

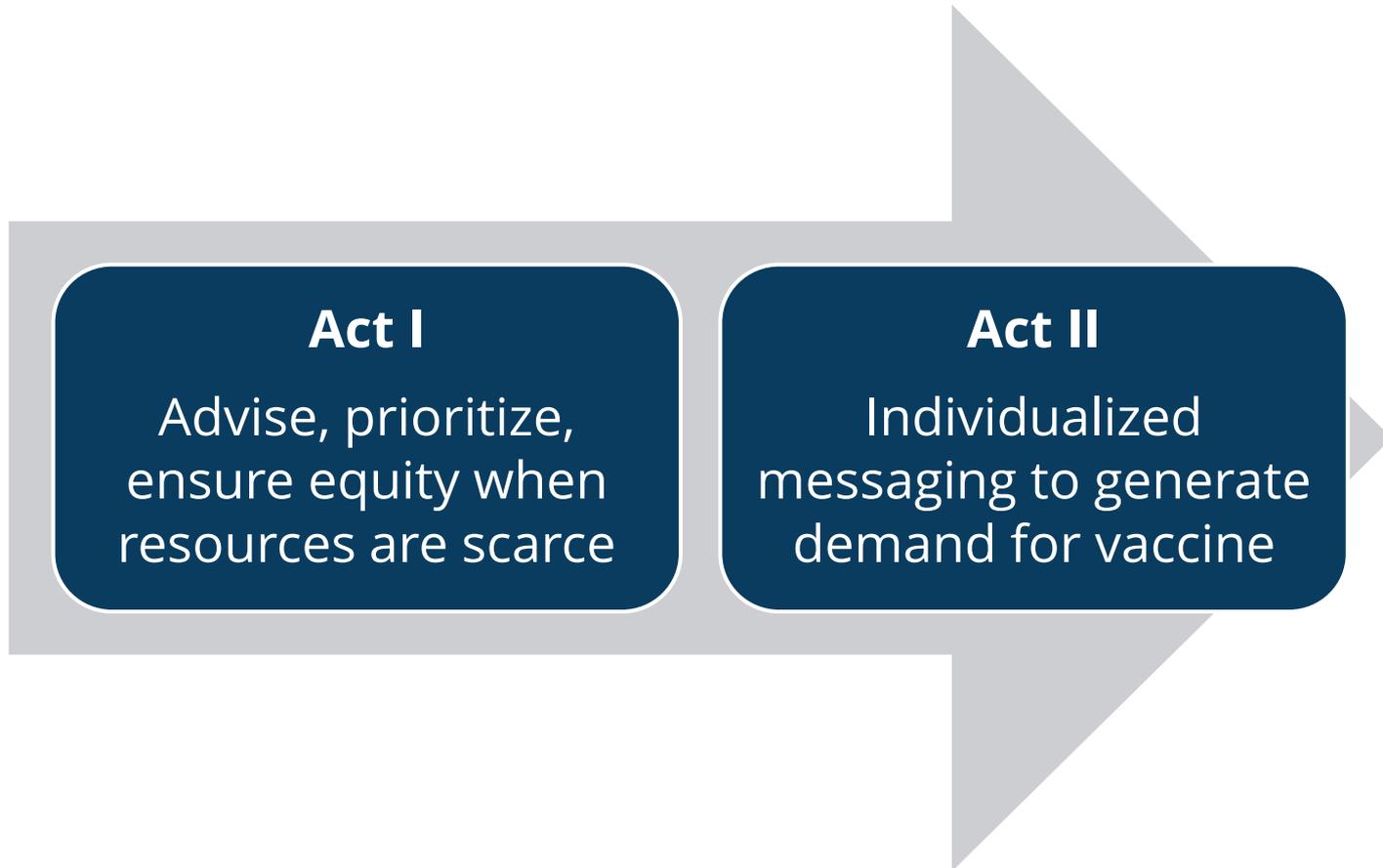


COVID-19 VACCINE TASK FORCE

**Meeting #9
April 14, 2021
10:30am – 12:00pm**

www.slopublichealth.org

A New Challenge: Reframing the Task Force Role



COVID-19 Status in SLO County

Total cases	20,754
Recovered	20,319
New cases (72 hrs)	31
Hospitalizations	4
Deaths	256
Variants	31

Data from 4/12/21 11am



Pause on Janssen Vaccine

- SLO County pausing J&J due to blood clot concerns, per CDC and FDA recommendations
- 6 of 6.8M doses is rare event
- 6 cases in women ages 18-48, one fatal; occurred 6-13 days after dose
- Unusual type of clot in brain, lungs or abdomen; symptoms - shortness of breath, severe headache, abdominal pain; thrombocytopenia (low platelet count)
- 180M doses of Moderna and Pfizer without any major adverse outcomes
- Need targeted and multilingual messaging of reassurance especially to groups overrepresented among J&J recipients (e.g., homeless, homebound, Latinx)



Transition to MyTurn



Sign up to get notified when it's **your turn** to get the **COVID-19 vaccine**.



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Total Doses Administered SLO County



COVID-19: Vaccine Dashboard

Statewide

22,974,654 (81.7%) Doses administered
365,829 Average doses per day



6,313,523 (19.5%) People partially vaccinated
8,871,326 (27.4%) People fully vaccinated



5,186,375 Doses on hand
(14 days of inventory)



28,121,700 Doses Delivered
5,295,120 CDC Pharmacy Doses Delivered

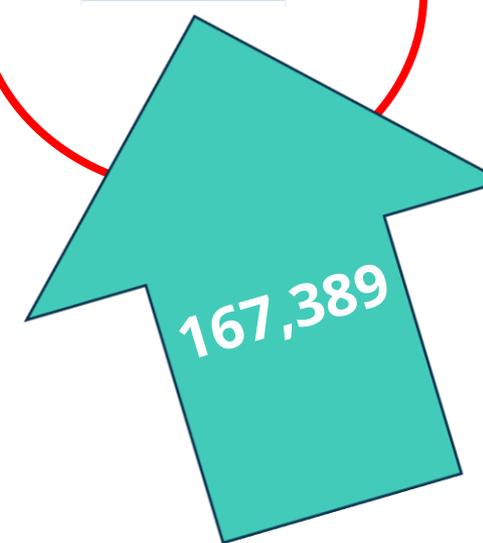
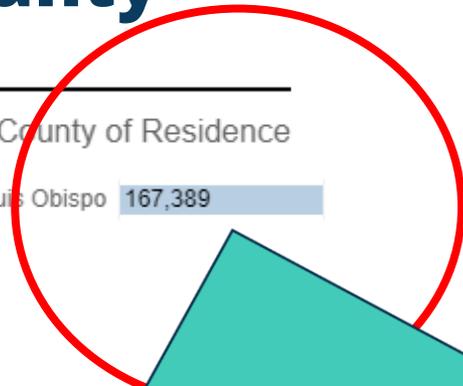
Doses Administered by County of Residence

County



San Luis Obispo **167,389**

San Luis Obispo



See [Data Dictionary](#) for Details.

Data: 4/11/2021 11:59pm | Posted: 4/12/2021



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Vaccination Rates

	Statewide	SLO County
Partially vaccinated	19.5%	16.7%
Fully vaccinated	27.4%	24.6%
Total	46.9%	41.3%

Goal: Herd Immunity 80%

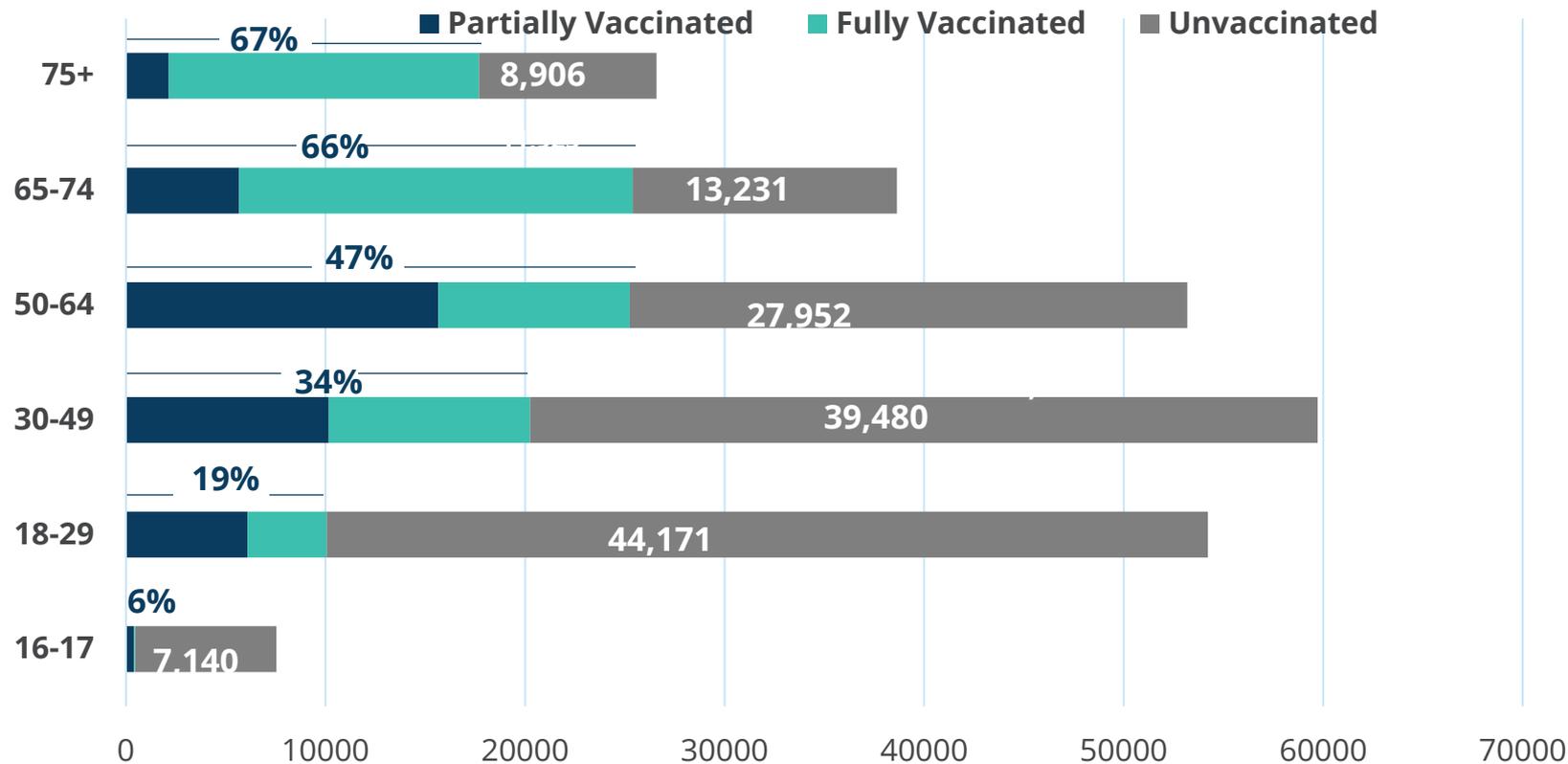
Data from CAIR 4.12.21 Includes vaccines administered through pharmacies and other providers



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Vaccination Rates by Age



Data from CAIR 4.12.21 Includes vaccines administered through pharmacies and other providers

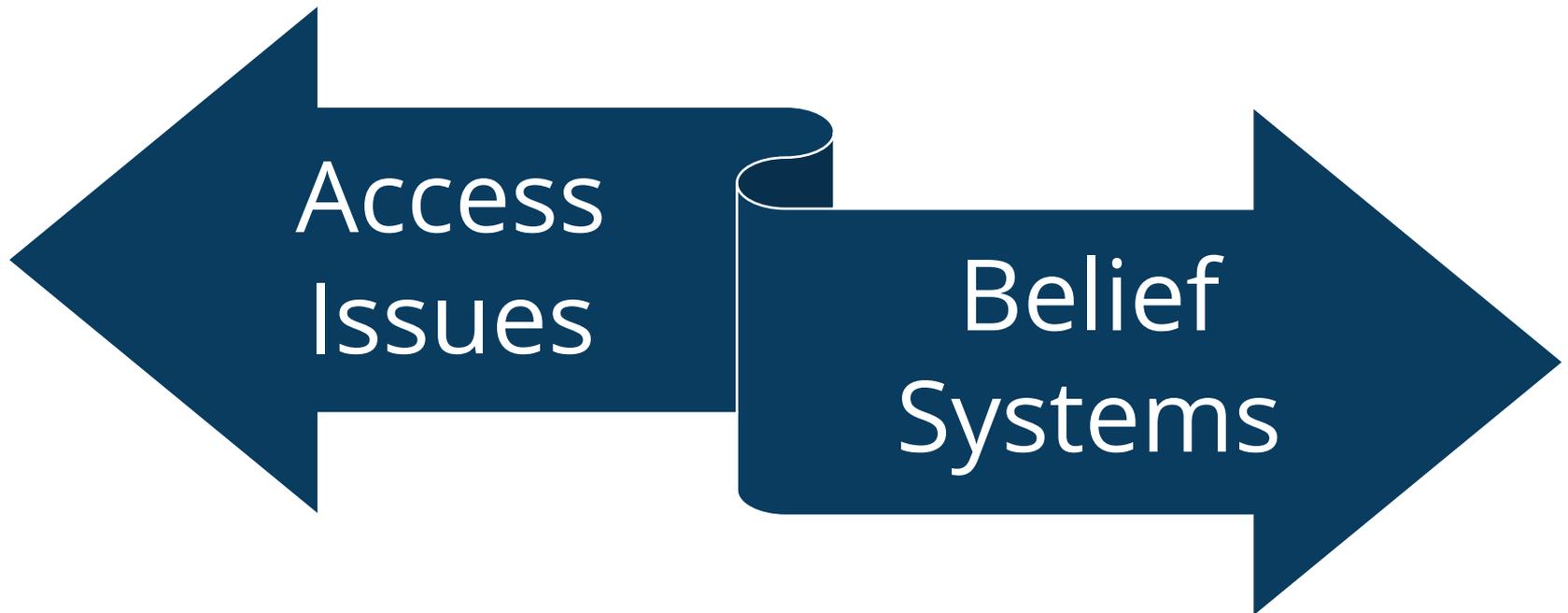


COUNTY
of SAN LUIS
OBISPO

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Unvaccinated



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Increased Vaccine Accessibility

Systemic Socio-Cultural & Economic Influences:

- Language barriers
- Multiple jobs, limited availability
- Less access to info

- ✓ **CHC** – Pop Up clinics
- ✓ **Home Health of the Central Coast** – Homebound individuals
- ✓ **County** – Mobile Clinics
- Supported PODs
- ✓ **Potential partnerships:**
 - ✓ **SNAP** (Mobile Vaccine Van)



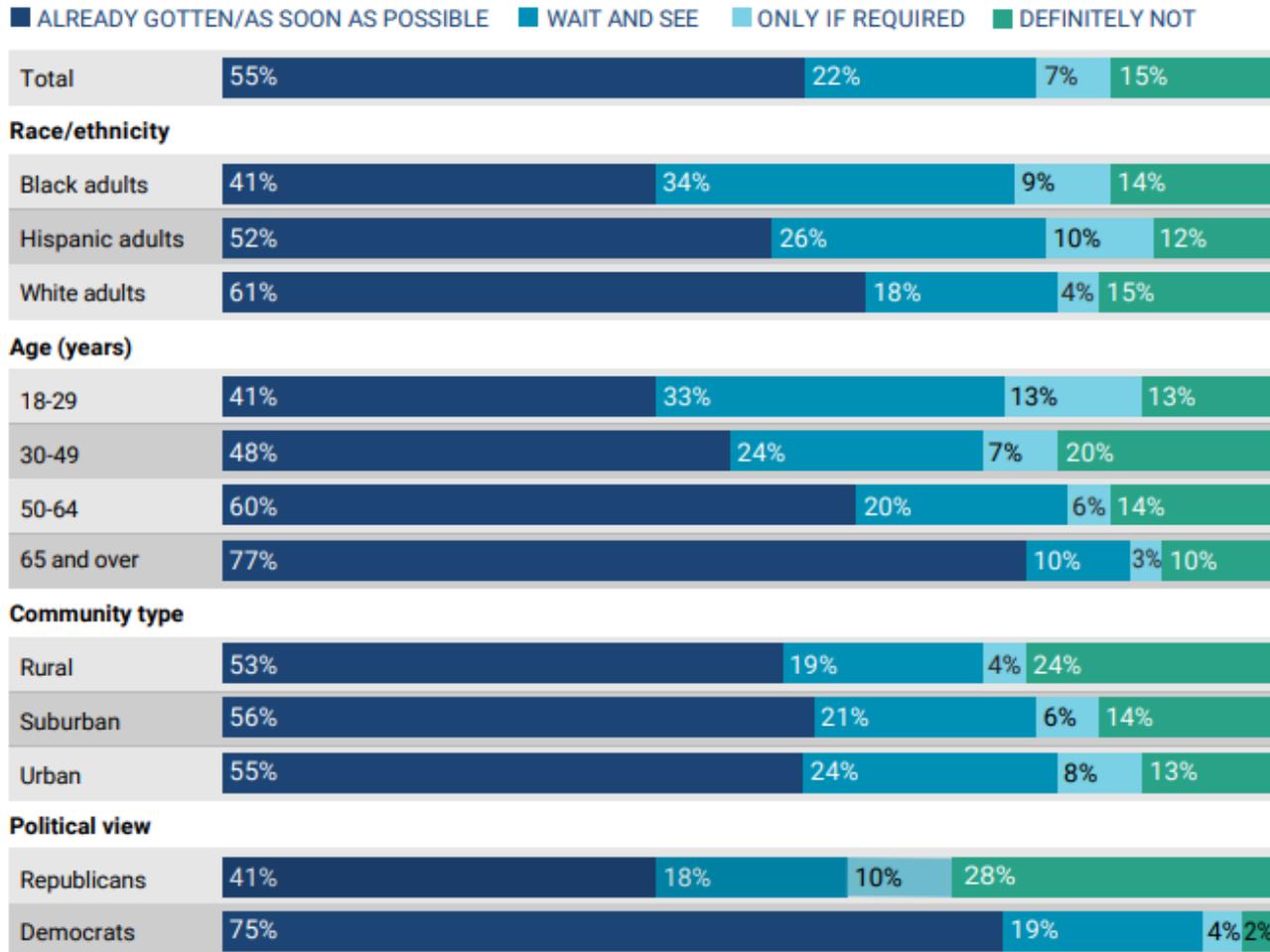
Understanding Hesitancy

What are you hearing?

- Distrust of government
- Concern about side effects
- Lack of efficacy or safety data
- Political influence
- Religious concerns



Vaccine Intention Among Adult Populations



SOURCE: Kaiser Family Foundation COVID-19 Vaccine Monitor (February 15-February 23, 2021)

<https://www.nfid.org/wp-content/uploads/2021/03/NFID-COVID-19-Communications-Report.pdf>



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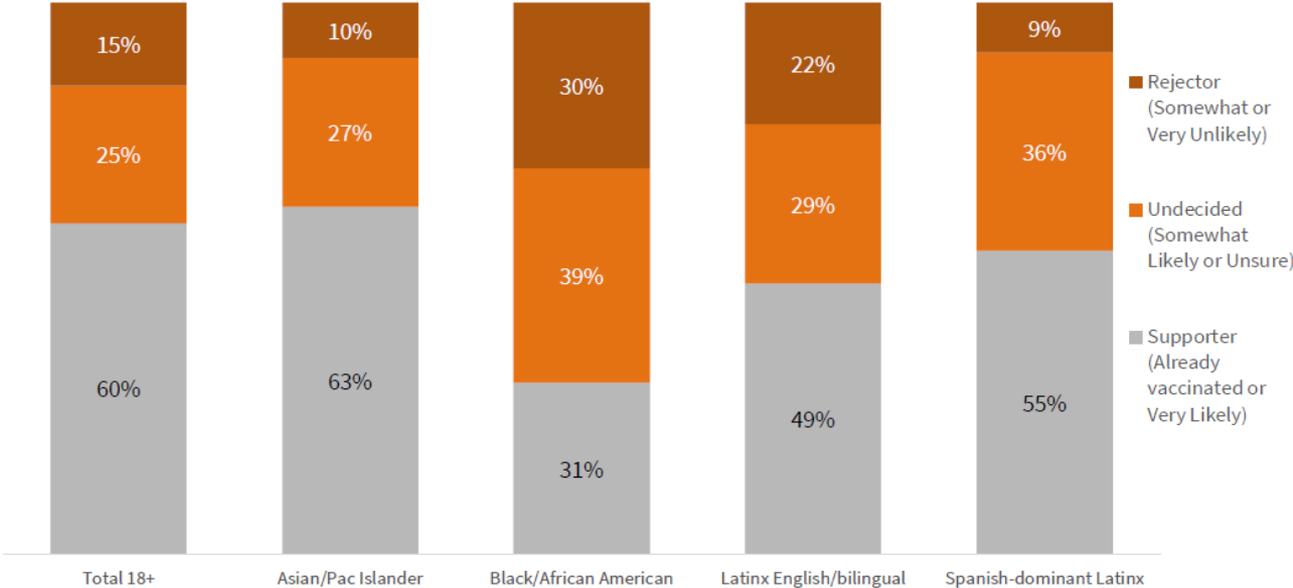
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Profile of Undecideds

Likelihood To Get Covid-19 Vaccine When Eligible

Undecideds Will be Easier to Motivate Than Rejectors

One-quarter (25%) of all adults haven't made up their mind about vaccination with more among the African Americans (39%) and Spanish-dominant (36%) populations.



Q26. When you become eligible, how likely are you to get a COVID-19 vaccine?

Base: Total 1,451, Asian/PI 264, Black/AA 238, Latinx English/bilingual 322, Spanish-dominant 280



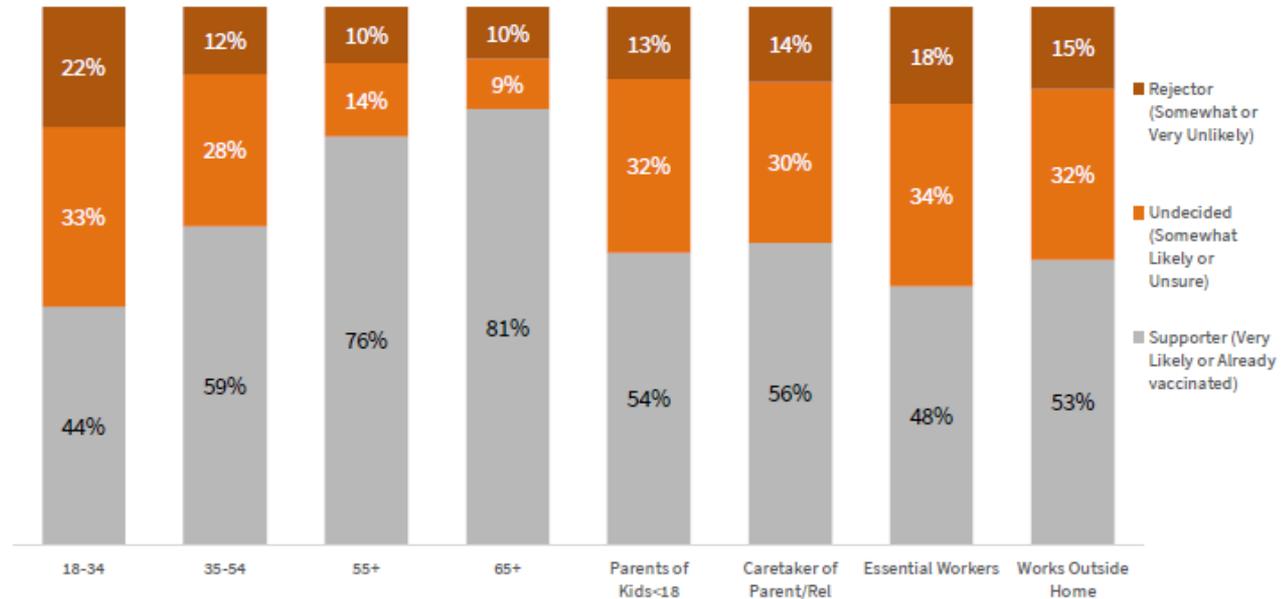
Profile of Undecideds

Profile of Undecideds

Undecideds in are Found in All Populations

Age 18-34 (33%), parents (32%), essential workers (34%), and people working outside the home (32%) provide the largest opportunities for the campaign to shift Undecideds to Supporters.

Likelihood To Get Covid-19 Vaccine When Eligible



Q26. When you become eligible, how likely are you to get a COVID-19 vaccine?

Base: 18-34 (628), 35-54 (490), 55+ (333), Female (674), Male (770), Parents (676), Caretakers (481), Essential (276), Work outside (776)



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What Can We Do?



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Building Vaccine Confidence

Building vaccine confidence requires acknowledging and addressing concerns;

- **Aligning vaccination benefits with emotions,** specific values, and priorities;
- Establishing vaccination as a **social norm** with compelling messages and the support of influencers and **trusted sources** to increase credibility of information.



#VaccineChampion



Joyce, 104



Cesar, Agriculture



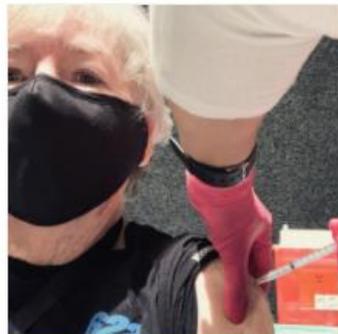
Vanessa, Teacher



Pita, Childcare



Ruben, Paso Robles



Mary Ellen, SLO



Jennifer, RN Dignity



Dr. Williams, Tenet



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SLO County Vaccine Champion Toolkit

- <https://www.recover slo.org/en/vaccine-champions.aspx>
- English and Spanish



You have the power to help restore health to our community by becoming a vaccine champion! Visit www.RecoverSLO.org/VaccineChampion for more information.

 Post to timeline



Are you fully vaccinated? Share your experience by tagging #VaccineChampion. Visit www.RecoverSLO.org/VaccineChampion for more ways on how you can help restore health to our community.

 Post to timeline



Flex your COVID-19 protection. #VaccineChampion

 Post to timeline



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Closing Comments

- Next meetings – 2nd & 4th Wednesdays of the month
 - April 28, 2021 from 10:30am – 12:00pm
 - May 12, 2021 from 10:30am – 12:00pm
 - Future meetings TBD
- Meeting notes, slides available at
<https://www.recover slo.org/en/slo-county-vaccine-taskforce.aspx>



Thank you!



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