

# 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)

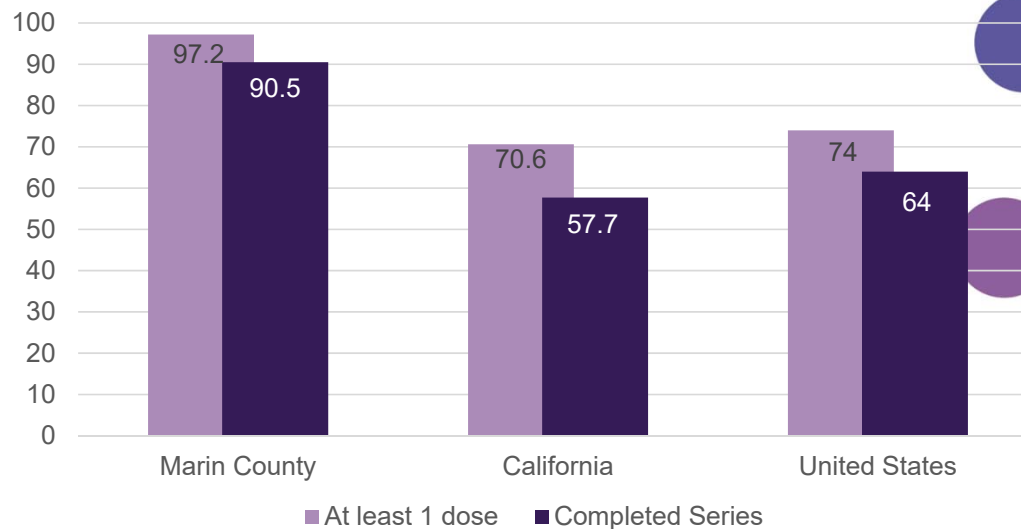


# Marin County Success



**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

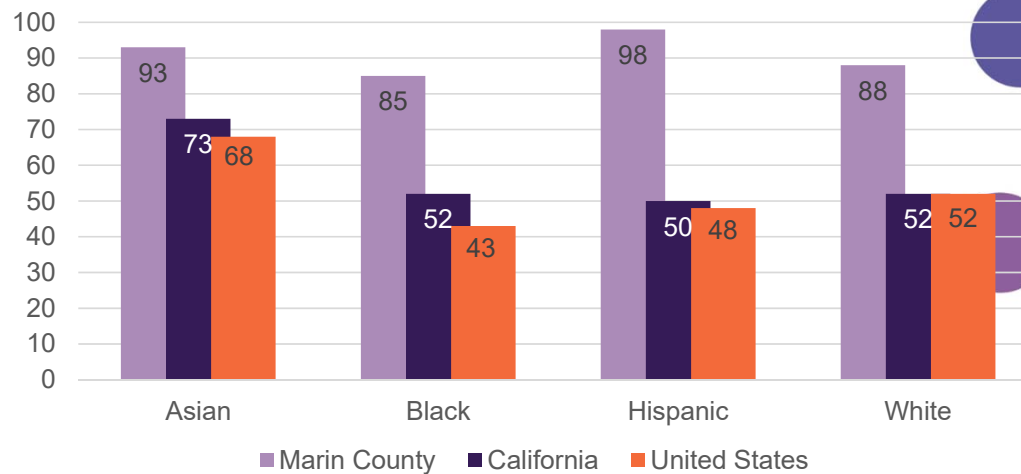


Source: COVIDActNow.org, Marin HHS

# Marin County Success

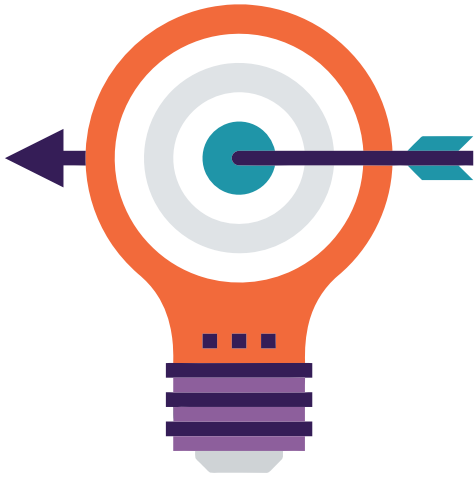


Marin vaccination by ethnicity was also better than the state or national average (as of 09/07/21)



Source: Kaiser Family Foundation, Marin HHS

# How we did it



## An integrated strategy:

1. Data-driven
2. Community partner involvement
3. Access improvement
4. Health education focused
5. Media Engagement

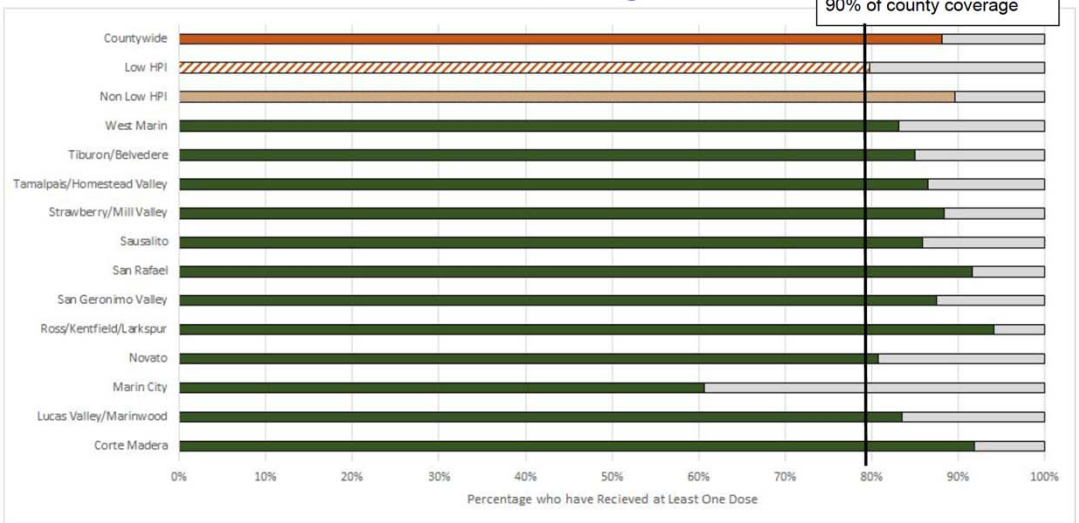


# How we did it



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



# How we did it



## **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





# How we did it



## 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

## Post Vax Fact Sheets

### COVID-19 vaccine fact sheet Moderna and Pfizer vaccines

**Today you became part of the solution!**  
Your COVID-19 vaccination is an important step in ending COVID-19. We wanted you to have some information that can answer any questions you may have after receiving the vaccine.

#### Understanding side effects

Side effects are normal, expected, and will usually go away on their own with no medical treatment. Side effects are proof your body and the vaccine are working together to build an immune response, this is a good thing!

Common side effects (injection site reactions)	Less common but still normal side effects
<ul style="list-style-type: none"> <li>soreness</li> <li>redness or swelling</li> </ul> <p>To reduce injection site side effects:</p> <ul style="list-style-type: none"> <li>Apply a clean, cool, wet washcloth over the area.</li> <li>Use or exercise your arm.</li> </ul>	<ul style="list-style-type: none"> <li>fever</li> <li>muscle or joint aches</li> <li>headache</li> <li>tiredness</li> </ul> <p>To reduce discomfort from fever:</p> <ul style="list-style-type: none"> <li>Drink plenty of fluids.</li> <li>Dress lightly.</li> </ul>

If you have pain or discomfort, talk to your doctor about taking an over-the-counter medicine, such as ibuprofen or acetaminophen.

#### When you should call your healthcare provider

Feeling bad because of a fever or pain is normal. But you should call your healthcare provider if:

- redness or tenderness where you got the shot increases after 24 hours
- side effects are worrying you or do not seem to be going away after a few days

If you do not have a healthcare provider, call Marin Community Clinics at (415) 448-1500.

updated February 2, 2021

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For up-to-date information visit: [CoronaVirus.MarinHHS.org/vaccine](https://CoronaVirus.MarinHHS.org/vaccine)

### Understanding allergic reactions

Serious allergic reactions (anaphylaxis) are extremely rare (about 1 in 1 million doses) and occur seconds or minutes after vaccination. Mild or moderate allergic reactions are also uncommon but can happen up to 24 hours after vaccination.

While very unlikely, if you feel like you are having a **serious allergic reaction** (such as having trouble breathing) after leaving the vaccination site, call 911.

#### Getting your second dose

Both the current available vaccines require 2 doses to be most effective.

- Pfizer-BioNTech:** 3 – 6 weeks (21 – 42 days) after your first shot,
- Moderna:** 4 – 6 weeks (28 – 42 days) after your first shot.

Staff at the vaccination site will help you make your 2nd dose appointment before leaving the vaccination site and you will get an email reminder the day before your appointment.

#### Why the second dose is so important:

- The vaccines provide some protection after the first dose (but it can be as low as 52%), they provide 94-95% protection after the 2nd dose.
- The second dose helps your body produce a greater immune response than the first dose.
- You won't receive the full benefits of the vaccine unless you get both doses.

#### Reporting symptoms

Use your smartphone to tell CDC about any side effects after getting the COVID-19 vaccine. You'll also get reminders if you need a second dose. Enroll at [vsafe.cdc.gov](https://vsafe.cdc.gov) or aim your camera at the QR code in the smartphone image.

#### Continue practicing prevention

Until everyone is vaccinated, and we have COVID-19 under control you still need to practice prevention including:

- Wear a mask that covers your nose AND mouth
- Stay 6 feet away from anyone you do not live with
- Wash your hands often.

#### Important things to know

The vaccine cannot give you COVID-19 because it does not contain any part of the virus that causes COVID-19. However, very rarely someone can still get COVID-19 after they are vaccinated. This is because:

- They may have had it before getting vaccinated but didn't have symptoms yet
- Their body didn't mount a good immune response from the vaccine
- They didn't get both doses

If you have COVID-19 symptoms after you have been vaccinated stay home and call your healthcare provider.

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For up-to-date information visit: [CoronaVirus.MarinHHS.org/vaccine](https://CoronaVirus.MarinHHS.org/vaccine)

### Tờ thông tin vắc-xin COVID-19 Vắc-xin Jassen (J&J)

**Hiện tại quý vị đã trở thành một phần của giải pháp!**  
Việc tiêm vắc-xin COVID-19 của quý vị là một bước quan trọng để kết thúc COVID-19. Chúng tôi muốn quý vị có thêm thông tin để có thể trả lời bất kỳ câu hỏi nào mà quý vị muốn hỏi sau khi đã được tiêm vắc-xin.

#### Hiểu về các tác dụng phụ

Các tác dụng phụ là điều bình thường, có thể đoán trước được. Chúng thường bắt đầu trong vòng một hoặc hai ngày sau khi tiêm vắc-xin và sẽ tự mất đi không cần phải điều trị. Tác dụng phụ là bằng chứng cho thấy vắc-xin đang phối hợp với cơ thể để hình thành phản ứng miễn dịch, đây là tin hiệu tốt!

Tác dụng phụ thường gặp (các phản ứng ở vị trí tiêm)	Tác dụng phụ thường trên phần còn lại của cơ thể
<ul style="list-style-type: none"> <li>Đau nhức</li> <li>Đỏ tấy hoặc sưng</li> </ul> <p>Để giảm tác dụng phụ tại vị trí tiêm:</p> <ul style="list-style-type: none"> <li>Chườm khăn sạch, lạnh và ướt lên vị trí tiêm.</li> <li>Di chuyển hoặc vận động cánh tay.</li> </ul>	<ul style="list-style-type: none"> <li>Sốt</li> <li>Đau cơ hoặc khớp</li> <li>Nhức đầu</li> <li>Mệt mỏi</li> <li>Ôn lạnh</li> <li>Buồn nôn</li> </ul> <p>Để giảm khó chịu do bị sốt:</p> <ul style="list-style-type: none"> <li>Uống nhiều chất lỏng.</li> <li>Mặc đồ nhẹ nhàng.</li> </ul>

#### Hãy giữ thẻ tiêm vắc-xin của quý vị

Thẻ của quý vị dùng để nhắc lại loại vắc-xin nào quý vị đã tiêm và khi nào đến hẹn chích liều thứ hai.

Mẹo hữu ích: sử dụng điện thoại chụp lại thẻ của quý vị.

Nếu quý vị bị đau hoặc cảm thấy khó chịu, hãy nói chuyện với bác sĩ về việc uống thuốc giảm đau không kê toa, chẳng hạn như ibuprofen hoặc acetaminophen.

#### Khi nào quý vị nên gọi cho bác sĩ

Cảm thấy khó chịu vì bị sốt hoặc đau nhức là bình thường. Nhưng quý vị nên gọi cho bác sĩ nếu:

- bị đỏ hoặc đau ở vị trí quý vị đã được tiêm vắc-xin ngày càng nhiều sau 24 giờ đồng hồ
- tác dụng phụ làm cho quý vị lo lắng và dường như không biến mất sau một vài ngày

Nếu quý vị không có bác sĩ, vui lòng gọi cho Marin County Clinics theo số (415) 448-1500

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# How we did it

## 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?**

**Get vaccinated as soon as you are able to protect yourself!**

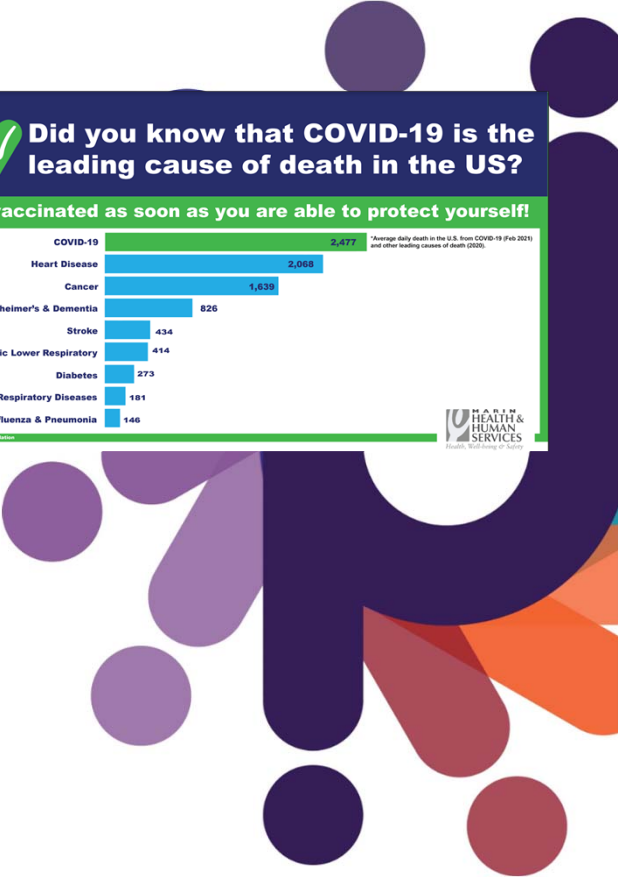
Condition	Deaths
COVID-19	2,477
Heart Disease	2,068
Cancer	1,639
Alzheimer's & Dementia	826
Stroke	434
Chronic Lower Respiratory	414
Diabetes	273
Other Respiratory Diseases	181
Influenza & Pneumonia	146

Average daily death in the U.S. from COVID-19 (Feb 2021) and other leading causes of death (2020).

## POD Social Media Selfie Posters

**Be a vaccine champion and share that you got vaccinated on social media!**


**Use the hashtags:**  
**#ThisIsOurShotMarin**  
**#GetVaccinatedMarin**



# How we did it

## Flip Books for Community Educators

### COVID-19 Vaccine Information



Vaccines must be found safe regardless of approval or EUA. But there are some important differences.

	FDA Approval	Emergency Use Authorization (EUA)
<b>Timing</b>	About 8 – 12 months	Weeks
<b>Safety</b>	<b>MUST</b> be found safe Benefits <b>MUST</b> outweigh any risks	
<b>Efficacy</b>	Must be effective	May be effective

Updated 05/13/21 | Page 16




### J&J and Blood Clots

You are 25 TIMES more likely to be hit by a plane while in your own home (1 in 250,000) than develop blood clot from the vaccine.

Risk Level	Population	Risk
Lowest Risk	US population vaccinated with J&J	6 of 6.8 million (0.000088%) <sup>1</sup>
	General population	5 of 1 million (0.0005%) <sup>2</sup>
	Women NOT on birth control	up to 5 of 10k (0.01 – 0.05%) <sup>2</sup>
	Women ON birth control	up to 1 of every 100 (0.3 – 1%) <sup>2</sup>
Highest Risk	Patients with severe COVID-19	31 every 100 (31%) <sup>2</sup>

<sup>1</sup>CVST blood clot  
<sup>2</sup>Any type of blood clot



### Vaccine Development

Vaccine development is always rigorous, but it can be safely sped up.

- Use 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 99% of short-term side effects are known in 2-3 weeks
  - About 90% of long-term side effects are known in 45 days

Updated 05/13/21 | Page 14




### Vaccine Side Effects v Allergic Reactions

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.

It is the same with vaccines.



Updated 05/13/21 | Page 19




### Misinformation about Pregnancy and Lactating Women


**THE MYTH:** The vaccine causes infertility or miscarriages.

**THE FACTS:** This rumor started because the placenta has spikes, and someone thought the vaccine would attack the placenta. But COVID-19 spikes and placenta spikes have different genetic codes so the vaccines don't affect the placenta.

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.



Updated 04/08/21 | Page 20



# 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 three ways vaccine development can be safely sped up – 1) we use what we know, 2) we increase staff and resources, 3) we limit what we study.

Here are the details:

- We use what we already know**  
We have more than 100 years of vaccine development, so we already have a foundation of knowledge that allows us to speed up research. It's like starting on third base rather than first.
- We increase staff and resources**  
In emergencies, the amount of funding and number of people working on a vaccine can be significantly increased so we can get answers faster.
- We limit what we study**  
In normal vaccine clinical trials we study all sorts of things, but in an emergency, we limit what we study to fit it safe and if it works. People think that safety and side effects take a lot of time to learn, but with our 100 years of research we know that:
  - 99% of all **short-term side effects** are identified in 2-3 weeks
  - ~90% of all **long-term side effects** are identified within 45 days




**I worry vaccines were approved too quickly**  
In emergencies, the FDA has a "rapid" approval process to make sure lifesaving vaccines can be evaluated as quickly as possible. This is called an Emergency Use Authorization (or EUA).

Here are important facts about the EUA:

- The safety requirements are the same in a regular approval and an EUA.
  - Vaccines **MUST** be found safe
  - Vaccine benefits **MUST** outweigh any risk
- The process is sped up by putting the vaccine at the front of the line and increasing the number of people evaluating it.
- An EUA is temporary, lasting only as long as the emergency lasts – once the emergency is over, the vaccine must get regular FDA approval.
- EUA vaccines are not experimental.
  - All vaccines given an EUA have already gone through all the standard safety testing as part of the clinical trials.
  - EUA vaccines still must go through all the research steps before being evaluated.
  - An EUA is simply a faster approval process, not a faster research process

Updated: 26 May 2021 Page 3




COVID-19 Vaccine Conversation Guide

### Rumors and Misinformation

**I heard the vaccines can affect fertility or cause miscarriages**  
This rumor started because the placenta has spikes, and someone thought the vaccine would attack the placenta. But COVID-19 spikes and placenta spikes have different genetic codes, so the vaccines don't affect the placenta.

Think about protein spikes as a lock and vaccines as keys. There are lots of locks but only the key meant for that lock will work on it.



**I hear people who are breastfeeding should not get the vaccine**  
Actually, the opposite is true. When a person gets vaccinated while breastfeeding, their immune system develops antibodies that protect against COVID-19. These antibodies can be passed through breast milk to the baby.

Newborns of vaccinated mothers who breastfeed can benefit from these antibodies against COVID-19.


**A friend who works in a hospital told me that because I had Covid I should be concerned about viral load**  
In fact, the opposite is true. There is a growing body of evidence that shows fully vaccinated people are **LESS** likely to have asymptomatic infection and are less likely to transmit the virus to others.

But it's important to remember the risk of infection among vaccinated people cannot be totally eliminated as long as we have community transmission of the coronavirus. That's why it's important for all of us to get vaccinated.

**I don't want to register on MyVirus due to documentation/immigration status because I fear ICE**  
Everyone has a right to the vaccine regardless of their immigration status. **MyVirus** will not share any information.

However, if you are concerned, you can use **MyVirus** to find vaccination sites that do not require an appointment.

Updated: 26 May 2021 Page 8



COVID-19 Vaccine Conversation Guide

### Conversation Guidelines

- Be respectful
- Be empathetic
- Ask permission before giving information
- Reinforce that it is okay to have questions
- Do not box a vaccine refuser into a corner so they can't change their mind without losing face
- Talk about your personal experience
- Talk about personal good reasons for vaccination (for example, hugging family and friends)
- LISTEN

Your job is **NOT** to convince someone to vaccinate – that is rarely successful and often feels like coercion to the person. Instead:

- ASK questions to help a person self-reflect
- INFORM by providing easy to understand information
- SUPPORT a person's right and ability to make their own choices

### Addressing Conspiracy Theories

Keep in mind, **all** of us are susceptible to conspiracy theories. In a recent study, almost 90% of Americans have wondered if there was "something to" the conspiracy theory that Area 51 studies aliens and their spacecraft. So, the take away is that:

- It's human to believe a conspiracy theory
- None of us or above them


The reason conspiracy theories can be so compelling is that they usually contain a verifiable kernel of truth, and they incorporate the very compelling "danger" concept. You'll often hear things like:

- What they don't want you to know (they usually the government)
- Threads of injustice and inequality (a common conspiracy is that Big Pharma is making a fortune off of vaccines that are dangerous)

There are a couple of characteristics of people who are avid conspiracy theorists:

- They believe more than one
- The conspiracy theories are central to their world view
- Conspiracy theories are a response to their feelings that the world is unjust
- They see those who try to debunk conspiracy theories as proof of the theory itself

Updated: 26 May 2021 Page 10



# How we did it



## Media Engagement:

- Weekly radio show
- Strong relationship with key reporters including Spanish language
- Robust social media outreach:
  - Facebook live
  - YouTube videos





 **Marin County**  
@maringov



Marin County COVID-19  
**STATUS UPDATE**  
September 17, 2021

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.marinhhs.org...](https://coronavirus.marinhhs.org...)

 **Marin County**  
@maringov



Pop-Up COVID-19 vaccination clinics are happening in Marin County this weekend! Here's what's available for 9/18-9/21

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](https://GetVaccinatedMarin.org).

 **MarinHealth&Hu...**  
@MarinHHS



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





