



VACCINE EQUITY UPDATE

July 14, 2021

Vaccine Equity Strategies

1. Engage communities to inform vaccine prioritization and planning
2. **Integrate a pro-equity approach into vaccine allocation and distribution**
3. **Prioritize allocation and support to providers who effectively serve disproportionately impacted communities**
4. **Invest in trusted community leaders, messengers and organizations**
5. Ensure all communications, education and outreach efforts are culturally and linguistically appropriate and accessible
6. **Strengthen the public health system's ability to center communities in vaccine outreach and access**
7. Foster opportunities for collaboration
8. Support a trauma-informed approach to vaccine conversations

**Integrate a pro-equity approach into vaccine
allocation and distribution**

Strategy #2

Examples – pro-equity resources

- [Provide language access services](#)
- [Ensure accessibility for people with disabilities](#)
- [Conduct community-oriented, intentional and culturally responsive outreach to disproportionately impacted communities](#)
- [Implement about other DOH vaccine equity strategies](#) and the [Washington State Hospital Association's Strategies for Equity in Vaccine](#)
- Apply the [Washington Tracking Network, Information by Location Mapping Tool: COVID-19 Social Vulnerability Index](#) (Available: [recorded training](#))
- Plan tailored efforts with the [Equitable Vaccine Site Planning Tool](#)
- Prioritize [Care-A-Van events](#) for high priority areas

Example: Care-A-Van

PACIFIC ISLANDER VACCINATION CLINIC

Southwest Washington

In partnership with

PICA-WA WILL BE GIVING
AWAY \$50.00 GIFTCARDS
FOR THE FIRST 100
VACCINATIONS!

Care @ Van

Caravana de Salud

HEALTH IN MOTION



FRIDAY, JUNE 25, 2021 / 1PM - 6PM

PROVIDING PFIZER AND J&J VACCINE SO BRING YOUR YOUNG ONES AGES 12 AND UP!

Fort Vancouver High School
5700 E 18th St, Vancouver, WA 98661

Email: Layla@picawa.org

Phone: 360-334-1322



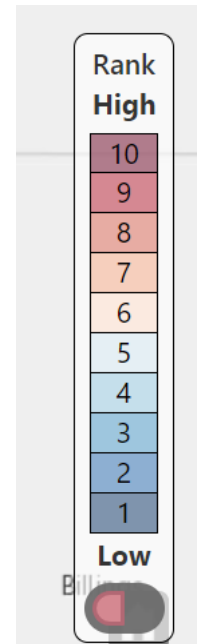
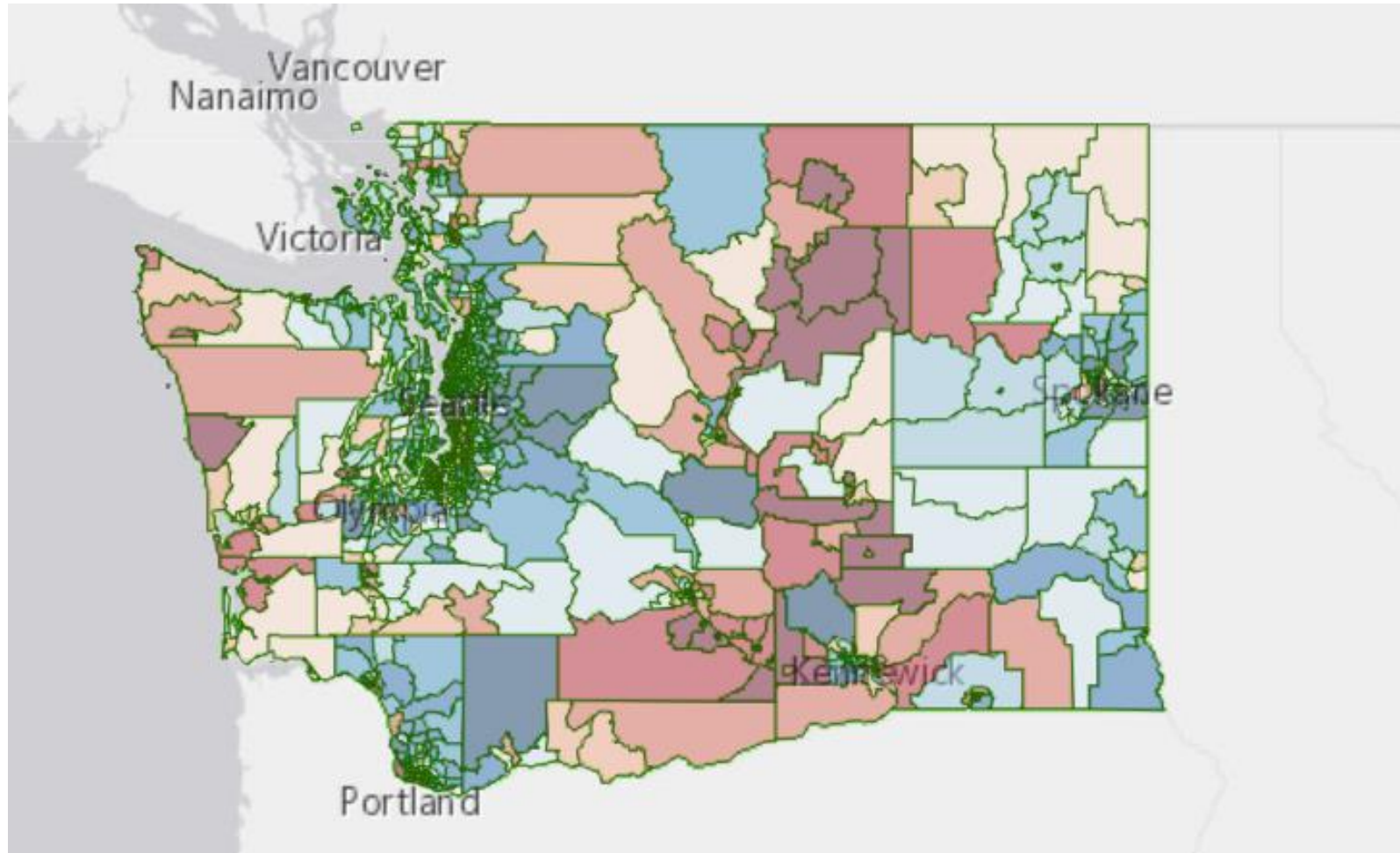
Washington State Department of
Health

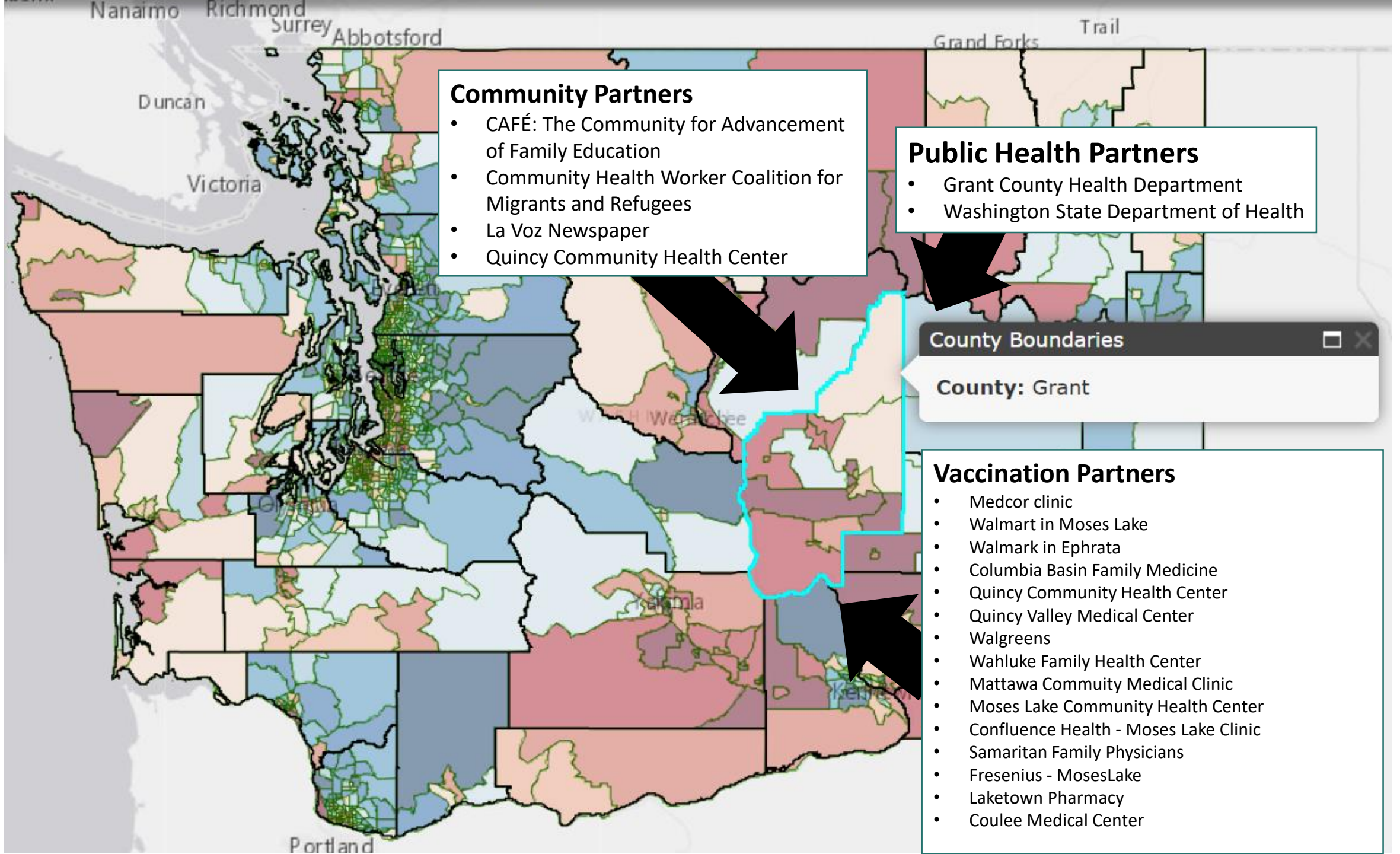
**Prioritize allocation and support to providers who effectively
serve disproportionately impacted communities**

Strategy #3

Pro-equity providers & sites	Providers & sites implementing pro-equity strategies
<ul style="list-style-type: none"> • Providers located in census tracts with a social vulnerability index of 7+ • Community health centers • Tribal vaccination partners • Urban Indian Health Programs • Free health clinics • LHJ clinics • Providers who serve Medicaid or Medicare patients • Employer-based clinics that reach workers disproportionately impacted by COVID-19 • Critical access hospitals and other providers providing critical access in rural and/or underserved areas • Small, local, and rural community pharmacies • Rural Health Clinics • Long term care facilities • Correctional facilities 	<ul style="list-style-type: none"> • Providers who integrate pro-equity strategies into their operations, planning, and clinics <ul style="list-style-type: none"> • Community based scheduling • Language access • Mobile vaccination efforts • Community-specific pop-up sites • And other providers or sites at the recommendation of communities <p>Ensure equitable access to vaccine by intentionally allocating to pro-equity providers and sites and supporting implementation of pro-equity strategies.</p>

COVID-19 Social Vulnerability Index





Community Partners

- CAFÉ: The Community for Advancement of Family Education
- Community Health Worker Coalition for Migrants and Refugees
- La Voz Newspaper
- Quincy Community Health Center

Public Health Partners

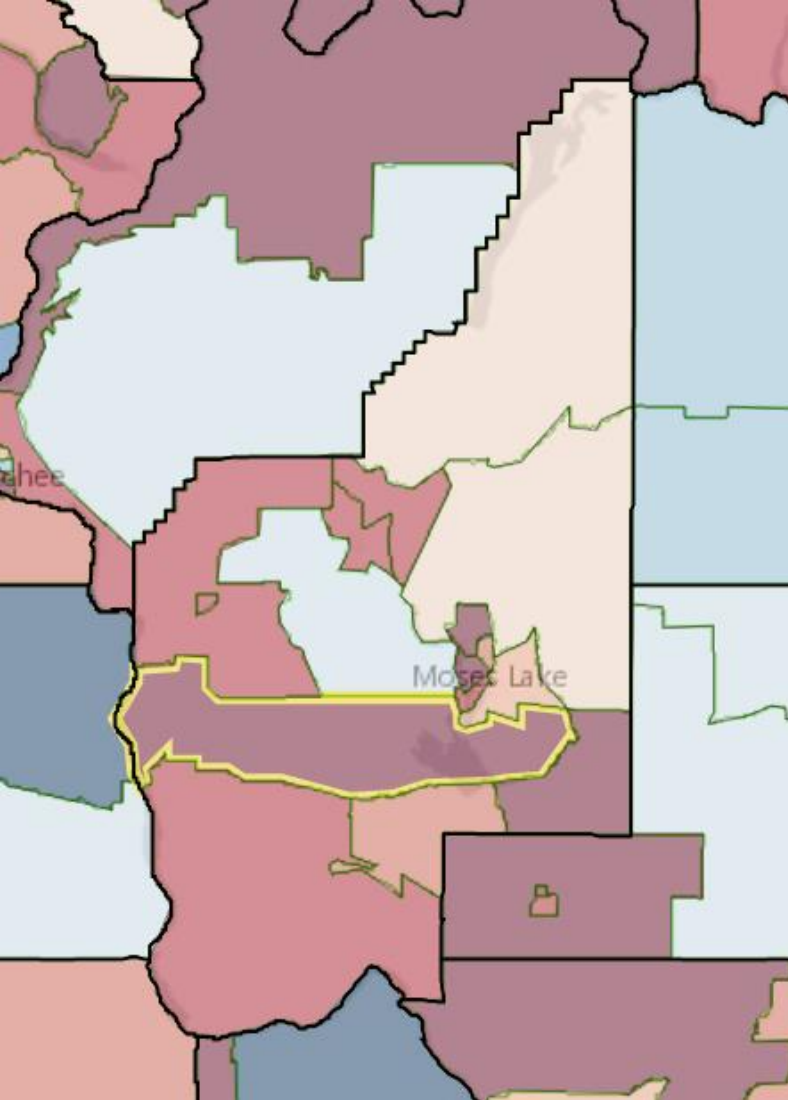
- Grant County Health Department
- Washington State Department of Health

County Boundaries

County: Grant

Vaccination Partners

- Medcor clinic
- Walmart in Moses Lake
- Walmark in Ephrata
- Columbia Basin Family Medicine
- Quincy Community Health Center
- Quincy Valley Medical Center
- Walgreens
- Wahluke Family Health Center
- Mattawa Community Medical Clinic
- Moses Lake Community Health Center
- Confluence Health - Moses Lake Clinic
- Samaritan Family Physicians
- Fresenius - MosesLake
- Laketown Pharmacy
- Coulee Medical Center



Grant County

53025010700 census tract

Overall SVI = 10

Household Composition & Disability = 9

- Population 65+ = 8
- Population under 18 = 8
- Population w/disability = 6
- Single parent household = 7

Housing Type & Transportation = 7

- Housing with 10+ units = 4
- Mobile homes = 10
- No access to a private vehicle = 4
- Overcrowded housing = 9
- Population in group quarters = 4

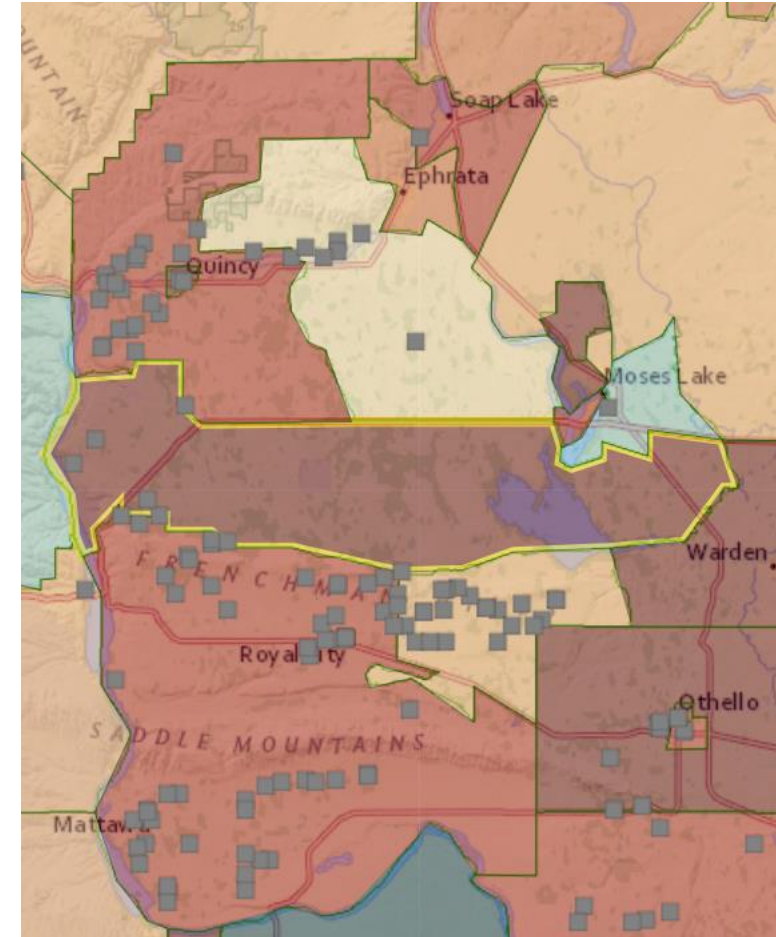
Race, ethnicity, & language = 9

- LEP = 10
- People of color = 9

Socioeconomic determinants = 10

- Median household income = 8
- No high school diploma = 10
- Population 18-65 with no health insurance = 10
- Population living in poverty = 9
- Unemployed = 9

Farmworker housing



**Invest in trusted community leaders, messengers
and organizations**

Strategy #4

Investing in organizations for community-driven, community-led efforts

We continue to look for and secure additional funding and add it to the pot. As the pot increases, we increase the number of organizations we are able to invest in.



DOH funding for community-driven efforts to address COVID-19 health disparities, increase vaccine equity, etc.



Community Investment History

Summer 2020: Started with \$500,000

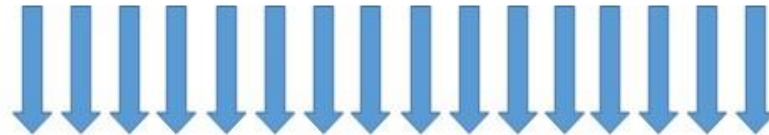
Fall 2020: Grew to \$1.5 million

Winter 2021: Grew to \$2.85 million

Spring 2021: We are now at \$5.1 million invested with \$15-20 million secured through June 2023

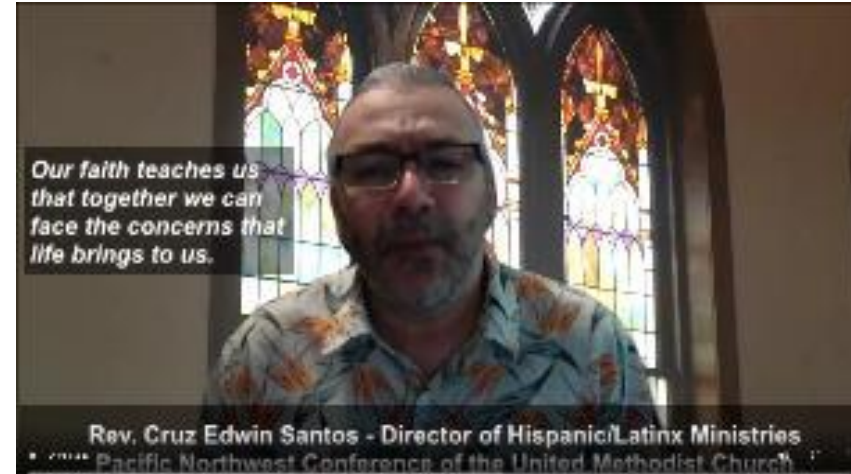


Community Investment Partner(s)
(Currently DH)



Community-rooted, community-led organizations
(Currently 122 across Washington)

Faith Action Network



Faith Action Network serves the faith community across Washington State and created a vaccine advocacy toolkit to share with their 160 faith community organizations.

Power 2 The Poetry

Power 2 The Poetry, serving Black and African American communities in Pierce and Spokane counties, has been sharing information about the COVID-19 vaccine through virtual events with a performing arts lens.

CONVERSATION #3
Black Experts Answer Your COVID Questions
ASK OUR DOCTORS & LEADERS ANYTHING IN THIS LIVE Q&A



FEATURING
Musical guest Secret Adventure Sound, and:
Paula F. Sardinias, NBPLA, President/CEO of FMS Global Strategies, LLC.,
Dr. George W. Counts, MD, FIDSA, Professor of Medicine (retired), University of Washington Medicine
Dr. Benjamin S. Danielson, MD, Physician and Clinical Professor at the Department of Podiatry, UW School of Medicine.
Shellie Willis, U.S. Army Veteran, Senior Director of Workforce Systems Alignment at Workforce Control.

Courageous Conversations
COVID-19 VACCINE: YOU DECIDE

Tuesday, July 13th, 2021
7:00 pm-8:00 pm on ZOOM

JOIN US! (IT'S FREE)
bit.ly/Black-experts-COVID19-vaccine

WITH **B. LYTE**
POWER 2 THE POETRY
EXPERIENCE AND MORE

Washington State Department of Health

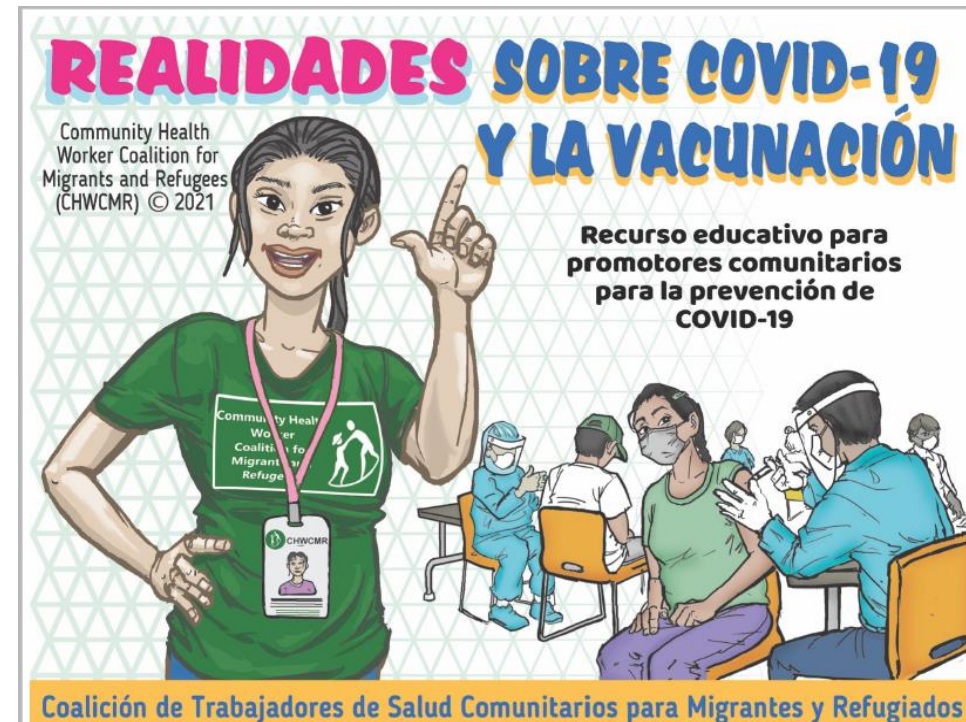
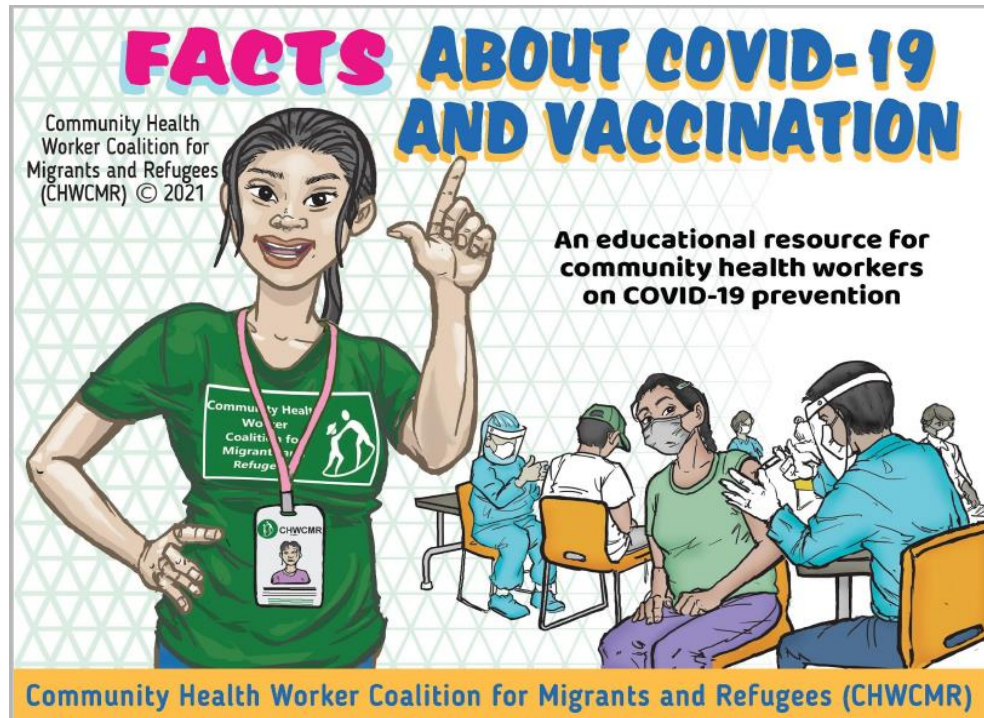
POWER2THEPOETRY.COM/COURAGEOUS-CONVERSATIONS

Pasco Downtown Developmental Authority



Pasco Downtown Development Authority launched a series of community vaccination events on Saturday, May 29 which were co-promoted and attended by well-known area wrestlers offering free wrestling performances as entertainment.

Community Health Workers Coalition of Migrants & Refugees



Developed & conducted training for CHWs. The CHWs speak Spanish, English, Trique, Mixteco, Nahuatl, Purépecha, Mam and Garifuna. Estimated reach through train-the-trainers = 600 people

Tasveer

खोप लिनुहोस् मागुयंखे:दुं:दुं:पी रसी वो टीका लगवाएं टिका देउया

Washington State Department of Health

Have you received your vaccine?

Tasveer & Washington State Department of Health are providing pertinent information regarding the COVID vaccine for South Asians in their respective languages.

GOT VACCINATED?
GET 25% OFF
TASVEER EVENT TICKETS
VISIT [TASVEER.ORG/COVID-19](https://tasveer.org/covid-19) FOR
MORE INFORMATION.

तुपुपुसी पोढुङ्गल टीका लगवाएं टीके लगाने टीका देउया

TASVEER

Visit tasveer.org/covid-19 to:

- Stay in the loop for upcoming webinars and more!
- Sign up for our newsletter
- Read and watch videos on COVID info and vaccines in your South Asian language.

SCAN ME

Tasveer's mission is to inspire social change through thought-provoking South Asian films, art, and storytelling.

टीका लगवाएं मागुयंखे:दुं:दुं:पी खोप लिनुहोस् टिका देउया

Tasveer is partnering with the WA State Health Department to give you up to date information about the COVID-19 vaccine

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Vaccine Locator

Tasveer is a community media partner who serves the South Asian community in King County. They are working on a direct mail campaign and have a postcard that will be mailed to approximately **5,500 households in the Bellevue, Belltown, Bothell, Federal Way, Redmond, Renton and Seattle areas.**

Gambian Talents Promotion



[Click here to hear the COVID vaccine song from Gambian Talents Promotion.](https://www.youtube.com/watch?v=pJfr1lrkrRs)

Link: <https://www.youtube.com/watch?v=pJfr1lrkrRs>

Gambian Talents Promotion who serves the Gambian, Immigrant and Refugee communities creatively communicated the importance of getting vaccinated. Together with various West African artists, they recorded a song about vaccination.

Strengthening our Public Health System to Lead with Equity

PASCO FLEA MARKET MAY 22 & 23

COVID-19 INFORMATION BOOTH

3620 E LEWIS PLACE IN PASCO

SATURDAY, MAY 22
10 AM - 3 PM

SUNDAY, MAY 23
7 AM - 5:30 PM

BENTON-FRANKLIN HEALTH DISTRICT IS PARTNERING WITH:

UNITED FARMWORKERS FOUNDATION
UNITED FARMWORKERS/UNION DE CAMPESINOS
HISPANIC CHAMBER OF COMMERCE

 **UFW FOUNDATION**

 **Tri-Cities Hispanic**
CHAMBER OF COMMERCE

PUBLIC HEALTH
Prevent • Promote • Protect
BENTON-FRANKLIN HEALTH DISTRICT

LA PULGA DE PASCO 22 Y 23 DE MAYO

¿TIENE PREGUNTAS SOBRE COVID-19?

3620 E LEWIS PLACE EN PASCO

SÁBADO
22 DE MAYO
10 AM - 3 PM

DOMINGO
23 DE MAYO
7 AM - 5:30 PM

DISTRITO DE SALUD DE BENTON-FRANKLIN SE ESTÁ ASOCIANDO CON:

UNITED FARMWORKERS FOUNDATION
UNITED FARMWORKERS/UNION DE CAMPESINOS
HISPANIC CHAMBER OF COMMERCE

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PUBLIC HEALTH
Prevent • Promote • Protect
BENTON-FRANKLIN HEALTH DISTRICT



Strengthen the public health system's ability to center communities in vaccine outreach and access

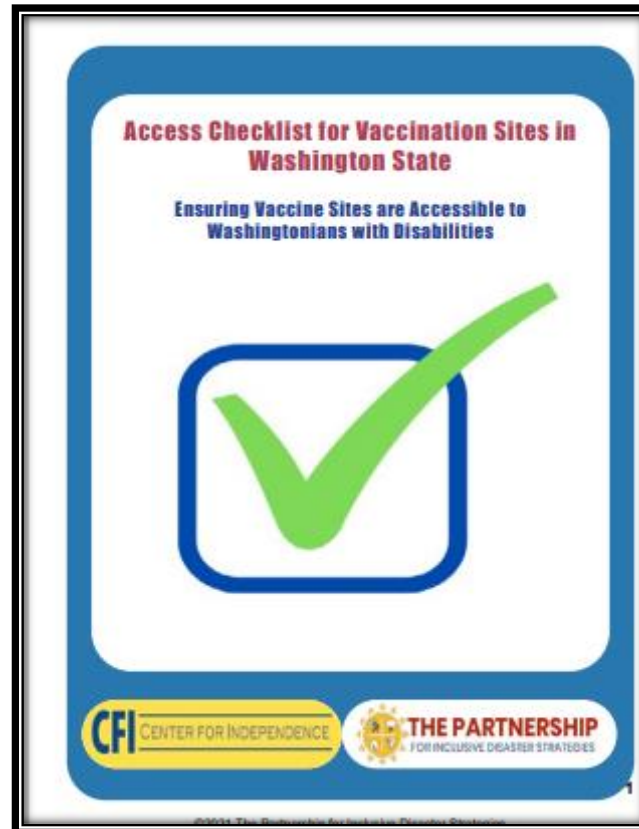
Strategy #6

Figure out who we are missing

- *Example: People with disabilities*
- Geographic communities
- Age groups & generations
- BIPOC
- Immigrant & refugee communities
- People in jails, prisons, detention centers
- High risk occupations (e.g. agricultural workers, LTCF staff, food processing, etc.)
- Rural
- Politically right
- Lower income
- Unhoused, people experiencing homelessness
- People who use/inject drugs

Leverage partners (and fund them)

- [The Partnership Training for WA DOH- Vaccine Sites \(disasterstrategies.org\)](https://disasterstrategies.org) by the Centers for Independence




Collaborate to fill community-identified gaps

WASHINGTON STATE COVID-19 VACCINE DISABILITY SURVEY

[中文](#) [Somali](#) [Español](#) [Русский](#) [Tiếng Việt](#)

Several disability organizations in Washington are partnering to collect information about people's experiences with finding and getting the COVID-19 vaccine. Please consider spending a few minutes taking this survey.



All responses are optional and anonymous. The information will be used to create outreach and partnership programs to increase vaccine awareness and access for people with disabilities and their families. Thank you very much for your input.

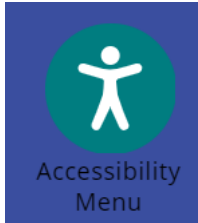
**The survey is available in multiple languages.
Please click the link below to proceed to the survey.**

**[WASHINGTON STATE COVID-19 VACCINE
DISABILITY SURVEY](#)**

Multi-partner effort



Respond to community needs



Accessibility Adjustments

Reset Settings Statement Hide Interface

Search the online dictionary...

Choose the right accessibility profile for you

OFF **ON** Seizure Safe Profile
Eliminates flashes and reduces color

OFF **ON** Vision Impaired Profile
Enhances the website's visuals

OFF **ON** Cognitive Disability Profile
Assists with reading and focusing

Web Accessibility Solution By accessiBe

Content Adjustments

Content Scaling
Default

Readable Font

H Highlight Titles

Highlight Links

Text Magnifier

A Adjust Font Sizing
Default

Align Center

Web Accessibility Solution By accessiBe

Look at the system & the systems change opportunity

COVID-19 VACCINE COMMUNICATION CARD

YES ☒ NO ☐ ? I don't know

A B C D E F G H I J K L M N O
P Q R S T U V W X Y Z
0 1 2 3 4 5 6 7 8 9

Tell the provider all of your medical conditions, including:

received a COVID-19 vaccine allergies fever bleeding disorder on blood thinner pregnant or planning pregnancy breastfeeding or on medicine affecting immune system

Don't get vaccine if you:

are younger than 16 years of age
had a severe allergic reaction after a previous dose of the vaccine
had a severe allergic reaction to any ingredient of the vaccine

Possible side effects:

injection site pain injection site swelling injection site redness muscle or joint pain swollen lymph nodes
fever chills tiredness nausea feeling unwell

COVID-19 VACCINE COMMUNICATION CARD

I communicate in...

American Sign Language
العربية - Arabic
Burmese
Khmer - Cambodian
Simplified Chinese
Traditional Chinese
Chukese (Chuk)
français - French
فارسی (Farsi) - Farsi (Persian)
Deutsch - German
हिन्दी (Hindi) - Hindi
Hmoob - Hmong
日本語 - Japanese
한국어 (Korean) - Korean
ພາສາລາວ (Laotian) - Lao
Kajin Majeļ - Marshallese
Guayamecalco Mixtec - Mixteco Bajo

Communication Needs

language interpreter ASL interpreter
get my family pen and paper
assistive listening devices lip reading

DOH 820-125 February 2021 To request this document in another format, call 1-800-825-0127.
Deaf or hard of hearing: customers, please call 711 (toll-free) or email info@doh.hawaii.gov

#	%	Provider offers following accessibility features
413	65%	Onsite appointment registration
370	58%	Telephonic registration in English
154	24%	Telephonic registration assistance in other languages (if so list languages or service used below)
332	52%	Signage
73	11%	Appointment website available in languages and/or accessible formats (if so list below)
117	18%	Printed forms in accessible formats (if so list formats below)
58	9%	Just in Time Trained EMS
348	55%	Greeters
322	50%	Monitors
129	20%	On site Interpreters (please list languages or ASL offered)
223	35%	Staff training in using an interpreter
178	28%	Staff trained to work with people with intellectual or developmental disabilities
332	52%	Staff to read materials to patients
125	20%	None of the Above
464	73%	ADA Compliant Slopes (slopes lesser that 1:12)
538	84%	Accessible Parking
350	55%	Signage
457	72%	Doorway clearance at least 32" wide.
420	66%	ADA accessible bathrooms
100	16%	Priority lanes for people with disabilities
12	2%	Other (specify below)
60	9%	None
107	17%	Communication Cards
217	34%	Written materials available in alternate formats: large print, Braille, staff available to read materials to people
142	22%	ASL Interpreters: information about how to get an ASL interpreter is readily available.
220	34%	Service Animal policy
14	2%	Other (specify below)
241	38%	None
507	79%	Located on a public transportation access route
214	34%	Paratransit access coordination/ramp
419	66%	ADA Van Accessible parking
29	5%	Lyft and Uber Discount codes
48	8%	If your site offers drive thru - accommodate people that arrive via bike/walking/drop off

What is next: Pulling all our efforts together



Washington State Department of Health

VILLAGE REACH

Local Support Partnership

COVID-19 Vaccine Equity, Access & Uptake

Together, we offer:

- Vaccine supply chain and logistics
- Vaccine workforce development
- Digital health technologies
- Community partner connections
- Culturally & linguistically appropriate outreach
- Communications and health education support

Support can include:

- Human resources (in-person/remote)
- Technical assistance on any of the above topics
- Physical resources such as the Care-a-Van or translated materials

Who is VillageReach?

VillageReach is a Washington-based 501(c3) non-profit organization that develops, implements and scales new systems, technologies and programs to strengthen public health systems and improve health outcomes in low-resource environments.

In December of 2020, VillageReach sent two staff to Public Health Seattle & King County to help launch the high-volume vaccine effort. VillageReach is excited to support other LHJs as they navigate new challenges as supply is more secure, demand is lessening and innovative methods are needed to reach those still unvaccinated.

Interested? Next Steps:

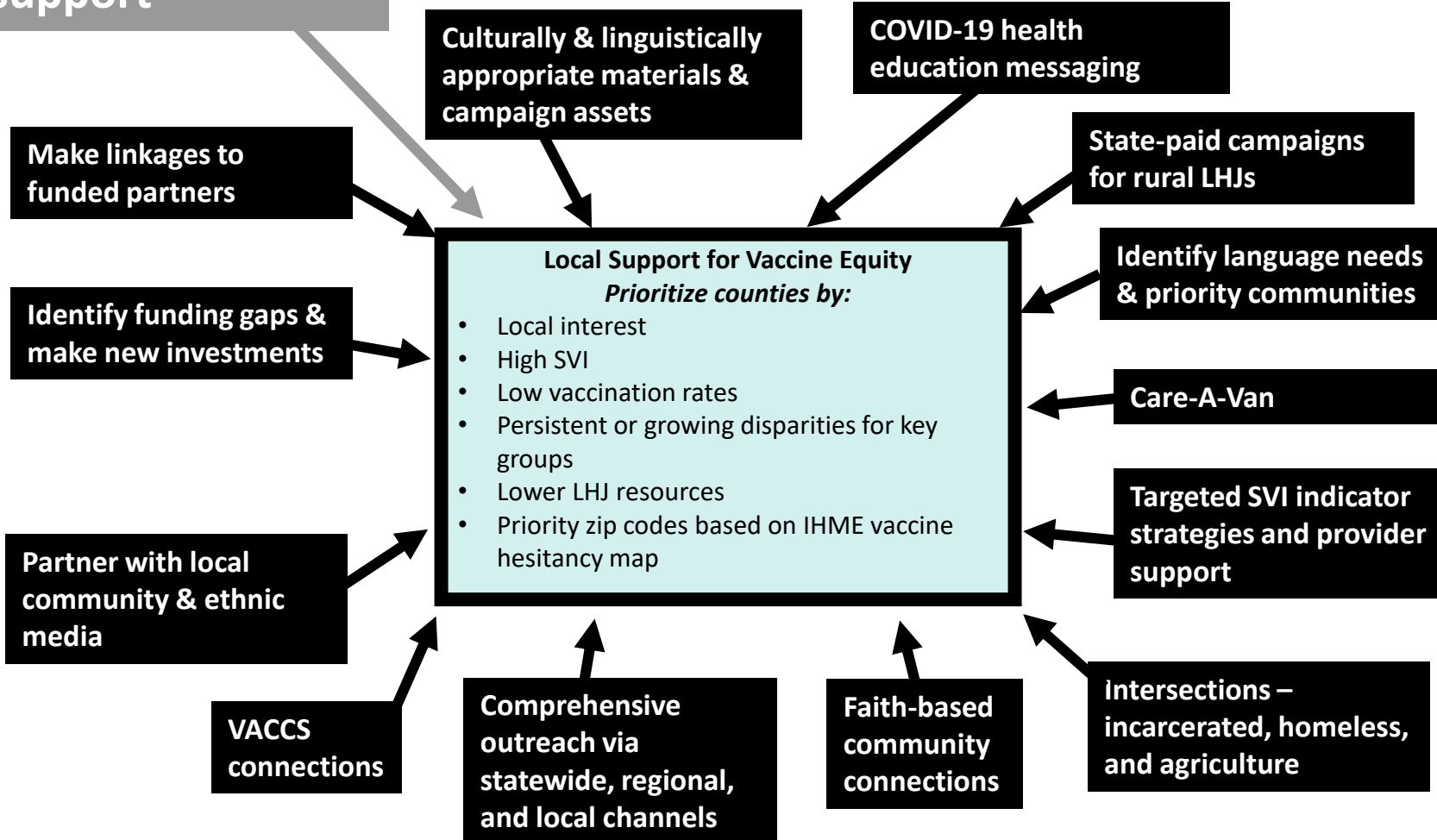
1. Email equity@doh.wa.gov
2. VillageReach will schedule an interview to better understand your support needs. This may be in-person or virtual.
3. DOH and VillageReach will provide an offering of support options that you can choose from.
4. We anticipate being able to support all interested LHJs but if demand exceeds our resources, we will give priority to LHJs with:
 - Higher COVID-19 social vulnerability
 - Lower vaccination rates
 - Growing or persistent gaps in coverage by race/ethnicity
 - Lower resources to address inequities and community needs

To request this document in another format, call 1-800-525-0127. Deaf or hard of hearing customers, please call 711 (Washington Relay) or email civil.rights@doh.wa.gov.

Publication Number: 825-002

Village Reach

**Hands-on vaccine
operations
support**



Collaboration Opportunities

COVID-19 Vaccine Implementation Collaborative

Centers communities disproportionately impacted by COVID-19

1st Wednesday of every month, from 4:00 – 5:30 PM

Learn more & sign-up: [Collaborative :: Washington State Department of Health](#)

Contact: Vax.Collaborative@doh.wa.gov

Our webpage: [COVID-19 Vaccine Engagement :: Washington State Department of Health](#)

