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
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
### Overall US COVID-19 Vaccine Distribution and Initiation

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

<table>
<thead>
<tr>
<th>Category</th>
<th>Quantity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Doses Distributed</td>
<td>47,230,950</td>
</tr>
<tr>
<td>Total Doses Administered</td>
<td>24,652,634</td>
</tr>
<tr>
<td>Number of People Receiving 1 or More Doses</td>
<td>20,687,970</td>
</tr>
<tr>
<td>Number of People Receiving 2 Doses</td>
<td>3,801,053</td>
</tr>
</tbody>
</table>

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

- **Pfizer-BioNTech**: 13,550,838
- **Moderna**: 11,001,991
- **Not Identified**: 99,808

Total Doses Administered

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 moderate¹
  - 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


Vaccine skepticism higher in certain groups

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

<table>
<thead>
<tr>
<th>Race/ethnicity</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>White</td>
<td>92%</td>
</tr>
<tr>
<td>Hispanic</td>
<td>78%</td>
</tr>
<tr>
<td>Black</td>
<td>74%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Income</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Upper</td>
<td>95%</td>
</tr>
<tr>
<td>Lower</td>
<td>81%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Education</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>College graduate</td>
<td>93%</td>
</tr>
<tr>
<td>High school or less</td>
<td>83%</td>
</tr>
</tbody>
</table>

Pew Research Center, 2019 (collected October 2019). Income bracket: Refers to adjusted family income level
<table>
<thead>
<tr>
<th><strong>Reinforce Trust</strong></th>
<th>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.</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Empower Healthcare Providers</strong></td>
<td>Objective: Promote confidence among healthcare personnel in their decision to get vaccinated and to recommend vaccination to their patients.</td>
</tr>
<tr>
<td><strong>Engage Communities &amp; Individuals</strong></td>
<td>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.</td>
</tr>
</tbody>
</table>
COVID-19 Vaccine Communication Toolkit for Community-Based Organizations

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

Frequently Asked Questions about the COVID-19 Vaccine

- Why should I get vaccinated? COVID-19 vaccination is recommended for everyone who is able to receive the vaccine.
- How are COVID-19 vaccines approved? CDC and FDA work together to ensure vaccines are safe and effective.

COVID-19 Vaccine Communication Toolkit for Community-Based Organizations

Customizable Letters

Newsletter Content

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.

The vaccines are safe. The U.S. vaccine safety system makes sure all vaccines are 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 the vaccine are given in two shots, one at a time and spaced apart. The first shot pats your body to study. 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 vaccine will help protect you.

www.cdc.gov/coronavirus/vaccines

Información sobre las vacunas contra el COVID-19

Las vacunas son una de las herramientas más efectivas para protegerse y prevenir la enfermedad. Los expertos también creen que pueden resolver la emergencia, incluso si no contiene el COVID-19. Estas vacunas son seguras y efectivas.

La vacuna se administra de manera segura y eficaz para protegerse y prevenir la enfermedad. Los expertos también creen que pueden resolver la emergencia, incluso si no contiene el COVID-19. Estas vacunas son seguras y efectivas.

Facts about COVID-19 vaccines

Thank you

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.
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.
Chicagoland Vaccine Corps Partnership
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.
Vaccine Corps Partnership

Hub Two

Health Providers
- Health Systems/Academic Centers
- Community Hospitals
- Outpatient Community Health Centers
- Health Departments (Illinois, Cook County, Chicago)

Community Leaders
- Community Based Organizations
- Cross-Sector Partnerships
- Community Coalitions

Vaccine Corps Partnership

- Community Mobilization
- Content Collaboration
- Policy & Advocacy
Communities and COVID-19 Vaccines
A Strategic Conversation With Community Leaders

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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
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)
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

• 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

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