

# Alameda County COVID-19 Vaccine Community Advisory Group

[COVAX@acgov.org](mailto:COVAX@acgov.org)

Meeting 17  
November 9, 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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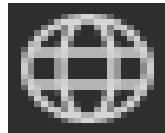
- Opcional: Para escuchar solo el audio en Español, haga clic sobre "Mute Original Audio"

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2. Select Spanish as your language

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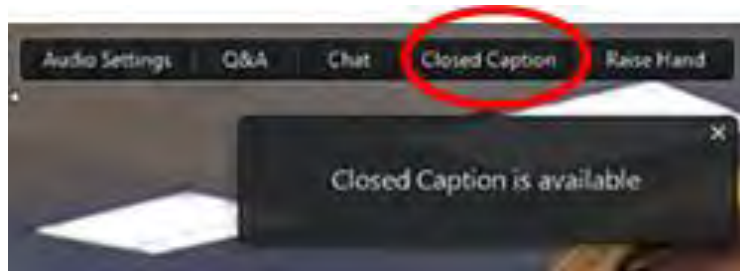
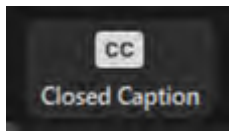
For PC and Android



For iPhone and Mac

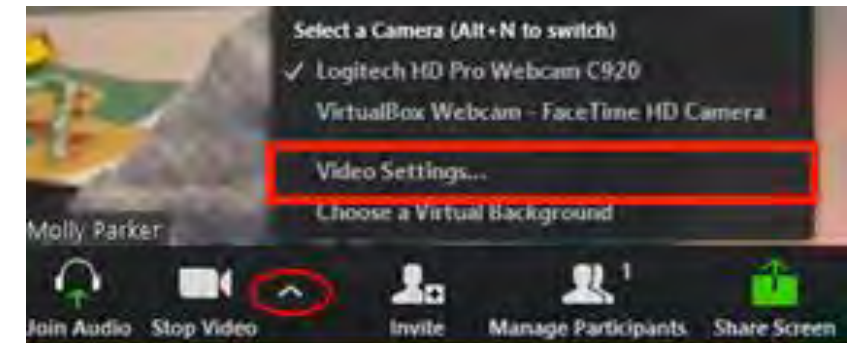
## Using Closed Captioning

- 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

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- 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 & Response
  2. Hyperlocal Vaccine Media Campaign
4. Understanding Beliefs & Attitudes About the COVID-19 Vaccine
5. DOOR Program
6. Panelist Comments/Q&A

## **Panelists:**

Please mute your microphone  
when not speaking

## **Everyone:**

Please ask your questions  
in the Q&A box







**Supervisor Chan was a visionary and tireless advocate for health. We carry her legacy forward in daily service to our community.**

As Health Committee Chair, she led with progressive values, loved data, put community first, and worked across sectors to solve complex problems. Her many contributions will live on through the lives of everyone touched by her policy decisions and leadership, including her work to support a robust safety net, services for children and families, and broad access to health insurance.

She will be missed dearly, and we will continue to honor her legacy in daily service to our community. Please keep her family and her staff in your thoughts and her memory in your heart.

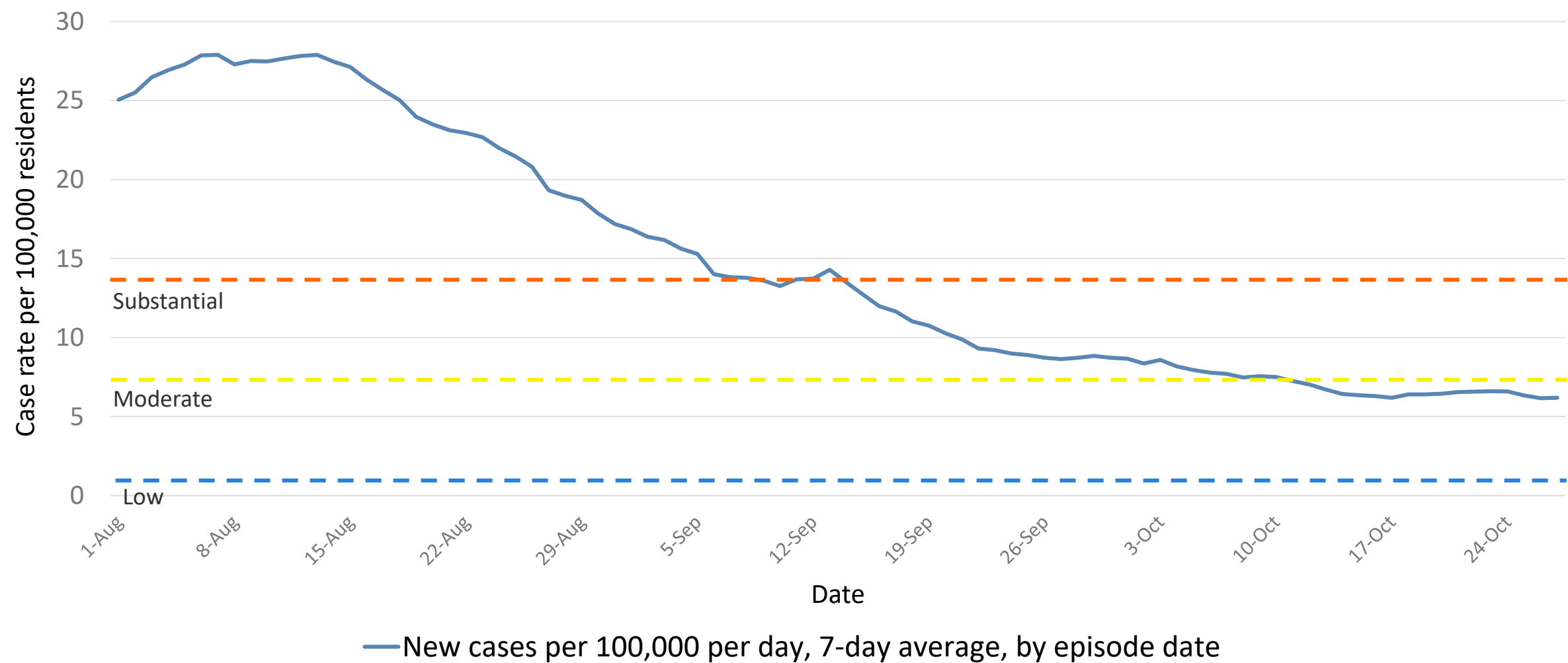
ALAMEDA COUNTY HEALTH CARE SERVICES AGENCY



## 2. Partner Updates

# 3. County Updates

# Alameda County COVID-19 Daily Case Rate



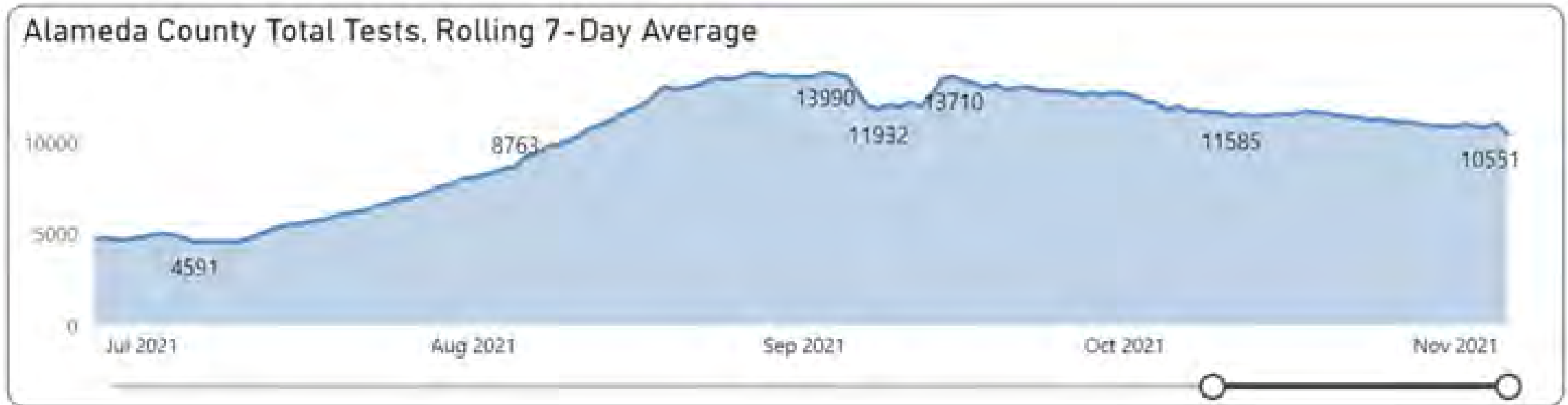
Includes City of Berkeley

Source: CalREDIE Data Distribution Portal download November 4, 2021



# Testing

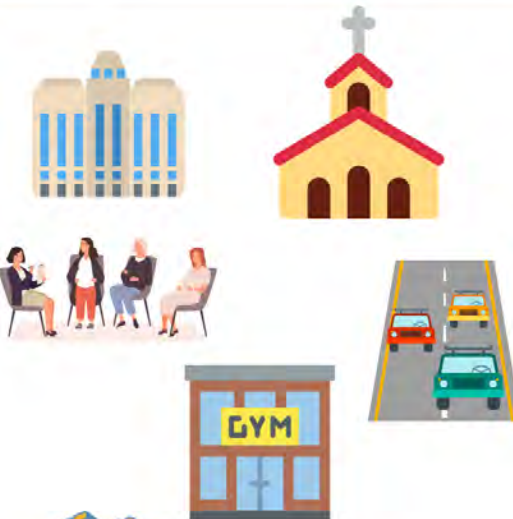
As of 11/6/21: 10,551 (10,298) tests per day



# Alameda County Eases Masking Requirements for Fully Vaccinated People

- Vaccinated people may now remove masks in some closed settings, such as offices, gyms, religious gatherings, organized gatherings
- Requirements
  - **Every individual is fully vaccinated**
  - No more than 100 individuals present
  - Space not open to the general public
- Masks still required indoors for:
  - In all other public settings
  - Unvaccinated people (state)
  - K-12 settings (state)
  - Public transit (federal)

**MASKING REQUIREMENTS EASED FOR FULLY VACCINATED PEOPLE IN LIMITED INDOOR SETTINGS**






**Status as fully vaccinated must be verified:**

- ✓ A Vaccination card issued by the CDC; or
- ✓ A photocopy of a Vaccination card, hardcopy, stored on a phone or
- ✓ Documentation of vaccination from health care provider; or
- ✓ Personal digital COVID-19 vaccine record issued by the State of California

**BE Well**  
ALAMEDA COUNTY HEALTH CARE SERVICES AGENCY @Dare2BWell

# Current Alameda County Masking Metrics

| Goal  | Current                               | Met   |
|---|---------------------------------------|---|
| In CDC moderate tier for at least 21 days   | Substantial for 9 days                |  |
| $\leq 3.3\%$ of hospitalizations for COVID  | 2.69%                                 |  |
| 80% of full population fully immunized (including 14 days for full immunization)<br><br>-or-<br><br>8 weeks after FDA/CDC/Western States Emergency Use Authorization for COVID-19 vaccine of 5–11 year-olds | 72.15%<br><br>-or-<br><br>December 24 |  |

# Children 5-11 years old are now eligible for a COVID vaccine following the FDA's emergency use authorization and CDC's recommendations.

- The pediatric COVID-19 vaccine is one-third the dosage given to teens and adults. Like older age groups, 5–11-year-olds must also get two shots at least three weeks apart to get the maximum protection from the vaccine.
- The vaccines are available for free to every person, ages 5+, regardless of residency or immigration status.
- Existing Alameda County-supported clinics will provide vaccinations for this age group by mid-November, including weekend hours to ensure access for working families.





# COVID-19 Boosters

- People age 65+ or 50+ with underlying medical conditions are the most likely to experience severe disease, hospitalization, and death from COVID-19 infection.
- Alameda County Health Officer Dr. Nicholas Moss encourages people 65+ to get their boosters, and strongly encourages boosters before gatherings with friends and family over the holidays.



# Community Vaccinations

## Long Term Care Facility Focus

- Providing boosters to residents in LTCFs
- Deploying contracted providers
- Co-administering flu vaccines

## 5-11 Year Old Age Group

- Vaccine availability for all pediatric providers
- Expanding county PODs
- Centralized clinics with target school districts
- Clinics for target schools













| October 2021 |    |    |    |    |    |    |
|--------------|----|----|----|----|----|----|
| M            | T  | W  | T  | F  | S  | S  |
|              |    |    |    | 1  | 2  | 3  |
| 4            | 5  | 6  | 7  | 8  | 9  | 10 |
| 11           | 12 | 13 | 14 | 15 | 16 | 17 |
| 18           | 19 | 20 | 21 | 22 | 23 | 24 |
| 25           | 26 | 27 | 28 | 29 | 30 | 31 |

◀ November 8 - 14, 2021 ▶



Event hosted by:






| December 2021 |    |    |    |    |    |    |
|---------------|----|----|----|----|----|----|
| M             | T  | W  | T  | F  | S  | S  |
|               |    | 1  | 2  | 3  | 4  | 5  |
| 6             | 7  | 8  | 9  | 10 | 11 | 12 |
| 13            | 14 | 15 | 16 | 17 | 18 | 19 |
| 20            | 21 | 22 | 23 | 24 | 25 | 26 |
| 27            | 28 | 29 | 30 | 31 |    |    |

| Monday   | Tuesday  | Wednesday   | Thursday   | Friday   | Saturday   | Sunday  |
|--|--|---|--|--|--|---|
| <b>8</b><br><ul style="list-style-type: none"> <li>11:30am - 3:30pm Fremont Central Park Sports Complex <b>Fremont</b></li> <li>1:00pm - 4:00pm Clinton Park <b>Oakland</b></li> </ul> | <b>9</b><br><ul style="list-style-type: none"> <li>9:15am - 4:00pm 416 Vaccine Clinic <b>Oakland</b></li> <li>11:00am - 1:00pm St. Vincent de Paul Dining Room <b>Oakland</b></li> </ul> | <b>10</b><br><ul style="list-style-type: none"> <li>11:00am - 3:00pm Lodestar <b>Oakland</b></li> <li>11:00am - 3:30pm Oakland International-HS <b>Oakland</b></li> <li>11:30am - 3:30pm Fremont Central Park Sports Complex <b>Fremont</b></li> <li>1:30pm - 4:00pm 416 Vaccine Clinic <b>Oakland</b></li> <li>1:30pm - 5:30pm Emeryville USD <b>Emeryville</b></li> </ul> | <b>11</b> Veterans Day<br><ul style="list-style-type: none"> <li>11:30am - 3:30pm Fremont Central Park Sports Complex <b>Fremont</b></li> <li>3:00pm - 5:30pm San Leandro Clinic (KCCEB) <b>San Leandro</b></li> </ul> | <b>12</b><br><ul style="list-style-type: none"> <li>9:15am - 10:30pm 416 Vaccine Clinic <b>Oakland</b></li> <li>10:00am - 3:00pm Serenity House <b>Oakland</b></li> <li>11:30am - 3:30pm Fremont Central Park Sports Complex <b>Fremont</b></li> <li>2:00pm - 5:00pm Lighthouse Community Charter School <b>Oakland</b></li> </ul> | <b>13</b><br><ul style="list-style-type: none"> <li>8:00am - 1:00pm Street Level Health/ Day Laborers <b>Oakland</b></li> <li>10:00am - 2:00pm Allen Temple Baptist Church <b>Oakland</b></li> <li>10:00am - 2:00pm The Center-West Oakland <b>Oakland</b></li> <li>10:00am - 2:00pm Weekes Community Cntr <b>Hayward</b></li> <li>11:00am - 2:00pm LDS Church <b>Castro Valley</b></li> <li>12:00pm - 4:00pm Naval Operational Support Center <b>Alameda</b></li> </ul> | <b>14</b><br><ul style="list-style-type: none"> <li>9:00am - 1:00pm Livermore Farmers Market <b>Livermore</b></li> <li>10:00am - 3:00pm Street Level Health/ Day Laborers <b>Oakland</b></li> </ul> |



Legend:

● County Clinic

● County Sponsored Clinic

● Other County Community Clinic



# 3.2 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 can be **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.

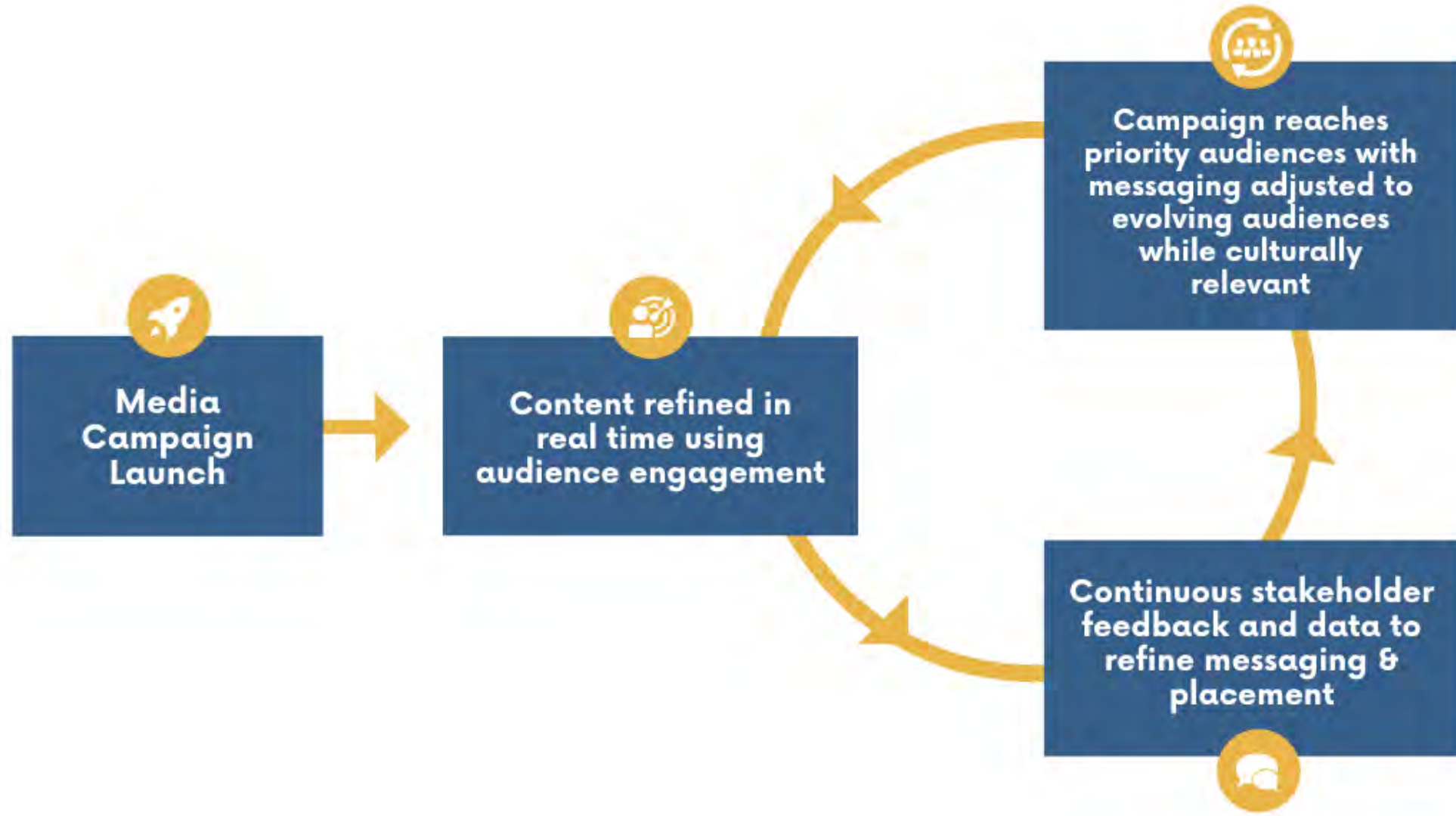
**Messaging is informed through continual feedback:**

- Outreach underway with DOOR, Health Educators, and Community Navigators
- Organic posts to social media
- Paid social media advertising
- Newsletter and websites
- 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 (~56.8% vaccinated)
  - Latino residents aged 18-34 (~62.3% vaccinated)
  - Pacific Islander residents aged 18-34 (~67.4% vaccinated)
  - Black residents aged 35-49 (65.2% vaccinated)
  - Latino residents aged 65-75+ (~68.9-73.7% vaccinated)
  - Dublin, Pleasanton, Sunol and Livermore, primarily White and Latino, 16-34 (~62% vaccinated)
  - 5 priority neighborhood zip codes and locations identified with low vaccination rates\*

## Qualitative Context:

- **Messaging** continually refined **using community feedback updates** (DOOR, CBO Partners, Community Navigators, stakeholder tables) and engagement analysis.







# DIGITAL CAMPAIGN TESTING

Refined using focus groups and testing:

## KEEP IT REAL

Providing **valid, sourced** information needed to make informed decisions and then encouraging audiences to use their autonomy.

## COUNTING ON YOU

Emphasizing positive effects of vaccination such as gathering, celebrating holidays and occasions, and reconnecting with family, friends, faith communities, and vulnerable loved ones.



Alameda County  
Health Care Services Agency



Alameda County Public Health Department  
Celebrating Healthy People in Healthy Communities



# REACHING OUR AUDIENCE BY TARGETING

| Advertising platform  | Audience focus  |
|---|---|
| <b>Digital</b> - Ads along the top and sides of web pages.  | Allows us to target our priority audience demographics- down to age, zip code, and more with targeted, in-language creative.  |
| <b>Galavision TV</b> - Ads that play on Spanish language channel.   | Targets Spanish speakers aged 65-75+  |
| <b>OTT TV</b> - Ads that play before streaming TV such as Hulu.   | Allow us to target our priority audience demographics- down to age zip code, and more with targeted, in-language creative.  |
| <b>Streaming Audio</b> - Ads that air while streaming audio, such as Pandora or Spotify.  | Lasting about 9 weeks, targeting in particular our priority audiences of: <ul style="list-style-type: none"><li>• Black residents aged 18-34</li><li>• Latino residents aged 18-34</li><li>• Pacific Islander residents aged 18-34</li><li>• Black residents aged 35-49</li><li>• White residents 16-34, in particular rural audiences in Dublin, Pleasanton, and Livermore</li></ul> |
| <b>Ethnic Media</b> - In-language print and digital media outlets that serve specific populations such as La Opinion or Sing Tao. | Aged 65-75+ Latino audiences and TBD additional audiences   |
| <b>Out of home</b> - In person advertising opportunities like billboards and transit posters.                                     | Reaches a more general population and can be difficult to target. Can be targeted by geography.   |





# STATUS


**CURRENT STATUS:** Finalizing creative informed by focus groups and ground feedback on messaging priorities. Testing messages in hyperlocal media, monitoring engagement with priority audiences for further adjustments.

**DURATION:** ~6-8 weeks depending on ability to reach priority communities.

**NEXT:** Media placements will expand to reach additional platforms like billboards and radio. Ongoing testing and engagement analysis will continue to inform message refinements and drive budget allocations.







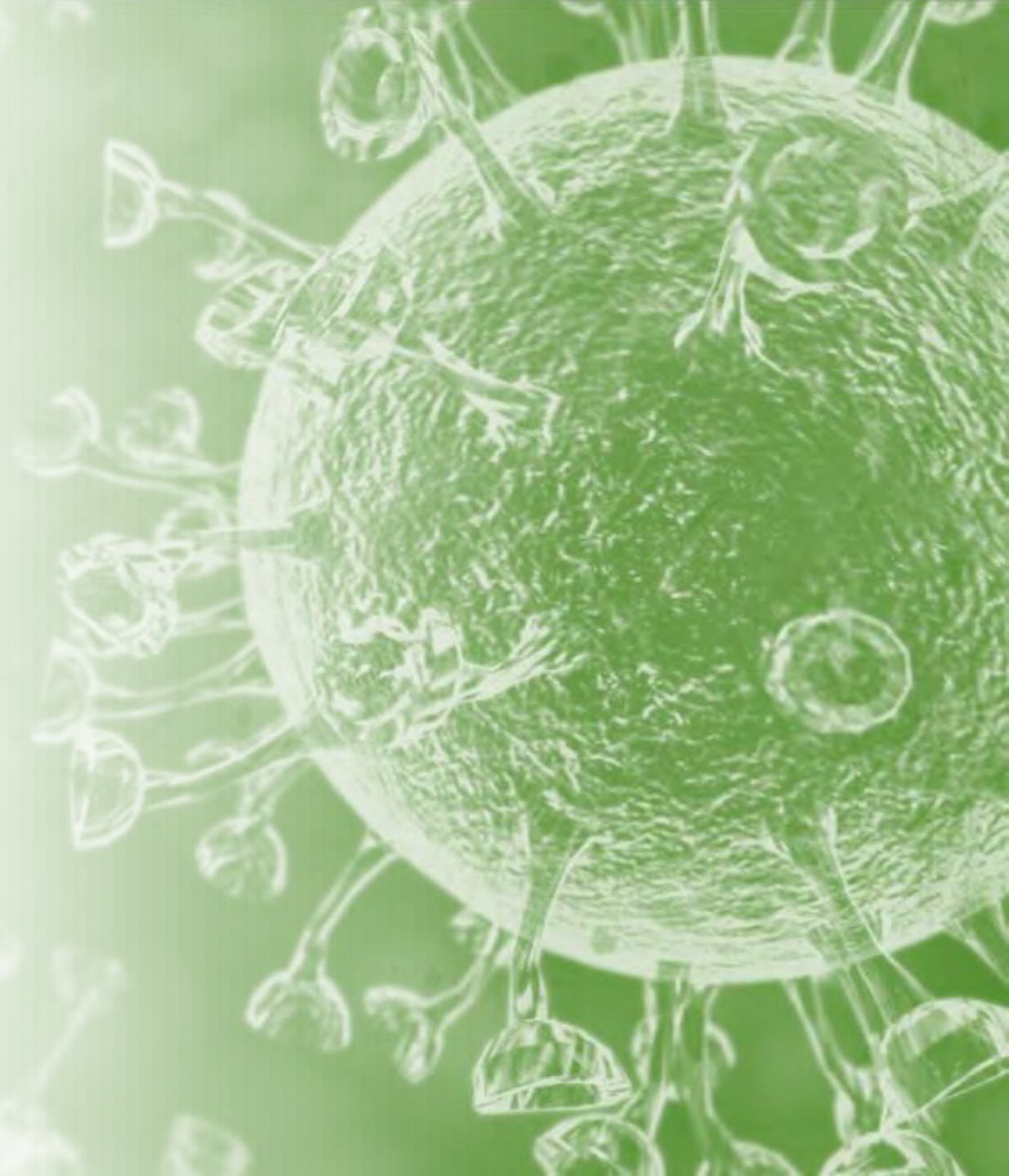
## **4. Understanding Beliefs and Attitudes About the COVID-19 Vaccine: Alameda County Vaccine Survey**

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**George Ayala, PsyD**

**Liz Maker, DrPH**

*November 9, 2021*



# Who Took the Survey? (n=979 Total)

| Race/Ethnicity                            | Unvaccinated |       | Vaccinated |       | Total      |       |
|---|--------------|-------|------------|-------|------------|-------|
|   |              |       |            |       |            |       |
| African American (Black)                  | 24           | 17.9% | 80         | 10.3% | 104        | 11.4% |
| Asian, or took Asian Language Survey      | 8            | 6.0%  | 123        | 15.8% | 131        | 14.3% |
| Latinx or took Spanish Language Survey    | 51           | 38.1% | 104        | 13.4% | 154        | 16.9% |
| White                                     | 28           | 20.9% | 387        | 49.7% | 415        | 45.5% |
| American Indian or Alaskan Native         | 4            | 3.0%  | 9          | 1.2%  | 13         | 1.4%  |
| Middle Eastern or North African           | 1            | 0.7%  | 9          | 1.2%  | 10         | 1.1%  |
| Native Hawaiian or Other Pacific Islander | 3            | 2.2%  | 6          | 0.8%  | 9          | 1.0%  |
| Mixed Race                                | 7            | 5.2%  | 33         | 4.2%  | 40         | 4.4%  |
| Prefer not to say                         | 8            | 6.0%  | 12         | 1.5%  | 20         | 2.2%  |
| Prefer to self-describe                   | 2            | 1.5%  | 15         | 1.9%  | 17         | 1.9%  |
| <b>Total Who Answered R/E Question</b>    | <b>134</b>   |       | <b>778</b> |       | <b>913</b> |       |



# Demographic Differences between Vaccinated and Unvaccinated Survey Respondents

Higher % of **vaccinated** were:

- Asian or White
- Female
- Took the survey in English

Higher % of **unvaccinated** participants were:

- Latinx
- Younger than age 18
- Living with more than 4 people
- Had not been to college

- Few unvaccinated answered open-ended questions in the survey
- Fewer gave demographic data

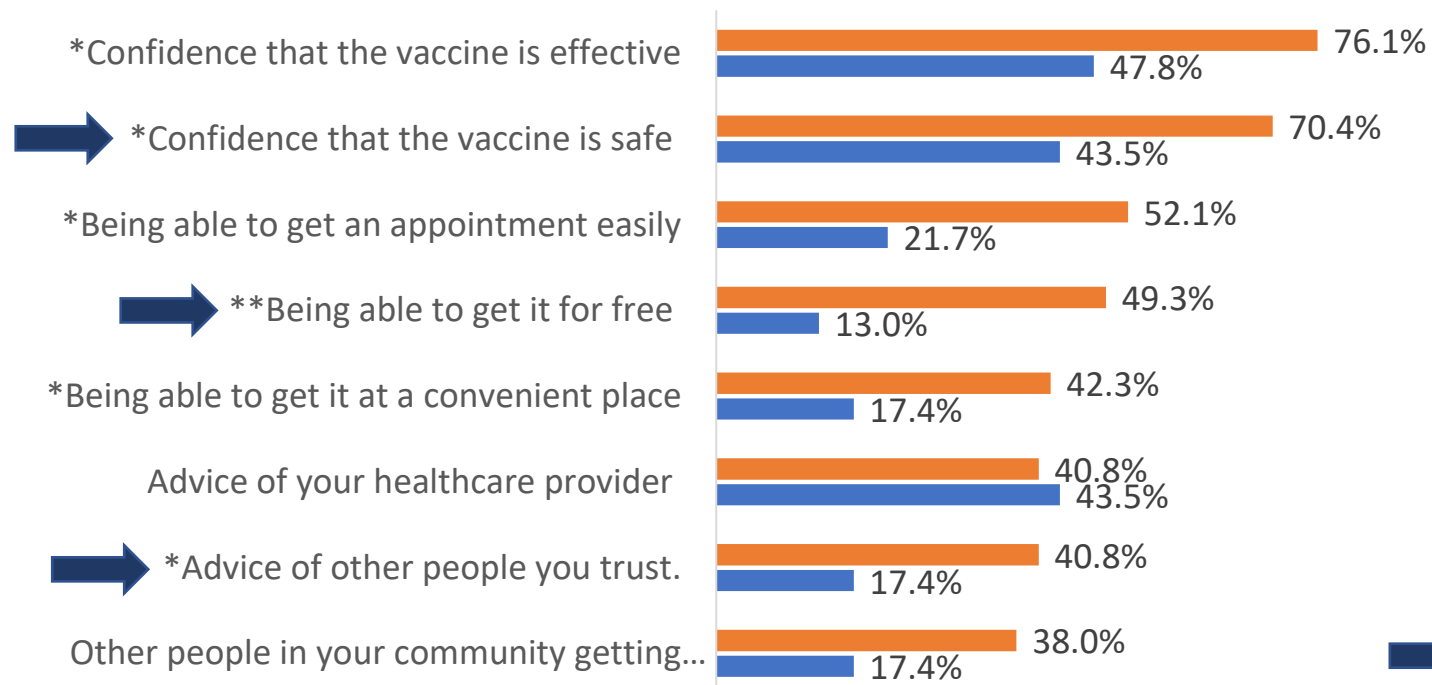




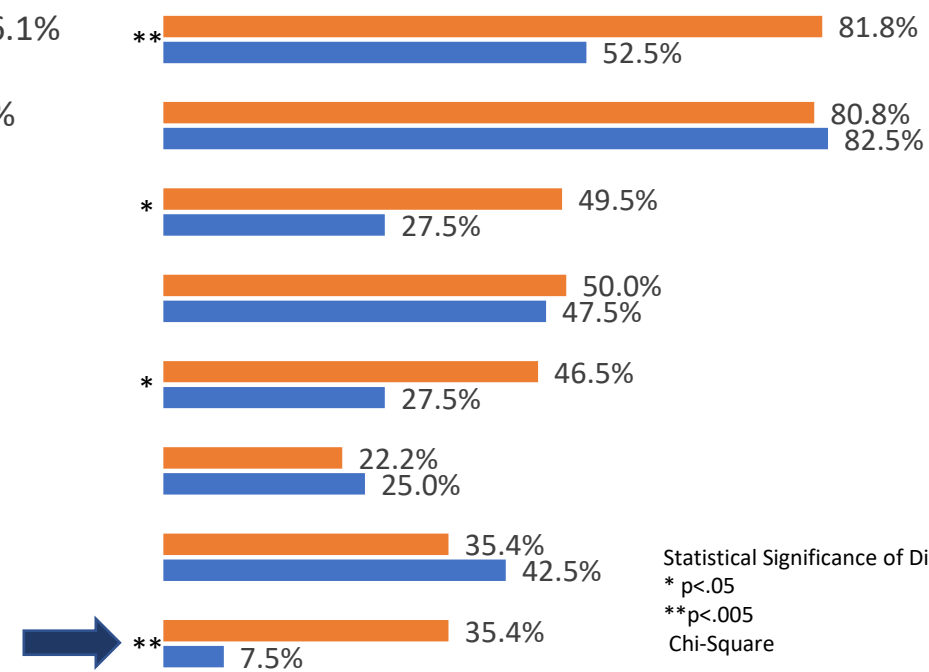
# Influences on Decision-Making by Vaccine Status

## Black Respondents: Influences on Decision-Making by Vaccine Status

■ Vaccinated ■ Unvaccinated



## Latinx Respondents: Influences on Decision-Making by Vaccine Status



Statistical Significance of Difference  
 \* p<.05  
 \*\*p<.005  
 Chi-Square



# Main Findings (Multiple Choice and Open-Ended Questions)

- Found substantial differences by vaccination status and race/ethnicity.
- Respondents reflected a broad range of concerns that can be summarized in 5 main categories:
  - **(Dis)trust** – of government and vaccine promotion.
  - **Facts** – i.e., safety, effectiveness, (mis)information.
  - **Principles/values** – i.e., people have a responsibility.
  - **Access** – i.e., getting appointments easily, having vaccines offered in convenient places, getting it for free, businesses and schools opening.
  - **Collectivism** – i.e., info from other trusted sources, other people in the community getting vaccinated, concern for family and friends.

Findings should inform how to segment audiences and tailor messages about COVID-19 and vaccines.



# Making Vaccine Decisions: (Dis)trust

- **Distrust of the government, doctors and COVID information** (i.e., misinformation deliberate hiding of information or outright deception, vaccine is ineffective) was the top reason chosen for **NOT** getting vaccinated. (17 responses)

“My wife is a doctor...she affirms what I told her...IT IS A PLANNED ECONOMIC RESET...Not a virus... - *Unvaccinated white male over 35*

“Why are people who are vaccinated still getting COVID? And they call it "the pandemic of the unvaccinated". Something isn't right.” - *Unvaccinated Latinx Female under 35*

- Black respondents said they **trust faith communities.**

“God” (3 responses)

“My church leaders” - *Black female age 25-34*

“My church - True Vine has done an outstanding job of keeping us informed.” - *Black female age 50-64*



# Making Vaccine Decisions: **Facts**

- Many **vaccinated people believed that vaccine is safe and effective.**
- Some unvaccinated did their research, i.e., “danger has been exaggerated.”
- Both vaccinated and unvaccinated expressed **concern about vaccine safety and circulating misinformation.**

“!!!!!!!!!!!!!!!!!!!!Black people are disproportionately being killed by COVID-19 and the vaccine!!!!!!!!!!!!!!!!!!!!!!!!!!!!” -  
*Unspecified race and age, non-binary*

“The severe side effects has me concerned about getting my soon to be 12-year-old vaccinated. I had the Johnson and Johnson shot and developed COVID arm. A week after getting vaccinated the blood clotting issue was disclosed. “ - *Black female over age 35*

“People need to be more educated. Especially the Hispanic community. They need to get more education in Spanish about this. They need more information. I saw a lot of misinformation in Spanish since 2016 and it is getting worse. The comments that I read in YouTube and Facebook in Spanish are really, really horrible, great and enormous misinformation, and conspiracy theories.” - *Vaccinated Latinx female age 35-49*



# Making Vaccine Decisions: Principles/values

- Principled arguments about **mandates** and **about priority communities**.

“Simply messaging that it is safe and effective is not enough. For public safety, public health agencies need to require vaccination for everyone who is medically capable of receiving the vaccine.” - *Vaccinated Black Male age 50-64*

"From the start, I feel that vaccines should have been offered at places of work. People who had to report to work during the pandemic should have been a higher priority than seniors who were able to shelter at home." - *Vaccinated African American male age 50-64*

" SO NECESSARY TO VACCINATE THOSE IN OUR COMMUNIUTY THAT ARE HOMEBOUND.....WE NEED DOOR-TO-DOOR OUTREACH" - *Vaccinated African American female age 50-64*



# Making Vaccine Decisions: Access

- Little mention from unvaccinated.
- Vaccinated were influenced by **easy access**, prioritized by age, family, health status or occupation.

“Being able to walk up to a community site without an appointment made it easier and reduced my anxiety behind getting vaccinated. Had it not been easy in the community i would have waited rather than try to go to a mega distribution site.” - *Black female age 35-49*

“It would have been easier for people to not be required to have an email address to be able to schedule a vaccine appointment online. Free access and the fact that everyone regardless of immigration status can get a vaccine should have been posted front and center of vaccine locations and websites.”- *Vaccinated Latinx respondent*

"From the start, I feel that vaccines should have been offered at places of work. People who had to report to work during the pandemic should have been a higher priority than seniors who were able to shelter at home."- *Vaccinated African American male age 50-64*





# Making Vaccine Decisions: **Collectivist**

- Top reason in open-ended response was **to protect family, friends and the community** (28 responses)

“My husband and I have underlying risk factors and I was concerned for my other three children. My daughter, my husband and I decided to get vaccinated to protect ourselves from any future exposures.”

*- Black female age 35-49*

“I felt that it is a very small price to pay for a healthy society.”

*- Native American male*

- Concern for family influenced some **NOT** to get a vaccine:

“If the vaccine causes side effects that will affect me and I will not be able to work, or if I die, who will see for my children? Will the government take care of them and give them school if I die from a secondary cause of the vaccine?”

*-Unvaccinated Latinx male translated from Spanish*



# Specific Suggestions Offered by Respondents

- Give incentives for vaccinating.
- Share successes and “lifesaving stories”.
- Support church communities.
- Send letters to people without internet access.
- Put signs on business doors.
- At vaccine sites, post that all are eligible for free regardless of immigration status.
- Door-to-door outreach for homebound.
- Make messages clearer, simpler - scientific info OK but with less jargon.
- Be proactive in confronting and correcting misinformation (social media).



# Conclusions

- Continue the work of building and growing trust.
- Lead with evidence-based facts framed in ways people could understand, while directly combatting misinformation.
- Understand and appeal to people's values and principles and work through trusted messengers.
- Make getting the vaccine as easy as possible – take down barriers.
- Leverage the importance of family, friends, and community, including faith communities.



# Acknowledgements

Liz Maker

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With assistance and guidance from the following ACPHD teams:

- ✓ Quality Improvement & Accreditation
- ✓ Health Equity Policy & Planning
- ✓ Community Assessment, Planning & Evaluation
- ✓ Health Promotion & Community Partnerships



# 5. DOOR

Andy Nelsen, Health Equity, Policy & Planning

Alex Salcedo Lopez

Mercedes de la Torre



# 6. Panelist Comments / Questions & Answers



# THANK YOU!



JOIN THE CONVERSATION

@Dare2BWell



## STAY INFORMED



### Vaccine Community Advisory Board

2<sup>nd</sup> Tuesday of the month at 5:30 PM

Next meeting: Tuesday, December 14<sup>th</sup>

[covid-19.acgov.org/community-advisory-group](https://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](https://covid-19.acgov.org/response)



### Updates About COVID-19 Vaccines

Find Testing and Vaccine information

[covid-19.acgov.org/vaccines](https://covid-19.acgov.org/vaccines)

