

COVID-19 Vaccines to Protect Our Communities

Webinar 2: A Series For Community-Based Organizations

Wednesday, December 16, 2020
3:00-4:00 PM, EST

AGENDA

Welcome Remarks

Lisa Waddell, MD, MPH

COVID-19, Vaccines and Collective Action

Anne Schuchat, MD; Judy Monroe, MD

Interactive Polling: Listening to CBOs

Sharon Moffatt, MS, BSN

Communities and COVID-19 Vaccines

Virginia Caine, MD; Eric Moore, MSPH;
Judy Monroe, MD

Q&A

Call to Action

Judy Monroe, MD

Final Remarks/Adjourn

Lisa Waddell, MD, MPH

PRESENTERS



Dr. Anne Schuchat
CDC



Dr. Judy Monroe
CDC Foundation



Dr. Virginia Caine
Marion County
Public Health Dept.



Eric Moore, MSPH
Center for African
American Health



Dr. Lisa Waddell
CDC Foundation



Sharon Moffatt, MS
CDC Foundation
COVID-19 Corps

HOUSEKEEPING



**Use Zoom chat for
comments/reactions/links**



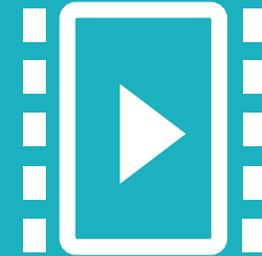
**Use Zoom Q&A
to ask a question**



**Zoom polling will be
conducted**



**Slides will be posted
to our CBO web page**



**Webinar recording will be
posted to our CBO web page**

NOVEMBER 5, 2020

Webinar 1: Action Steps For Community Based Organizations

SHARE

To advance innovative strategies, protective measures, resources and practical solutions for reaching and engaging key audiences, the CDC Foundation hosted this first webinar of a series for community based organizations and their partners. Speakers at this webinar represented organizations including the Centers for Disease Control and Prevention, Illinois Migrant Council, Houston Health Department and the CDC Foundation.

[VIEW/DOWNLOAD AGENDA AND SPEAKERS \[PDF\]](#)

[VIEW/DOWNLOAD WEBINAR SLIDES \[PDF\]](#)

RESOURCES

PROTECTIVE MEASURES FOR YOUR KEY AUDIENCES



- [Practice The 3 Ws: Wear A Face Covering, Watch Distance and Wash Hands \(Prevent Epidemics\)](#)
- [Guidance for the Holidays \(CDC\)](#)
- [Protect Yourself, Your Family and Your Community \(CDC Foundation\)](#)
- [Routinely Clean and Disinfect Frequently Touched Surfaces in Your Homes and Organizations \(CDC\)](#)
- [Engaging Community Health Workers \(CDC\)](#)

cdcfoundation.org/COVID-19-community-resources

A Conversation About COVID-19, Vaccines and Collective Action



Anne Schuchat, MD
(RADM, USPHS, RET)
Principal Deputy Director
Centers for Disease Control
and Prevention (CDC)



Judy Monroe, MD
President and CEO
CDC Foundation



Interactive Polling: Listening to CBOs



Sharon Moffatt, MS, BSN
CDC COVID-19 Corps
Senior Advisor



Listening to Community-Based Organizations

We want to hear and learn from you

- Your responses will help inform what technical support we provide and develop for our work with CBOs and inform our future webinars
- Capacity building assistance: how can we work with you to support your work in outreach to persons in need in your communities due to COVID-19, particularly during the vaccine rollout?
- How can we together protect communities from COVID?

Listening to Community-Based Organizations

What area does your organization represent? (Select one)

- Corporation
- Foundation
- Governmental Public Health - national
- Governmental Public Health - state or local
- Community Based Organization
- Health Clinic
- Faith Based Organization
- Academia - University/ College
- Other

Listening to Community-Based Organizations

What are CBOs' priority needs to support COVID-19 vaccination efforts? (Select your top three needs)

1. Stronger connections between state and local public health and community-based organizations
2. Culturally relevant communication materials (both written and pictorial), with a focus on increasing vaccination confidence
3. Talking points for community leaders about need/importance of vaccination
4. Culturally relevant social media tools
5. Help community members address barriers to getting vaccinated (for example, transportation)
6. Staff to help health departments with planning and conducting vaccination clinics

Listening to Community-Based Organizations

What are CBOs' priority roles in COVID-19 vaccinations? (Select your top three priority roles.)

- Work with local health departments on how to best reach specific communities
- Help community members identify and navigate health care and vaccination providers
- Provide reliable information and culturally relevant materials
- Identify and provide support for barriers to getting vaccinated
- Other

Communities and COVID-19 Vaccines: A Conversation with Community Leaders



Virginia A. Caine, MD
Director of Public Health
Marion County Public Health
Department, Indianapolis, IN;

Associate Professor of Medicine
Indiana University School of
Medicine, Infectious Diseases
Division



Eric Moore, MSPH
Policy and Research Manager
The Center for African American
Health, Denver, CO



CENTER FOR AFRICAN AMERICAN HEALTH: COVID-19 & COMMUNITY BASED EFFORTS

Presented by
Eric Moore, MSPH
Policy and Research Manager
eric@caahealth.org



**The Center for
African American Health**

Empowering the Community to

Live Well!

OUR ROLE IN COVID-19 AND VACCINES

- **Direct Resources** - Financial, PPE, and other critical supplies
- **Community Outreach Partnerships** - Other CBOs & Local Public Health Authorities (LPHAs)
- **Increased Online Engagement & Communications**
- **Bi-directional Community Engagement** – Data and Referral Pathways
- **Board Mobilization for Increased Representation in Policy** - State, Local, and Health Systems

CAA Health's Covid-19 Resource Webpage:
www.caahealth.org/covid-19/

COMMUNITY CHALLENGES

- **Understanding News & Communications** - Vaccine trials opportunities, distribution, safety, and benefits.
- **Providing Health and Community Resources** - Chronic disparities in social and economic determinants of health.
- **Building Trust in Health Systems and Health Promotion Efforts** - Reach audiences in meaningful and transparent ways.
- **Representation of Community** in vital health and policy spaces
- **Supporting Community Decision-making** using data, organizing, and understanding policy impact.



A community testing site for coronavirus at The Center for African American Health on Tuesday, June 9, 2020, in Denver. (Esteban L. Hernandez/Denverite)

OPPORTUNITIES IN THE FIELD

- **Create Learning & Supportive Spaces with Communities** – Inform & educate, challenge & support involvement, highlight stories, prioritize issues, responsive messaging, represented in planning early.
- **Support Community-informed and -led efforts** - Organizational resources, networks, and partnerships.
- **Create Leadership Opportunities within Your Organization** - Communicate, coordinate, lead, and collaborate.
- **Remove Barriers to Health Screenings and Engagement Opportunities** - Cost, Access, Motivators, Stakeholder Benefits.

CHALLENGES & OPPORTUNITIES FOR COVID-19

VIRGINIA A. CAINE, MD

Director and Chief Medical Officer

Marion County Public Health Department

Bicentennial Associate Professor of Medicine

Division of Infectious Diseases

Indiana University School of Medicine

Member, The National Links Incorporated COVID-19 Task Force

Member, National Medical Association COVID-19 Task Force



Prevent. Promote. Protect.

MARION COUNTY DEMOGRAPHICS

METROPOLITAN STATICAL AREA

1.8 MILLION RESIDENTS

MARION COUNTY POPULATION

970,464 RESIDENTS

MARION COUNTY PUBLIC HEALTH DEPARTMENT EMPLOYEES

800 EMPLOYEES

MARION COUNTY PUBLIC HEALTH BUDGET

76 MILLION DOLLARS



MAJOR CHALLENGES WE FACE FOR COVID-19

High Infectivity Rate with Significant Populations of Asymptomatic Carriers

1. Vaccine Hesitancy of Vulnerable Populations Based on Historic Experiences and Current Health Disparities
2. Equitable Distribution of COVID-19 Vaccine in Vulnerable Populations
3. Communication: Poor Literacy, Different Languages and Dialects
4. Lack of Patient Centered Services particularly Accessibility and Affordability
5. Lack of Resources for Public Health and Community Health Organizations for Personnel, Financial Resources, Equipment and Supplies, and Education
6. Lack of Resources for Vulnerable Populations



OPPORTUNITIES TO ADDRESS COVID-19

Opportunities to Address COVID-19

1. Community Driven Vaccine Hesitancy Campaign to Dispel Misinformation
2. Community and Patient Outreach Activities Focusing on Prevention, Vaccination, and Treatment of COVID-19
3. Identify and Recognize Expanded Use of Neighborhood Trusted Communicators
4. Appropriately Leverage the Expertise and Established Relationships of the Longstanding Community Based Organizations to Address COVID-19 and Related Issues
5. Financial Resources should Be Provided to Public Health and other Community Health Agencies or Community Based Organizations capable of providing Health Education and Services for Capacity Building and to Facilitate
6. Increase Assets for Public Health and Community Based Organizations eg. Trained Nurses, Contact Tracing Staff, Community Health Workers, Robust Information Technology and Communications, Epidemiologists, and Critical Partnerships with Academic Resources



MEXICAN CONSULATE





Community Q & A

CALL TO ACTION



Dr. Judy Monroe
President and CEO
CDC Foundation

COVID-19 Vaccines to Protect Our Communities

3 ACTIONS

1. Set the example (4Ws, flu shot)
2. Connect and collaborate for collective action
3. Communicate effectively to strengthen vaccine confidence

LEARN MORE

- Visit our CBO Resource Center: cdcfoundation.org/COVID-19-community-resources
- For additional information about our efforts to protect communities, visit our [website](#).

Thank You!



Dr. Lisa Waddell
Chief Medical Officer
CDC Foundation

COVID-19 Vaccines to Protect Our Communities

- Today's slides and a recording of this webinar will be posted online; a link will be provided
- Tell us how we did! Answer a few questions when you leave today's call
- Thank you for your time and participation!

Together Our Impact Is Greater.



www.cdcfoundation.org

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