OHA Tri-County Area Pediatric Vaccination Summit

November 2nd, 2021



Introduction

Purpose: The goal of this Summit is to provide information regarding state, county, community, and health care provider efforts to vaccinate the 5-11-year-old population in the Tri-County area. Specifically, this Summit will:

- Increase awareness of available resources and existing pediatric COVID-19 vaccination plans.
- Identify what gaps exist in the Tri-County Area's pediatric COVID-19 vaccination plans.
- Enable further collaboration amongst providers and communitybased organizations.



Agenda

Topic	Time
Introductions	10 minutes
Pediatric Pfizer Vaccine Highlights & Timeline	10 minutes
OHA Fall COVID Vaccine Planning	20 minutes
Tri-County Area Capacity	30 minutes
OHA Communications & Provider Outreach	15 minutes
Open Q&A	10 minutes
Live Surveys	20 minutes
Closing	5 minutes



Pediatric Pfizer Vaccine

Dr. Kristen Dillon, FAAFP
OHA - Senior Advisor for the COVID-19 Response & Recovery Unit (CRRU)



Pediatric Pfizer Vaccine - Highlights

- How is the pediatric Pfizer vaccine different from adult Pfizer vaccine:
 - The pediatric Pfizer vaccine is a new product that must be ordered separately
 - The pediatric Pfizer vaccine must be placed in an <u>ultra-cold freezer</u> (-90°C to -60°C) or a <u>refrigerator</u> (2°C to 8°C)
 - The pediatric Pfizer vaccine comes with an orange cap and orange graphics on the package.
- How are the two vaccines similar:
 - Both contain the same vaccine and work in the same way
 - Both require 2 doses, 21 days or more apart
 - Both have been found to be safe, with some short-term side effects in the days after vaccination (fever, body aches, etc)
 - Both are highly effective in preventing COVID-19



Image: Pediatric Pfizer Vaccine with orange cap



Pediatric Pfizer Vaccine - Timeline

Tuesday	Wednesday	Thursday	Friday
<u>10/26</u>	<u>10/27</u>	<u>10/28</u>	<u>10/29</u>
FDA Advisory Committee recommended that the FDA issue Emergency Use Authorization (EUA) for Pfizer COVID-19 vaccine for children ages 5 to 11 (pediatric Pfizer vaccine).			FDA authorized the emergency use of the pediatric Pfizer vaccine.
<u>11/02</u>	<u>11/03</u>	<u>11/04</u>	<u>11/05</u>
Week of 11/08 – 11/12			



Pediatric Pfizer Vaccine - Timeline

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<u>10/26</u>	<u>10/27</u>	<u>10/28</u>	<u>10/29</u>
<u>11/02</u>	<u>11/03</u>	<u>11/04</u>	<u>11/05</u>
 CDC Advisory Committee (ACIP) will discuss recommendations for the use of the pediatric Pfizer vaccine and is expected to vote on recommendations. Western States Scientific Safety Committee will meet and make recommendations. Oregon standing orders and protocols based on these recommendations will be posted (with instructions not to immunize until the governor's statement). 	 Governor Brown will review the Western States Committee's recommendations and will issue statement authorizing the start of pediatric vaccinations. OHA will amplify the Governor's statement and send messages via all channels. Projected start date for immunizing children aged 5-11 in Oregon. 	Initial supply of pediatric Pfizer vaccine will continue to arrive.	



Pediatric Pfizer Vaccine - Timeline

Tuesday	Wednesday	Thursday	Friday
<u>10/26</u>	<u>10/27</u>	<u>10/28</u>	<u>10/29</u>
<u>11/02</u>	<u>11/03</u>	<u>11/04</u>	<u>11/05</u>

Week of 11/08 - 11/12

- Pediatric Pfizer vaccine will continue to arrive in Oregon and be redistributed, where necessary, via health systems and HUB's.
- Ordering of additional pediatric Pfizer doses will resume on November 9th and will continue on an ongoing basis.



Pediatric Pfizer Vaccine – Statewide Allocations

Type of Organization	Total Requested	Total Allocated	Total Ordered
FQHC	24,300	12,900	9,000
Health Care	190,300	77,100	70,500
IHS/Tribal/Urban Indian	1,800	1,500	1,500
Local Public Health	60,700	23,700	23,700
CRRU Field Operations	5,000	3,000	3,000
Pharmacy	4,000	1,500	900
Grand Total	286,100	119,700	108,600



Pediatric Pfizer Vaccine - Technical Information

For up-to-date information about the pediatric Pfizer vaccine, please visit OHA's website:

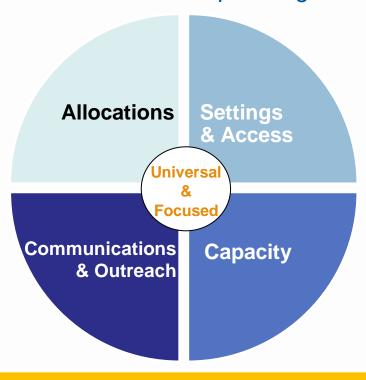
https://www.oregon.gov/oha/PH/PREVENTIONWELLNESS/VACCINESIMMUNIZA TION/IMMUNIZATIONPROVIDERRESOURCES/Pages/COVIDTraining.aspx

And for live answers to your vaccine questions, the Oregon Immunization Program hosts office hours every Monday at noon. To register, contact vfc.help@dhsoha.state.or.us.



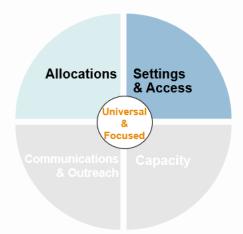
Fall COVID Vaccine Planning Bodies of Work

There are four main bodies of work that we will be highlighting today. All four bodies of work are built off a foundation of our equity goals and priorities. Please note, this is not inclusive of all our planning efforts.



Equity Goals & Priorities





OHA Fall COVID Vaccine Planning

Erin Macauley, MPH, MSW, GCPH
OHA - Equity Analyst for the COVID-19 Response & Recovery Unit (CRRU)



OHA Fall COVID Vaccine Planning Priorities

Ensure equitable and culturally-responsive vaccination services are provided to Oregonians.

Amplify and respond to community voice.

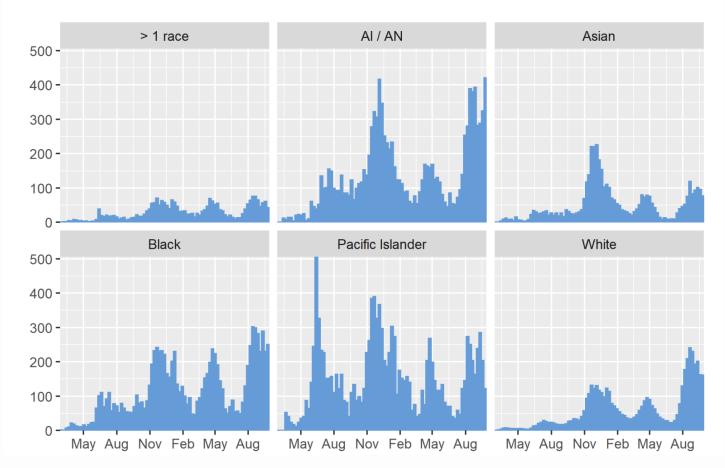
Incorporate best practices and lessons learned from adult vaccine rollout (12+ year old).

Effectively align state, local, community, and health care efforts.



Equity Focus – the "why"

Figure 18. All COVID-19 cases (case rates per 100,000) by race and week of onset





OHA Fall COVID Vaccine Planning Approach

The Fall COVID Vaccine Planning Program completed the COVID-19 Equity Impact Analysis tool to identify strengths and opportunities to improve equitable access to the pediatric vaccine.

Our planning efforts will include both universal and focused:

- Focused we are actively working towards closing the vaccine equity gap for BIPOC communities.
- *Universal* we want everyone who is eligible to have access to the COVID vaccine.





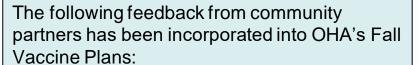




Incorporate Community Feedback

OHA's Fall COVID Vaccine Planning Program regularly solicits community feedback from various groups, including but not limited to:

- Racial and ethnic minority communities
- Other communities who historically experience barriers to health care access (i.e. MSFW, Houseless, and Disability communities)
- · Providers and health systems
- Community-Based Organizations and Partners



- Utilizing on-site services in schools as trusted institutions and often highlyaccessible locations
- Providing vaccination services through school-based health centers
- Ensuring that vaccinations are available to multiple generations or age groups within the same family or household
- Continuing support of community driven vaccination services through OHA's Vaccine Outreach Team Equity (VOTE)

To provide additional feedback, community partners can:

- Attend the Tri-County Vaccine Equity Call on Thursday's from 2-3PM (contact Cathy Kaufmann at <u>cathy @kaufmannstrategies.com</u> for invite)
- 2. Contact the COVID-19 Feedback Team at COVID.19@dhsoha.state.or.us
 OR leave a voicemail at 503-945-5488



Incorporate Best Practices, Data, & Lessons Learned

The following elements of Fall COVID Vaccine Planning are based on our prior experience:

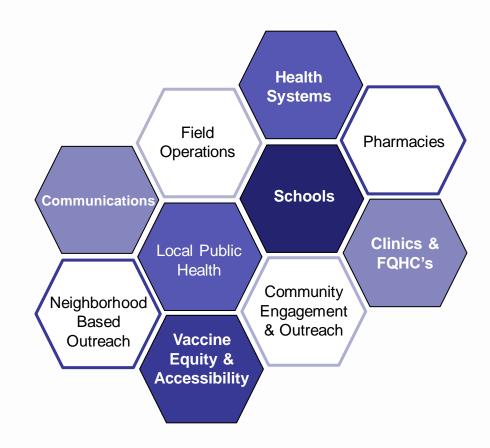
- Tracking data in real time and disaggregating it by race & ethnicity
 - Vaccination uptake
 - Test-positive cases
- Sharing data promptly and publicly
- Building equity into our vaccine allocation process
 - Eliminating eligibility phases
- Involving CBO's earlier in the community planning process
- Providing extra support to providers, including FQHC's, clinics, and pharmacies, that are willing to put extra resources into serving BIPOC and immigrant communities
 - Prioritize allocations to these locations
 - Prioritize kiddos with increased susceptibility or risk (e.g. houseless, immunocompromised, etc.)
 - Ensure vaccinator comfort and training opportunities for working with kiddos



Effectively Align Efforts Statewide

OHA Teams coordinate with each other and external partners daily to bring vaccine access and equity to life:

- CRRU Vaccination Team interacts with different sectors & provider groups to share information
- CRRU Accessibility and Equity inform our internal work and engage community partners
- Pre-existing OHA structures (i.e. Oregon Immunization Program, OHA Contracting Office, etc.) support COVID vaccine work alongside their ongoing work
- Point B Team is focused on coordinating regional planning efforts







Equitable Vaccination Services – Allocations



The Fall COVID Vaccine Planning Program used an equity-first approach to allocating pediatric Pfizer doses, given expectations that initial demand may exceed supply:

- Focused: Prioritized FQHC's, Local Public Health, IHS/Tribal/Urban Indian Providers, School-Based Health Centers, and the redistribution HUB's that distribute vaccine in smaller quantities to diverse clinics and vaccination sites.
 - These sites were felt to represent some of the most of important vaccinators to reach populations who experienced barriers during the adult vaccine roll-out.
- Universal: Every site that requested vaccine received some doses.
 - Ensured that providers with capacity have initial pediatric doses available.





Equitable Vaccination Services – Settings

The Fall COVID Vaccine Planning Program identified new settings adapted for kids to increase access points to the pediatric Pfizer vaccine.

		rederally-Qualified Health Centers
	Forta the se	Primary Care Clinics & Health Systems
	Existing Settings	Pharmacies
		Public Health Clinics
Adapt		Community-Driven Vaccination Events
	Settings	Schools (SBHC's & School-Located Vaccination Clinics)
	Adapted for Kids	High-Volume & Drive-Thru Sites

Endorally Qualified Health Contare





corporate best practices discount from local loc

Equitable Vaccination Services – Settings

Federally-Qualified Health Centers

Primary Care Clinics & Health Systems

Existing Settings

Pharmacies

Public Health Clinics

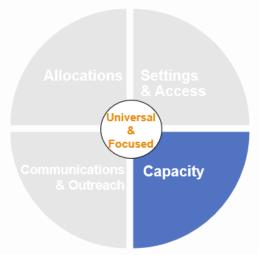
Community-Driven Vaccination Events

New Settings Adapted for Kids Schools (SBHC's & School-Located Vaccination Clinics)

High-Volume & Drive-Thru Sites

Locations driven by community feedback





Tri-County Area Capacity

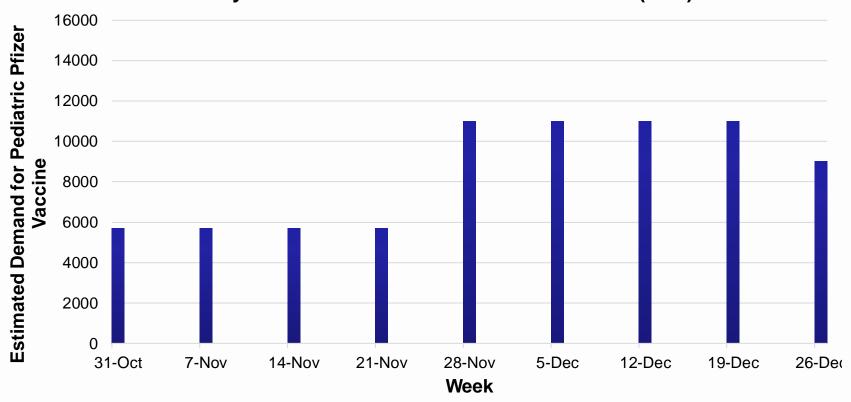
Ashley Rezai, PMP

Point B Consultant - Project Manager for OHA's Fall COVID Vaccine Planning



Tri-County Area Capacity Estimates

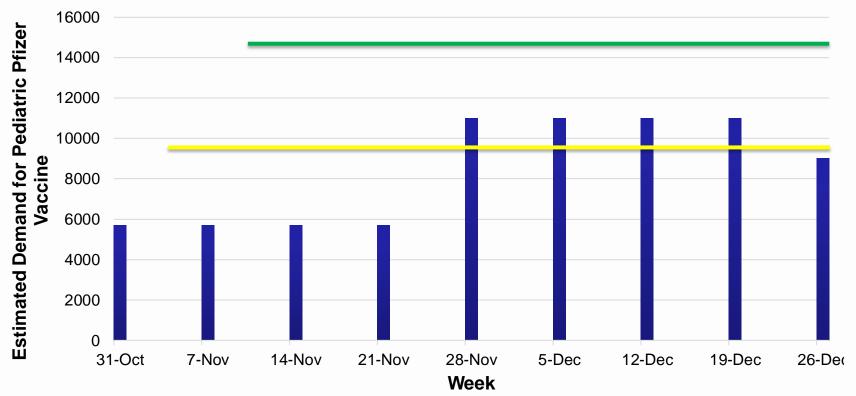






Tri-County Area Capacity Estimates





Estimated Peak Capacity (doses per week)

Estimated Average Capacity (doses per week)

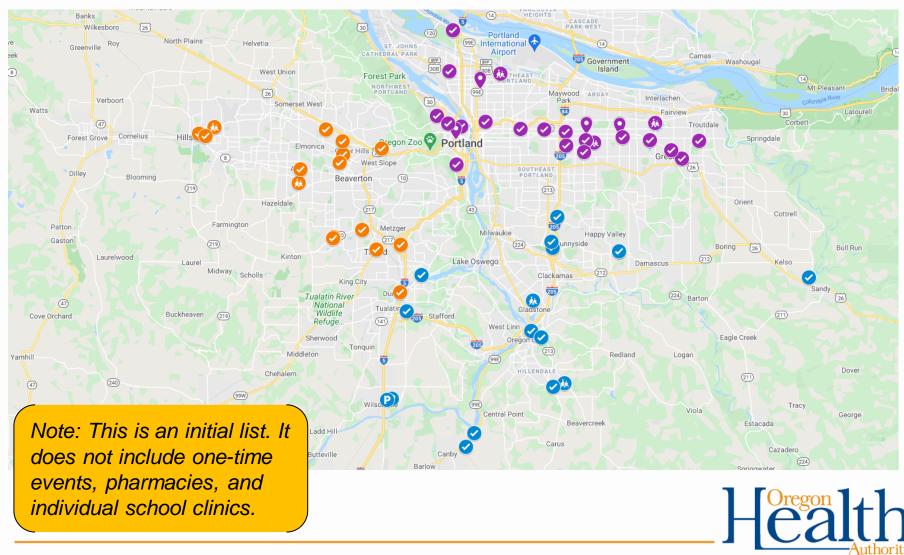


Equitable Vaccination Services – Settings

Federally-Qualified Health Centers Primary Care Clinics & Health Systems Existing **Pharmacies** Settings **Public Health Clinics** Community-Driven Vaccination Events New Schools (SBHC's & School-Located Vaccination Clinics) Settings Adapted for Kids High-Volume & Drive-Thru Sites



Tri-County Area Capacity – Known Sites



Tri-County Area Capacity – Health Systems

In addition to vaccinating patients during normal clinic visits, health systems in the tri-county area are working to hold medium-to-high volume vaccine events.

Kaiser Permanente

estimated capacity per week is 3,000-5,000 doses

- Planning 11 vaccination events across 3 Kaiser facilities in Portland and Beaverton.
- Also planning several vaccine events with school districts.

OHSU

estimated capacity per week is 1,200 doses

- Planning vaccine clinics 4 days per week at the Doernbecher Children's Hospital in Portland.
- Additionally, the OHSU Vaccine Equity Committee is hoping to partner with community organizations and schools to host pediatric events.



Tri-County Area Capacity – Health Systems

In addition to vaccinating patients during normal clinic visits, health systems in the tri-county area are working to hold medium-to-high volume vaccine events.

Legacy

estimated capacity per week is 500-1,000 doses

- Planning high-volume vaccine events at schools, community centers, churches, parks, homeless centers, etc.
- Have tentatively scheduled 10 pediatric vaccine clinics primarily indoor, some drive-thru.

Providence

estimated capacity per week is 1,500 doses

- Planning three weekly drive-thrus in Bridgeport, Multnomah, and Tanasbourne.
- Also hosting four weekly events (Thursday-Sunday) with CBO's.
- Additionally, planning vaccine events at 5-6 schools in the tri-county area.



Tri-County Area Capacity – FQHC's & Primary Care Clinics

Federally-Qualified Health Centers (FQHC's): combined estimated capacity is 900 – 1,800 doses per week

- There are numerous FQHC's in the tri-county area that provide low-barrier access to health care to communities of color, low-income populations, and Medicaid populations.
- Additionally, FQHC's are the medical sponsors of most school-based health centers and are working with schools to plan vaccine clinics.

Pediatric Clinics: combined estimated capacity is 625 – 1,800 doses per week

- In addition to vaccinating patients during their normal clinic visits, some pediatric clinics are also planning vaccine events.
 - Example: Pediatric Associates of NW is planning to conduct 6 high-volume, indoor pediatric vaccine events (est. 1,000 doses per event) in Portland.
 - Other practices, such as Metropolitan Pediatrics, are looking for sites where they can conduct larger vaccine clinics on weekends or evenings.

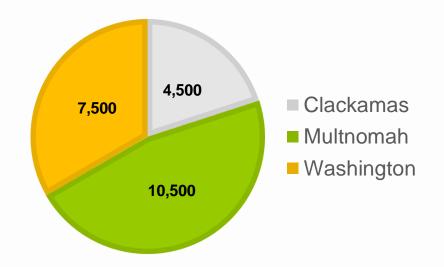


Tri-County Area Capacity – Pharmacies

 There are at least 40 pharmacies located in the tri-county area that have ordered pediatric Pfizer doses. Locations can be found on GVO site.

Total Pediatric Pfizer
Doses Ordered By
Pharmacies

- Pharmacists and their staff are now authorized to vaccinate children aged 3 and above for COVID and influenza during this declared emergency.
 - Outside of the emergency, statute allows pharmacies to vaccinate children aged seven and above.





Tri-County Area Capacity – Public Health Clinics

Local Public Health Authorities (LPHA) prioritize children and families that are unlikely to engage with existing vaccination settings (i.e. pediatricians, FQHC's, pharmacies, etc.) and who have historically experienced barriers to health care access.

 Between standing vaccine clinics, mobile vaccine events, and pop-up school vaccine events, LPHA's are estimated to have the capacity to administer 800-1,000 doses per week.

LPHA's meet regularly with over **75 community-based organizations** to identify the best locations, dates, and times to hold these events. Prioritized areas include:

- Neighborhoods with high concentrations of BIPOC and/or immigrant residents
- Neighborhoods close in proximity to low-income housing units
- Areas with high COVID cases and/or low vaccination rates
- Sites that are familiar and trusted by parents who often experience barriers to health care access



Tri-County Area Capacity – Community-Driven Events

In addition to community-driven events hosted by LPHA's, FQHC's, and health systems, OHA's Vaccine Outreach Team – Equity (VOTE) also works with community-based organizations to plan events in the tricounty area.

66 community-driven VOTE events planned in November & December

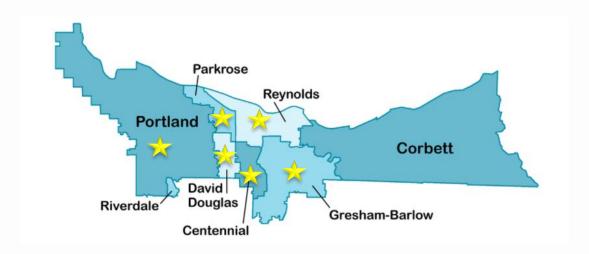
Over **20** different community-based organizations engaged

If you are interested in planning a community-driven event with VOTE, please contact <u>Community.Events@dhsoha.state.or.us.</u>



Tri-County Area Capacity – Multnomah County School Districts

- Multnomah County is working with school district superintendents to co-identify high-priority schools based on low-income, immigrant, BIPOC student populations, as well as proximity to large low-income housing units.
- Most SBHC's will dedicate a 2-4 hours per week to providing vaccines on-site. Additionally, there are 4 pop-up pediatric vaccine events planned in November.
- Most school districts are planning to host additional larger scale vaccination clinics for students, some for parents and other community members, in partnership with Multnomah County Student Health Centers, Public Health vaccination teams, health system or other FQHC partners.

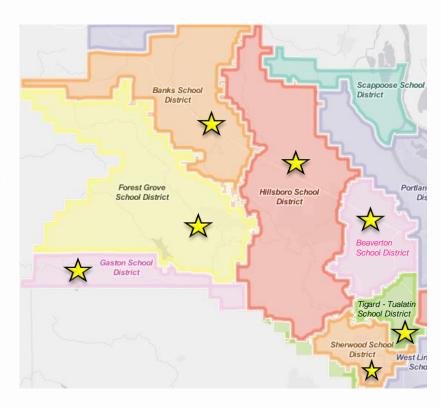




Tri-County Area Capacity – Washington County School Districts

Washington County is working with school districts to identify schools with high numbers of students of color and students that come from low-income households (Title 1 elementary schools). As of now, all school districts are planning at least one pediatric vaccine event with one or more of these providers:

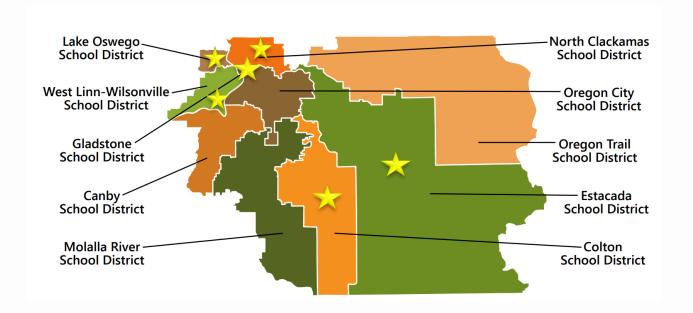
- Washington County LPHA
- Virginia Garcia
- Neighborhood Health Center
- Providence Health System
- OHSU





Tri-County Area Capacity – Clackamas County School Districts

- Clackamas County is regularly meeting with all 10 school districts to plan vaccine clinics at schools. Efforts are focused on schools with higher BIPOC populations and in rural settings.
- Local Public Health already have vaccine clinics planned in Gladstone, North Clackamas, and West Linn/Wilsonville school districts.
- Orchid Health and Clackamas Health Center are also planning to administer vaccines at their SBHC's.





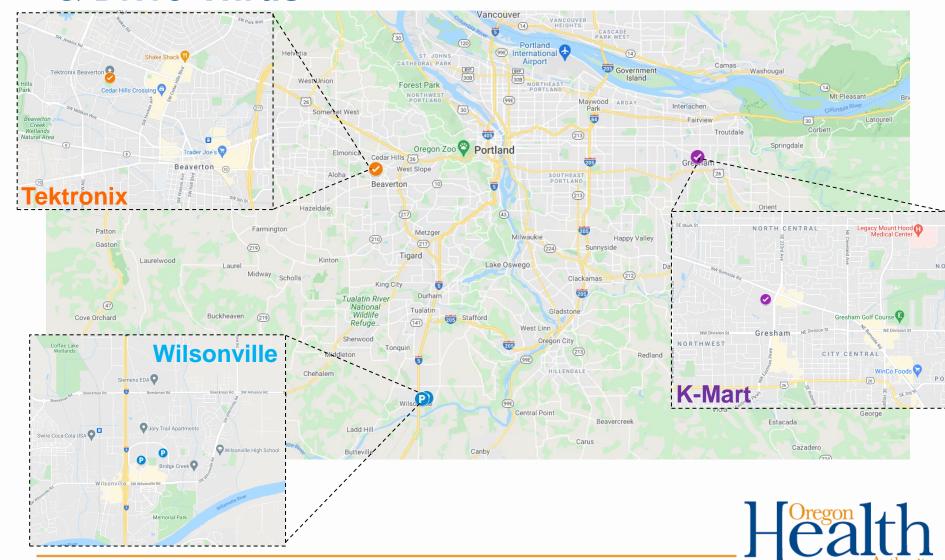
Tri-County Area Capacity – High-Volume & Drive-Thru Sites

OHA's CRRU Field Operations Team is standing up three high-volume sites in the tri-county area that will offer vaccines to all eligible age groups.

Confirmed Sites	County	Location	Туре	Estimated Throughput	Distinguishing Factors
Tektronix	Washington	Beaverton	Indoor + curb-side vaccination	500 doses per day	Located in a high-priority area, provides an indoor option
K-Mart	Multnomah	Gresham	Outdoor drive-thru	1,000-2,000 doses per day	Located in a high-priority area, and expands access to east-Multnomah County
Clackamas Community College	Clackamas	Wilsonville	Outdoor drive-thru	1,000-2,000 doses per day	Fills a service area gap in Clackamas County, also local community is familiar with this site and used it earlier this year



Tri-County Area Capacity – High-Volume Sites & Drive-Thrus



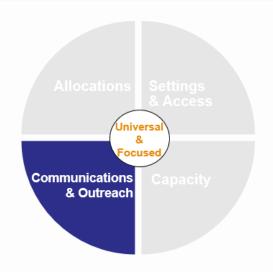
Tri-County Area Capacity – Identifying Vaccinators

With high staff burnout and decreasing capacity, many organizations are asking for help staffing vaccinators at their events. OHA will review these requests on a case-bycase basis and will prioritize allocating resources to events that aim to reduce gaps in equity:

- If you are a community-based organization or culturally-specific organization seeking to hold a vaccine event for communities of color, contact OHA's VOT-E team for assistance.
- If you are a school that is not already partnered with an FQHC or health system, contact your Local Public Health Administrator for assistance. They may work with OHA's Field Operations Team or VOTE to identify potential resources.

Note: community leaders have asked that, when possible, to include vaccinators who are people of color at community events. OHA is exploring creating a resource tool for that enables identifying vaccinators who are people of color.





OHA Communications to Parents & Caregivers

Dean Carson

OHA - Public Information Officer for Paid Campaigns



Communications to Parents & Caregivers



Research:

- 1/3 of parents likely to vaccinate their children "right away."
- 1/3 of parents will "wait and see."



Messaging:

- Build trust. Affirm that vaccinations are a parenting decision.
- Tell stories. Model 'decision journey.'
- Inform. Provide information about safety.



COVID-19 VACCINE

For parents & families

Answers to your questions about children and COVID-19 vaccines



Notes for communicators

 It is critical to affirm that it's ok – and totally normal – to have questions about vaccines for your kids. A parent's or caregiver's most important job is keeping their kids safe.



Facts to share

People remember simple facts better than complicated content. Here are a few facts worth sharing with parents and caregivers:

 Over 2 million Oregon adults, teens and kids have been vaccinated against COVID-19.

https://www.safestrongoregon.org/communitypartners/covid-19-vaccine-toolkit/talking-points-forparents-caregivers



Communications to Parents & Caregivers



Outreach:

- Paid media: Digital, broadcast, out-of-home, paid social
- Partners: CBOs, FQHCs, providers
- Owned media: Web, English & Spanish FB,
 Coronavirus Update and Oregon Vaccine News blog
- Earned media: coverage in English/Spanish; radio programs with Dr. Emilo DeBess and Ask a Black Doctor with Dr. Bukhosi Dube in partnership with Multnomah County REACH















Current Safe + Strong Ads





Billboards and Transit Live in November

Strategically placed in areas prioritized based on low vaccination rates and high proportions of communities of color.











Digital and Social Ads Post-EUA











Brink Communications

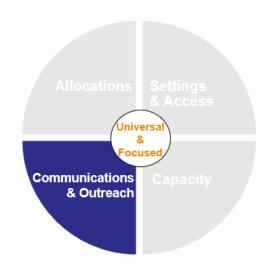
OHA has partnered with **Brink Communications** to co-develop Safe
+ Strong. Brink Communications is a
full-service agency and is available to
assist community-based organizations
and providers with their
communication needs. Their offerings
include:

- Tailored technical assistance
- Turn-key vaccine toolkit
- Social media templates
- Communication assets in 10+ languages

Popular offerings

Media formats	Content types
 Ads (print, digital, radio) 	► Communications plans
▶ Face masks	➤ Community resources
 Fliers and fact sheets 	► COVID-19 risk mitigation and
 Hashtags 	public health guidance
▶ Postcards	► FAQs
▶ Social media	▶ PSA Scripts
share graphics	► Talking points
▶ Short videos	➤ Vaccine events
	 Vaccine options and access
	➤ Vaccine science





OHA Communication & Outreach for Providers

Ashley Rezai, PMP
Point B Consultant - Project Manager for OHA's Fall
COVID Vaccine Planning



Virtual learning sessions: Pediatric COVID vaccines for clinics

OHA is hosting a series of learning sessions focused on pediatric COVID immunizations. As a participant, you will hear from subject matter experts and from peers on key topics such as pediatric COVID vaccine updates, how to build vaccine confidence in parents, and using equity in all planning and delivery of vaccine.

Space will be limited to the first 500 participants. Please register for each date below and join us via Zoom:

- 11/18/21 (Noon–1 p.m.) Register here: https://www.zoomgov.com/meeting/register/vJlscemppjloHwuB-Xih9539liFX4GRNshY
- **12/16/21** (Noon–1 p.m.) Register here: https://www.zoomgov.com/meeting/register/vJltcuqvpzgiGrZbxCab-zgQVD3XpCt-tJ0



Communication & Outreach – CBO & Provider Forums

OHA supports several reoccurring forums dedicated to collaborating with external partners in the Tri-County Area:

- The Tri-County Vaccine Equity meeting led by Cathy Kaufmann every Thursday from 2-3PM.
 - This meeting is used to share information with and gather input from communitybased organizations.
- The Regional Vaccine Operations Advisory Committee Meeting every other Monday from 12-1PM.
 - This meeting is to collaborate with health systems (hospitals), LPHA's, and CCO's.



Live Survey

Ashley Rezai, PMP
Point B Consultant - Project Manager for OHA's Fall
COVID Vaccine Planning



Live Survey

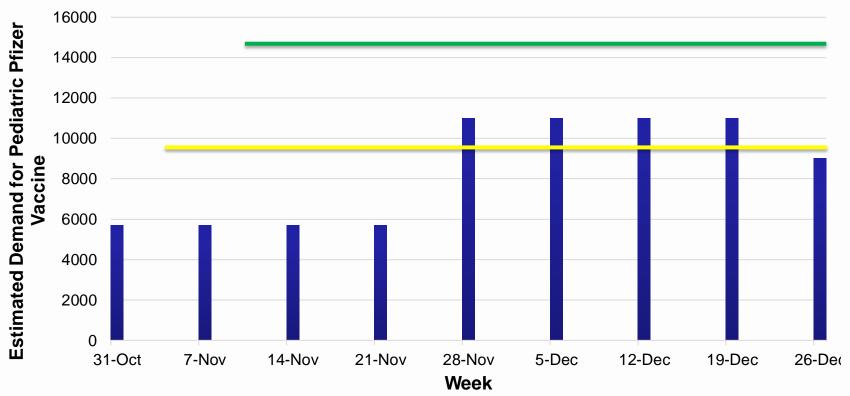
Context:

- Based on feedback that we received from the environmental scan we conducted over the last three weeks, we identified several common themes:
 - Health care providers expressed interest to collaborate with each other to plan vaccine events and clinics.
 - Health care providers are unclear of what gaps exist
 - Health care providers expressed interest in collaborating with CBO's
- This survey is meant to:
 - Identify what additional gaps exist
 - Identify opportunities for providers, health systems, schools, and CBO's to collaborate with one another to host vaccination events
 - Identify additional discussion topics for future forums.



Tri-County Area Capacity Estimates





Estimated Peak Capacity (doses per week)Estimated Average Capacity (doses per week)



Next Steps

- The following content will be distributed after the meeting:
 - Contact information for resources presented
 - Tips & tools captured during the ice breaker
 - Summit Recording and presentation
 - Responses to questions submitted
- The survey results will be sent to LPHA's, OHA's VOTE team, and/or other OHA entities to assist with "match-making" for pediatric vaccine events.
- Follow-up discussions may be scheduled based on the input received in Mentimeter.



Addendum



Equitable Vaccination Services - Tribes

- Leverage multiple forums for communicating resources & updates, and gathering input from Tribes, including: OR Tribal Vaccine Planning and the NPAIHB.
- Tribal liaisons remain in contact with Tribes and the UIHP to relay pertinent information on vaccine rollout as it occurs.
- Tribes have received all of their requested allocations during Wave
 1 of the pre-order process.
- Funding is available for any ITU site for equipment or allowable expenses to support vaccine rollout.



Equitable Vaccination Services - Migrant & Seasonal Workers

- CPOP continues to do work via the Protecting Oregon Farmworkers (POF) grant serving farmworkers and their families, including children. We have 25 CPs supporting this grant across the state.
- OHA will be presenting at the Statewide Migrant Education Program next week.
- OHA will continue to work with Field Ops and Mexican Consulate to reach Latina families during the Binational Health Week



Equitable Vaccination Services – ID/DD

As the lead agency working with families and kids with intellectual and developmental disabilities, ODDS has led the outreach and communications to families through their case managers and robust local infrastructure on how to access vaccines. This includes:

- The ODDS PIO attends the vaccine communications meetings to obtain the latest vaccine guidance and to share with their program recipients.
- ODDS has collected names of individuals needing in-home vaccinations and is sending those lists to the Vaccine Operations Team for mobile vaccine scheduling. Lists also include the number of people in the home (other than the child) who would need a vaccine to streamline vaccine access for families and caregivers.
- ODDS is able to match its roster of children receiving state services with ALERT data to monitor overall vaccine uptake for ID/DD kids receiving state services.
- CRRU's accessibility team has met with Disability Rights Oregon, Oregon Council
 on Developmental Disabilities and Ombuds to amplify messaging, obtain feedback
 and incorporate feedback into vaccine operations.

