



# Washington County Culturally-Specific Vaccine Efforts

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Washington County Public Health

[www.co.washington.or.us](http://www.co.washington.or.us)



# Overview

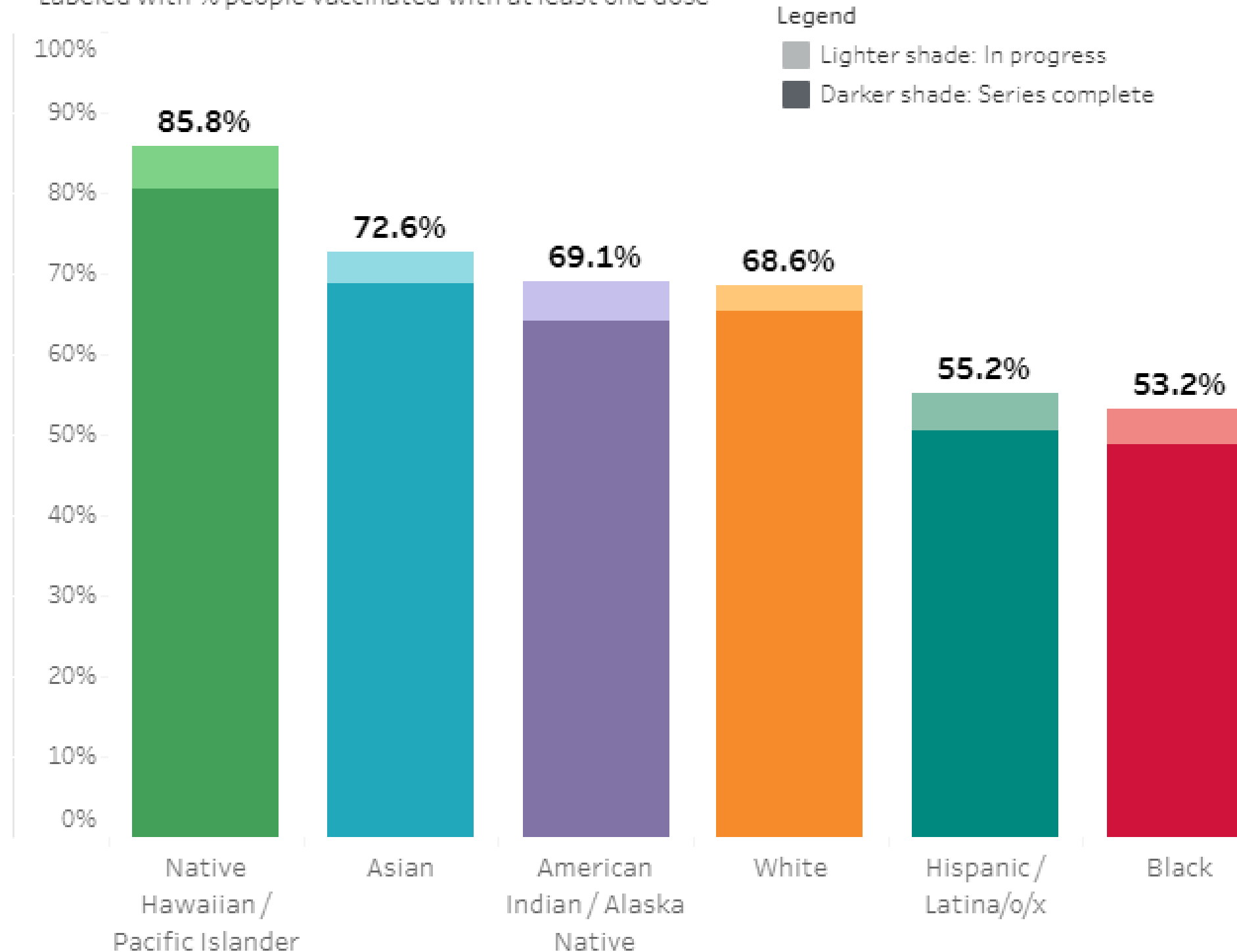
- Using data to prioritize vaccine work
- Engagement and outreach efforts
- Community, pop-up and mobile vaccine clinics
- Connecting with communities of color and partners
- What comes next?



# How are we doing with equity?

## Current rates by rarest race and ethnicity

Labeled with % people vaccinated with at least one dose



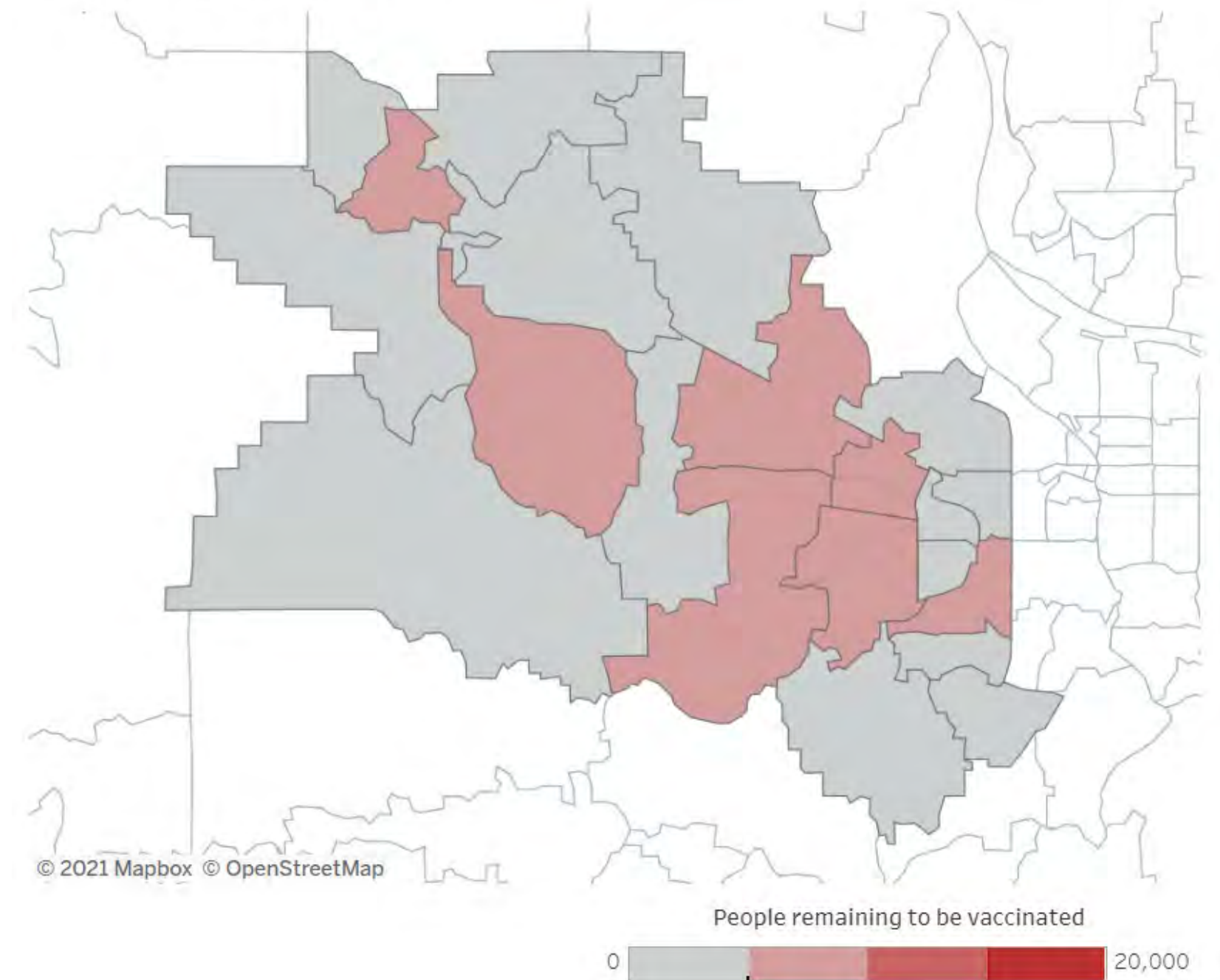


# Using Data to Prioritize Vaccine Work

- OHA and County race/ethnicity and age data
- Health Share weekly reports and Data Dashboard
- ZIP code and census tract data
- Recommendations from CBO partners

ZIP codes with the most people remaining to be vaccinated for COVID-19 to reach 80% are shown in red.

The darker the red, the more people in the ZIP code who are not vaccinated for COVID-19. Select a ZIP code to highlight the bar chart.



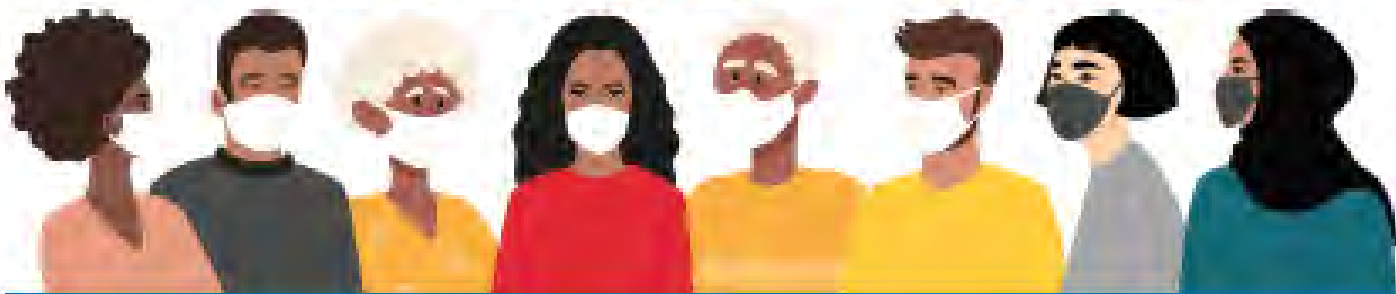


# Engagement and Outreach Efforts

- Early on community engagement and outreach grants for CBOs
  - Included funding for "advising the county"
- Listening sessions with CBO partners
  - COVID-19 Racial Equity Advisory Group
  - Latinx
  - Black and African American
  - One on one conversations
- Provided additional funding to organizations to create culturally-specific focused communications and campaigns
- Train the trainer model for CHW Vaccine 101
  - County staff trained
  - Provide training for Culturally Specific CBO CHWs and Promotores



1-833-907-3520



Need computer or language assistance?  
Call us to get your COVID-19 vaccination appointment.

Llámenos para hacer cita para vacunarse contra el COVID-19.

Позвоните нам, чтобы записаться на приём для вакцинации от COVID-19

코로나 백신 예약을 하시려면 저희에게 전화 하십시오.

សូមទូរស័ព្ទមកកាន់គ្រូបការងារយើងផ្តល់ជូនសេវាការណាស់ដូច ការចាត់ជួរវ៉ាក់សាំងស៊ីអូវីដ-១៩។

دیری گیب سادت ام اب ۱۹-دیووک ن سکاو قیروزت تقو ن تفرگ یارب

Nasoo wac si aad u hesho ballan Tallaalka COVID 19.

Tumawag sa amin upang magpa-appointment para sa bakuna sa COVID-19

Gọi cho chúng tôi để nhận lịch hẹn tiêm vắc xin COVID-19 của quý vị

请来电预约施打新冠肺炎(Covid-19)疫苗

請來電預約施打新冠肺炎(Covid-19)疫苗

كفل انوروكفا لسورياف حاقل دعوم يلع لوصحلا ضرغل انب لصرتا

# Washington County Vaccine Appointment HelpLine

- Staffed by Public Health Institute
- Initiated in March 2021
- For people who need computer or language assistance
- Staffed Monday-Saturday
- Response usually in 24 hours
- 3,327 appointments made from 6,835 calls
- 40% Spanish-language calls; 10% Vietnamese, Mandarin, Cantonese, Korean, Arabic, Portuguese and other languages



www.co.washington.or.us/vaccine  
www.co.washington.or.us/vacuna

# Vaccine Clinics Overview

- Vaccine appointment scheduling Helpline
- Early community clinics co-hosted or led by culturally-specific CBO partners
  - Asian Health and Service Center
  - Muslim Educational Trust
  - Centro Cultural
  - Living Islands
- Worked with CBO partners to promote event and schedule appointments
- Mobile and pop-up clinics





# Community Clinics

- 40 clinics since February
- 15,000 vaccinations administered
- Partners include
  - Pacific University, Centro Cultural, St. Anthony's Church, Village Church, Korean Society of Oregon, Muslim Education Trust, Asian Health and Service Center, City of Tigard, Conectate!, Hillsboro Chamber, Medical Reserve Corps, Nike, Columbia Sportswear, Intel, Tualatin Valley Fire & Rescue and many more





# Mobile Clinics

- 411 Doses (88 per day) since early July
- 2 locations per day, including:
  - Farmer's markets, BIPOC owned grocery stores, parks near low-income apartment complexes, local events
- Partners include
  - Adelante Mujeres, Center for African Immigrants and Refugees Organization (CAIRO), Korean Society of Oregon, Chinese Friendship Association, UTOPIA PDX, Centro Cultural, Bienestar, African Family Holistic Health Organization, and many others including Health System Partners
- Mobile Clinic Calendar
  - English
  - Spanish







# Connecting with Communities of Color

- My Vaccine Reason
- Via email, [Facebook](#), phone, WhatsApp, messenger, radio, TV, newsletters, printed
- Working with trusted partners
- Vaccines at Community Events (i.e. Eid Party, Pasifika Unity Festival, Soul to Soul)







## Social Media Strategy

Influencers: people want to see and hear from people who look like them

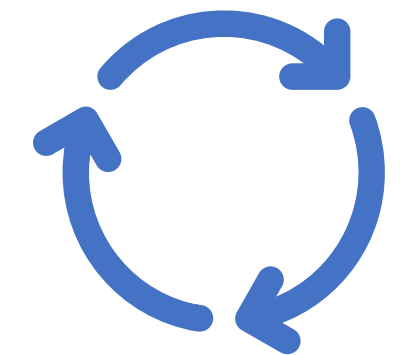


## Vaccine and Vacuna Websites

- [www.co.washington.or.us/vaccine](http://www.co.washington.or.us/vaccine)
- [www.co.washington.or.us/vacuna](http://www.co.washington.or.us/vacuna)
- [www.facebook.com/WashingtonCountyHHS](https://www.facebook.com/WashingtonCountyHHS)
- [www.facebook.com/CondadodeWashington](https://www.facebook.com/CondadodeWashington)

**Video: Closing the equity gap**

# What comes next?

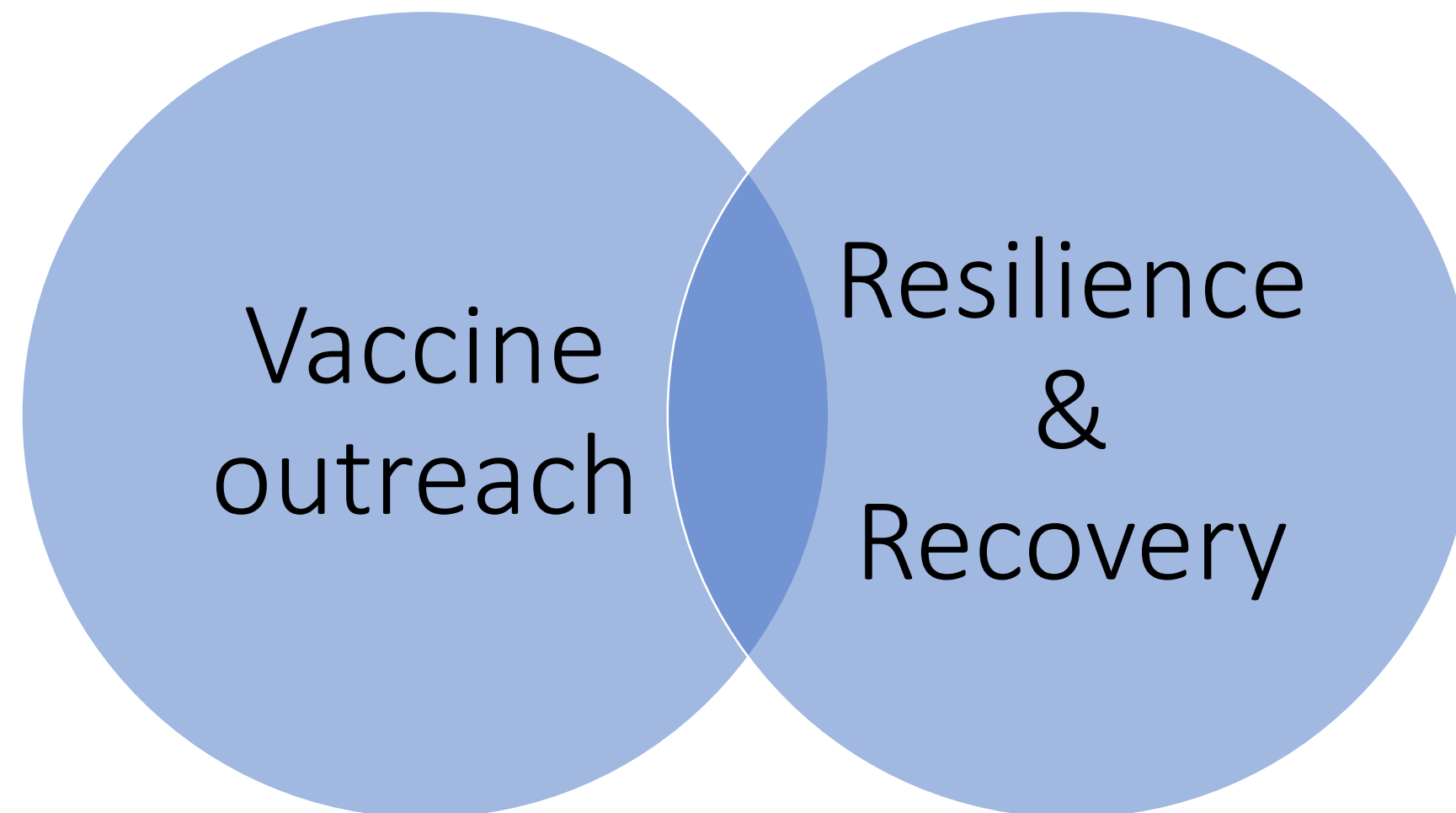


Vaccine Equity and COVID Resilience & Recovery Funding



# Understanding Community Needs

- Listening sessions with partners
- Focus on Social Determinants of Health
- Understand that COVID is not the only priority







# Funding Application

- Include a racial equity lens
- Low barrier process
- Blend and braid different funding streams
- Support both vaccine and recovery work

## Vaccine Related Activities (choose at least one)

- Co-host a clinic (provide more extensive onsite and offsite support with planning, scheduling, interpretation, check-in, second dose scheduling, and clinic flow)
- Provide onsite support (provide interpreters, staff/volunteers for the day of the event)
- Vaccine system navigation (schedule appointments for county clinics, help people navigate online vaccine scheduling, help arrange transportation or address other barriers)
- Outreach and education to address vaccine hesitancy or access issues
- Communications campaign or materials
- Advise Washington County Public Health on vaccine distribution efforts
- Other: \_\_\_\_\_

## Resilience and Recovery Activities (optional)

- Programs to support mental health
- Provide food or address food insecurity
- Provide clothing, school supplies, or other child/family needs
- Provide wraparound support beyond isolation/quarantine support
- Provide assistance or materials to address digital divide (technology or internet barriers)
- Build capacity of Traditional Health Workers
- Resource navigation or case management
- Other critical support or services the community needs in order to recover from the physical, mental and other impacts of COVID-19:  
\_\_\_\_\_



# Funded Organizations - \$2.6 Million total

- Adelante Mujeres
- Airway Science for Kids
- Angolan Community Organization of Oregon
- APANO
- Brown Hope
- CAIRO
- Hmong American Community Organization
- Latino Network
- Living Islands
- Lutheran Community Services NW
- Muslim Educational Trust
- Oregon Chinese Coalition
- PBDG Foundation
- Project Access NOW
- St. Anthony Catholic Church
- Korean Society of Oregon
- UTOPIA PDX
- Virginia Garcia Memorial Health Center
- We Care

# Project Highlights

- Food access for Pacific Islanders
- Supporting older adults in the Korean community
- Mental health supports for the Black/African American community
- Vaccine access for immigrants and refugees
- Economic support for African immigrant families
- Increasing access to culturally relevant COVID-19 information





# → Challenges and Next Steps

- Different funding streams with different requirements
- Helping small organizations build capacity
- Meeting insurance and risk requirements
- Evaluating the work and demonstrating impact



# → Appreciation

We would like to express our deep appreciation for all the partner organizations that have helped increase access and reduce disparities for the COVID-19 vaccine. We couldn't do this work without you!



Questions?

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