



# Vaccine Implementation Collaborative

November 3<sup>rd</sup>, 2021

# Thank you!

ASL Interpreters

Captioners

Spanish Interpreter

**QUESTIONS  
?**

**Please message Keri Nguyen  
If you have any questions!**

# ASL Interpreters

We will “Spotlight” them, along with the presenter

**QUESTIONS  
?**

**Please message Keri Nguyen  
If you have any questions!**

# Captions - How to display and customize captions/subtitles and view the full transcript

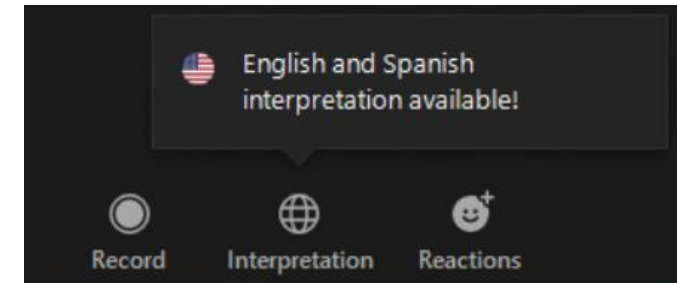
1. To view live captions, click on the menu arrow next to the Closed Caption button.
2. Choose from showing subtitles, a full transcript, or both.
3. You may adjust the size of the captions if you wish.
4. You can also Hide Subtitles if you do not want to see the text.

**QUESTIONS**  
?

Please message Keri Nguyen  
If you have any questions!

# Spanish Interpreter

Para obtener acceso a la interpretación en español en Zoom: Haga clic en el icono de “Interpretation” en la barra de herramientas. Luego, haga clic en Spanish (español). Esto le conectará a la interpretación en español.

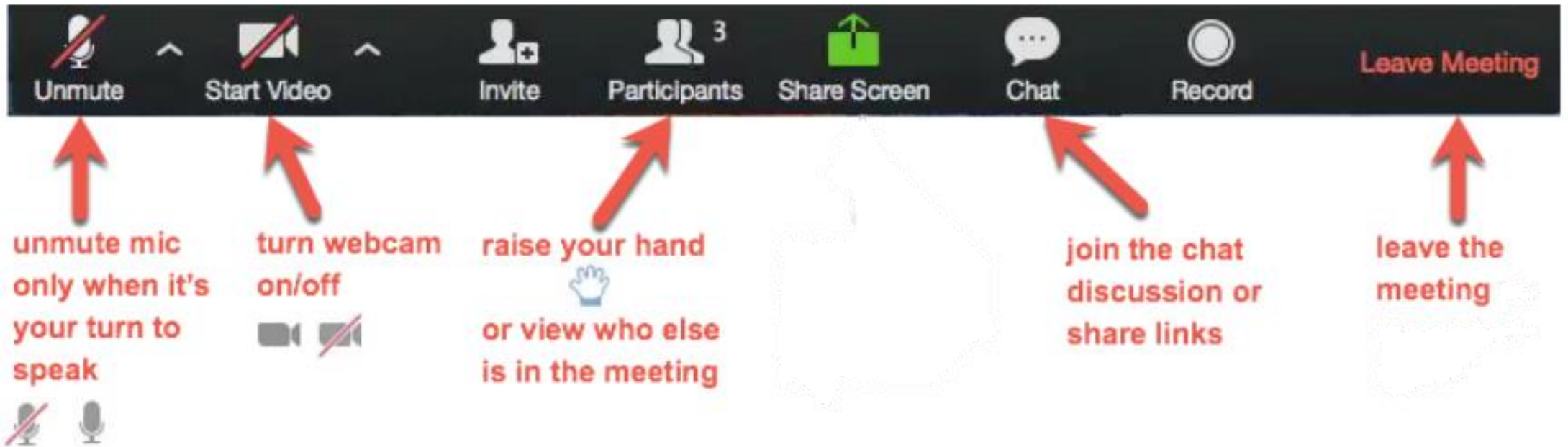


**QUESTIONS**  
?

Please message Keri Nguyen  
If you have any questions!

# Zoom Navigation and Accessibility

---



## Assessing Accessibility Survey

---

**How can we best support your virtual engagement?**

**Please share any accessibility needs!**

# Collaborative Support Team

---



**Cassidy Farrow**  
Technical Support



**Keri Nguyen**  
Language Support

**Need Assistance:**

[KeriN@withinreachwa.org](mailto:KeriN@withinreachwa.org)

[CassidyF@withinreachwa.org](mailto:CassidyF@withinreachwa.org)



# Land Acknowledgment

---

Welcome to the Washington State Department of Health. We start today with a land acknowledgement. We are meeting virtually from all over, but our physical offices are located in Tumwater, on the traditional territories of the Coast Salish people, specifically the Nisqually and Squaxin Island peoples. Tumwater and the South Puget Sound region are covered by the Treaty of Medicine Creek, signed under duress in 1854. The employees of the State of Washington are guided by the **Centennial Accord and chapter 43.376 RCW** – respecting and affirming tribal sovereignty and working with our tribal governments throughout the state in government-to-government partnership.

<https://native-land.ca/>

# Today's Agenda

---

1. Welcome 4:00 – 4:05
2. Community Partner Spotlight 4:05 – 4:20
  1. Art Dojo – Jordan Chaney
3. COVID-19 Relational Briefing + Conversation 4:20 – 4:50
4. Community Feedback Session 4:50 – 5:25
  1. Pediatric (5-11) Vaccine Planning + Rollout
5. Closing Remarks 5:25 – 5:30

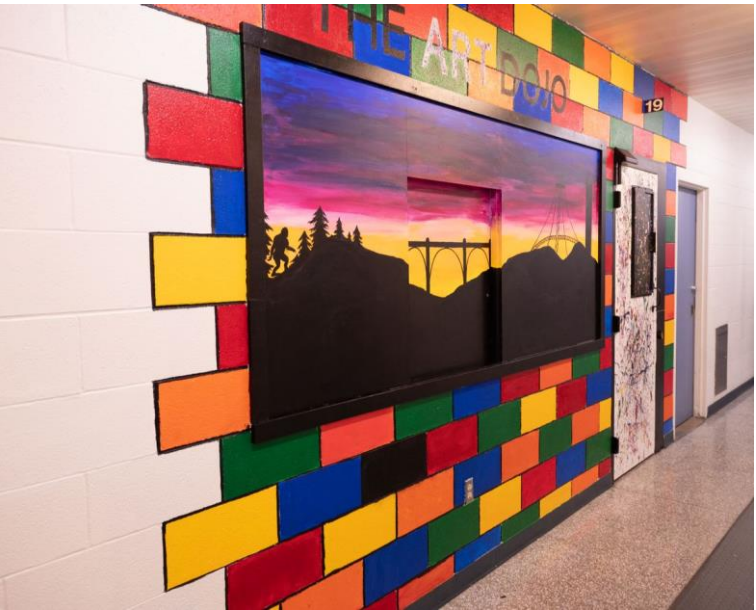


# Art Dojo

---

Jordan Chaney

<https://www.poetjordan.com/art-dojo>





# COVID-19 Vaccination Plan

---

SheAnne Allen; COVID-19 Vaccine Director

Britney Gaines & Tawanda Womack ; COVID-19 Vaccine  
Planning & Response Team

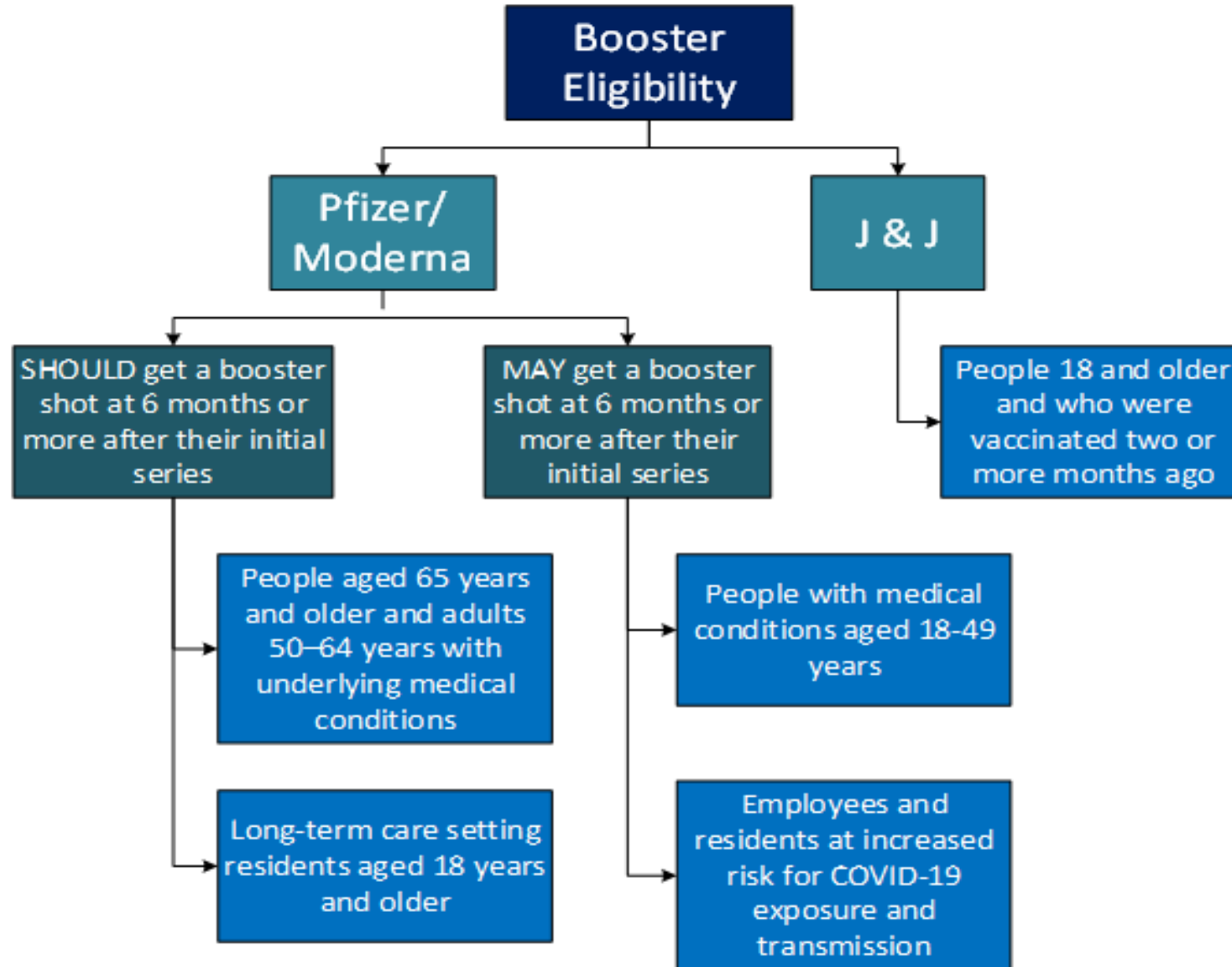


# COVID-19 Booster Update

- The CDC recommendations for Pfizer and Moderna mRNA vaccines for use as boosters:
    - **Eligible populations:**
      - 65+ Years or older
      - Age 18+ who live in \*Long-Term Care Settings
      - Age 18+ who have \*underlying medical conditions
      - Age 18+ who work or live in \*high-risk settings
    - **When:**
      - At least 6 months after your second primary COVID-19 shot
- 
- CDC recommendation for Johnson & Johnson's Janssen:
    - **Eligible populations:**
      - Those 18 years or older
    - **When:**
      - At least 2 months after your second shot
    - **Which booster should you get?**
      - Any vaccine type authorized in the United States:
        - Moderna
        - Pfizer
        - J&J

**\*Further definitions for these populations can be found at the CDC website under COVID-19 Booster Shots. Or ask your doctor if you are unaware of your eligibility\***

# COVID-19 Booster Update



# Pediatric Vaccination Plan Overview

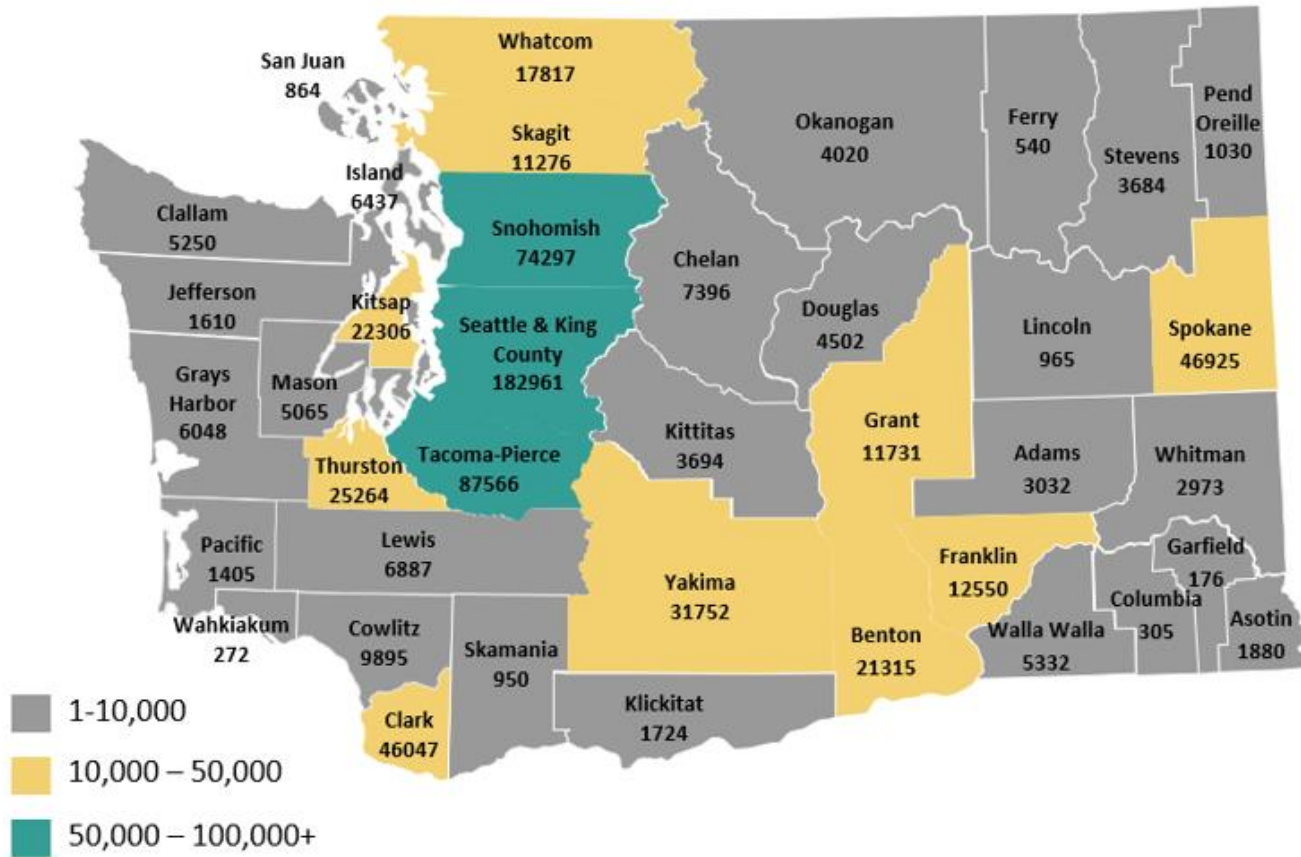
This plan examines equity, allocation, eligibility, distribution modalities, and the roles of local health jurisdictions (LHJ), healthcare providers, Tribes and Urban Indian Health Programs (UIHPs), schools, and community partners in assuring the equitable accessibility of vaccination to pediatric patients ages 5-11.



# COVID-19 Pediatric Eligibility

## Washington State Local Health Jurisdictions

2020 Population Estimates for 5–11 year olds by county



## Presentation

Pfizer-BioNTech  
(Pfizer)

677,745 children  
between the ages  
of 5 to 11 in WA.



# Planning Assumptions

---

- There may be a limited supply of pediatric COVID-19 vaccines for kids aged 5-11, initially; phasing may be necessary.
- Authorization and administration of the vaccine are expected to start with ages 5-11.
- Secondary groups following vaccine approval include ages 0-4.
- DOH will provide total allocation for tribal partners, who then reallocate to their communities.

# Distribution Modalities

---

## **Modalities**

- Pediatric, Primary Care, Family Practice Providers
- Pharmacies
- Federal Vaccine Program Partners
- Federally Qualified Health Centers and Rural Health

## **Secondary Access Sites**

- Mobile vaccination sites such as Care-a-Van
- Public event vaccination sites
- School-based clinics
- Community based pop-up clinics

# Disproportionately impacted communities within 5-11 years old include:

---

1. Black and Indigenous youth and youth of color (BIPOC)
2. Youth from immigrant & refugee families
3. Youth with parents/guardians who have limited English proficiency
4. Youth who are unhoused
5. Youth in foster care or other transitional housing situations
6. Youth with disabilities
7. Youth in the juvenile rehabilitation systems, both in-facility and other residential programs

## Disproportionately impacted communities within 5-11 years old include:

---

8. Youth in group housing, for any reason
9. Youth who live with a high-risk family member who is unable to receive the vaccine because of a medical issue
10. Youth who live in a Census tract 7+ rank on the COVID-19 Social Vulnerability Index (SVI) index
11. Youth from low-income households (perhaps prioritize youth eligible for free or reduced lunch)
12. Youth eligible for Apple Health programs (Medicaid)
13. Youth with medical conditions that put them at risk for severe complications from COVID disease.

## Key Challenges & Barriers

---

- Mistrust of government and health care entities
- Misinformation
- Lack of culturally responsive and linguistically appropriate education materials and outreach communication
- Difficulty accessing vaccines and/or vaccine information

# Promoting Health Equity

---

**DOH is committed to addressing concerns regarding equity observed in our initial vaccine efforts.**

## **Strategies:**

- Multilingual communication and outreach
- Leveraging community partnerships
- Prioritizing equitable vaccine access in communities disproportionately impacted by COVID-19
- Using community feedback to address barriers
- Coordinating with community partners to cover gaps in service to reach priority communities

# Building Vaccine Confidence

---

- **Lead with transparent, consistent, and frequent messaging.** This builds trust and credibility.
- **Translate and transcreate materials** into 36+ languages and diversify our outreach strategy. This ensures more audiences receive accurate, timely information in their preferred language and through channels they trust—which increases likelihood for behavior adoption.
- **Support community-led messaging and initiatives.** This invests in the most trusted channels and messengers, which increases trust in the message.
- **Bring community** leaders, influencers, experts, and primary audiences to the table to inform our planning process. This keeps us informed and allows us to address root causes of vaccine hesitancy.
- **Demonstrate responsiveness** to community needs and concerns. Through direct and meaningful community engagement efforts and genuine listening, a relationship of trust can be built between communities and governmental agencies.

# Building Vaccine Confidence & Trust

---

- **Enroll as a COVID-19 vaccine provider.** This allows you to offer full service to patients. [www.doh.wa.gov/covid19vaccineprovider](http://www.doh.wa.gov/covid19vaccineprovider)
- **Use a transparent and consistent message.** This builds trust and credibility.
- **Make it personal.** Share why you chose to be vaccinated or why you vaccinated your kids. Or instead, share a story you're familiar with. (*example: "The mom of another patient of mine felt the same way, but when she realized \_\_\_\_, she chose to vaccinate both of the kids."*)
- **Show your support.** Encourage clinic staff to wear buttons and stickers promoting COVID-19 (available free from DOH)
- **Address concerns and misinformation with motivational interview techniques and solid answers to myths.** Conversation guides are available from DOH and CDC.
- **Join the POP Initiative.** This gives you lots of tools and resources to prepare your practice, build vaccine confidence, overcome misinformation, and more. Plus free swag! [www.doh.wa.gov/pop](http://www.doh.wa.gov/pop)



# Child Eligibility campaign

---

- Three campaign concepts in development
- Launching with What We Know, What It Means
- Aiming to launch 11/5
- Social Media
  - 28 languages
- Banner ads
  - 20 languages
- Radio
  - English and Spanish





QUESTIONS?



# Community Feedback Session

## Pediatric (5-11) Vaccine Planning + Rollout

How can we ensure equitable access?

What questions and concerns are you currently hearing within your community about pediatric vaccinations for children ages 5-11?

---

# What are the most effective strategies for reaching communities who experience the greatest access barriers?

---

Examples: Undocumented individuals, Limited English Proficient Communities, Individuals with disabilities



Additional Feedback?  
Questions?

What hasn't worked well that we should avoid?





Thank You Partners, Interpreters,  
Captioners

# Contact Us

DOH Collaborative email: [vax.collaborative@doh.wa.gov](mailto:vax.collaborative@doh.wa.gov)



Closing Thoughts



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](mailto:civil.rights@doh.wa.gov).