

SNI Webinar Recap

Vaccine Equity Knowledge Exchange: Strategies to Engage Medi-Cal Populations

On November 9, 2021, SNI hosted the webinar, *Vaccine Equity Knowledge Exchange: Strategies to Engage Medi-Cal Populations*. In this session, vaccine leaders at public health care systems shared promising practices from the field to improve vaccine acceptance among communities with low vaccination rates. The webinar slides and recording are available [here](#). Below are key takeaways from the session.

Strategies to Improve Vaccine Equity



Community Engagement

- **UC Davis Health** works with community members prior to conducting community-based vaccine clinics to fully understand their health care needs and come prepared with useful resources, such as diabetes education materials.
- **UC Davis Health** ensures that volunteers and providers are culturally and linguistically representative of their communities and conducts targeted outreach (e.g., at apartment complexes with large refugee populations).
- **Contra Costa Health Services (CCHS)** launched a community referral program in which one third of the 1,400 participants were able to convince a family or friend to get vaccinated.



Messaging Strategies

- **San Mateo Medical Center (SMMC)** providers approach conversations with patience and compassion to uncover and dispel hesitancy around vaccines. Fear is often the basis of hesitancy and is articulated in a number of different ways.
- In a study on messaging strategies, **CCHS** found that emphasis on the dangers of COVID-19 was most effective in increasing vaccine intention while financial incentives were less effective. Direct conversations with primary care providers also increased vaccine intentions.



COVID-19 and Flu Vaccines

- **Alameda Health System (AHS)** and **SMMC** offer flu shots and COVID-19 vaccines simultaneously. SMMC has found that they need to re-educate patients and providers around the proven effectiveness of simultaneous vaccinations and dispel myths.



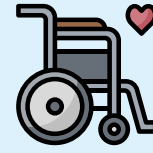
Inpatient, Outpatient, and ED In-Reach

- To simplify operations for on-campus vaccinations, **San Francisco General Hospital's** roving vaccine team delivers vaccines to patients anywhere on campus within 5-10 minutes.
- **Los Angeles County Department of Health Services** created a "no-wrong-door" approach by deploying carts to offer vaccines in waiting rooms and outside the hospital at kiosks.



Trusted Messengers

- **CCHS'** Youth and Young Adult Ambassadors program offers stipends to 55 ambassadors who engage their networks through social media. They also provide feedback to the Public Information Officer on the effectiveness of certain messages.
- **CCHS** employs 17 paid Adult Ambassadors to provide vaccine education and help businesses become compliant with County vaccine mandates.
- **CCHS** hosts monthly Historically Marginalized Communities workgroups, such as the African American, Latinx, AAPI, and Older Adults workgroups, to help understand the cultural needs of their communities. CCHS plans to continue the workgroups beyond COVID-19 to address other issues in these communities.
- **UC Davis Health** maintains contact with individuals who express interest in promoting the vaccine to their family and friends, so that they can answer questions and share resources via text.
- **CCHS** launched a successful text campaign to "mixed vaccination households" to encourage unvaccinated individuals to come in.



Reaching Homebound Individuals

- **San Francisco Health Network** utilized diagnosis codes to identify patients with reduced mobility, allowing their homebound vaccination teams to conduct effective outreach efforts.
- **SMMC** deploys a mobile vaccination team to any site that needs at least 20 vaccines.
- **CCHS** works with In Home Supportive Services to identify homebound individuals.



Vaccinating Children and their Families

- Certified nurse-midwives at **AHS** leverage their relationships with birthing women to encourage vaccinations for the safety of their baby. Partners and family members are encouraged to get vaccinated prior to seeing the new baby, and mothers receive the vaccine prior to discharge.
- **SMMC** partners with their local fire department to open mass vaccination clinics for children, creating a fun and welcoming environment for children to receive the vaccine.



Tips:

During the webinar, participants shared the following resources:

- "Highly recommend signing up for the [HHS Community Corps](#). Lots of great evidence informed messaging for different communities."
- "The [Public Health Collaborative](#) is one of the best resources out there. Highly recommend getting their email! Includes daily downloads and key messaging."