Translating COVID-19 Strategies to Improve Influenza Seasonal Flu Vaccination Efforts

Marin County, CA Case Study

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Marin County At-a-Glance

Demographics
- Affluent county in Northern California (income per capita $144K)
- Considered medium sized county (population 252K)
- Predominantly white (80% per 2010 Census)

Other considerations
- Historically large vaccine-hesitant population
- Health disparities: LatinX and AfAm populations (concentrated in 5 census tracts)
Marin has one of the highest vaccination rates in the U.S.
- 97.2% Aged 12+ with at least one dose
- 90.5% Aged 12+ completed vaccine series

Source: COVIDActNow.org, Marin HHS
Marin vaccination by ethnicity was also better than the state or national average (as of 09/07/21)

Source: Kaiser Family Foundation, Marin HHS
An integrated strategy:
1. Data-driven
2. Community partner involvement
3. Access improvement
4. Health education focused
5. Media Engagement
How we did it

Data-driven for localized, tailored approaches: KAB research and weekly epi data

SMART Goal: All Cities will have Vaccination Rates within 10% of County Coverage

Source: Marin Board of Supervisors Update 14 June 2021
How we did it

Community Partner Engagement:

- **Community Influencers:** Developed zones with local NGO and FBO membership
- **Equity and Access:** Convened Community Advisory Board to inform efforts
- **Outreach and education:** Developed tools, resources, materials, trainings, and support
Access Improvement:
  • Data-driven locations
  • CAB input
  • Increased access options:
    • Mobile clinics at places of worship
    • Partners with EMS/Fire for Meals on Wheels Vaccination
    • Strategic partnerships with businesses with high-risk employees
    • Vax teams in low vax census tracts
**Health Education Focused:**

- HCP Training (Kaiser Grand Rounds, etc.
- Community and Promodora Trainings
- Vaccination Site Staff Trainings & Education
- Weekly Public Zoom Town Hall Information Sessions
- Robust tools in English, Spanish, Hmong, Tagalog and Vietnamese:
  - Key Messages / FAQs
  - Fact Sheets
  - Flip Books
  - Addressing Hesitancy
- “Office Hours” for CBO/FBO specific technical assistance
How we did it

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Social Media Graphics

You got your vaccine! Now what?
- Protect others while they wait to get their vaccine.
  - Wear a mask anytime you are outside your home
  - Social Distance from anyone not fully vaccinated
  - Be a vaccine Champion! Encourage others to get vaccinated!

Know the REAL risk...
Hint, it’s not the vaccine
1 in 670 Americans have died of COVID-19.
For every million Americans, 1,492 have died of COVID.
In contrast, for every 1 million doses of COVID-19 vaccine, only about 1 person will have a serious adverse event like a serious allergic reaction.

Did you know that COVID-19 is the leading cause of death in the US?

POD Social Media Selfie Posters

Be a vaccine champion and share that you got vaccinated on social media!
Use the hashtags:
#ThisIsOurShotMarin
#GetVaccinatedMarin

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How we did it

Flip Books for Community Educators

COVID-19 Vaccine Information

Vaccine Approval

- Vaccines must be found safe regardless of approval or EUA
- Timing:
  - FDA Approval: About 8 – 12 months
  - Emergency Use Authorization (EUA): Weeks
- Safety:
  - MUST be found safe
  - Benefits MUST outweigh any risks
- Efficacy:
  - Must be effective
  - May be effective

J&J and Blood Clots

- US population vaccinated with J&J:
  - Risk: 6 of 6.8 million (0.000088%)¹
- General population:
  - Risk: 5 of 1 million (0.00005%)¹
- Women NOT on birth control:
  - Risk: up to 5 of 100 (0.005%)²
- Women ON birth control:
  - Risk: up to 1 of every 100 (0.01%)²
- Patients with severe COVID-19:
  - Risk: 31 every 100 (31%)²

Vaccine Development

- Vaccine development is always rigorous, but it can be safely sped up:
  - Like what we already know: We have more than 100 years of experience!
  - Increase staff and resources: This helps us get answers faster.
- Limit what we study to safety and efficacy:
  - About 50% of short-term side effects are known in 2-3 weeks
  - About 50% of long-term side effects are known in 2-3 years
  
Allergic reactions happen quickly

- If your body cannot tolerate something, it will let you know quickly.
- If a person is allergic to cats, they are affected soon after they encounter a cat – NOT a week later

Misinformation about Pregnancy and Lactating Women

- The vaccine causes infertility or miscarriages
  - The myth: This rumor started because the placenta has spikes, and someone thought the vaccine would attach to the placenta. But COVID-19 spikes and placenta spikes have different genetic codes so the vaccines don’t affect the placenta.
  - The facts: Think about protein spikes as lock and vaccines as keys. There are lots of locks but only the key meant for that lock will work on it.

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How we did it

Conversation Guides for Community Educators

COVID-19 Vaccine Conversation Guide

Safety Concerns
I worry vaccines were developed too quickly
There are trials that vaccines development can be risky and slow! We use what we know, what we learned from previous vaccines and what we need to do.

Rumors and Misinformation
I heard the vaccines can affect fertility or cause miscarriages
There are rumors surrounding the speed at which vaccines were developed. Some people believe the vaccine could affect fertility or cause other health issues. It's important to distinguish fact from fiction. The vaccines have been extensively tested and are safe for use. There is no evidence that the vaccines affect fertility or cause miscarriages.

A friend worked in a hospital told me that I had COVID-1 should be concerned about not getting vaccinated
In fact, not getting vaccinated increases the risk of severe illness or death. The vaccine is designed to prevent COVID-19, which can be serious and even deadly. Getting vaccinated can help protect you and those around you, including family members, friends, and community members. It is important to talk to your primary care provider or a trusted healthcare professional about the benefits and risks of vaccination.

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Media Engagement:
- Weekly radio show
- Strong relationship with key reporters including Spanish language
- Robust social media outreach:
  - Facebook live
  - YouTube videos
Marin County COVID-19 Status Update for September 17, 2021 includes The Scoop on Boosters; Vaccination Opportunities in Marin; and updated local COVID-19 data. Full update: coronavirus.marinhs.org.

Looking to get vaccinated? Here is the pop-up COVID-19 vaccination calendar for MarinCounty during the weekend. Gift cards are available while supplies last. More information can be found at GetVaccinatedMarin.org.

What is the difference between third doses and boosters in the context of COVID-19 vaccines? Our Deputy Public Health Officer Dr. Lisa Santora provides some clarity to those who are unclear about the differences between the
Some final thoughts

These strategies were for local level implementors
- Modify for state or national support organizations
- Strategies need to be nimble

Partner support for Health Education was critical
- Materials can be developed for co-branding
- Trainings can be done for state or national audiences via Zoom
- Technical assistance can also be via Zoom

Community engagement is vital to success
- Develop guidance, toolkits, etc. on local level engagement strategies
- Think about creative partners – get outside the vaccine conversation bubble!

Data is key to tailoring efforts
- Develop guidance, toolkits, etc. data-driven strategies
- Epi data must be local but KAB data can be more macro