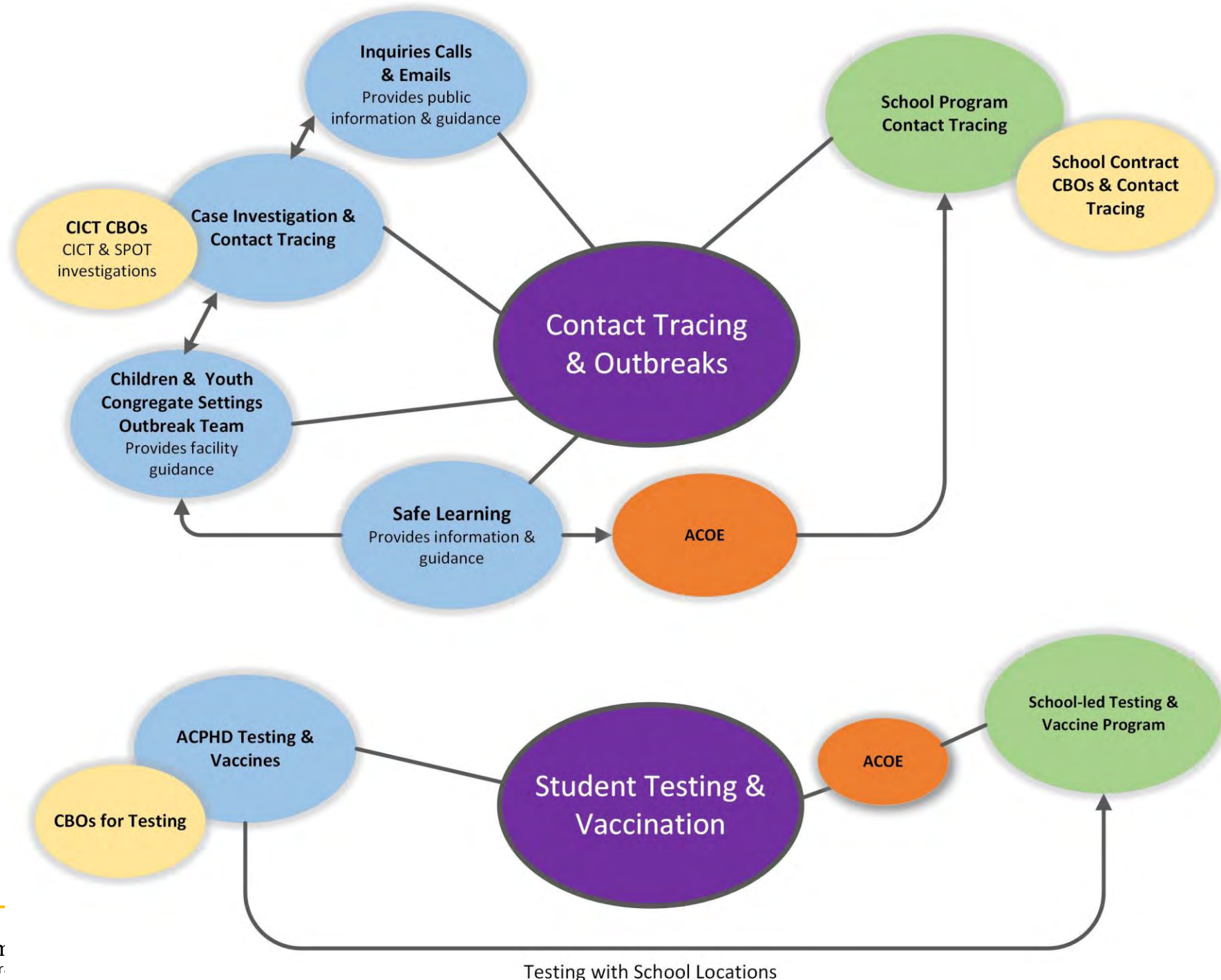
Through a health equity* approach we provide:

- Training and assistance with guidance development
- Inquiries line
- Support with single cases and outbreaks
- Policy and communications
- Vaccine planning and implementation

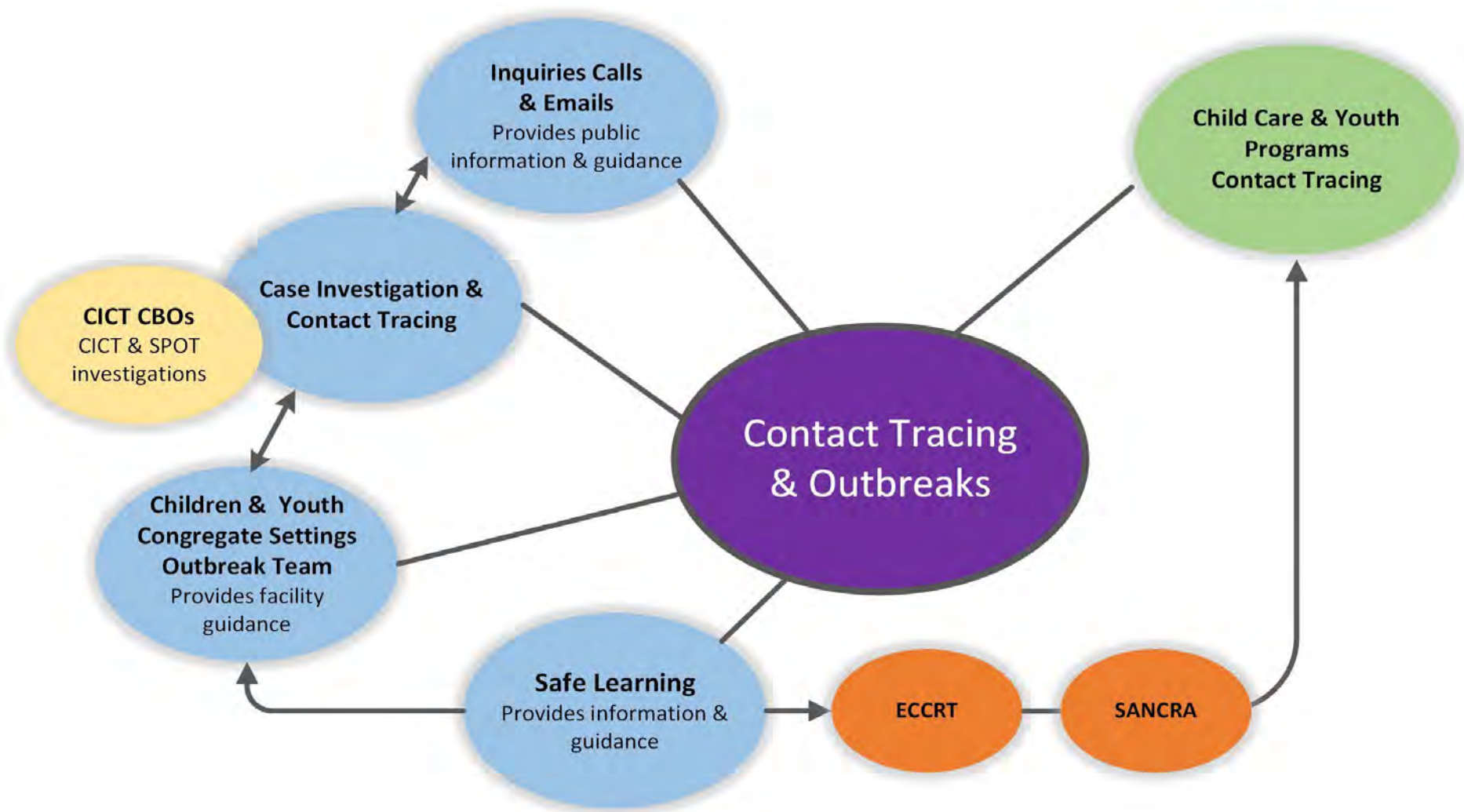
**Health equity is defined as achieving the highest level of health for all people, by improving the systems and conditions for health for all groups, especially for those who have experienced racial or socio-economic disadvantage and/or historical injustice.*



COVID Response for Schools



COVID Response for Childcare & Youth Settings



ECCRT: Emergency Childcare Response Team

SANCRA: Sports Association of Nor Cal Recreation Agencies

CBO: Community Based Organization

CICT: Case Investigation and Contract Tracing



COVID Response Challenges for Children and Youth Settings

- Close contacts are sometimes notified by the school/child care program late due to the many steps in the case investigation process
- COVID-19 protocols and procedures are complicated and difficult to communicate to families
- Children and youth settings are short staffed, which has made implementation difficult (i.e. case investigation; contact tracing and data entry; parent communications)
- Hiring staff with the right type of expertise has been difficult
- Implementing practices and protocols typically led by public health has been a steep learning curve for these settings



COVID Response Successes for Children and Youth Settings



- Staff in Children and Youth settings are dedicated and committed to understanding and implementing public health protocols
- Districts have used state funding to hire COVID Response staff to develop COVID Response Teams
- School and child care staff have been actively participating in COVID Response Training since the beginning of the pandemic
- As a result of this prevention work, Alameda County has a relatively low number of outbreaks in children and youth settings and Outbreak team staff are building relationships with the Districts.



4. Panelist Comments / Questions & Answers





**It's wildfire season, and
the air may be affected.**

Stay informed about air quality.



@Dare2BWell

ALAMEDA COUNTY HEALTH CARE SERVICES AGENCY

Keeping our community informed of health risks beyond COVID-19 and providing guidance including links to resources.

As neighboring communities are experiencing fires, please monitor the air quality and protect your health.

For health and air quality information, please visit airnow.gov.



Alameda County
Health Care Services Agency



Alameda County Public Health Department
Celebrating Healthy People in Healthy Communities

THANK YOU!



JOIN THE CONVERSATION

@Dare2BWell



STAY INFORMED



Vaccine Community Advisory Board

2nd Tuesday of the month at 5:30 PM

Next meeting: Tuesday, October 12th

covid-19.acgov.org/community-advisory-group



Alameda County Health Care Services Agency Bi-Weekly COVID-19 Updates

Includes presentations & newsletters

covid-19.acgov.org/response



Updates About COVID-19 Vaccines

Find Testing and Vaccine information

covid-19.acgov.org/vaccines

