



# **MOVING THE NEEDLE ON COVID-19 VACCINATION: LEARNING FROM NATIONAL PUBLIC HEALTH EXPERTS AND COMMUNITY-BASED ORGANIZATIONS**

**A CDC Foundation Webinar Series  
For Community-Based Organizations**

**Thursday, January 28, 2021  
12:00-1:00 PM EST**

# AGENDA

## Welcome Remarks

Lisa Waddell, MD, MPH

## COVID-19 Vaccine Update

Amanda Cohn, MD; Judy Monroe, MD

## Communities & COVID-19 Vaccines

Rachel Reichlin, MPH, MSN, RN

Sheila Regan

Marina Del Rios, MD, MS

Judy Monroe, MD

## Audience Polling

Sharon Moffatt, MS, BSN

## Group Discussion

## Call to Action and Adjourn

Judy Monroe, MD

# PRESENTERS



Amanda Cohn, MD  
CDC



Judy Monroe, MD  
CDC Foundation



Rachel Reichlin, MPH,  
MSN, RN



Sheila Regan



Marina Del Rios, MD, MS



Lisa Waddell, MD, MPH  
CDC Foundation



Sharon Moffatt, MS  
CDC Foundation  
COVID-19 Corps

# WEBINAR TIPS



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



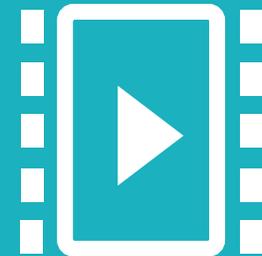
**Use Zoom Q&A  
to ask a question**



**Zoom polling will be  
conducted**



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



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

# Resources for Community-Based Organizations



[cdcfoundation.org/COVID-19-community-resources](https://www.cdcfoundation.org/COVID-19-community-resources)

# COVID-19 Vaccine Update and Tools for Success: A Conversation



**Amanda Cohn, MD**

Chief Medical Officer, National  
Center for Immunization and  
Respiratory Diseases  
Chief Medical Officer, COVID-19  
Vaccine Task Force  
CAPT, US Public Health Service  
Centers for Disease Control  
and Prevention (CDC)



**Judy Monroe, MD**

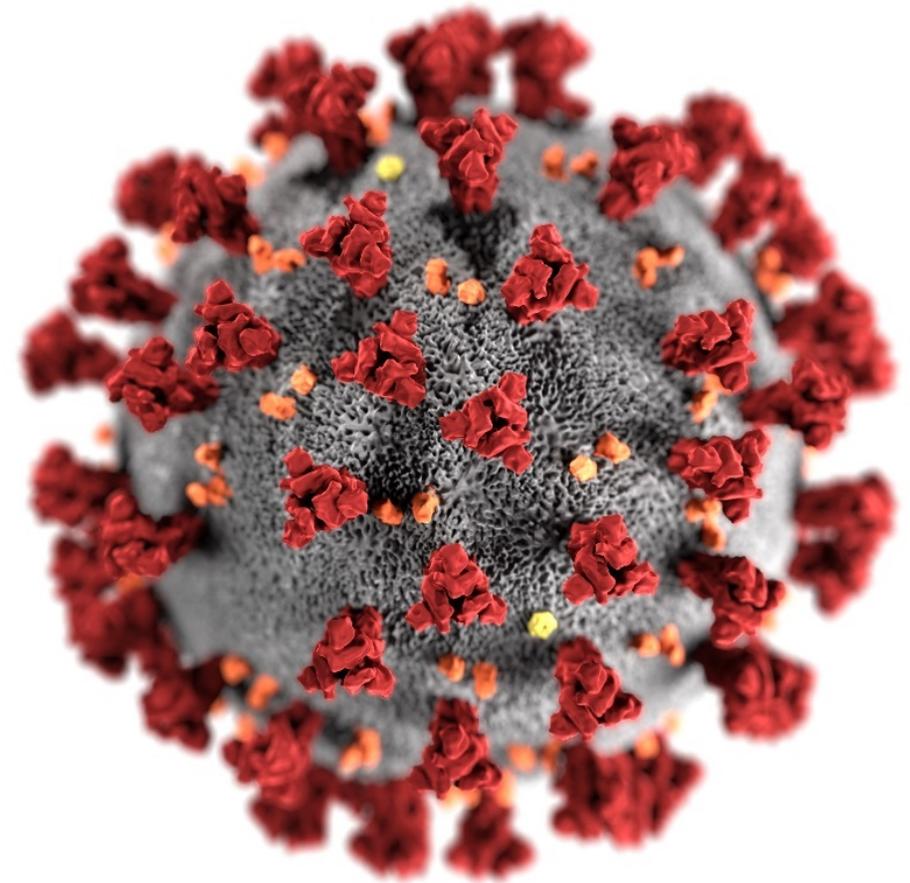
President and CEO  
CDC Foundation



# COVID-19 Vaccine Implementation

Dr. Amanda Cohn

January 28, 2021



For more information: [www.cdc.gov/COVID19](https://www.cdc.gov/COVID19)

# Overall US COVID-19 Vaccine Distribution and Initiation

As of January 27, 2021, 6:00AM ET

Total Doses Distributed

47,230,950

Total Doses Administered

24,652,634

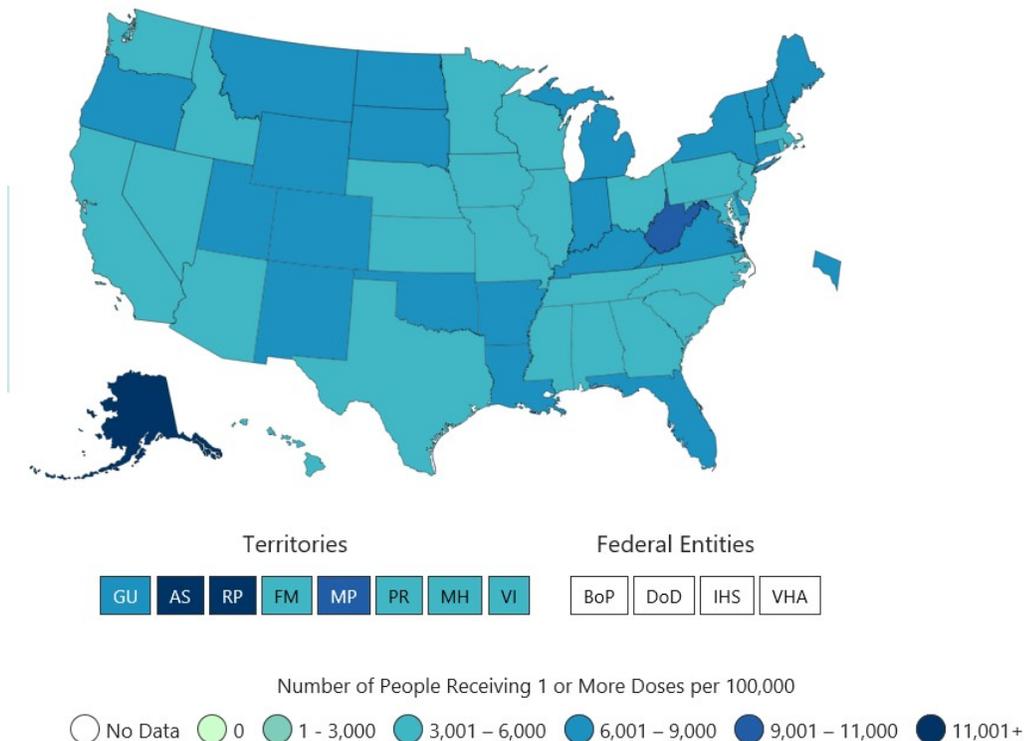
Number of People Receiving 1 or More Doses

20,687,970

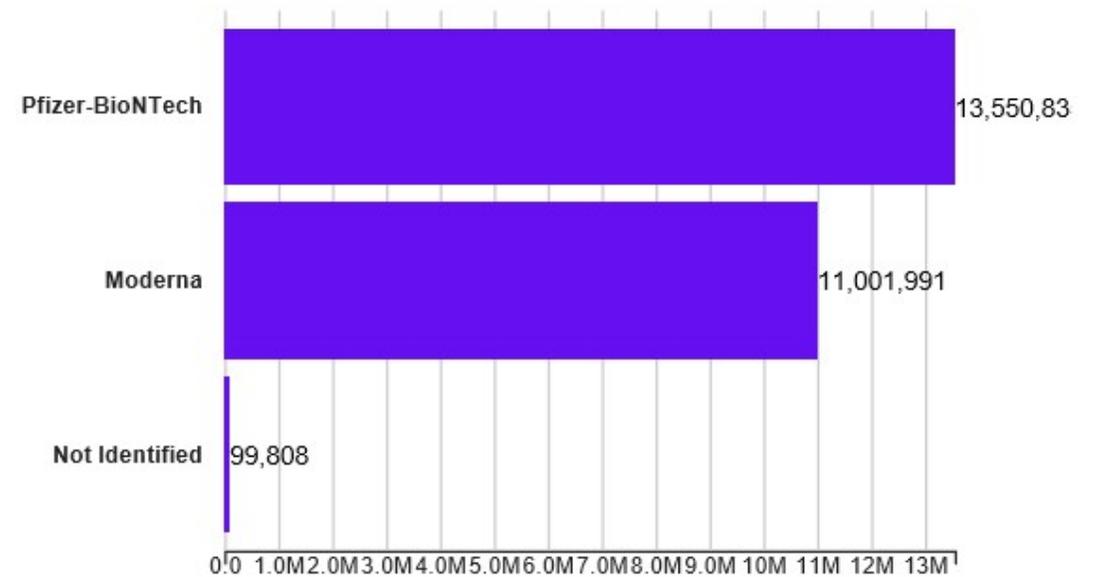
Number of People Receiving 2 Doses

3,801,053

Number of People Receiving 1 or More Doses Reported to the CDC by State/Territory and for Selected Federal Entities Per 100,000



U.S. COVID-19 Vaccine Administration by Vaccine Type



Total Doses Administered

Available: <https://covid.cdc.gov/covid-data-tracker>

# COVID-19 Vaccination is a Safer Way to Build Protection

- Getting the virus that causes COVID-19 may offer some natural protection, known as an antibody or immunity.
  - However, experts don't know how long this protection lasts.
- The risk of severe illness and death from COVID-19 far outweighs any benefits of natural immunity.
- COVID-19 vaccination will help protect you by building immunity without the risk of severe illness.



# The Problem: Need to Instill Vaccine Confidence

- Overall acceptability of a COVID-19 vaccine is **moderate**<sup>1</sup>
  - Proportion intending to receive vaccine ranged across surveys: 42-86% (as of Nov-Dec 2020 polls)

## Factors weighing on acceptance:



Concern about side effects



Efficacy



Risk perception



Associated costs

## COVID-19 vaccine more acceptable if:



Healthcare provider said it was safe



There are no costs to the individual



It would help get back to school and work



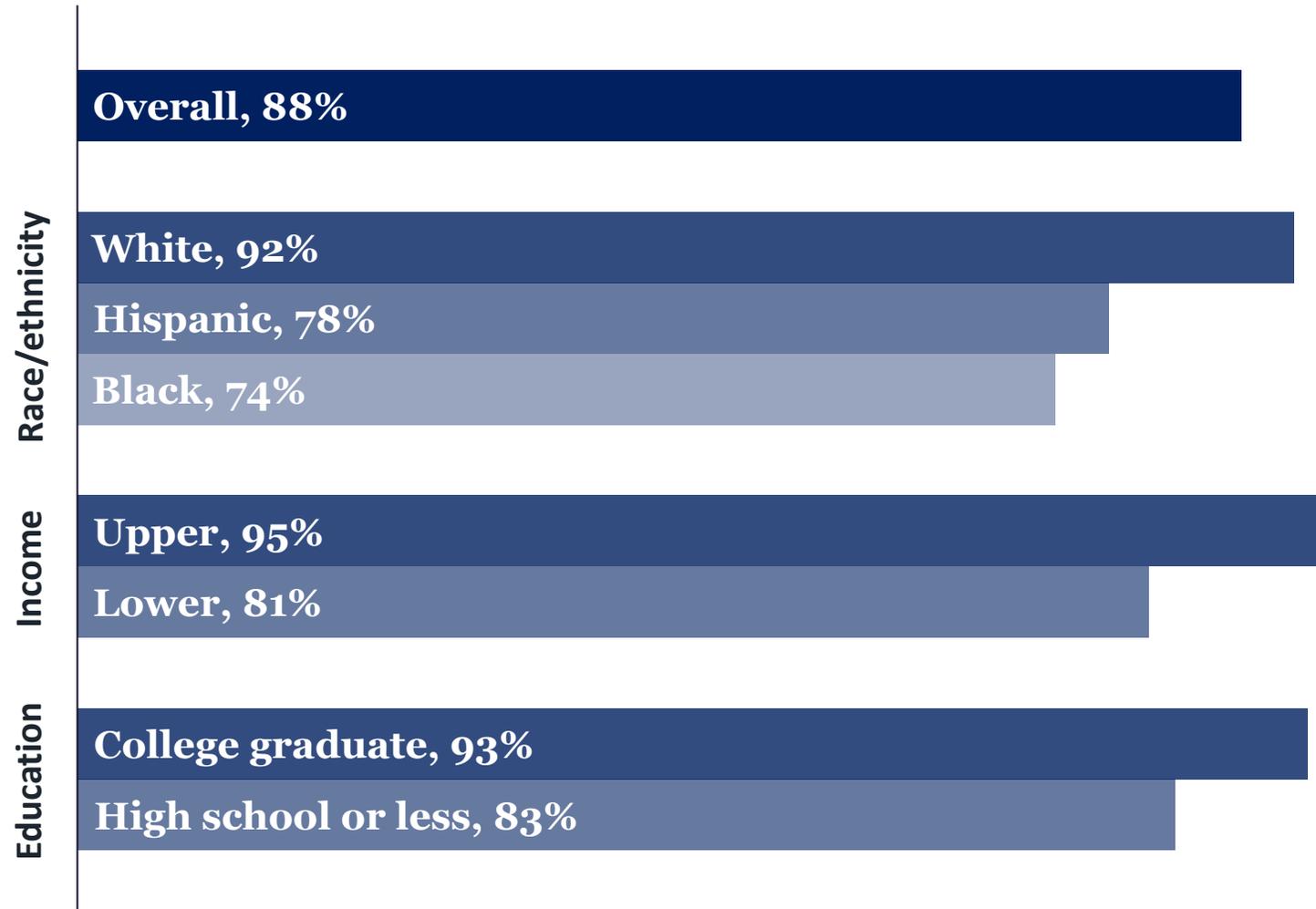
They could get it easily

Tyson, A, Johnson, C, & Funk, C. (2020, September 17). *U.S. Public Now Divided Over Whether To Get COVID-19 Vaccine*. Pew Research Center. <https://www.pewresearch.org/science/2020/09/17/u-s-public-now-divided-over-whether-to-get-covid-19-vaccine/>

Jackson, C., & Newall, M. (2020, September 29). *Despite COVID-19 spike, few individual behaviors are changing*. Ipsos. <https://www.ipsos.com/en-us/news-polls/axios-ipsos-coronavirus-index>

# Vaccine skepticism higher in certain groups

U.S. adults who say the benefits of MMR vaccine outweigh risks





# Vaccinate with **Confidence**

## A National Strategy to Reinforce Confidence in COVID-19 Vaccines

### Reinforce Trust

**Objective:** Regularly share clear and accurate COVID-19 vaccine information and take visible actions to build trust in the vaccine, the vaccinator, and the system.

### Empower Healthcare Providers

**Objective:** Promote confidence among healthcare personnel in their decision to get vaccinated and to recommend vaccination to their patients.

### Engage Communities & Individuals

**Objective:** Engage communities in a sustainable, equitable and inclusive way—using two-way communication to listen, increase collaboration and build trust in COVID-19 vaccine.

# COVID-19 Vaccine Communication Toolkit for Community-Based Organizations



## COVID-19 Vaccine Information

### for Community-Based Organizations



COVID-19 and Vaccine Basics

FOR MORE

### Key facts about COVID-19 vaccination



Getting vaccinated can help prevent getting sick with COVID-19



People who have already gotten sick with COVID-19 may still benefit from getting vaccinated



COVID-19 vaccines cannot give you COVID-19



COVID-19 vaccines will not cause you to test positive on COVID-19 viral tests\*

<https://www.cdc.gov/coronavirus/2019-ncov/vaccines/about-vaccines/vaccine-myths.html>

\*<https://www.cdc.gov/coronavirus/2019-ncov/hcp/testing-overview.html>

Slides

Key Messages

You can help stop the pandemic by getting a COVID-19 vaccine. To stop this pandemic, we need to use all our prevention tools. Vaccines are one of the most effective tools to protect your health and prevent disease. Vaccines work with your body's natural defenses so your body will be ready to fight the virus if you are exposed (also called "immunity").

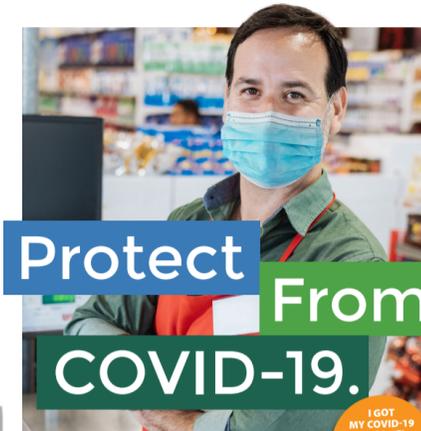
In the coming months, doctors' offices, retail pharmacies, hospitals, and clinics will offer COVID-19 vaccine. Your doctor's office or local pharmacy may have contacted you with information about their vaccine plans. If not, you can [contact your state or local health department](#) to find out when and where vaccines will be available in your community.

COVID-19 vaccines are safe and effective  
The U.S. vaccine safety system makes sure that all vaccines are as safe as possible. Learn how

Frequently Asked Questions about the COVID-19 Vaccine

- Why should I get vaccinated for COVID-19?**  
COVID-19 can cause serious illness or even death. There is no way to know how COVID-19 will affect you. And if you get sick, you could spread the disease to friends, family, and others around you. All COVID-19 vaccines currently available in the United States have been shown to be highly effective at preventing COVID-19 disease. Even if you still get infected after you get vaccinated, the vaccine may prevent serious illness.
- Can the vaccine give me COVID-19?**  
No, the vaccine does not cause COVID-19. None of the approved COVID-19 vaccines contain the virus that causes COVID-19. It does take a few weeks after vaccination for your body to build up antibodies to protect you from the virus. That means it's possible you could be infected with the virus that causes COVID-19 just before or just after getting the vaccine and still get sick.
- Will the shot hurt or make me sick?**  
Some people might get sore muscles, feel tired, or have mild fever after getting the vaccine. These reactions mean the vaccine is working to help teach your body how to fight COVID-19 if you are exposed. For most people, these side effects will last no longer than a few days. If you have any concerns, call your doctor or nurse.
- Why do I need two COVID-19 shots?**  
Some COVID-19 vaccines need two shots. The first shot gets your body ready. If you are told you need two shots, make sure that you get your second shot at the time you are told, to make sure you have full protection.
- Should I get vaccinated if I already had COVID-19?**  
Yes, you should still be vaccinated because you can become infected more than once. Although you may have some short-term natural protection (known as immunity) after recovering from COVID-19, we don't know how long this protection will last. Vaccination is the best protection, and it is safe. People who get COVID-19 can have serious illnesses, and some have terrible symptoms that continue for months. If you have had COVID-19, ask your doctor, nurse, or clinic when you should be vaccinated.
- When will I be able to get the vaccine?**  
Although CDC makes recommendations for who should be offered COVID-19 vaccine first, each state has its own plan for deciding who will be vaccinated first and how they can receive vaccines. Please contact your local health department for more information on COVID-19 vaccination in your area.
- Do I have to pay for the vaccine?**  
No. The federal government is providing the vaccine free of charge to all people living in the United States.

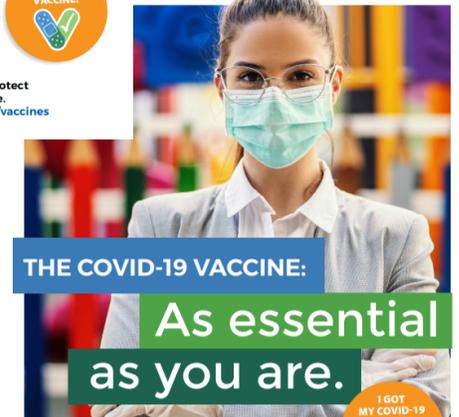
Key messages & FAQs



You risk being exposed to people with COVID-19 every day.



A safe and effective vaccine to protect against COVID-19 is now available. Learn more: [cdc.gov/coronavirus/vaccines](https://cdc.gov/coronavirus/vaccines)



THE COVID-19 VACCINE:

As essential as you are.

Add one more layer of protection to keep you and your family safe.



Learn how you can get a COVID-19 vaccine. [cdc.gov/coronavirus/vaccines](https://cdc.gov/coronavirus/vaccines)



Posters

# COVID-19 Vaccine Communication Toolkit for Community-Based Organizations



*Community Leader—please customize the letter below for your community.*

Dear [MEMBER],

Across the country, the COVID-19 pandemic is having devastating effects. Here at (INSERT YOUR ORGANIZATION NAME), we have felt the pain and loss in our own community. We've supported families who have been affected and mourned those we have lost.

While the pandemic has kept us apart, there is new hope—vaccines are here. They will help us move closer to ending the pandemic.

We want everyone in our community to be safe and get back to hugging our families and friends and shaking hands with our neighbors. Getting the COVID-19 vaccine adds one more layer of protection for you, your family, and your loved ones. Here are some key points about the COVID-19 vaccine:

- All COVID-19 vaccines currently available in the United States are very effective at preventing the disease.
- The most common side effects are pain in the arm where you got the shot, feeling tired, headache, body aches, chills, and fever.
- Stopping a pandemic requires using all the tools we have available—wearing masks, staying at least 6 feet apart from people who don't live with you, avoiding crowds and poorly ventilated spaces, washing your hands frequently, and **getting vaccinated**.

We all play a part in this effort, and you are key. Please sign up to get your COVID-19 vaccination at (INSERT INFORMATION ABOUT WHERE TO GET VACCINATED).

If you have questions about vaccination clinics in (INSERT COMMUNITY CLINIC INFORMATION), please contact (INSERT NAME AND CONTACT INFORMATION).

If you want to know more about COVID-19 vaccines, visit [www.cdc.gov/coronavirus/2019-ncov/vaccines](https://www.cdc.gov/coronavirus/2019-ncov/vaccines)

Sincerely,

{INSERT SIGNATURE OF ORGANIZATION LEADER}

Customizable Letters

**Note to organizations: Use this article in your e-newsletters or hard copy newsletters that you distribute to members. Please consider a "special edition" newsletter with this article and supplement it with information about who to contact for more information about vaccines. Feel free to customize the text to make it appropriate for your organization.**

**COVID-19 vaccine: It's our turn to roll up our sleeves and get vaccinated!**

It's hard to imagine a time when we didn't know COVID-19 existed. Now when people say "virus," we know what they mean. The impact of COVID-19 on our lives, our activities, and our freedom has affected us all. The responsibility is ours, as a community, to help stop this virus. Now we have a new, safe, and effective tool to help us do that—COVID-19 vaccines.

**It takes everyone.**

We all need to step up to beat COVID-19. We ask you to join us in protecting yourself, your family and friends, and our community by getting vaccinated.

{INSERT QUOTE FROM ORGANIZATION LEADERSHIP. Suggested quote: "COVID-19 vaccination is one of the strongest tools we can use to fight this pandemic together," says [NAME and TITLE].

Getting vaccinated adds an important layer of protection for you, your family, and loved ones. Here are some things you should know about the COVID-19 vaccine:

- All COVID-19 vaccines currently available in the United States are very effective at preventing the disease.
- The most common side effects are pain in the arm where you got the shot, feeling tired, headache, body aches, chills, and fever.
- Stopping a pandemic requires using all the tools we have available—wearing masks, staying at least 6 feet apart from people who don't live with you, avoiding crowds and poorly ventilated spaces, washing your hands frequently, and **getting vaccinated**.

We want everyone in our community to be safe and get back to hugging our families and friends and shaking hands with our neighbors.

We all play a part in this effort, and you are key. Please sign up to get your COVID-19 vaccination at (INSERT INFORMATION ABOUT WHERE TO GET VACCINATED).

Newsletter Content

Community Based Organizations

Social Media Message Bank

Content Topic	Facebook	Instagram	Twitter	LinkedIn
Testimony Quote	"I got the shot to do my part in stopping #COVID19. Learn how and where you can get your COVID-19 vaccine, too." <a href="https://bit.ly/3bP6zSN">https://bit.ly/3bP6zSN</a>	"I got the shot to do my part in stopping #COVID19. Learn how and where you can get your COVID-19 vaccine, too." at <a href="https://bit.ly/3bP6zSN">https://bit.ly/3bP6zSN</a>	"I got the shot to do my part in stopping #COVID19. Learn how and where you can get your COVID-19 vaccine, too." <a href="https://bit.ly/3bP6zSN">https://bit.ly/3bP6zSN</a>	"I got the shot to do my part in stopping #COVID19. Learn how and where you can get your COVID-19 vaccine, too." <a href="https://bit.ly/3bP6zSN">https://bit.ly/3bP6zSN</a>
Vaccine Benefits	Have you scheduled your COVID-19 vaccine appointment? Vaccination works better when we do it together. #SleeveUp for a future safe from #COVID19. Find your vaccine site at <a href="https://bit.ly/3bP6zSN">https://bit.ly/3bP6zSN</a>	Vaccination works better when we do it together. #SleeveUp for a future safe from #COVID19. Find your vaccine site at <a href="https://bit.ly/3bP6zSN">https://bit.ly/3bP6zSN</a>	Vaccination works better when we do it together. #SleeveUp for a future safe from #COVID19. Find your vaccine site at <a href="https://bit.ly/3bP6zSN">https://bit.ly/3bP6zSN</a>	Have you scheduled your COVID-19 vaccination appointment? Vaccination works better when we do it together. #SleeveUp for a future safe from #COVID19. Find your vaccine site at <a href="https://bit.ly/3bP6zSN">https://bit.ly/3bP6zSN</a>
Testimony Quote	"I got vaccinated in memory of those we've lost during the pandemic who did not have the chance to. Learn how and where you can get your #COVID19 vaccine, too." <a href="https://bit.ly/3bP6zSN">https://bit.ly/3bP6zSN</a>	"I got vaccinated in memory of those we've lost during the pandemic who did not have the chance where I #COVID <a href="https://bit.ly/3bP6zSN">https://bit.ly/3bP6zSN</a>	"I got vaccinated in memory of those we've lost during the pandemic who did not have the chance where I #COVID <a href="https://bit.ly/3bP6zSN">https://bit.ly/3bP6zSN</a>	"I got vaccinated in memory of those we've lost during the pandemic who did not have the chance where I #COVID <a href="https://bit.ly/3bP6zSN">https://bit.ly/3bP6zSN</a>



Getting a COVID-19 vaccine adds one more layer of protection.

[www.cdc.gov](https://www.cdc.gov)

Social Media Content

# COVID-19 Vaccine Communication Toolkit for Community-Based Organizations

## Facts about COVID-19 vaccines

Vaccines (shots) are one of the tools we have to fight the COVID-19 pandemic.



To stop this pandemic, we need to use all of our prevention tools. Vaccines are one of the most effective tools to protect your health and prevent disease. Vaccines work with your body's natural defenses so **your body will be ready to fight the virus**, if you are exposed (also called immunity). Other steps, like wearing a mask that covers your nose and mouth and staying at least 6 feet away from other people you don't live with, also help stop the spread of COVID-19.

Studies show that COVID-19 vaccines are **very effective** at keeping you from getting COVID-19. Experts also think that getting a COVID-19 vaccine may help keep you from getting seriously ill even if you do get COVID-19. These vaccines cannot give you the disease itself.



**The vaccines are safe.** The U.S. vaccine safety system makes sure that all vaccines are as safe as possible. All the COVID-19 vaccines that are being used have gone through the same safety tests and meet the same standards as any other vaccines produced through the years. A system in place across the entire country that allows CDC to watch for safety issues and make sure the vaccines stay safe.



**Different types of COVID-19 vaccines will be available.** Most of these vaccines are given in two shots, one at a time and spaced apart. The first shot gets your body ready. The second shot is given at least three weeks later to make sure you have full protection. If you are told you need two shots, make sure that you get both of them. The vaccines may work in slightly different ways, but all types of the vaccines will help protect you.



[www.cdc.gov/coronavirus/vaccines](https://www.cdc.gov/coronavirus/vaccines)

12/23/20

## Información sobre las vacunas contra el COVID-19

Las vacunas son una de las herramientas más eficaces para proteger su salud y prevenir la enfermedad.



Para detener esta pandemia, debemos usar todas nuestras herramientas más eficaces para proteger su salud y prevenir naturales del cuerpo para que **su cuerpo esté preparado** para combatir el virus, si usted está expuesto (también se llama inmunidad). Hay otras medidas que también ayudan a detener la propagación del COVID-19, como ponerse una mascarilla que le cubra la nariz y la boca, y mantenerse a una distancia de al menos 6 pies de las personas que no viven con usted.

Hay estudios que muestran que las **vacunas** contra el COVID-19 son **muy efectivas** para mantenerlo alejado del COVID-19. Los expertos también creen que ponerse la vacuna puede ayudar a mantenerlo alejado de enfermarse gravemente, incluso si contrae el COVID-19. Estas vacunas no le dan la enfermedad.

حقائق حول لقاحات كوفيد-19

اللقاحات إحدى الأدوات لمحاربة جائحة كوفيد-19.



لوقف هذه الجائحة، نحتاج إلى استخدام جميع أدوات الوقاية المتاحة لدينا. اللقاحات واحدة من أكثر الوسائل فعالية لحماية صحتك والوقاية من الأمراض. تعمل اللقاحات مع جهاز المناعة بحيث يكون جسمك مستعدًا لمحاربة الفيروس، إذا تعرضت له. تساعد الخطوات الأخرى، مثل ارتداء قناع يغطي الأنف والفم والابتعاد مسافة 6 أقدام على الأقل عن الأشخاص الآخرين الذين لا تعيش معهم، على وقف انتشار كوفيد-19.

تُشير الدراسات إلى أن لقاحات كوفيد-19 **فَعَّالة جدًا** في حمايتك من الإصابة بفيروس كوفيد-19. يعتقد الخبراء أيضًا أن الحصول على لقاح كوفيد-19 قد يساعد في حمايتك من الإصابة بمرض خطير حتى لو أصبت بكوفيد-19. وهذه اللقاحات لا يمكنها أن تصيبك بالمرض في الوقت نفسه.

[Facts about COVID-19 vaccines](#) [495 KB, 2 pages]

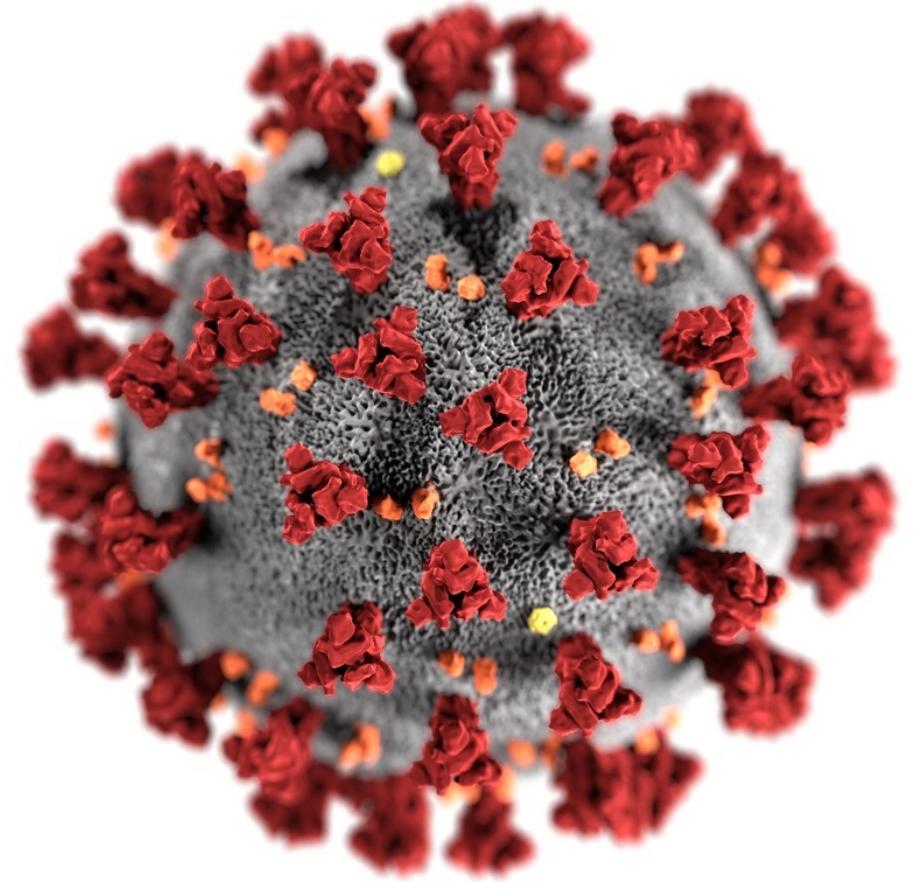
[Arabic](#) [1 MB, 3 pages] | [Español](#) [562 KB, 2 pages]

[Korean](#) [1 MB, 3 pages] | [Russian](#) [1 MB, 3 pages]

[Simplified Chinese](#) [1 MB, 3 pages] | [Tagalog](#) [1 MB, 3 pages]

[Traditional Chinese](#) [1 MB, 3 pages] | [Vietnamese](#) [1 MB, 3 pages]

# Thank you



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.





# Discussion

# Chicagoland Vaccine Corps Partnership

## *A Strategic Conversation With Community Leaders*

**Rachel Reichlin, MPH, MSN, RN**  
Senior Program Officer  
Michael Reese Health Trust

**Sheila Regan**  
Chief Operating Officer  
Acclivus, Inc

**Marina Del Rios**  
Chair, Health and Policy  
Committee  
Illinois Unidos

### Vaccine Corps Partnership

Forming a network of community-based messengers to support COVID-19 prevention and vaccination efforts.





MICHAEL REESE

# Chicagoland Vaccine Corps Partnership



*January 28, 2021*

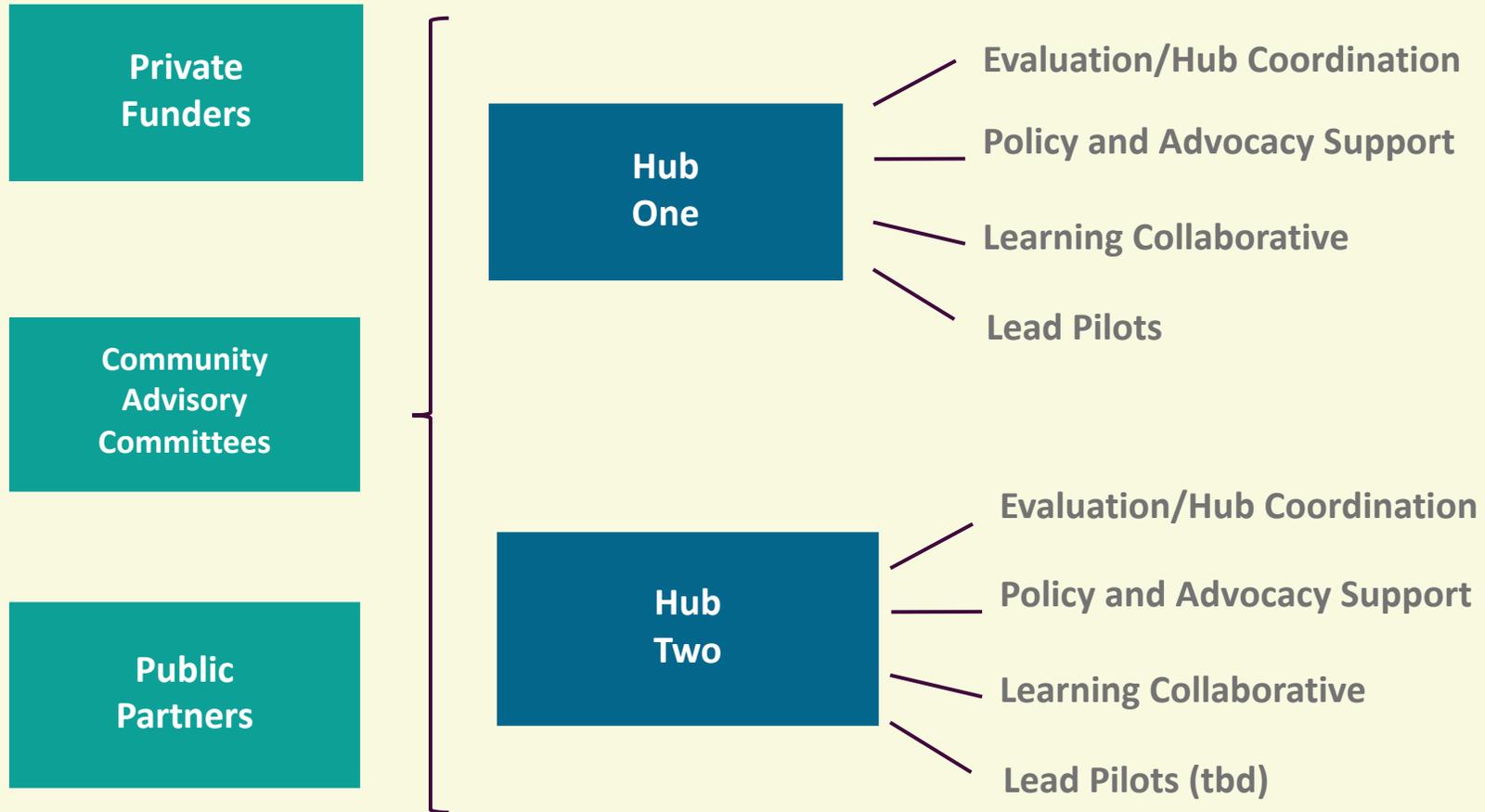
Michael Reese **incubates**,  
**strengthens** and **advocates** for  
health solutions to ensure all  
Chicagoans can live healthy lives  
through our Incubation,  
Grantmaking and Advocacy  
programs.



## Incubation

We take risks on new and experimental ideas to improve the health of all Chicagoans. We partner with Chicago's visionary leaders in the start-up phase of launching their innovative solutions. As their partner, we share in the risk of launching a new initiative so they can focus on the work they do best.

# Health First Collaborative



**Health  
First  
Collaborative**



THE CHICAGO COMMUNITY TRUST  
AND AFFILIATES  
EQUITY • OPPORTUNITY • PROSPERITY



CROWN FAMILY PHILANTHROPIES



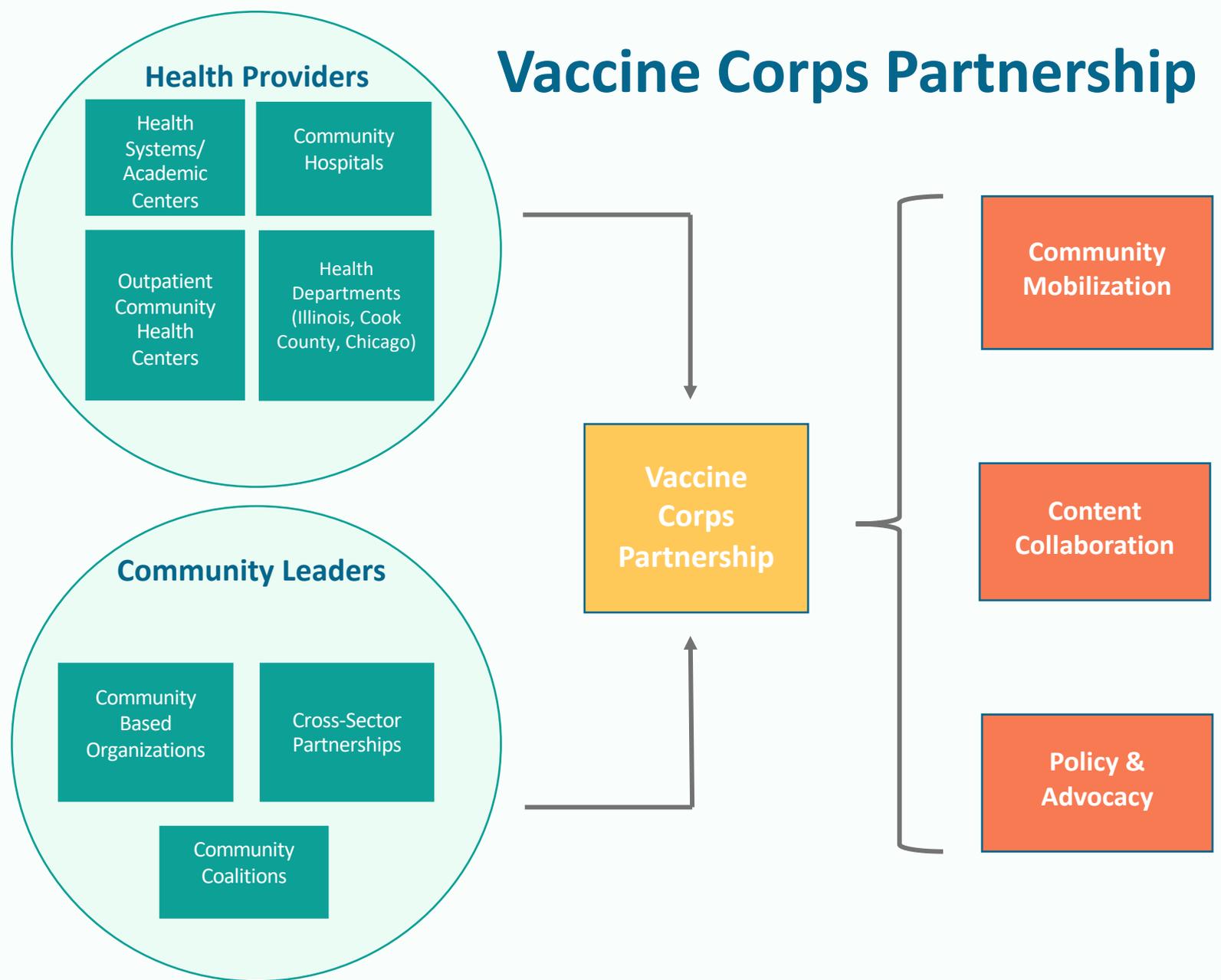
Cuore e Mani  
Foundation



MICHAEL REESE



# Vaccine Corps Partnership



# Communities and COVID-19 Vaccines

## *A Strategic Conversation With Community Leaders*

**Rachel Reichlin, MPH, MSN, RN**  
Senior Program Officer  
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### Vaccine Corps Partnership

Forming a network of community-based messengers to support COVID-19 prevention and vaccination efforts.



# Audience 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 or medical provider
- Faith Based Organization
- Academia - University/ College
- Other (enter Other in CHAT BOX)

# Listening to Community-Based Organizations

## What are some of the specific attitudes about vaccine in your communities? (Select Top THREE Choices)

1. Vaccines work and are an important tool in protecting ourselves and our community against this deadly virus.
2. People indicate they will get the vaccine after someone they know has received it
3. Mistrust of vaccine development process, e.g., development was fast, method is new
4. Mistrust of government, including historic problems with government, e.g., Tuskegee
5. Fear of harm from getting the vaccine, e.g., side effects.
6. Vaccine might not work
7. Need for vaccine is not relevant to them (e.g., “I don’t think I’ll get COVID”)
8. OTHER (Enter Other in CHAT BOX)

# Listening to Community-Based Organizations

## What are specific barriers to getting vaccines into arms for Vulnerable Community Members? Select top three choices

1. Information not in preferred language
2. Don't know how to make appointment or where to go (overall confusion about process)
3. Unable to get an appointment
4. Working and cannot get to vaccination site
5. No transportation
6. Need help to use computer to register for the appointment.
7. OTHER (Enter Other in CHAT BOX)

# Group Discussion

+

# Audience Q & A

# Call to Action



**Dr. Judy Monroe**  
President and CEO  
CDC Foundation

# COVID-19 Vaccines to Protect Our Communities

## 3 ACTIONS

1. Model the way (4Ws, and when it's your turn, get the COVID-19 vaccine)
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](https://cdcfoundation.org/COVID-19-community-resources)
- For additional information about our efforts to protect communities, visit our [website](#).

# Thank You!



**Dr. Judy Monroe**  
President and CEO  
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
- What topics would be useful for you for future webinars? You can answer that question at the end of this call.
- Thank you for your time and participation!

# Together Our Impact Is Greater.



[www.cdcfoundation.org](http://www.cdcfoundation.org)

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