The Summit Weekly Update
(Thursday August 5, 2021 / 3pm ET)

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Want to ask a question?
• Type your answer into the “Q&A Box” in the lower area of your screen. Questions will be answered during the Q&A session, as time permits.

• Additional questions may be sent to info@izsummitpartners.org

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Agenda

• Program Overview: Partnering for Vaccine Equity
  • Chelsea Toldedo, MA, MPH, Sr. Health Communications Advisor, Partnering for Vaccine Equity, CDC Contractor – ASRT
  • Jacqui Burton, President, Conference of National Black Churches
Program Overview
Partnering for Vaccine Equity
Chelsea Toledo
Senior Health Communications Advisor (Contractor – ASRT)
Immunization Services Division
National Center for Immunization and Respiratory Diseases, CDC

Racial Disparities in Immunization:
A Long-standing Issue with Vaccines

- **Lower flu vaccination uptake** among Black (41.2%) and Hispanic (38.3%) adults aged >19 years compared with white adults (52.8%) in 2019-2020¹
- Among adults aged >19 years with **high-risk conditions**, flu vaccination uptake lower among non-Hispanic Black (54.9%) and Hispanic (52.0%) adults compared with non-Hispanic White adults (61.4%)²

1. Data Source: Behavioral Risk Factor Surveillance System (BRFSS), Error bars represent 95% confidence intervals around the estimates.
Racial Disparities in Immunization: A Long-standing Issue with Vaccines

... ARE EVEN MORE URGENT WITH COVID

- Among those who want to “wait and see” how the COVID-19 vaccine is working for others, percent who say they are very concerned about:

  - Not knowing the long-term effects of COVID-19 vaccination: 65% Non-Hispanic Black Adults, 57% Hispanic Adults, 46% Non-Hispanic White Adults
  - Experiencing serious side effects from COVID-19 vaccination: 55% Non-Hispanic Black Adults, 47% Hispanic Adults, 34% Non-Hispanic White Adults
  - Getting COVID-19 from their COVID-19 vaccine: 31% Non-Hispanic Black Adults, 32% Hispanic Adults, 13% Non-Hispanic White Adults

1. Data Source: Behavioral Risk Factor Surveillance System (BRFSS), Error bars represent 95% confidence intervals around the estimates.

The Vision

CDC is working to reduce racial and ethnic disparities that exist in vaccination rates, knowledge, and attitudes through partnerships that drive community-level action to support racial and ethnic minority groups in getting vaccinated.
Creating a Roadmap to Address Racial Disparities in Immunization

- In July 2020, CDC held an expert listening session with community leaders to understand the factors driving racial and ethnic disparities in adult immunization and effective strategies to address them.
  - **Overview of the expert listening session**
    - **1-day virtual session**
    - **17 leaders** in Health, Racial Equity, and Community
    - Listened to individual expertise and perspectives from diverse leaders including clinicians, academics, faith-based leaders, and state/local government officials that work within racial and ethnic communities
  - **Key points of emphasis**
    - Racial and ethnic disparities in immunization **must be addressed at the community level**
    - Equip trusted, influential messengers with culturally appropriate content
    - Increase access to vaccination opportunities

Reducing Racial Disparities through Community-Level Action

- **Support for Local and Community Organizations** to implement and assess activities focused on vaccine awareness, access, availability, and confidence in support of people from racial and ethnic minority groups
- **Support for State and Local Health Departments** through 64 state and local awardees directly supported by CDC to build vaccine confidence among certain racial and ethnic groups
- **National Partnerships** with organizations that work with or represent racial and ethnic minority groups, including minority-led medical and professional associations
- **Learning Support** through trainings, coaching, guidance, materials, and peer-sharing
- **Data-Informed Technical Assistance** by using data to inform local program design and implementation
- **Focusing Communication** on promoting vaccine confidence and information and tracking and addressing misinformation
Partnering with and Supporting Entities at Each Level to Improve Vaccine Confidence and Access

### Key:
- **Categories of Partners**
  - National organizations
  - State health departments
  - Local health departments
  - Community-based organizations

- **Examples of Partners’ Activities**
  - Tailored messaging
  - Recruitment of local influencers
  - Mobile vaccination clinics
  - Mass media campaigns
  - Provider tools, resources, strategies
  - Toolkits and materials for community-based organizations

### CDC provides funding, learning and data support, technical assistance, and toolkits to partners at each level.

### CDC is directly funding national/state organizations to support a network of hundreds of community entities that can help reduce racial disparities.

- **National Organizations**
  - Funding and partnering with 8 national partners and 100+ local chapters
  - Academic Institutions and Other Health Entities
    - Funding local organizations in geographic areas across the country

- **Medical and Professional Associations**
  - Disseminating through local chapters
  - Other Health Entities
    - Funding and partnering with about 85 health departments and health centers

- **Other National Organizations**
  - Funding and partnering with community-based organizations (CBOs)
  - CDC Programs & Immunization Partners
    - Implementing health equity activities

### Note:
This slide shows funded partners as of 7/15/21. Additional partners may receive funding in the future.
Supporting State and Local Health Departments

- State, tribal, territorial, and local immunization programs and health departments received $6B since January to support COVID-19 vaccination as a part of the Coronavirus Response and Relief Supplemental Appropriations Act.
- Specific percentages of these funds must be allocated to populations at greater risk for COVID-19 and under-resourced communities, including racial and ethnic minority communities.
- CDC developed a Guide for Awardees with a community-driven approach for developing, implementing, and monitoring strategies to increase vaccine uptake among racial and ethnic minority groups, specifically non-Hispanic Black and Hispanic/Latinx communities.
- In April 2021, NACCHO received $9 million in funding to support state and local health departments.

Providing Guidance to Community Partners and Organizations

CDC developed a Guide for Community Partners, building on the guide for awardees, to support community organizations playing a critical role in understanding community needs and implementing strategies for increasing vaccine access and acceptance.

The Guide is also available in Spanish.

The Guide for Community Partners provides potential strategies and interventions for increasing vaccine uptake in racial and ethnic minority groups, as well as publicly available resources, toolkits, and data to support these efforts.
**CDC Will Support Jurisdictions to Expand COVID-19 Vaccination by Primary Care Providers**

- CDC recommends that at least 60% of doses distributed to medical offices be allocated to medical offices located in the most socially vulnerable communities.
- To support this, CDC provides jurisdictions with analysis of enrolled medical offices in census tracts with high Social Vulnerability Index (SVI) scores.
- CDC conducts ongoing analyses, incorporating new data, to expand the list of medical offices that should be prioritized to include new providers as they enroll.
- Jurisdictions also receive a guide and access to technical assistance to support distribution and enrollment activities.
- Note that existing jurisdictional vaccine supply will be used; no separate allocation will be provided.

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**Providing Data-Informed Technical Assistance**

- **Data Analysis**
  - Analysis and visualizations to highlight communities of color that may be experiencing barriers around access and confidence
  - Identify sub-populations who may have elevated risk based on age, race/ethnicity, health conditions, and income
  - Prioritize geographic areas to focus outreach efforts and vaccine access based on populations most in need

- **Technical Assistance**
  - Webinars, office hours, and facilitated knowledge sharing of leading practices to support the partner network and organizations in interpreting the data analysis to provide insight on communities most in need of resources and focused vaccine outreach efforts
Providing Learning Support for Partners

- **Direct Assistance**: One-on-one coaching and subject matter expertise to support program delivery
- **Peer-to-Peer and Group Learning**: Workshops, webinars, and cohort-based insight sharing for all partner organizations
- **Materials Management**: Access to repository of curated and evaluated materials and resources to support programming

*Thus far, learning services have supported Racial and Ethnic Approaches to Community Health (REACH) program recipients as they developed 3,820 communication products and translated promotional materials into 20+ languages for distribution across various platforms.*

Deploying Communication

- **Mitigating Misinformation on Social Media**
  - Listening for and identifying trending vaccine myths
  - Intervening and responding to concerns with positive vaccine messaging
  - Continuous monitoring and advocating for social media platform policy changes

- **Promoting Accurate Vaccine Messaging through Campaigns and Partnerships**
  - Developing culturally appropriate messaging delivered through influencers
  - Engaging media and advocacy groups to disseminate messaging in their communities

*Example Concerns to Diffuse*

"The vaccine will make me sick with COVID-19."

"COVID-19 vaccines have a microchip that track the location of the patient.""
Sustaining Efforts to Reduce Racial Disparities

CDC is taking a long-term approach beyond current flu and COVID-19 vaccination efforts to achieve its vision of reducing long-standing racial disparities in adult immunization.

A Long-Term Approach to Addressing Racial and Ethnic Vaccination Disparities

- **2020**
  - Implement Activities with a Focus on Flu Vaccine
    - Fall 2020 – Fall 2021

- **2021**
  - Scale Activities for COVID-19 Vaccine
    - Spring 2021 Onward
  - Evaluate and Improve Flu and COVID-19 vaccination Activities
    - Fall 2021 Onward

- **2022 and Beyond**
  - Expand Focus to Close Gaps Across All Adult Vaccines
    - 2022 Onward

Contact Information

Key ISD contacts are listed below for further questions or information about equity in adult immunization activities. The shared program inbox can be reached at adultvaxprogram@cdc.gov.

- **Dr. Ram Koppaka, MD, PhD**
  - Associate Director for Adult Immunization
  - Immunization Services Division NCIRD, CDC
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- **Joynetta Bell Kelly, DHSc(c), MA**
  - Public Health Advisor
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- **Samra Ashenafi, MPH**
  - Public Health Advisor
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  - Immunization Services Division
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Visit Our Website for More Information

You Can Find:

- Background about the program
- Information about growing network of partners
- Overview of the Learning Community, Data-Informed Technical Assistance, and Communications efforts
- Available guides, resources, and one-pagers for download
- Relevant vaccine equity links

www.cdc.gov/vaccines/health-equity

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Program Website:
https://www.cdc.gov/vaccines/health-equity/

For more information, contact CDC
1-800-CDC-INFO (232-4636)

The findings and conclusions in this report are those of the authors and do not necessarily represent the official position of the Centers for Disease Control and Prevention.
Q & A

- Please submit questions to the Q&A Box

- If you are only connected to the webinar by phone, you may raise your hand and you will be allowed to ask your question.

Thanks!

Any questions?
info@izsummitpartners.org