

# The Summit Weekly Update

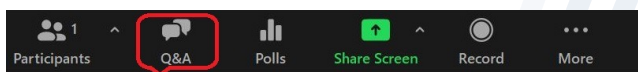
(Thursday August 5, 2021 / 3pm ET)

## Audio broadcast available through your computer

- All participants will join the webinar in “listen only” mode. You should be able to hear through your computer audio – please make sure your speakers are not on mute. You should have received dial in information with our invitation email.

## 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](mailto:info@izsummitpartners.org)

## Technical difficulties during the webinar?

- For assistance, please call 1-651-647-9009 or Zoom Technical Support 1-888-799-9666 ext. 2



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Adult and  
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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



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# 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

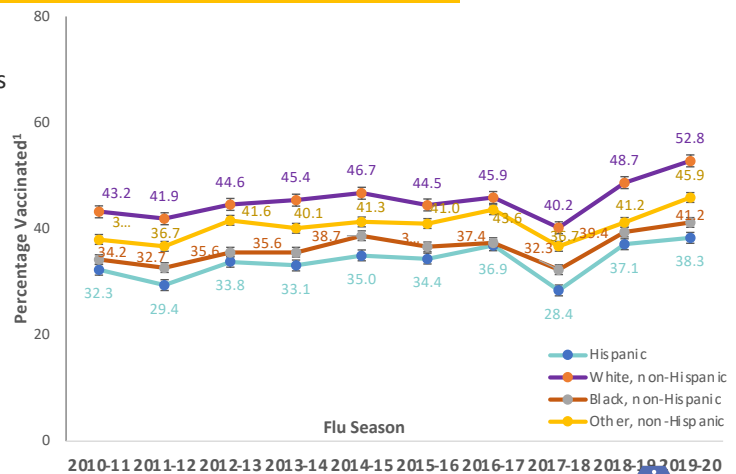


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## Racial Disparities in Immunization: A Long-standing Issue with Vaccines

### LONG-STANDING ISSUES WITH FLU...

- **Lower flu vaccination uptake** among Black (41.2%) and Hispanic (38.3%) adults aged >19 years compared with white adults (52.8%) in 2019-2020<sup>1</sup>
- 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%)<sup>2</sup>



1. Data Source: Behavioral Risk Factor Surveillance System (BRFSS), Error bars represent 95% confidence intervals around the estimates.  
 \*Other includes Asian, American Indian/Alaska Native, and multiplerace. | 2. Centers for Disease Control, "Flu Vaccination Coverage, United States, 2019-20 Influenza Season," October 1, 2020, <https://www.cdc.gov/flu/fluview/coverage-1920estimates.html> | 3. Source: KFF COVID-19 Vaccine Monitor (Jan. 11-18, 2020). NOTE: among those who have not been vaccinated



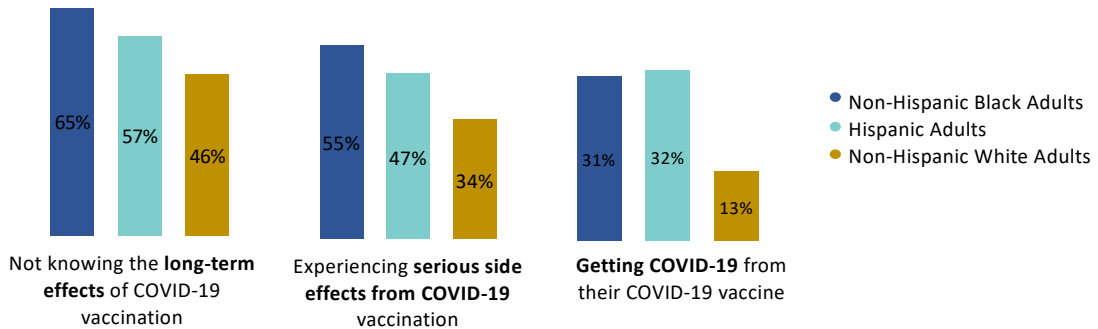
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## Racial Disparities in Immunization: A Long-standing Issue with Vaccines

... 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<sup>3</sup>:



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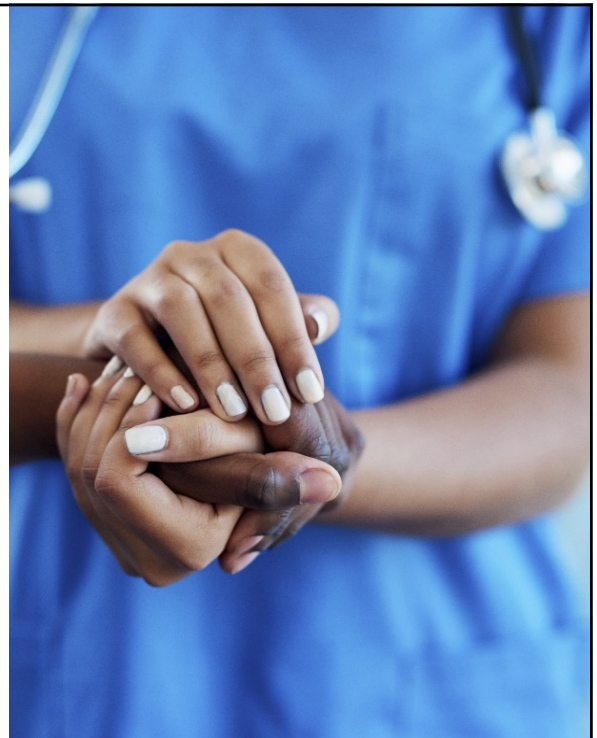


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## The Vision

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.



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## 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



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## Reducing Racial Disparities through Community-Level Action

### National Partnerships

with organizations that work with or represent racial and ethnic minority groups, including minority-led medical and professional associations



### 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

### 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

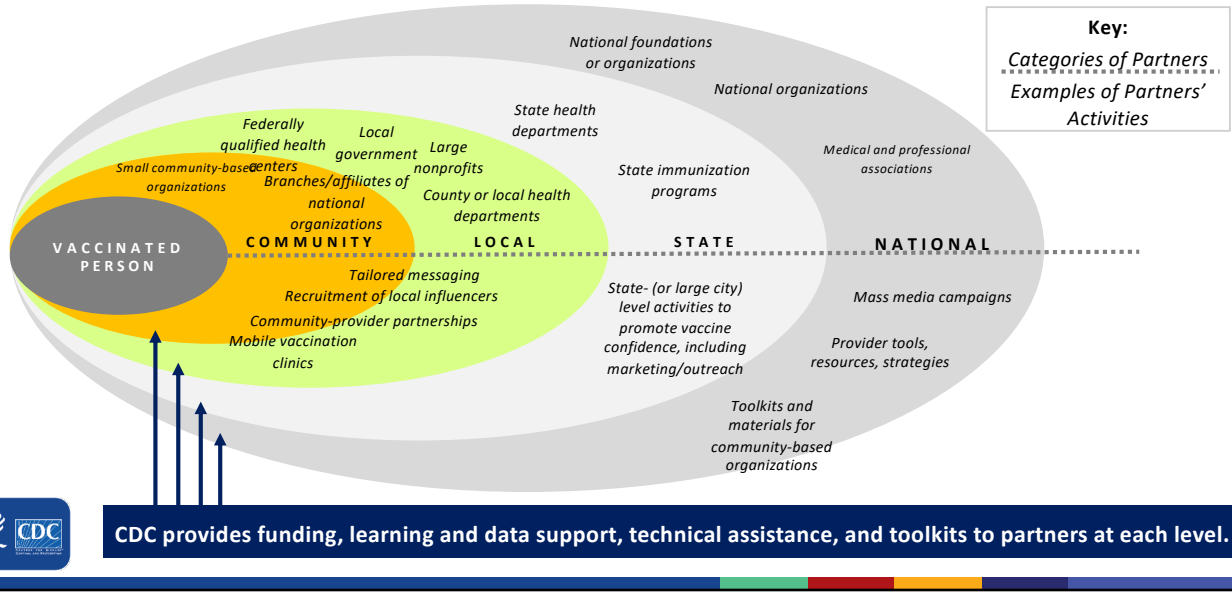
on promoting vaccine confidence and information and tracking and addressing misinformation



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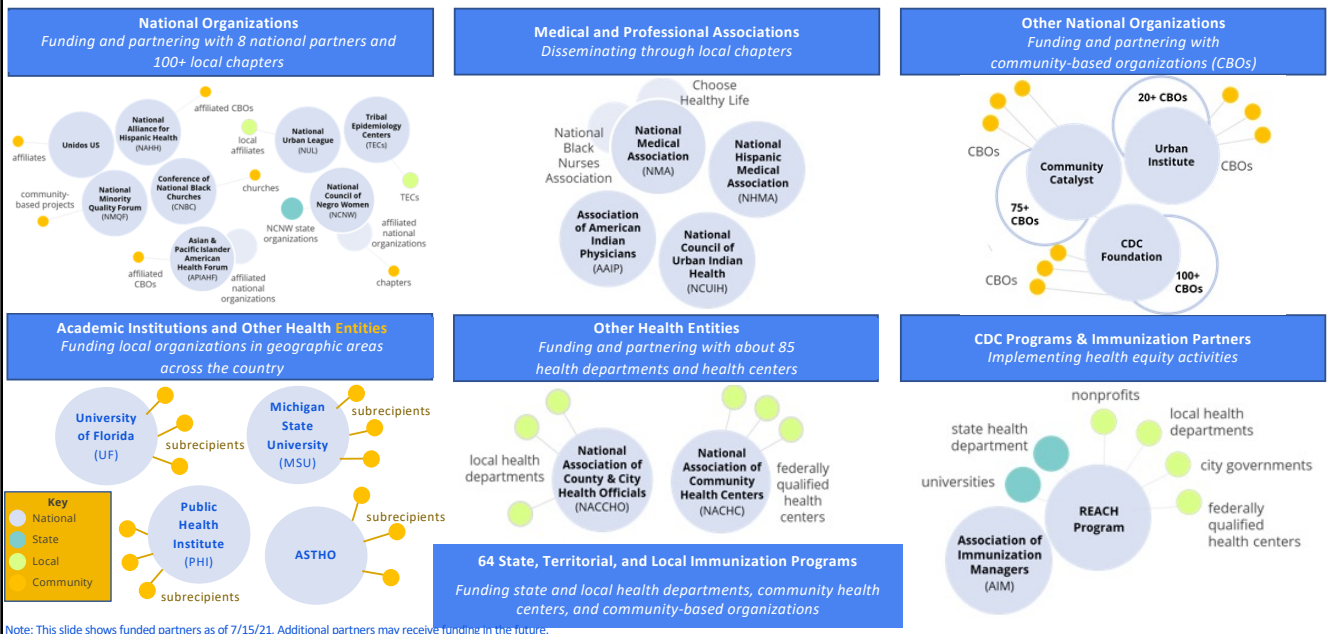
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# Partnering with and Supporting Entities at Each Level to Improve Vaccine Confidence and Access



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



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# Supporting State and Local Health Departments

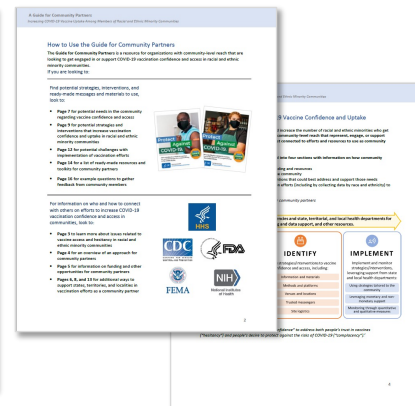
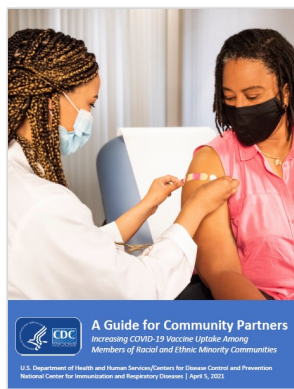
- State, tribal, territorial, and local immunization programs and health departments received **\$6B since January to support COVID-19 vaccination** as a part of the Coronavirus Response and Relief Supplemental Appropriations Act.
- Specific percentages of these funds must be allocated to **populations 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.

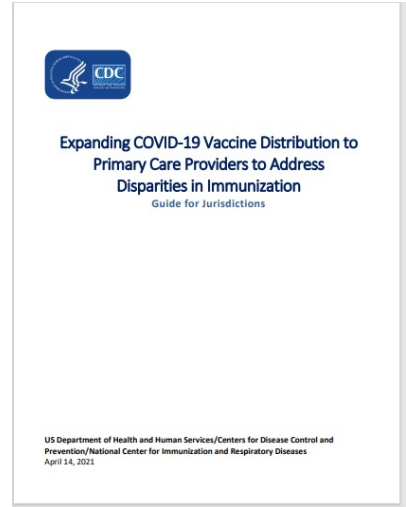
**The Guide is also available in Spanish.**



*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.



## Providing Data-Informed Technical Assistance



### Data Analysis

Analysis and visualizations to highlight communities of color that may be experiencing barriers around access and confidence

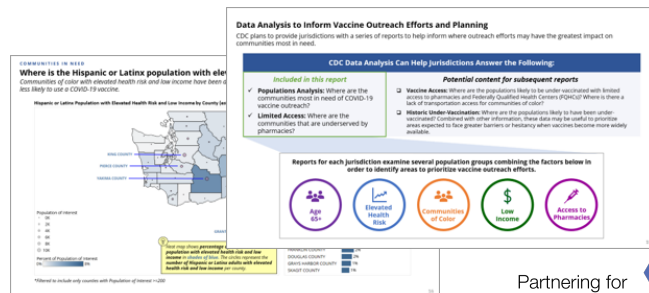
Identify sub-populations who may have **elevated risk** based on age, race/ethnicity, health conditions, and income

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."<sup>1</sup>



#### Local Campaign Examples<sup>2</sup>

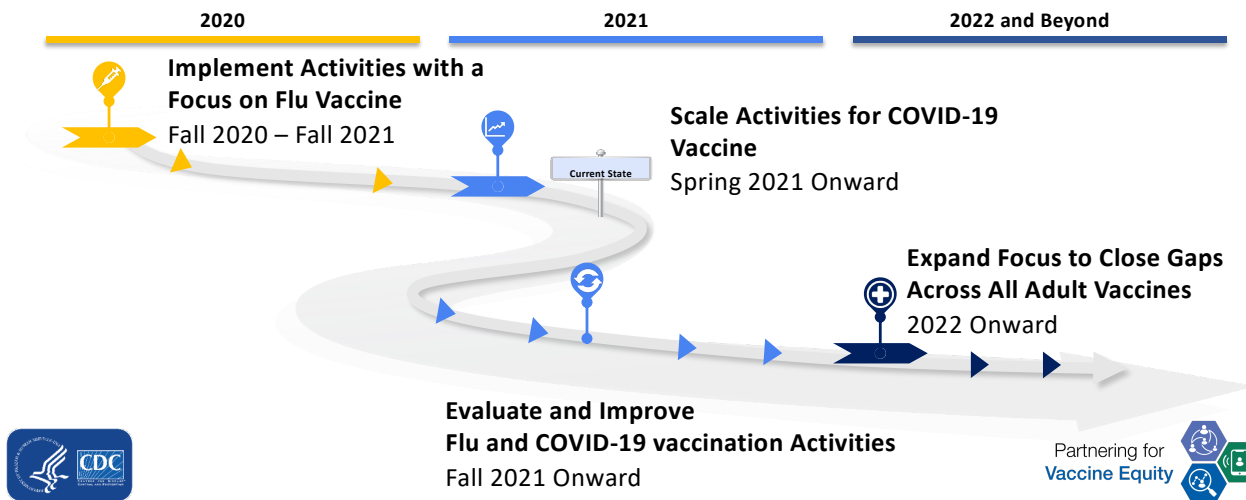


<sup>1</sup> Spencer, Saranac Hale as posted on Factchecker.org, Dec. 2020 COVID-19 Vaccines Don't Have Patient-Tracking Devices - FactCheck.org | <sup>2</sup> Examples from REACH program partners.

## 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



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## 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](mailto:adultvaxprogram@cdc.gov).

**Dr. Ram Koppaka, MD, PhD**

**Associate Director for Adult Immunization**

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**Joynetta Bell Kelly, DHSc(c), MA**

**Public Health Advisor  
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**Public Health Advisor  
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## Visit Our Website for More Information



The screenshot shows the CDC website's 'Vaccines & Immunizations' section. The main heading is 'Partnership for Vaccine Equity' with a sub-heading 'Equity in Adult Vaccination'. Below this, there is a paragraph explaining the 2020 grant program and a photograph of three people wearing face masks. A navigation menu on the left lists various immunization resources. At the bottom of the page, the URL [www.cdc.gov/vaccines/health-equity](http://www.cdc.gov/vaccines/health-equity) is displayed.

**You Can Find:**

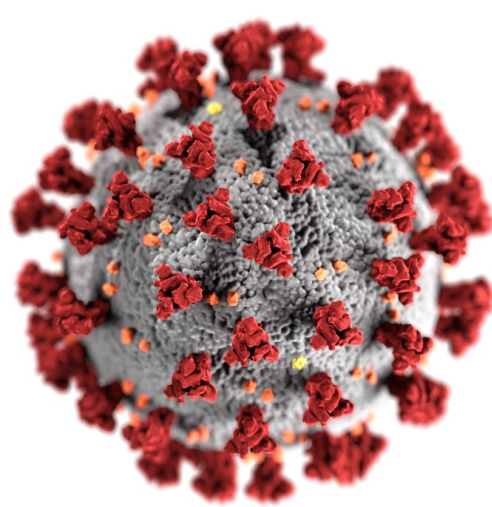
- Background about the program
- Information about growing network of partners
- Overview of the Learning Community, Data-Informed Technical Assistance, and Communications efforts
- Available guides, resources, and one-pagers for download
- Relevant vaccine equity links


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**Chelsea Toledo**  
**Senior Health Communications Advisor (Contractor – ASRT)**  
 Immunization Services Division, NCIRD, CDC  
[rnv8@cdc.gov](mailto:rnv8@cdc.gov)  
**Program Website:**  
<https://www.cdc.gov/vaccines/health-equity/>

For more information, contact CDC  
 1-800-CDC-INFO (232-4636)  
 TTY: 1-888-232-6348 [www.cdc.gov](http://www.cdc.gov)

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.

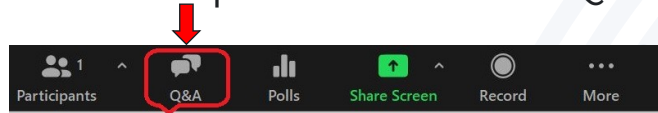




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## Q & A

- 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



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# Thanks!

Any questions?

[info@izsummitpartners.org](mailto:info@izsummitpartners.org)



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