

WORKING TOGETHER: PARTNERING WITH COMMUNITIES TO NAVIGATE EQUITABLE ACCESS TO COVID-19 VACCINES

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

**Thursday, March 25, 2021
1:00-2:00 PM EST**

AGENDA

Welcome Remarks + Vibrant, Healthy, and Resilient Communities

Lisa Waddell, MD, MPH

Building Vaccination Capacity Through Diverse Community Partnerships

Susan Watson, MPH
Together Toward Health

Veronica Garibay-Gonzales, MPA
Leadership Counsel for Justice and Accountability

Community Health Workers Improving Vaccination Uptake

Denise Smith, Founding Executive Director
National Association of Community Health Workers

Fiorella Horna
El Centro Hispano

Group Discussion

Call to Action and Adjourn

Lisa Waddell, MD, MPH

PRESENTERS



Lisa Waddell, MD, MPH
CDC Foundation



Susan Watson, MPH
Together Toward Health
+ CA4 Health



Veronica Garibay-Gonzalez, MPA
Leadership Counsel for Justice and Accountability



Denise Smith
National Association
of Community Health Workers



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WEBINAR TIPS



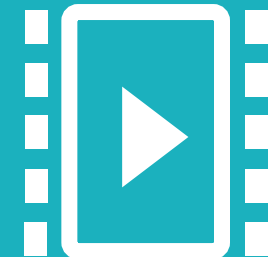
**Use Zoom chat for
comments/reactions/links**



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



**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)



CDC Foundation Working with CBOs: Building Vibrant, Healthy, and Resilient Communities

Panel 1

Building Vaccination Capacity Through Diverse Community Partnerships





TOGETHER
TOWARD HEALTH

Susan Watson, MPH
Director

Susan.Watson@phi.org
www.TogetherTowardHealth.org



A program of the Public Health Institute

Working Together:
Partnering with Communities to Navigate
Equitable Access to COVID-19 Vaccines









Rural Fresno County COVID-19 Vaccine Clinic

If you are a Fresno County resident age 65 or older or an Agriculture Worker, you are eligible to receive the COVID-19 vaccine.

Community Center
1700 Broadway Blvd, Fresno, CA
Thursday, February 11, 11AM - 4PM

Space is limited in the county. Please call to reserve your spot at (559) 386-2700.

Appointments are on a first-come, first-served basis. The department for your county will contact you at your last address.

Logos for Fresno County, Fresno County Health, and the Department of Public Health are visible at the bottom of the flyer.

AVE.
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Community United in Lanare



Comunidad Unida en Lanare

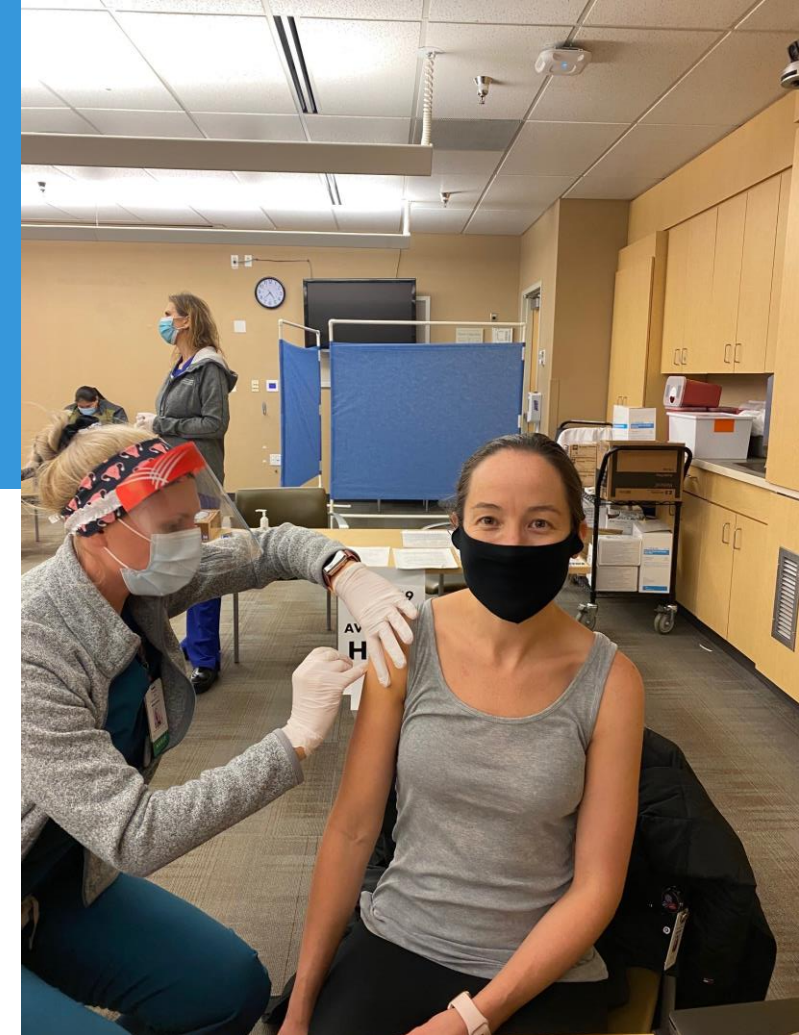
STOP





Panel 2

Community Health Workers Improving Vaccination Uptake





COVID-19 RESPONSE

Strengthening public health emergency
response with Community Health Workers



**“Testing millions of people
per week will require hiring a
large number of Community
Health Workers.”**

The Rockefeller Foundation, 2020

3 Ways to Amplify the Work of CHWs



Classify CHWs as “essential, critical infrastructure workers” and pay them to respond to COVID-19.



Mobilize funding to scale CHW networks and association capacity for contact tracing and care coordination training and services.



Recognize CHWs as leaders in COVID-19 community recovery & health system transformation efforts.



LAST
MILE
HEALTH



IMPACT



NACHW

NATIONAL ASSOCIATION OF
COMMUNITY HEALTH WORKERS

Community Health Workers (CHWs) united nationally to
support communities in achieving health equity & social justice.
www.nachw.org


CHWs Strengthen COVID-19 Response

“I’ve had difficulty getting a response from the emergency response teams in my community. I’ve called, emailed the city, joined their Facebook groups, answered their questionnaires, etc. It is very frustrating.”

- CHW respondent to NACHW March 2020 Survey

NACHW
NATIONAL ASSOCIATION OF
COMMUNITY HEALTH WORKERS

NACHW COVID PARTNERSHIPS



The role that CHWs play as first responders in the outbreak of COVID-19

Expert Panel

Betsy Rodriguez, BSN, MSN, DCES Centers for Disease Control and Prevention	Colleen Barbaro, PhD Centers for Disease Control and Prevention	Denise Octavia Smith, MBA, CHW, PN National Association of Community Health Workers
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ASTHOExperts

Community Health Workers (CHWs) and COVID-19:
The Importance of Recruiting CHWs into State COVID-19 Responses

With **Denise Octavia Smith, MBA, CHW, PN**
Executive Director, National Association of Community Health Workers

0:05 / 7:51



Role of community health workers and COVID-19




HEALTH AFFAIRS BLOG

RELATED TOPICS:
COVID-19 | PUBLIC HEALTH | PANDEMICS | ACCESS TO CARE | SYSTEMS OF CARE

To Strengthen The Public Health Response To COVID-19, We Need Community Health Workers

Denise O. Smith, Ashley Wennerstrom

MAY 6, 2020 10.1377/hblog20200504.336184



“CHWs – and NACHW – should be front and center as federal and state leaders seek to move out of the pandemic and re-open society.”

Claire Qureshi, Community Health Acceleration Partnership at the World Health Organization

COMMUNITY BASED WORKFORCE ALLIANCE

Checklists and Playbooks to Advance CHW Engagement



Checklist for Administrators, Managers and Clinicians to Integrate Community Health Workers in Vaccine Outreach, Acceptance, and Distribution Strategies



Community-Based
Workforce Alliance

Advancing CHW Engagement in COVID-19 Response Strategies

A Playbook for Local Health Department
Strategies in the United States

The National Community-Based Workforce Alliance



Policy is Essential for Sustainability

NACHW
NATIONAL ASSOCIATION OF
COMMUNITY HEALTH WORKERS

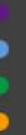
LEADERS IN
COMMUNITY
HEALTH

**The National Association of Community Health Workers
Calls on Public and Private Institutions to Respect, Protect,
and Partner with Community Health Workers to Ensure
Equity During the Pandemic and Beyond**



**EL
CENTRO
HISPANO**

Community-based Strategies



Community Health

Health Promotion, Disease Prevention, & Access to Health Care

- Ventanilla de Salud
- Mobile Unit
- Annual Health Fair
- COVID-19 Education & Testing
- COVID-19 Vaccination
- Community Health Workers/
Promoters



40 Community Health Workers



COVID-19 Latino Outreach



The Role of the Community Health Worker



Finding



Teaching



Connecting



Encontrar/ Find



Enseñar/Teach



- Businesses
- Churches
- Worksites
- Neighborhoods

Conectar/Connect

Community Support Services

Testing

Vaccination

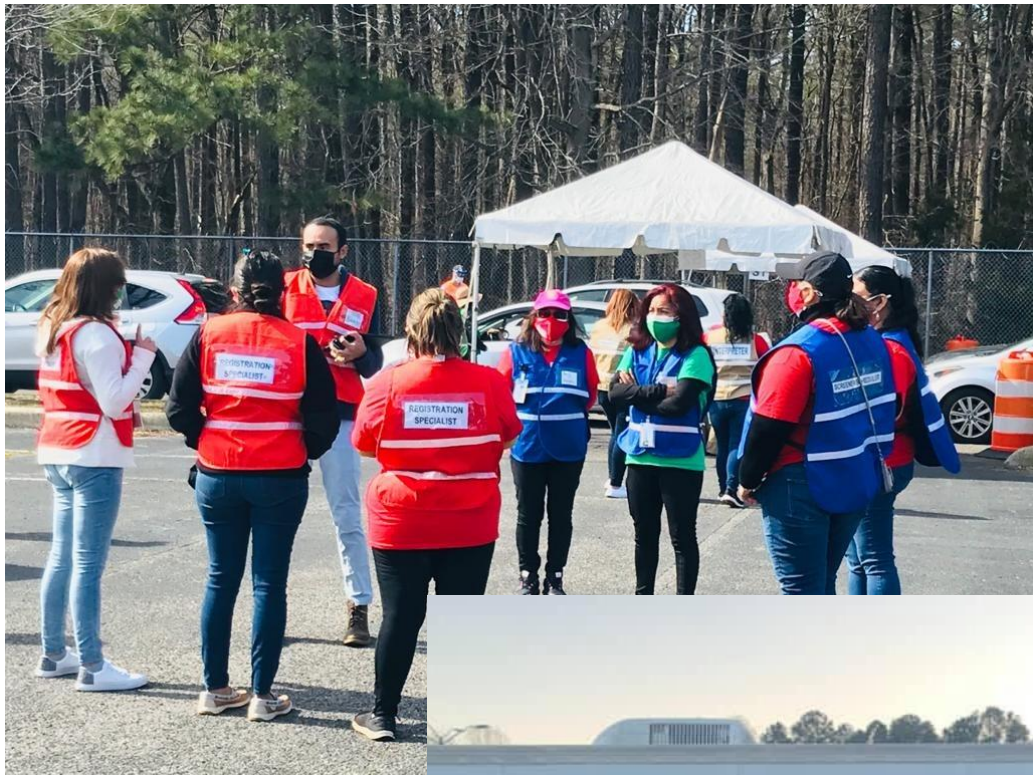
PPE

Food / Financial Assistance



Setting up/Supporting Testing & Vaccinations







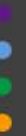


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¡Muchas Gracias!

elcentronc.org

elcentronc.org



WORKING TOGETHER:
PARTNERING WITH COMMUNITIES
TO NAVIGATE EQUITABLE ACCESS
TO COVID-19 VACCINES

Discussion

+

Audience Q & A



Call to Action



Dr. Lisa Waddell
Chief Medical Officer
CDC Foundation

COVID-19 Vaccines to Protect Our Communities

ACTIONS

- Wear a mask
- Wash your hands
- Watch your distance
- When it's your turn, get a vaccine

PLUS

- Keep an eye out for funding opportunities!

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
- A polling question will pop up as you log out. Let us know your thoughts for future webinar topics!
- Thank you for your time and participation!

Resources for Community-Based Organizations



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