

# Alameda County COVID-19 Vaccine Community Advisory Group

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

Meeting 18  
December 14, 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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1. Haga clic en el icono de Interpretación, el símbolo de un globo o mundo
2. Seleccione Spanish/Español como su idioma

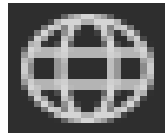
- Opcional: Para escuchar solo el audio en Español, haga clic sobre "Mute Original Audio"

The following presentation has interpretation in Spanish.

To start this function:

1. Click the Interpretation icon, the globe or world symbol
2. Select Spanish as your language

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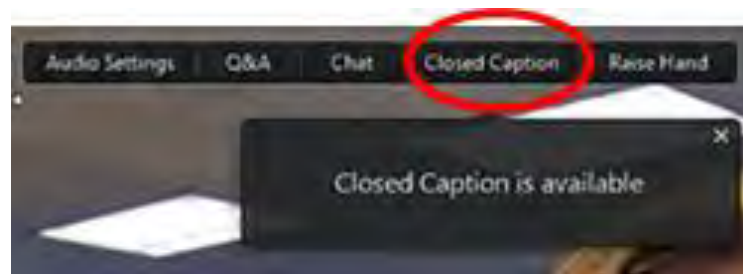
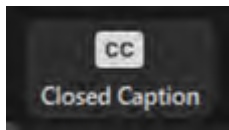
For PC and Android



For iPhone and Mac

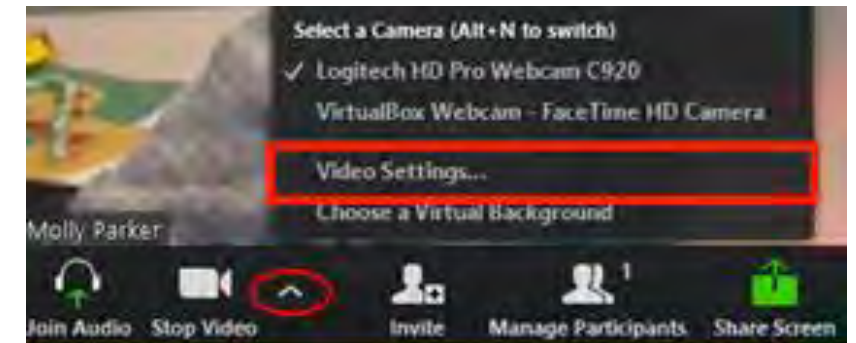
## Using Closed Captioning

- 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”, verá 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. What is the Finish Line?
4. Emergency Medical System Redesign
5. 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

Regional Pacific Islander Task Force

# 3. County Updates

Donata Nilsen

Dr. Nick Moss

Tuere Anderson

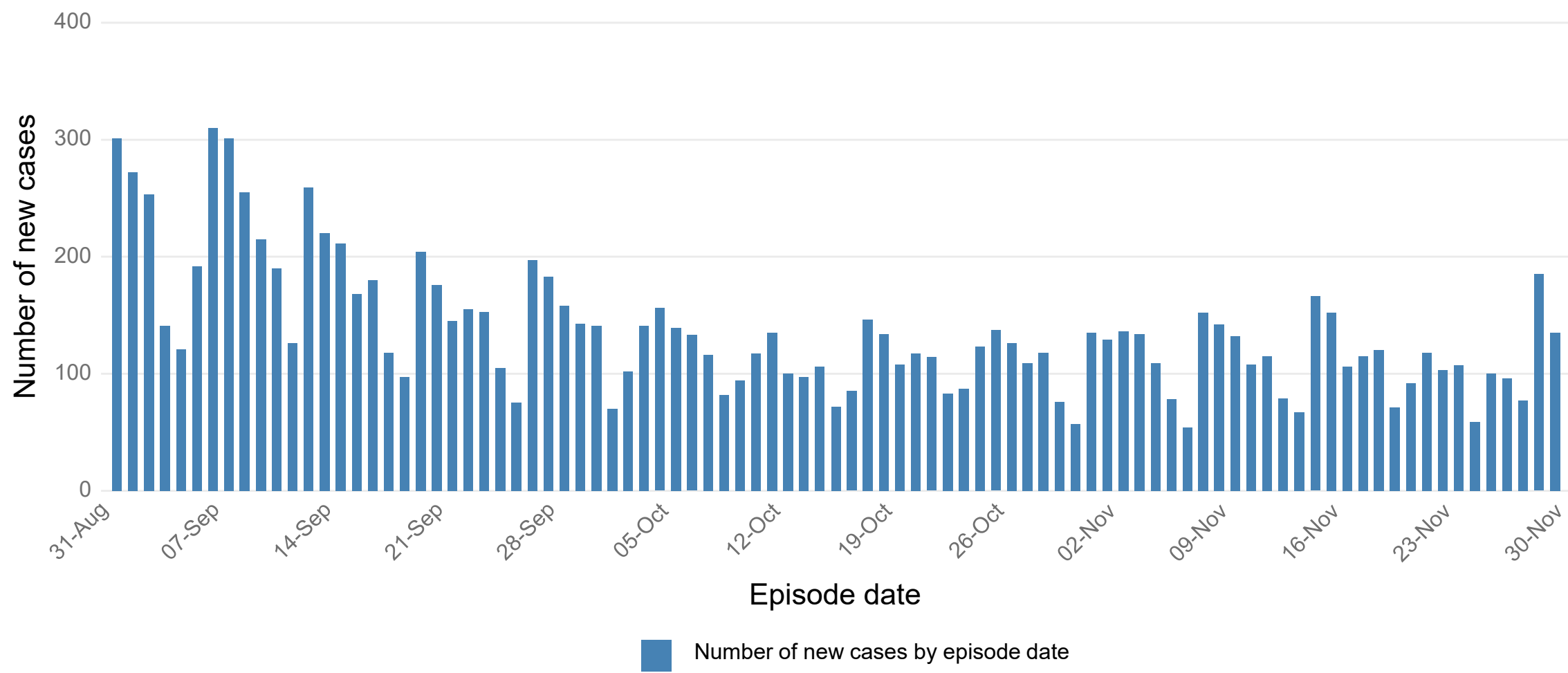


# Epidemic Data Key Points

- Daily case rate is 7.7 per 100,000
- Test positivity is 1.5% overall and in first HPI quartile
- Hospitalized COVID cases 59; ICU 16
- ~12,000 lab tests per day
- Case rates rising nationally
- CA rates may be increasing now



# New Alameda County COVID-19 Cases by episode date



Includes City of Berkeley  
Source: CalREDIE Data Distribution Portal download December 9, 2021



Daily Trends in Number of COVID-19 Cases in The United States Reported to CDC



# Omicron Variant Update

- Appears to infect previously infected people & vaccinated people
  - Booster doses appear to improve protection
  - More infectious than Delta
- Not yet known how much severe disease Omicron will cause
  - Will vaccines/boosters prevent severe disease?
  - Not yet known how different age groups will be impacted
- We expect Omicron to spread widely in US
  - Even if milder, there is risk for overwhelming health system
  - No local transmission yet documented from recent Omicron wedding outbreak
  - Still mostly Delta in US through early December





% at Least One Dose

84.0%

See Counts

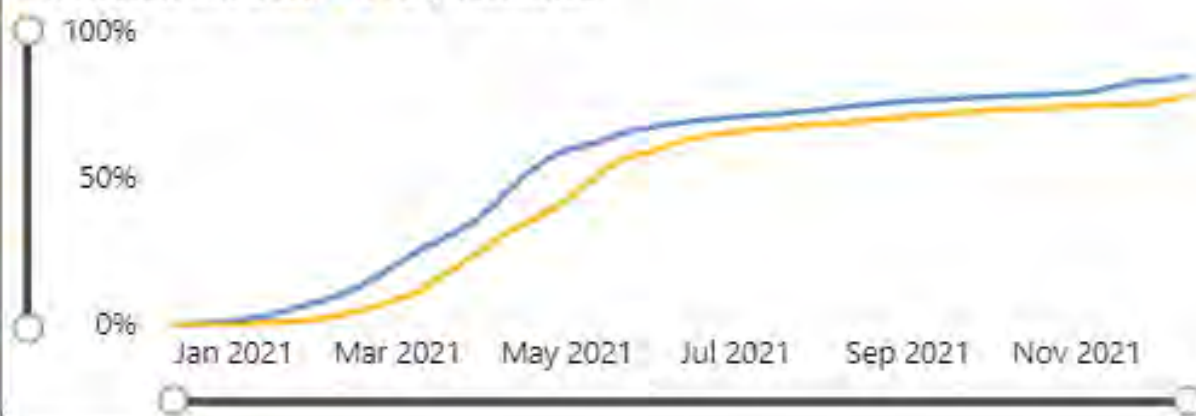
% Fully Vaccinated

77.7%

See Percentages

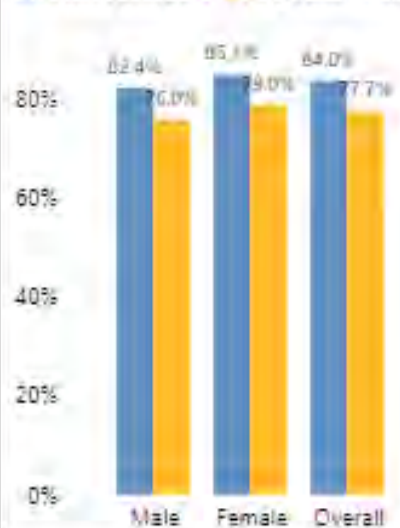
### Alameda County Cumulative Percentage of Vaccine Doses

● % At Least One Dose ● % Fully Vaccinated



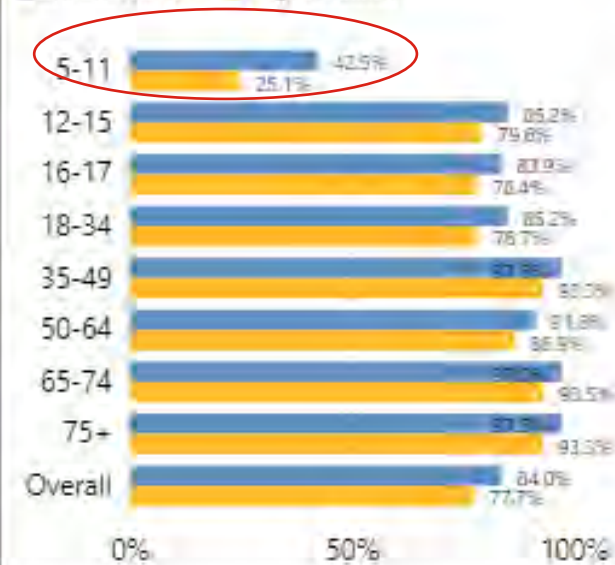
### Doses by Gender (% of population)

■ At Least One Dose ■ Fully Vaccinated



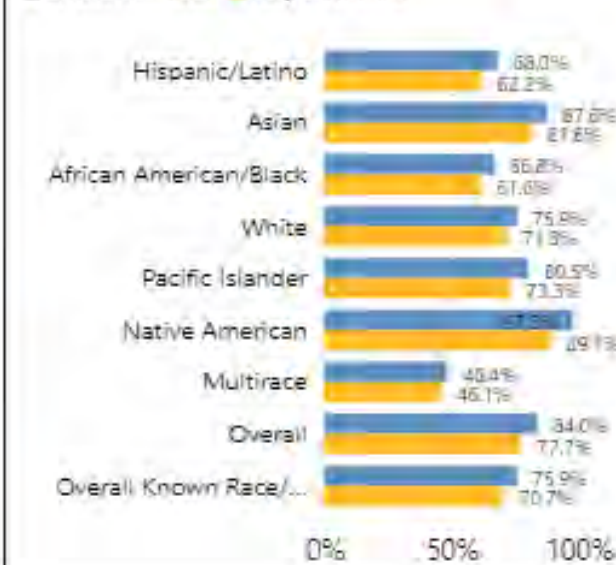
### Doses by Age Group (% of population)

■ At Least One Dose ■ Fully Vaccinated



### Doses by Race/Ethnicity (% of population)

■ At Least One Dose ■ Fully Vaccinated

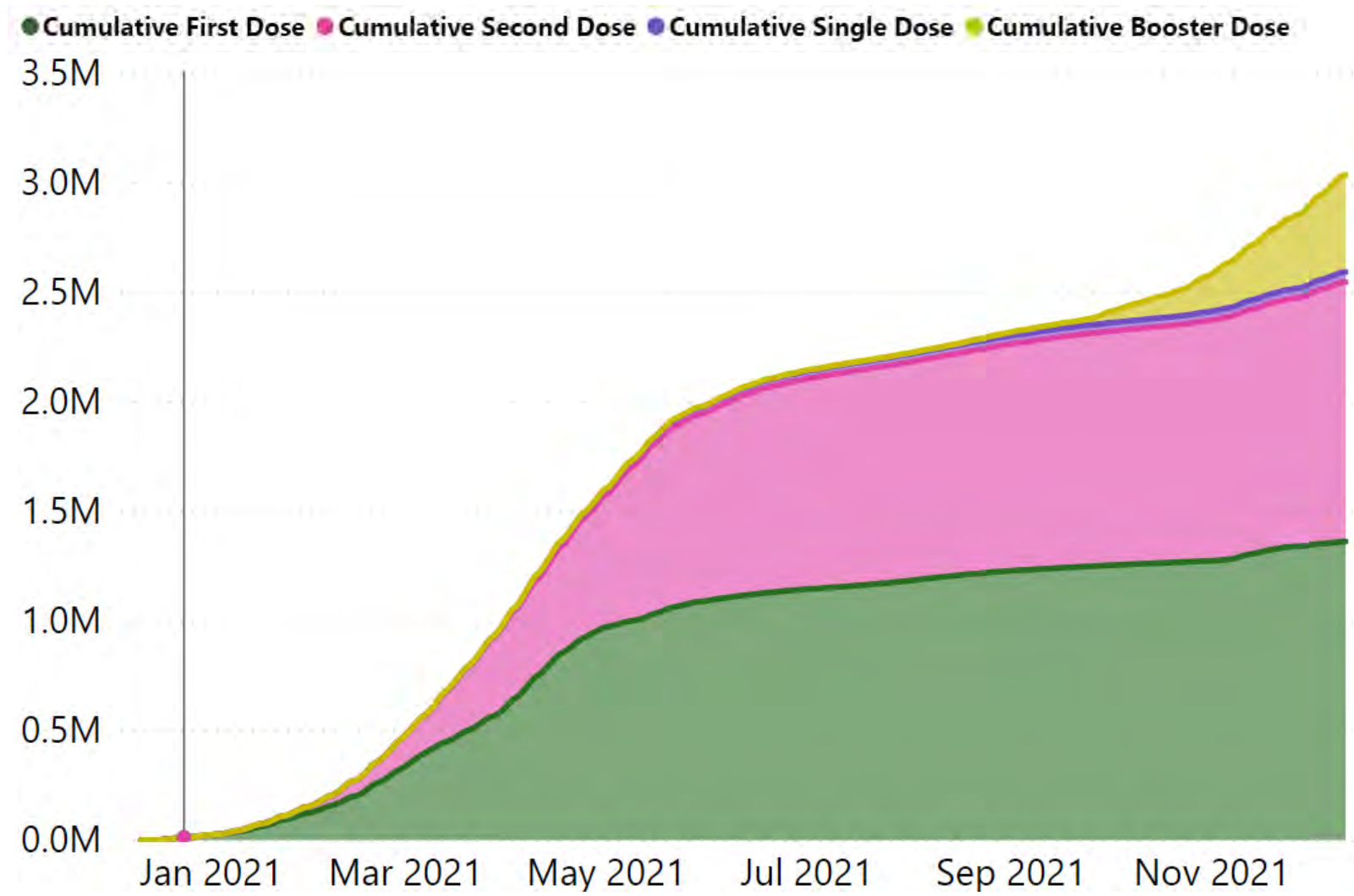


% of population

Place	At Least One Dose	Fully Vaccinated
Alameda	86.3%	80.5%
Albany	88.4%	82.1%
Ashland	69.0%	63.8%
Berkeley	97.3%	91.4%
Castro Valley	85.8%	78.9%
Cherryland	73.2%	67.9%
Dublin	83.9%	76.8%
Emeryville	80.9%	75.2%
Fairview	79.4%	74.5%
Fremont	85.4%	78.7%
Hayward	80.8%	74.7%
Hayward Acres	68.1%	62.9%
Livermore	78.7%	73.1%
Newark	80.1%	74.3%
Oakland	81.7%	75.2%
Piedmont	97.5%	93.5%
Pleasanton	88.1%	81.2%
Remainder of County	72.9%	67.8%
San Leandro	84.8%	78.9%
San Lorenzo	82.8%	77.3%
Sunol	86.0%	80.0%
Union City	82.4%	76.7%



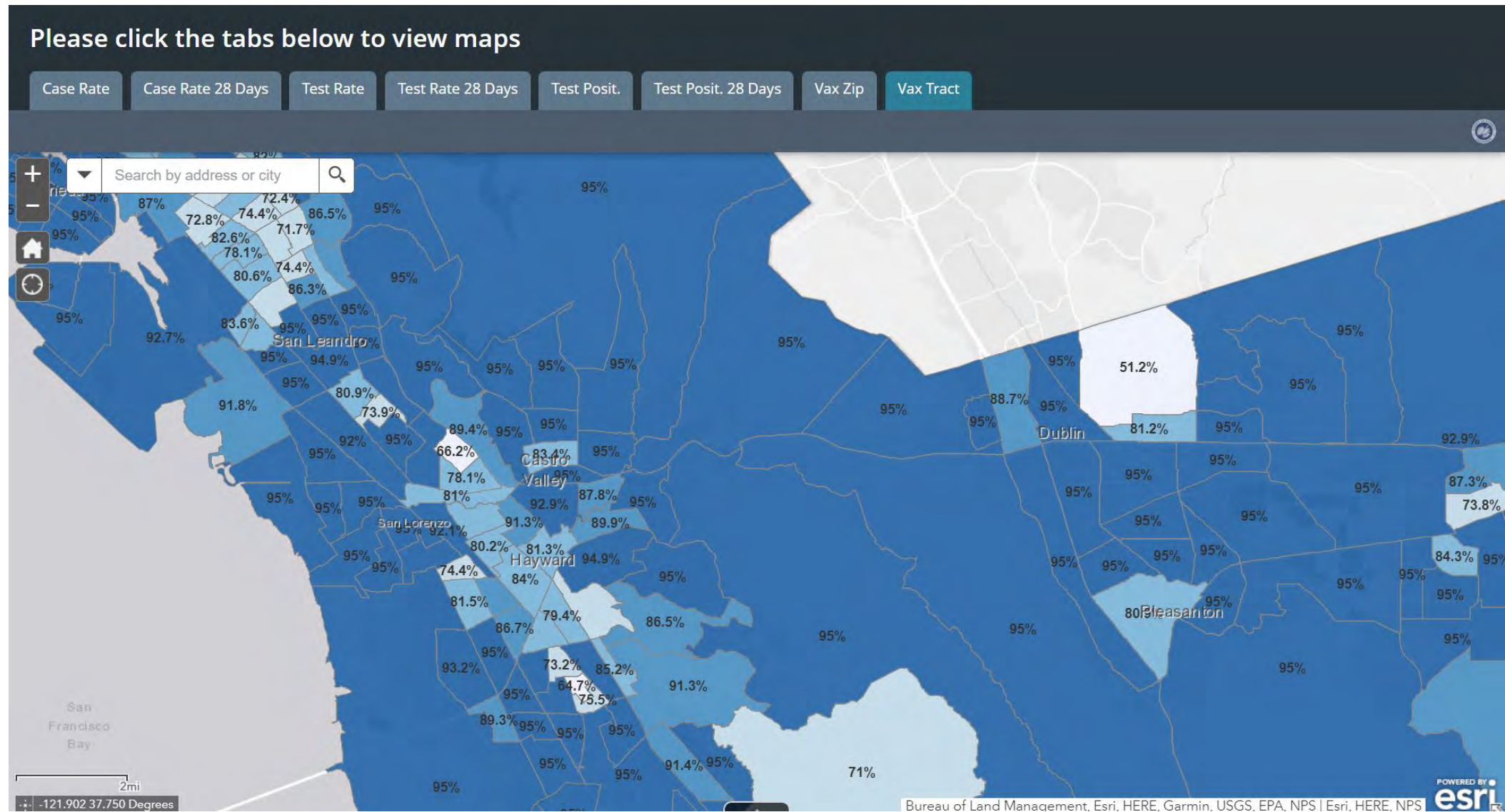
# Booster Doses Data 12/13



- 443,205 boosters given
  - 35% of all fully vaccinated
  - 43% of those 50-64
  - 63% of those 65-74
  - 64% of those 75+



## By Zip Code



# COVID-19 boosters recommended now for people ages 16 and up

- CDC, CDPH now recommending a booster 6 months after vaccination for ages 16-17
  - Only Pfizer vaccine authorized for 16-17s
- Boosters **strongly recommended** for anyone 6 months from mRNA or 2 months from J&J
  - See your doctor or local pharmacy



# New Statewide Masking Requirement effective 12/15

- California requiring face coverings for everyone in indoor public settings
- Preparing for winter wave, Omicron and protecting communities
- State now matches local masking requirements
  - Local exemptions for vaccinated persons may not be permitted by state – TBD
  - Regional masking metrics will apply again when new state order is lifted
- State school masking policies unchanged
  - Alameda County aligned with state language on youth sports/music on 12/8



# Additional State COVID-19 policy updates

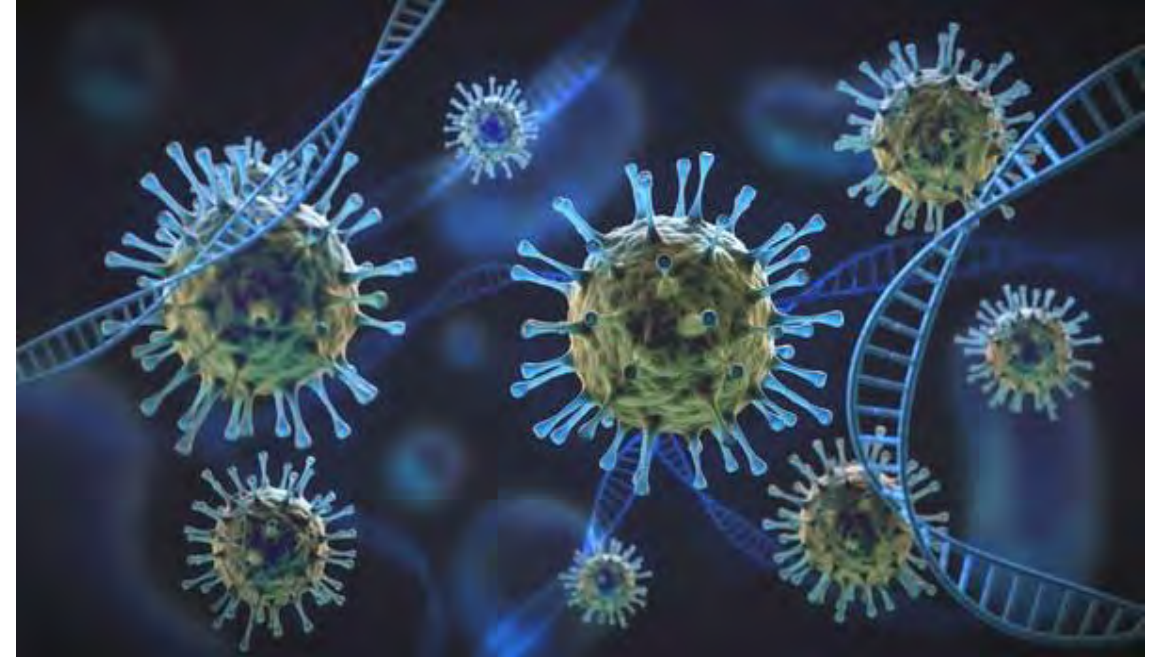
- [Beyond the Blueprint Mega-Events update](#)
  - Beginning December 15th – testing for event entry must be within 1 day of event for antigen tests, and within 2 days for PCR tests
    - Testing already required for unvaccinated people at indoor events >1000 people
    - Testing already recommended for unvaccinated people at outdoor events >10,000 people
- [New CDPH Travel Advisory](#)
  - All travelers arriving in or returning to California from other states or countries should follow [CDC travel guidance](#)
  - **All travelers arriving in or returning to California from other states or countries should test 3-5 days upon arrival**
  - All travelers who test positive or develop [symptoms of COVID-19](#) should [isolate](#) and follow [public health recommendations](#).





# Staying Safe this Winter

- **Get vaccinated**
- **Get a booster as soon as you are due**
- **Wear masks indoors**
- Stay home when sick
- Avoid crowded, poorly ventilated indoor settings
- Wash your hands
- Test before and after travel and gathering
- Be aware of travel rules and recs



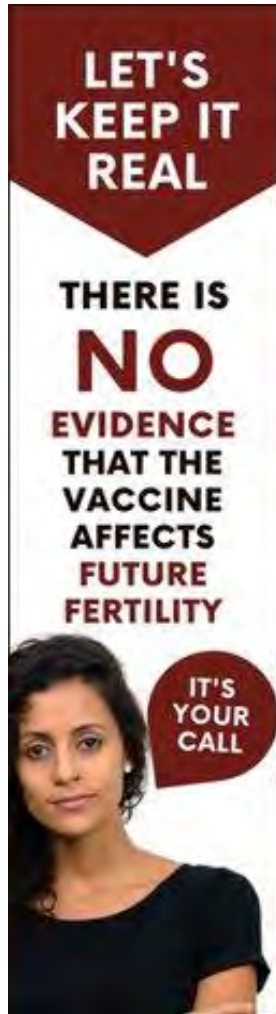
# HYPERLOCAL VACCINE MEDIA CAMPAIGN

## Alameda County

STATUS UPDATE:  
DECEMBER 2021



# ABOUT THE CAMPAIGN



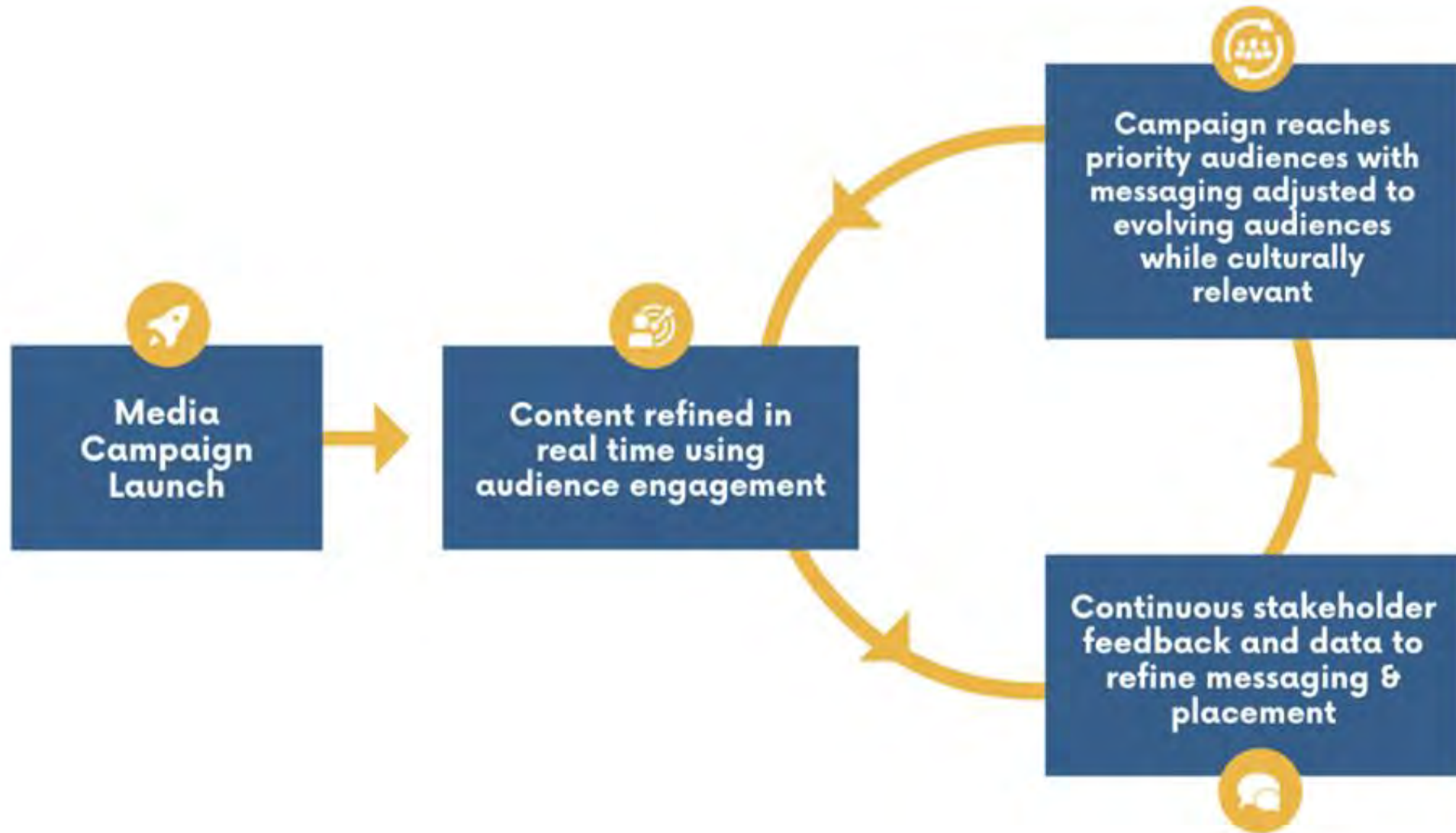
**DATA-DRIVEN:** Ongoing census tract-level vaccination data allows us to continuously focus on communities most in need of information.

**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.



# FEEDBACK DRIVES MESSAGE & PLACEMENTS





# COUNTING ON YOU

## Sample: Digital banners

### COUNTING ON YOU

Emphasizing reasons for vaccination including gathering, celebrating holidays and occasions, and reconnecting with family, friends, faith communities, and vulnerable loved ones.




# KEEP IT REAL

## Sample: Digital banners

**LET'S  
KEEP IT  
REAL**

**THERE IS  
NO  
EVIDENCE  
THAT THE  
VACCINE  
AFFECTS  
FUTURE  
FERTILITY**


**IT'S  
YOUR  
CALL**



**ESTO ES  
LO QUE  
HAY**

**ABOUT  
91%  
OF THOSE  
WHO DIED  
FROM COVID  
THIS FALL  
COULD HAVE  
BEEN SAVED  
BY THE VAX.**

**LA  
NETA  
ES QUE**



### KEEP IT REAL

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

**LET'S KEEP  
IT REAL**

**UNVAXED  
PEOPLE  
WERE**

**18.2  
TIMES**

**MORE  
LIKELY TO  
DIE FROM  
COVID-19.**

**IT'S  
YOUR  
CALL**



**LET'S KEEP  
IT REAL**

**ABOUT  
91%**

**OF THOSE WHO DIED  
FROM COVID THIS FALL  
COULD HAVE BEEN  
SAVED BY THE VAX.**

**IT'S  
YOUR  
CALL**



# CAMPAIGN KEY PERFORMANCE INDICATORS AND STATUS

## Continuous Stakeholder Feedback

- Conducted focus groups with at least 60 participants

## Digital

- **4.3M impressions** garnered 4,800 click throughs to vaccination sign up page with above average click-thru rate (CTR) 0.11\* and on pace to 18M by end of January

## Social Media

- In progress on Facebook and Instagram

## Streaming Audio

- Radio scripts in production, launching 12/13, will generate 1.3M impressions

## In-Language Media

- 10+ hyper-targeted publications launching 12/13, will generate 6.7M impressions

## Billboards

- Launching 12/20 in priority neighborhoods

*Next up: Galavision TV (Spanish language) and targeted streaming services week of 12/27*



# Where Do We Go From Here?

Donata Nilsen

Dr. Nick Moss





# Where We Go From Here - Current Activities

- Statewide masking requirement --> January 15, 2022
- Continue promoting/messaging vaccinations
- Ongoing COVID Division operations
- Enhanced capacity with coalitions



# Where We Go From Here – What to Expect

- Winter wave and possible hospital surge expected
- Omicron will likely spread widely, replacing Delta
  - Expect continued risk especially among unvaccinated
  - Expect spread even in vaccinated and previously infected – hopefully milder
- Vaccination and Boosters are the best tools we have
  - If you are due – don't wait – get the booster!



# Where We Go From Here – Where's the finish line?

- There will never be a clear finish line and COVID will not go away
- Pandemic will recede over time and COVID may become more like the flu:
  - Seasonal community spread
  - Occasional outbreaks
  - Severe disease uncommon except in higher risk groups
  - Treatments available
  - Vaccines and boosters will be mainstay of prevention
  - Mask habits?
- ACPHD will continue protecting public health against COVID, indefinitely



# Where We Go From Here – Future COVID Division Operations

- COVID Division integration - Acute Communicable Disease Unit
- Individual Case Investigations shift to focus on outbreaks
- Year-Round vaccination
- Response mode to recovery

# 4. Emergency Medical System Redesign

Lauri McFadden

Aneeka Chaudhry



# Alameda County EMS System Redesign

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**Community Education, Engagement, and Input**

**Lauri McFadden, EMS Director**



Alameda County  
Health Care Services Agency



# Why are we here?

## **EMS System (9-1-1 Ambulance System) Redesign**

- Equitable Access
- Fiscal Responsibility
- Appropriate Destination for All Patients
- Sustainability

**Now is our chance to make our EMS system better! We need community feedback to accomplish that.**

**User experience, system partner feedback, and technical regulatory requirements inform the system redesign.**

# Who is EMS and what do we do?

## **Alameda County Emergency Medical Systems Agency**

- A division of the Health Care Services Agency
- State-designated local emergency medical services agency (LEMSA) for Alameda County

## **Regulation, Coordination and Oversight of EMS-related:**

- Personnel and Training
- Communications
- Ambulance Transportation
- Assessment of Hospitals and Critical Care Centers
- System Organization and Management
- Data Collection and System Evaluation
- Public Information and Education
- Disaster Medical Response



# EMS System: By the Numbers

5

**9-1-1 ambulance  
transport operating areas**

Albany  
Berkeley  
Piedmont  
Alameda  
Rest of County (Falck)

6

**Fire/EMS dispatch centers**

10

**Fire Depts**

First Responder Advanced Life  
Support

14

**Interfacility ambulance  
providers**

15

**9-1-1 receiving facilities**

3 Trauma centers  
7 STEMI centers  
8 Stroke centers  
2 Behavioral health facilities

160k

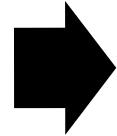
**160,000 calls per year**

50% of volume in Oakland

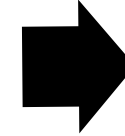
# 9-1-1 Ambulance Transport Provider History



Began Service in June 1990 as Regional Medical Systems which became AMR



Began Service in November 2011

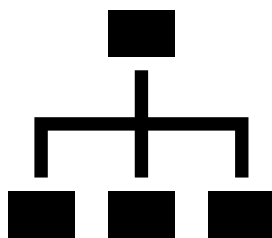


Began Service in July 2019

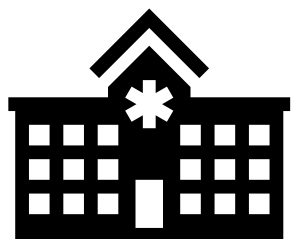




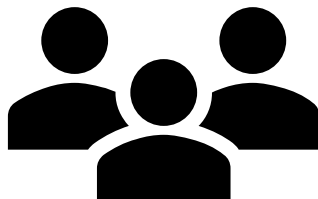
Addressing Community Needs



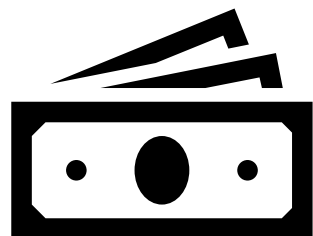
System Structure



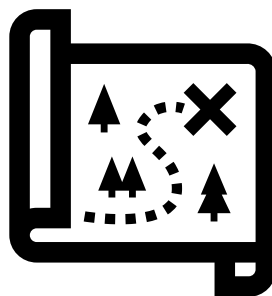
Hospital Saturation



Staffing



Financial Stability



One Pathway Model

# Biggest Challenges Facing EMS System



Alameda County  
Health Care Services Agency

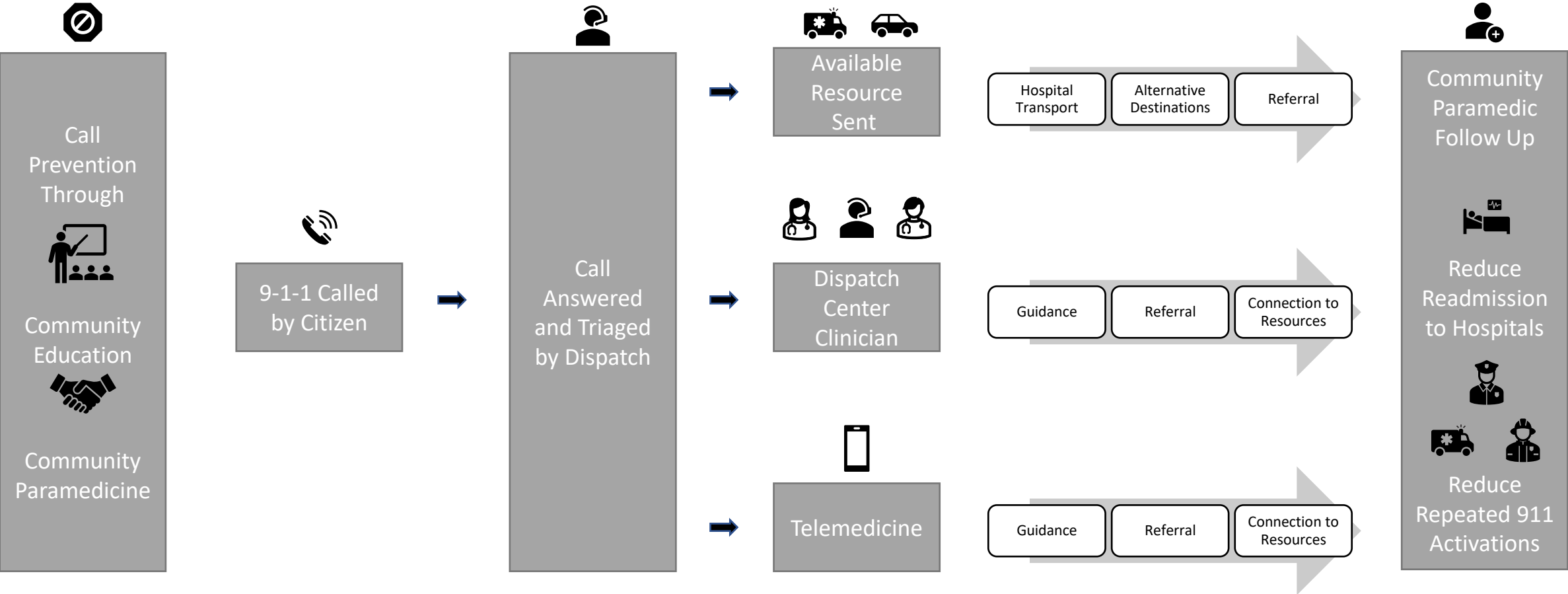


# Current 9-1-1 ambulance response



[EMS System Statistics](#)

# Envisioned System



# Community Experience- Scenario 1

*Individual calls 9-1-1 due to ear pain. Feels like previous ear infection. No primary care provider. No transportation to get to hospital to be seen.*

## Current System

- Ambulance and Fire Department dispatched.
- Patient transport to Hospital Emergency Room.
- Patient billed for transport and ER services.

## Envisioned System

- Call triaged to telehealth or dispatch clinician.
- Symptoms assessed by RN or MD.
- Potential for prescription if needed.
- Referral for primary care services.
- Patient never leaves home.
- No transport or ER bill.



# Community Experience- Scenario 2

*9-1-1 called for an adult experiencing a behavioral health crisis. There is no evidence of violent behavior, ingestion, or injury requiring medical intervention.*

## Current System

- Law Enforcement, Ambulance and Possibly Fire Dept responds.
- Individual potentially placed on 72-hour hold.
- Individual transported to John George or Emergency Room.
- Billed for transport and services at destination facility.

## Envisioned System

- Telehealth or alternative specialized behavioral health response without law enforcement.
- Behavioral Health Assessment and use of Community Health Record to determine links to resources.
- Explore alternatives to 72-hour hold.
- Ability to refer for services or transport to alternate destinations such as clinics, crisis facilities, or to private behavioral health provider.



# System Partner Workgroup Recommendations & Priorities



EMS System Financial Stability / Service Reimbursement	EMS Workforce	Evolving Patient & Community Needs	System Performance Benchmarks	Technology
<ul style="list-style-type: none"> <li>• Leverage variety of funding sources to include IGT, ET3, and potential fees or taxes</li> <li>• Mechanism for continual payer mix and fiscal analysis</li> <li>• Consider financial impacts of different model types</li> </ul>	<ul style="list-style-type: none"> <li>• A public model would be ideal</li> <li>• Focus on staff safety and well-being</li> <li>• Continue workforce protections</li> <li>• Greater workforce input into equipment and ambulances</li> </ul>	<ul style="list-style-type: none"> <li>• Increased legislative engagement to mitigate barriers and create new paths to serve community</li> <li>• Provide better integration of services in a more accessible way</li> <li>• Provide focused attention, education, and training pertaining to populations requiring specialty care</li> </ul>	<ul style="list-style-type: none"> <li>• Ability to evaluate continuity of care from phone call to outcome</li> <li>• Health Data Exchange with Hospitals</li> <li>• More fluid and dynamic approach to call prioritization based on data</li> <li>• Balance response time vs. clinical need vs. outcome</li> </ul>	<ul style="list-style-type: none"> <li>• ↑ interoperability</li> <li>• Operational awareness of all resources not just 911</li> <li>• Telehealth</li> <li>• Text to 911</li> <li>• Dispatch Initiated Triage and Navigation by an imbedded clinician</li> <li>• Better communication between field and hospitals/alternative destinations</li> </ul>





# Redesign Timeline and Next Steps

MILESTONES	TIMEFRAME
Continued Community Engagement/Education	Through Mid-January 2022
Additional Input Accepted at: EMS.Redesign@acgov.org	Through End of Jan 2022
Consultant Process	Complete by End Jan 2022
System Evaluation and Input Analysis	January to March 2022*
RFP Development	March to September 2022*
RFP Release	October 2022*
Completion of RFP and Selection Process	June 2023
New Ambulance Contract Starts	July 2024

\*Tentative Dates – Subject to Change as Needed



# Thank you for your time!



Questions?



Have input and  
comments?

[EMS.Redesign@acgov.org](mailto:EMS.Redesign@acgov.org)



Alameda County  
Health Care Services Agency



# 5. 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, January 11<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)

