



Vaccination Strategy

Equity overview

June 10, 2021

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Equity**



Overview of today's discussion



Vaccine uncertainty and barriers



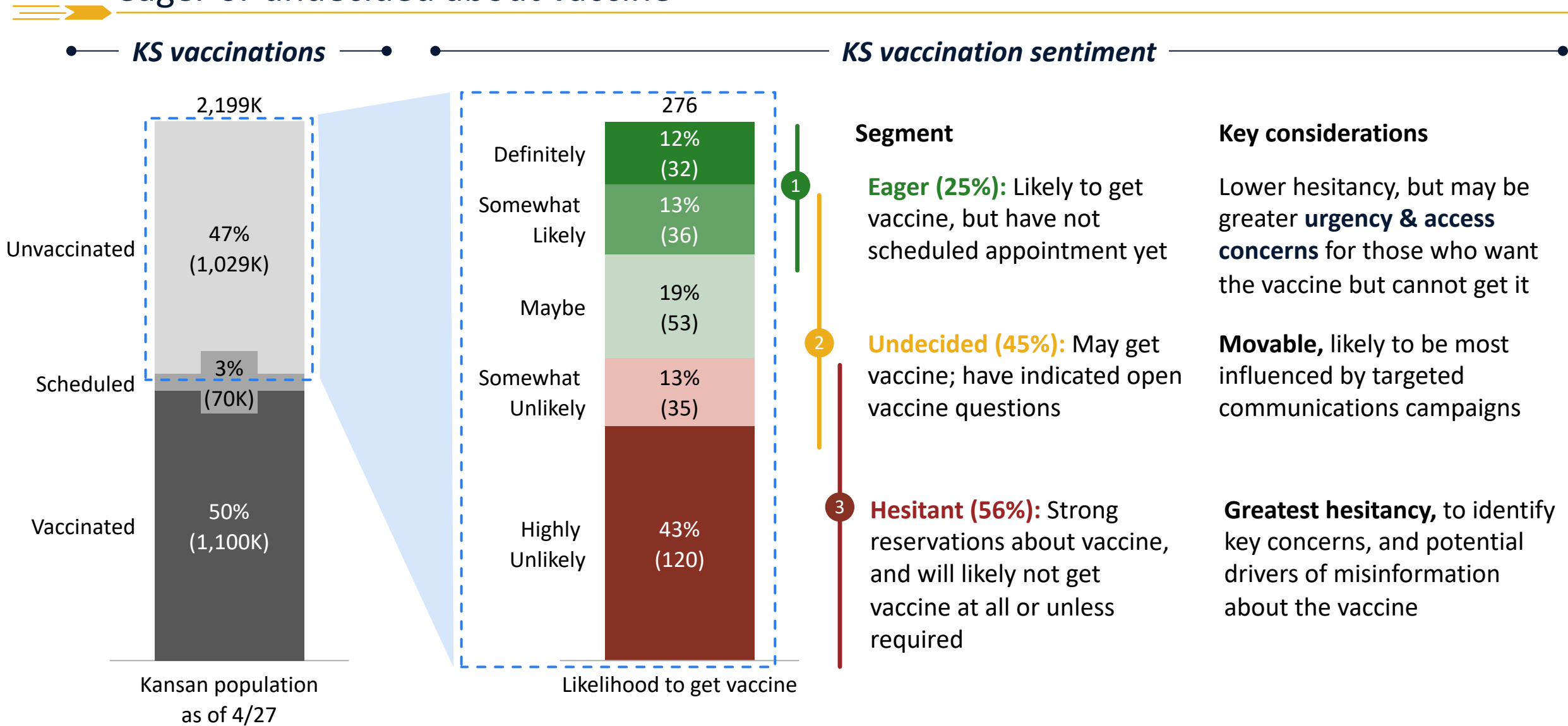
Overview of ongoing equity efforts



Impact of equity efforts

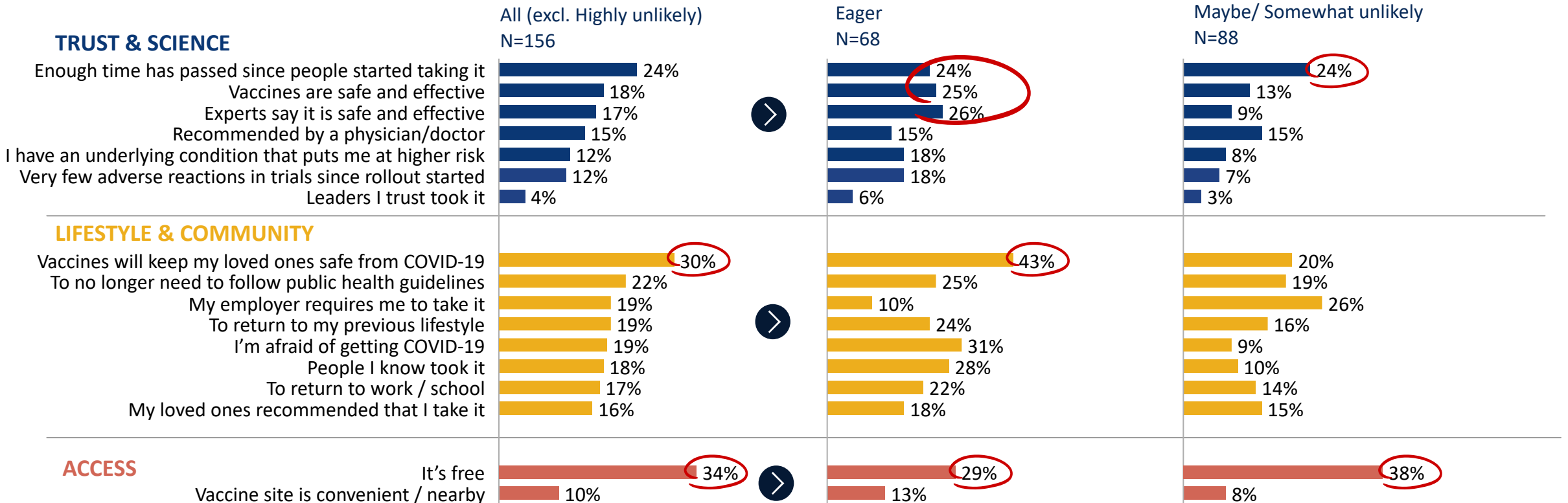
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Kansas Vaccine Sentiment Survey indicated ~50% of remaining unvaccinated adults eager or undecided about vaccine



Motivations: Kansans likely to get vaccine motivated to keep loved ones safe and because of low cost; eager Kansans relying on vaccines being safe & effective

Why are you likely to get vaccinated? Reasons you will or might get the vaccine
All excluding highly unlikely; N=156



Keeping loved ones safe most important to those who are eager

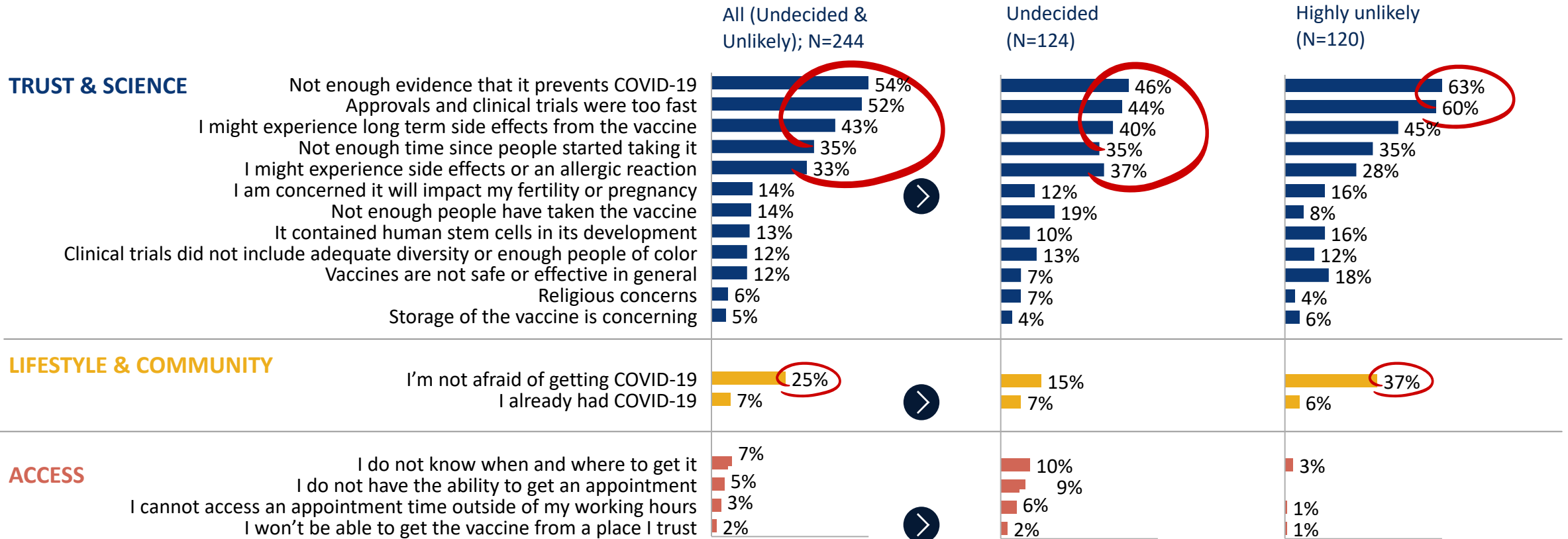
Employer requirement biggest driver in this group

Drivers of uncertainty: Vaccine effectiveness & side effects are top concerns; many are unafraid of getting Covid-19

Top barriers for all groups were consistent around safety and evidence behind the vaccine

What makes you feel uncertain about taking the vaccine? Please select up to 5 reasons
'Undecided' and 'Highly unlikely'; N=244

Additional insights on uncertainty for communities of color on next slide



Main concerns on safety & efficacy

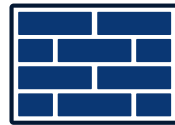
Among those most hesitant, Covid risk and concerns around efficacy heightened

We've heard two main drivers of low vaccine uptake for Kansan communities of color



Vaccine uncertainty

- Weak relationship with healthcare system
- Historically rooted mistrust
- Misinformation & disinformation



Barriers to access

- Physical barriers:
 - Location of providers
 - Hours of operation
- Information access:
 - Internet access & technological comfort
 - Language
 - Literacy levels

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We have 8 key efforts underway to address equity across Kansas

1 COVID Equity Taskforce (COVET)

Launched COVID Equity Taskforce to discuss issues facing vulnerable communities & ways to address

2 Stakeholder engagement

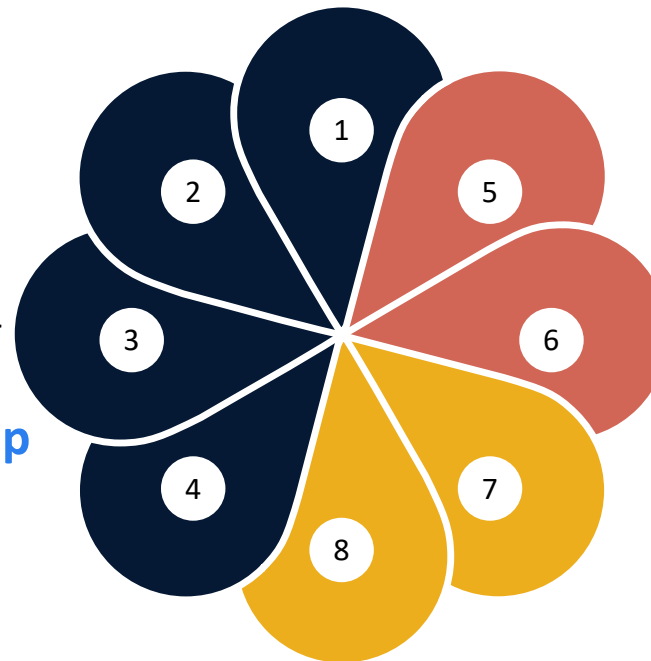
Building and maintaining relationships with key stakeholders, gathering issues & supporting resolution where possible

3 KS Leadership Center partnership

Partnering with KLC to enlist champions to combat vaccine uncertainty with a lens on equity

4 Comms campaigns & info sheets

Developing comms in English and Spanish to promote vaccine uptake and provide relevant information



5 Equity clinic support

Helping run vaccine events targeting vulnerable communities; leveraging equity form to support community-led events

6 Pilot vaccine clinics and incentives

Developing and scaling new approaches to help vaccinate vulnerable communities

7 Tracking of race & ethnicity data

Reviewing COVID-19 data by racial & ethnic groups, viewing breakdown by county, age, and over time

8 Reporting of race & ethnicity data

Addressing issues with race & ethnicity data:

- Updated State manuals
- Contacting providers with issues



Community partnership & communication



Vaccination



Data

Launched Kansas COVID Vaccine Equity Taskforce (COVET) consisting of broad group of Kansan stakeholders



Kansas COVID Equity Task Force elevates vaccine-related issues...

- Focus** | Ensuring immediate and long-term needs of vulnerable communities across Kansas are identified and considered in ongoing equity efforts
- Goal** | Elevating issues and providing input & advice to Governor's Office, KDHE, Commission on Racial Equity & Justice, etc.
- Cadence** | Launched 4/14 and meeting monthly; next meeting on 6/23
- Viewing** | Open to the public for viewing on Governor Kelly's YouTube channel ([link](#))



...supported by broad membership of ~45 key Kansan stakeholders



Membership remaining flexible to ensure representation of all Kansans

Built relationships with key stakeholders; implemented three-pronged equity stakeholder engagement strategy



Building and maintaining stakeholder relationships

— COVID response focus — ● — Long-term focus —

Building new relationships:

- Establishing connections with disconnected groups to gather & address immediate COVID needs

Maintaining existing relationships:

- Ongoing interaction with connected groups to gather new issues & support addressing needs

Building new relationships:

- Establishing connections with disconnected groups to gather & address long-term public health needs

Maintaining existing relationships:

- Including connected groups in longer-term public health assessment and infrastructure



Highlighting equity-focused vaccination efforts

Highlight vaccination efforts underway and/or individuals making a difference by:

- Visiting vaccination sites focused on equity
- Gathering & sharing learnings from those running successful vaccination events
- Offering gratitude on behalf of the Governor



Connecting stakeholders to vaccination resources

Working with community stakeholders to share information & facilitate connections

- Spread accurate COVID information
- Connect community groups to providers or other community groups
- Ensure community supports are in place at vaccination events

Partnered with Kansas Leadership Center, an organization that mobilizes grassroots efforts, to boost vaccine demand



Kansas Leadership Center (KLC) was engaged to run two efforts – [Kansas Beats the Virus](#) (*ongoing*) and [Voices on Vaccinations](#) (*recently completed*) – to address vaccine barriers and uncertainty



Kansas Beats the Virus (KBTV)

Voices on Vaccination (VOV)

Goal

Mobilize Kansans to create local strategies to combat COVID-19; goal to launch ~1K community action meetings and projects

Build vaccine awareness for four KS communities: Black, Latino, Native American, and Kansans with intellectual or developmental disabilities (IDD)

Description

- Launched November 2020 and running through year-end 2021
- Structured around "surges," or rounds of projects, each with a specific focus

- Gathered insights on vaccine sentiments from >800 Kansans in 67 meetings
- Published findings in community reports in English & Spanish ([link](#))
- Ran media campaign to increase vaccine uptake in communities

Sample VOV communications resources and graphics

VOICES on VACCINATIONS

How COVID-19 Vaccines Work

COVID-19 vaccines help our bodies develop immunity to the virus that causes COVID-19 without us having to get the illness. Different types of vaccines work in different ways to offer protection. But with all types of vaccines, the body is left with a supply of "memory" T-lymphocytes as well as B-lymphocytes that will remember how to fight that virus in the future.

It typically takes a few weeks after vaccination for the body to produce T-lymphocytes and B-lymphocytes. Therefore, it is possible that a person could be infected with the virus that causes COVID-19 just before or just after vaccination and then get sick because the vaccine did not have enough time to provide protection.

Sometimes after vaccination, the process of building immunity can cause symptoms, such as fever. These symptoms are normal and are signs that the body is building immunity.

Source: CDC.gov

www.voicesonvaccinations.org

VOCES sobre LAS VACUNAS

Cómo funcionan las vacunas COVID-19

Las vacunas COVID-19 ayudan a nuestros cuerpos a desarrollar inmunidad al virus que causa COVID-19 sin que tengamos que contraer la enfermedad. Los diferentes tipos de vacunas funcionan de diferentes maneras para ofrecer protección. Pero con todos los tipos de vacunas, el cuerpo se queda con un suministro de linfocitos T de "memoria" y linfocitos B que recordarán cómo combatir ese virus en el futuro.

Por lo general, el cuerpo tarda algunas semanas después de la vacunación en producir linfocitos T y linfocitos B. Por lo tanto, es posible que una persona se infecte con el virus que causa COVID-19 justo antes o justo después de la vacunación y luego se enferme porque la vacuna no tuvo suficiente tiempo para brindar protección.

A veces, después de la vacunación, el proceso de desarrollo de la inmunidad puede causar síntomas, como fiebre. Estos síntomas normales y son signos de que el cuerpo está desarrollando inmunidad.

Fuente: CDC.gov

www.voicesonvaccinations.org

COVID VACCINE CONCERNS?

Here is information as you make your choice to vaccinate.

What is the purpose of the COVID-19 Vaccine?

- Decrease death and serious disease
- Increase the chance for everyone to enjoy health and well-being
- Preserve the functioning of society
- Reduce the extra burden on people already facing disparities

Source: www.kansasvaccine.gov

VOICES on VACCINATIONS Learn more: www.voicesonvaccinations.org

COVID VACCINE CONCERNS?

We can relate. Here's why **LAVONTA** chose to vaccinate.

"I chose to get vaccinated because, as a caregiver to my Mom and husband, I wanted to make sure I was doing all I could to keep them safe and healthy. I never wanted to be the one to cause them to be in danger. The quicker we all get our shots, the sooner we can get back to some form of normalcy."

Lavonta Williams, Wichita

VOICES on VACCINATIONS

What's your reason?: www.voicesonvaccinations.org

¿PREOCUPACIONES SOBRE LA VACUNA COVID?

Aquí hay información mientras tomas la decisión de vacunarte.

¿Cuál es el propósito de la vacuna COVID-19?

- Disminuir la muerte y las enfermedades graves
- Aumentar la posibilidad de que todos disfruten de la salud y el bienestar
- Conservar el funcionamiento de la sociedad
- Reducir la carga adicional sobre las personas que ya enfrentan desigualdad

Fuente: www.kansasvaccine.gov

VOCES sobre LAS VACUNAS Aprende más: www.voicesonvaccinations.org

¿Preocupaciones sobre la vacuna COVID?

Te entendemos. Esta es la razón por la cual **LUISA** eligió vacunarse.

"Por años hemos confiado nuestra salud a médicos profesionales. Yo sigo confiando en los avances científicos que ayudarán a erradicar esta pandemia global. Espero con ansias el día que no tenga que decirle a otra persona que sus familiares padecen de COVID-19."

Luisa M. Taylor, Hospitalist Nurse Practitioner, Wichita

VOCES sobre LAS VACUNAS

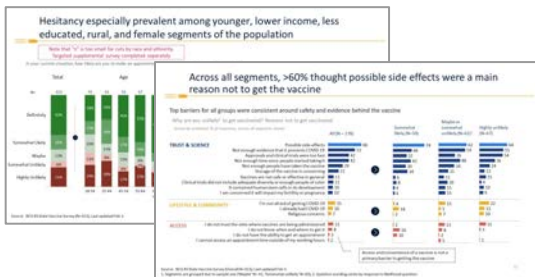
www.voicesonvaccinations.org

Leveraged several sources to develop informational, multilingual resources with targeted messaging for various demographic groups

Using inputs from various sources...

...we developed resources in English & Spanish

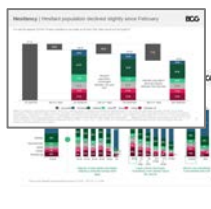
KS Sentiment Survey



Additional input from stakeholders



External research



Monthly national sentiment survey

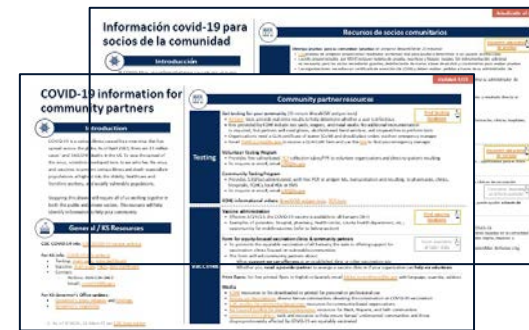


Conversations with Associations & Orgs.



Detailed FAQs ([link](#))

Provide info access and drive vaccine demand for priority and vulnerable communities



Community resource one-pagers ([link](#))

Provide overview of testing and vaccination resources available to community partners

Resources developed alongside broader comms campaigns targeting overall population & target groups

Additionally, followed and spread best practices for addressing vaccine uncertainty

Recipe for successfully combatting uncertainty

- **Leverage a trusted messenger** – *community leaders often the most trusted*
- **Set reasonable expectations** – *know that changing someone's mind isn't easy*
- **Take your time** – *remember change often requires multiple touchpoints*
- **Actively listen & acknowledge questions** – *hear their concerns rather than lecturing*
- **Display empathy** – *acknowledge and validate their feelings and concerns*
- **Ask permission to respond** – *ensure their mind is open to hearing an alternate view*

➤ Essential to use empathetic language during conversations



Use

- "Questions" or "concerns"
- Vaccine "confidence" or "uncertainty"



Avoid

- "Hesitant" or "hesitancy"
- "Anti-vaxxer"
- "Skeptical" or "resistant"

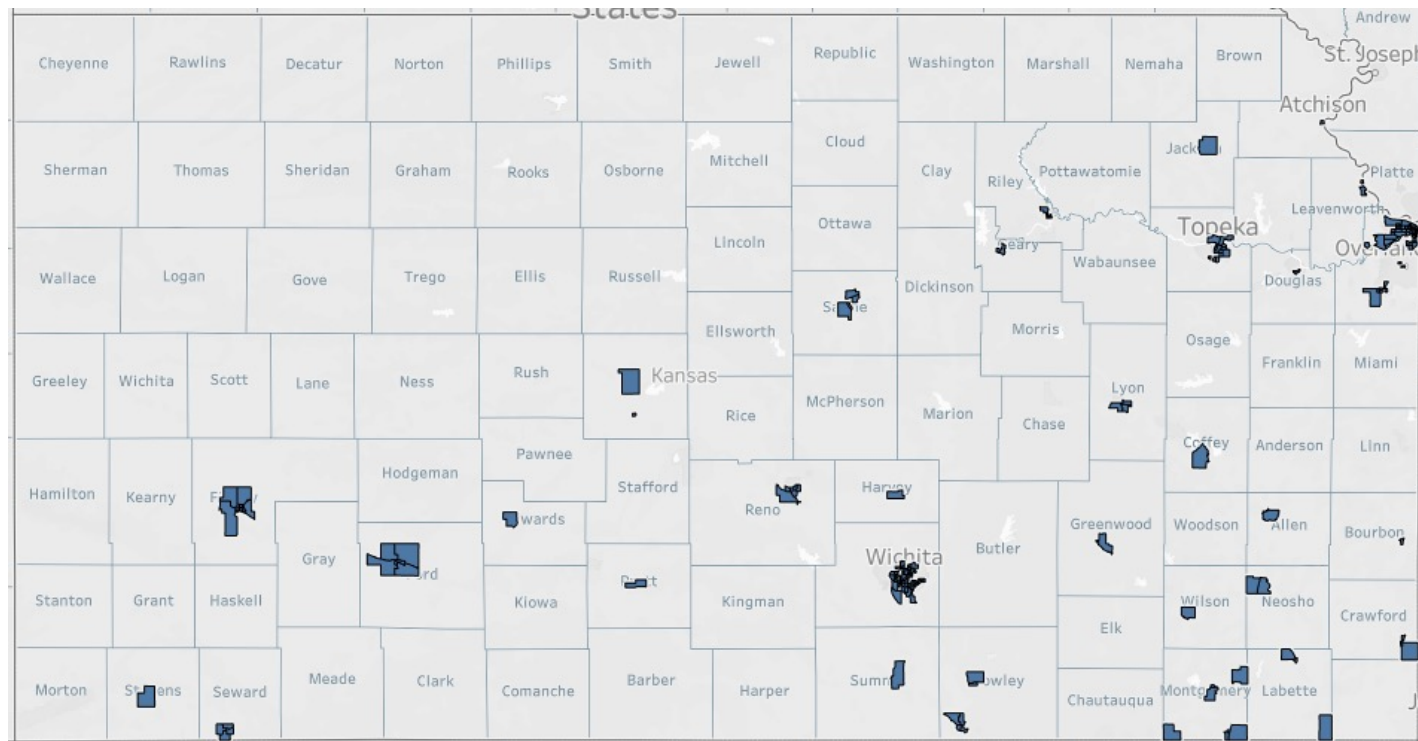
Goal: to have audience decide that vaccination is right choice for them

Vaccine allocation and targeted vaccination efforts informed by social vulnerability of both dense urban centers and rural areas with limited healthcare access

High SVI census tract clusters for priority vaccination (Top 25th percentile SVI)

Illustrative

We used Center for Disease Control's **SVI Index** to identify clusters of highly socially vulnerable communities to inform vaccine allocation and targeted vaccination efforts



■ SVI clusters

Gathered needs from community partners via equitable vaccination form

What is the form?

The **equitable vaccination form** is used to centrally collect information from community partners to learn **how KDHE or other community partners can better support your vaccination efforts**

Who should fill out the form? (*criteria*)



Those who can **offer support** at equity vaccine clinics



Those who **require support** at established equity vaccine clinics



Those who **need a provider partner** to arrange a vaccine equity clinic



Those with **additional needs** beyond equity vaccine clinics

What's next?

- 1 **Submit the form** if any of the 4 criteria apply to you and your organization
- 2 **Share this form** with others in your network who might benefit from this support



Form Link

<https://www.surveymonkey.com/r/37S6ZTR>

*If additional needs arise upon completion of the form or you have questions, please email:
kdhe.covidvaccinepartners@ks.gov*

Working with community partners to pilot equity focused vaccination efforts; will scale efforts that prove successful

We are running 3 pilots...



UMC

Trial vaccination events at 3 faith-based orgs

Leverage UMC & other faith-based networks to scale church-based vaccination program



Door-to-door¹

Info & vaccination campaign

Enlist canvassers to conduct local, on-the-ground comms campaign prior to vaccination event



Employee

Q&A & vaccination event

Q&A effort coupled with subsequent employee vaccinations held at Elkhorn Valley Packing

Door-to-door community partners



...codifying approach in playbooks



One-page guide

Detailed backups:

- Event checklist
- LHD discussion guide
- Volunteer jobs
- Communications plan

Four downloadable promotional flyers

...and scaling if successful

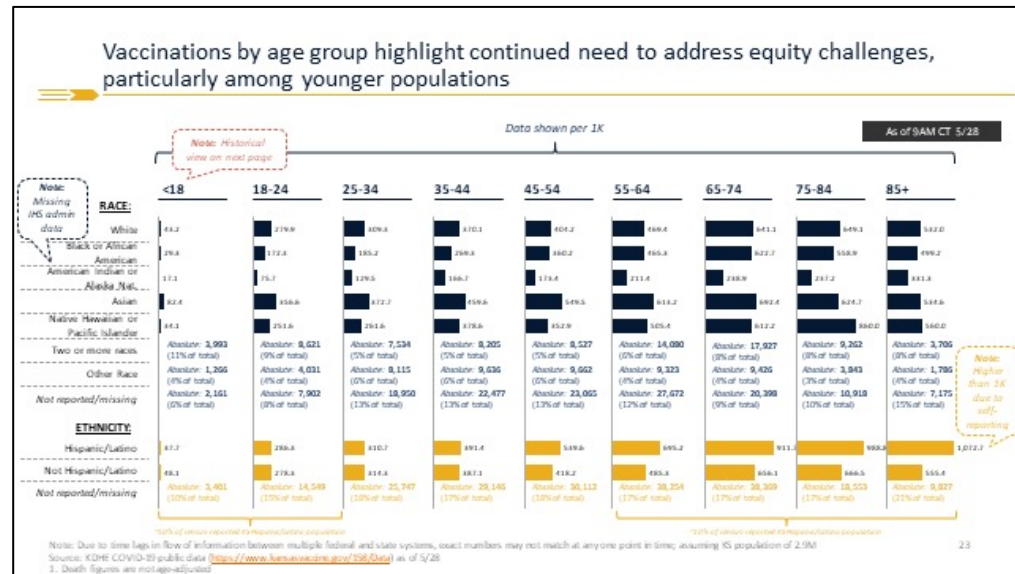
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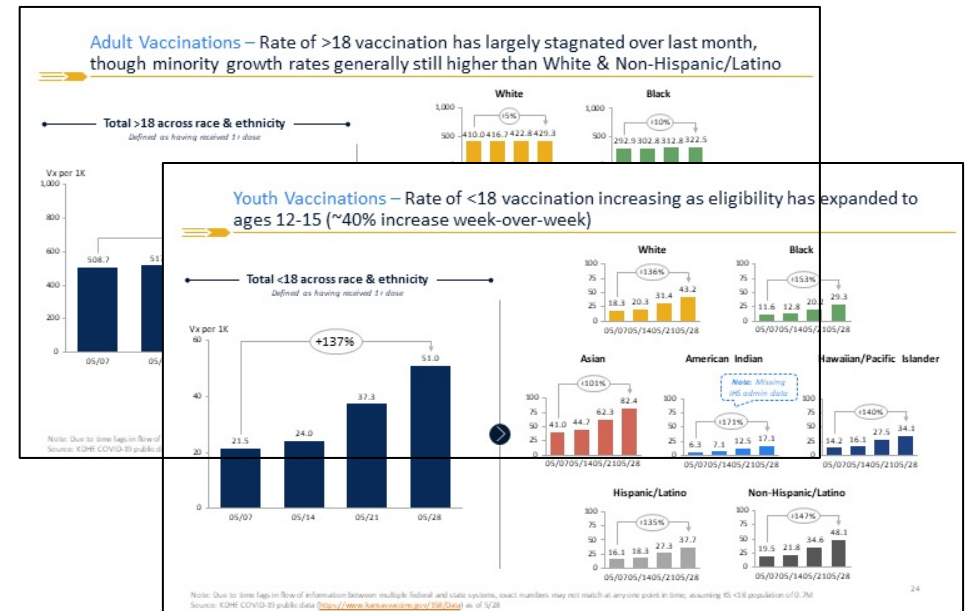
In addition to piloting new vaccine approaches, also exploring vaccine incentives across five key types

	Examples in other states	Opportunities pursuing in Kansas
Required for certain activities	<ul style="list-style-type: none"> • NY requires Vx/negative test for performing arts, sport events and certain catered events • RI, CA vaccinated travelers are not required to quarantine 	
Financial / "freebie" incentives	<ul style="list-style-type: none"> • Kroger offers \$100 to vaccinated employees • AK offering free hunting/ fishing licenses for vaccinated individuals 	Partnership with Thrive Restaurant Group (Applebee's) offering a free entrée for vaccinated individuals
Time related incentives	<ul style="list-style-type: none"> • Ogen, UT offers 4 additional hours of paid vacation time to city employees • MA prisons eligible for 1 week of reduced sentences 	
Lottery programs	<ul style="list-style-type: none"> • OH: 'Vax A Million' offers \$1M (18+) and a full-scholarship (12-17) to winners each week for 5 weeks • MD: Daily lottery drawing of \$40K for 40 days. On day 41 a grand prize winner gets \$400,000. 	Lottery program offering weekly winners cash prizes and scholarships for 5 weeks <i>(to be announced in the coming weeks)</i>
Other incentives	<ul style="list-style-type: none"> • IL does not count vaccinated people in restaurant cap limit • Lubbock, TX mayor allows raffle winner to teach him a TikTok dance or throw a pie in his face 	

Engaging in regular review of race & ethnicity focused vaccination data to inform efforts and gauge program success



Point in time view of vaccination data per 1k by race & ethnicity & age



Over-time view of vaccination data per 1k by race & ethnicity & age

Collecting race & ethnicity data for everyone vaccinated to support & inform efforts to run an equitable vaccination program



What data is being collected?

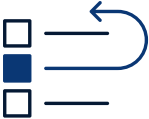
For all vaccine administered, patients should indicate race & ethnicity, grouped in the following categories:

Race:

- White
- Black or African American
- American Indian or Alaska Native
- Asian
- Native Hawaiian or Pacific Islander
- 2 or more races
- Other

Ethnicity:

- Hispanic/Latino
- Not Hispanic/Latino



How is this data being used?

KDHE uses race, ethnicity, age, & county data to inform public health response to COVID; in particular, by:

- Tracking inequities in COVID impact
- Monitoring inequitable access to COVID-19 vaccination
- Helping Kansans most at risk
- Identifying opportunities to address barriers to care

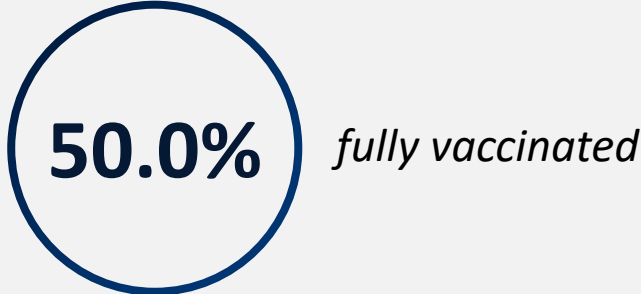
Missing race & ethnicity data compromises KDHE's ability to achieve these goals

pact of equity efforts

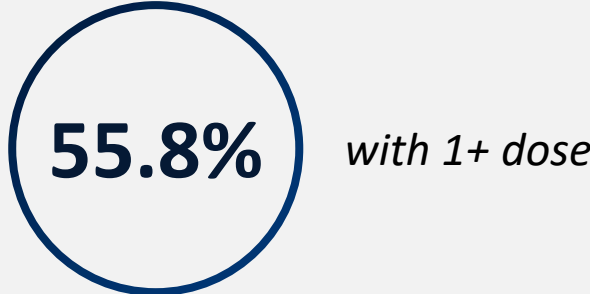
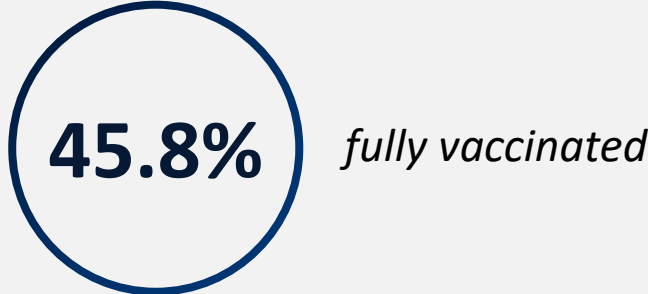
Recap of what Kansas has achieved to date

As of 6/3 at 4 PM CT

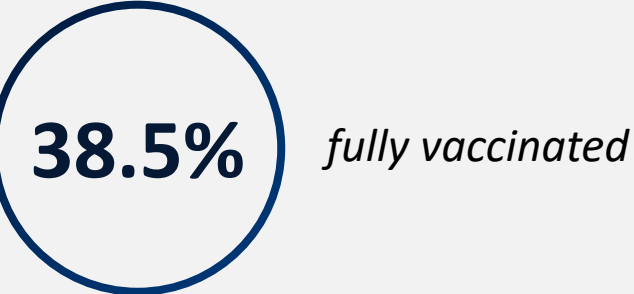
Adult population (18+)



Eligible population (12+)



Total population



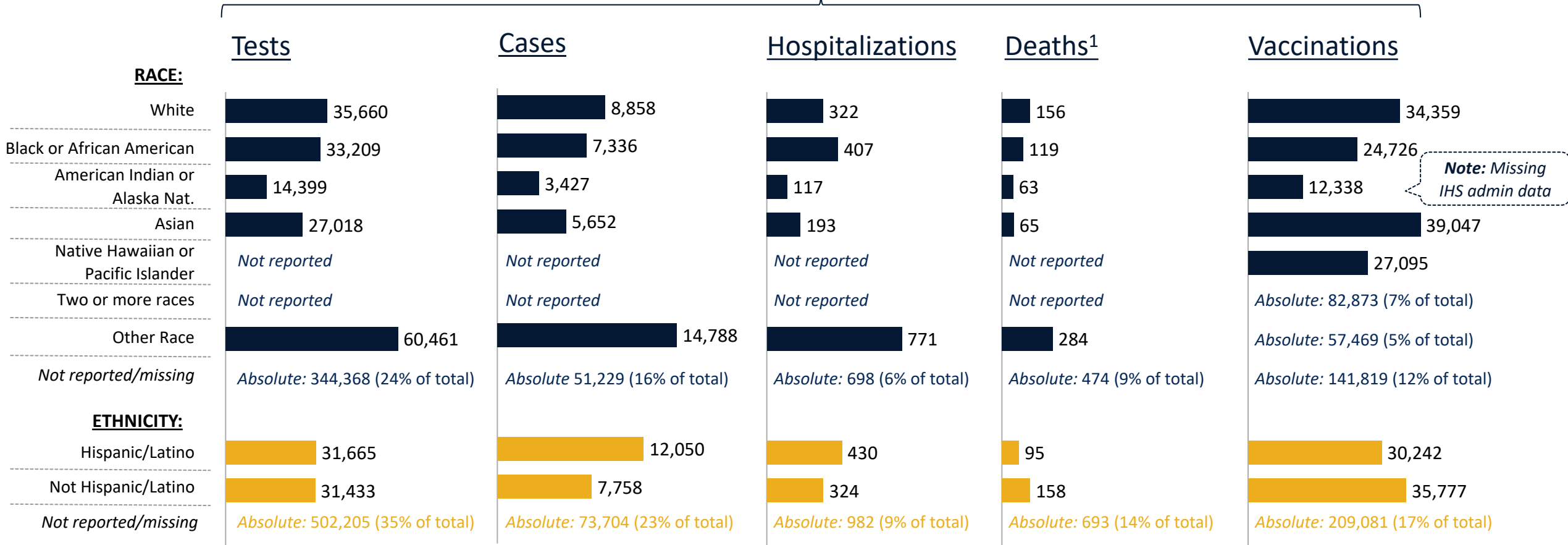
Note: Federal programs account for ~10% of vaccinations to date¹

1. Calculated based on total people vaccinated as reported by KDHE (which excludes federal programs) vs. total people vaccinated as reported by CDC (all inclusive)
Note: Percentages inclusive of all vaccinations administered in state (Federal + Jurisdiction)
Source: CDC data as of 6/3 at 4pm CT

Equity – Shrinking disparities by race & ethnicity though vaccinations remain critical area of focus

Data shown per 100K

As of 12PM CT 6/2



Note: Due to time lags in flow of information between multiple federal and state systems, exact numbers may not match at any one point in time; assuming KS population of 2.9M

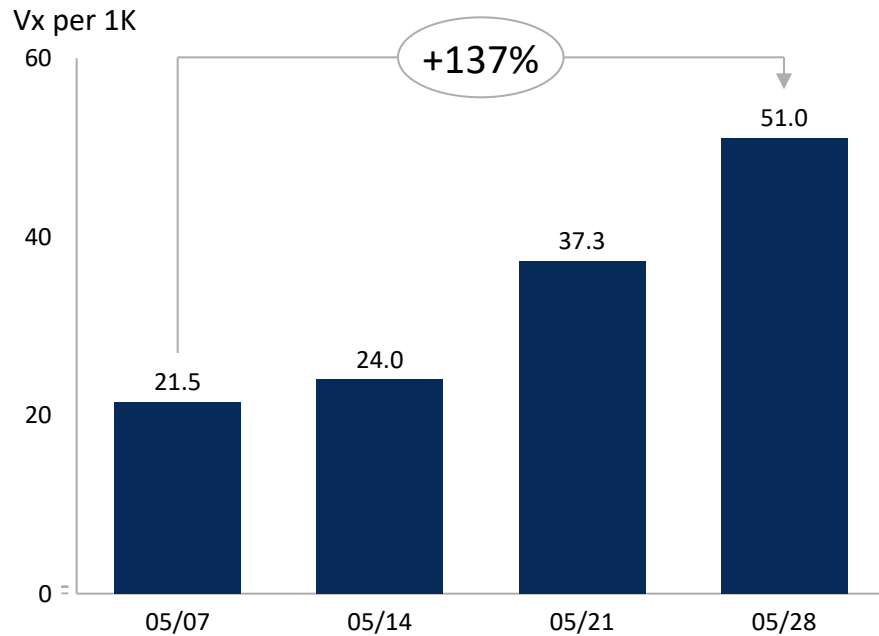
Source: KDHE COVID-19 public data (<https://www.coronavirus.kdheks.gov/160/COVID-19-in-Kansas>) as of 6/2

1. Death figures are not age-adjusted

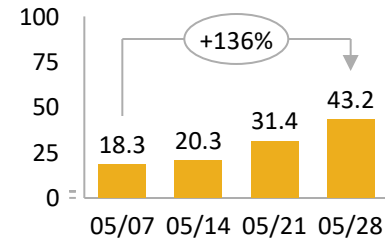
Youth Vaccinations – Rate of <18 vaccination increasing as eligibility has expanded to ages 12-15; racial/ethnic minority growth higher or in-line with non-minority growth

Total <18 across race & ethnicity

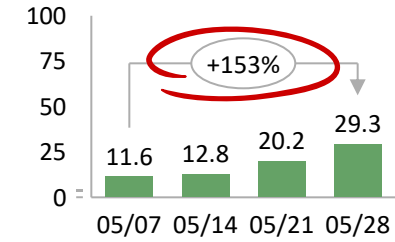
Defined as having received 1+ dose



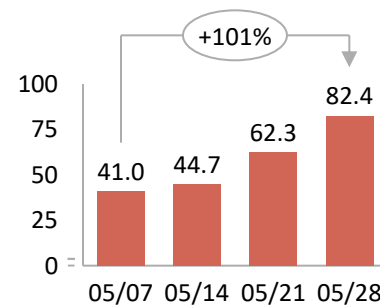
White



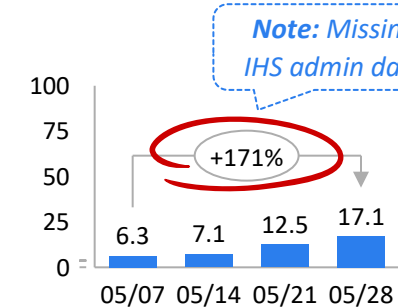
Black



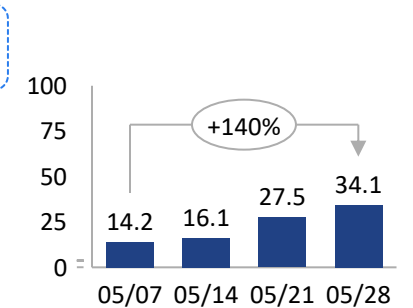
Asian



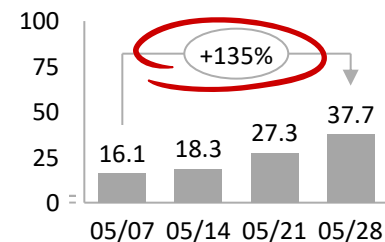
American Indian



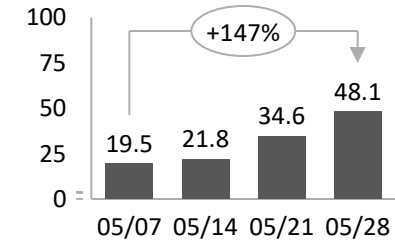
Hawaiian/Pacific Islander



Hispanic/Latino



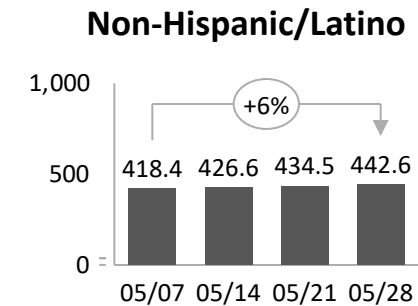
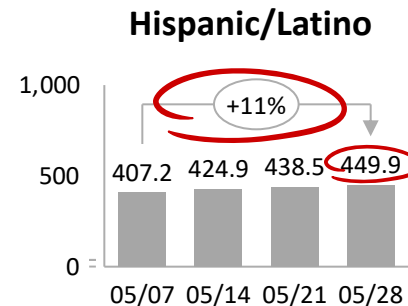
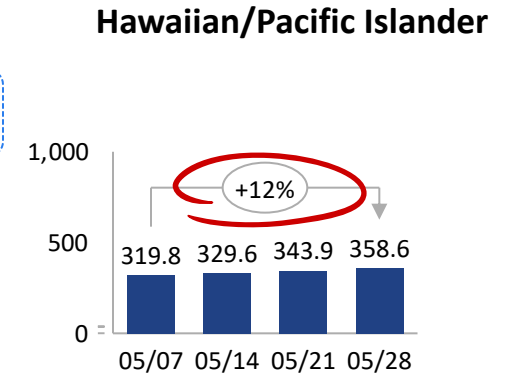
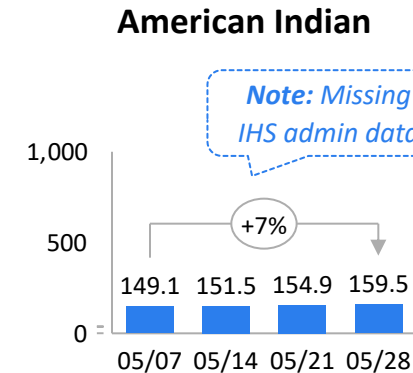
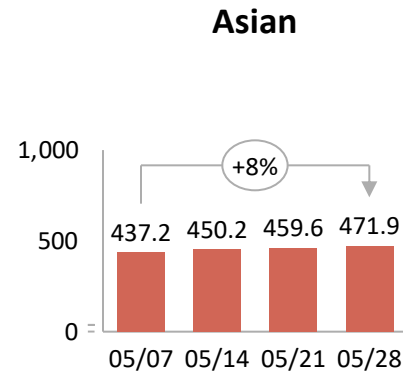
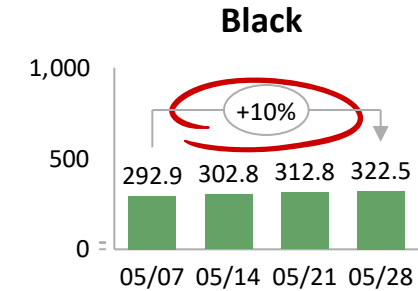
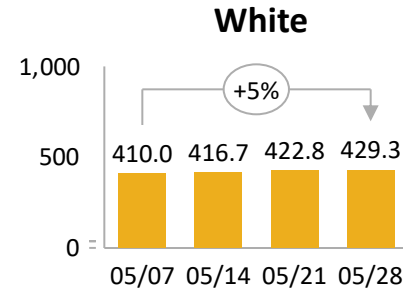
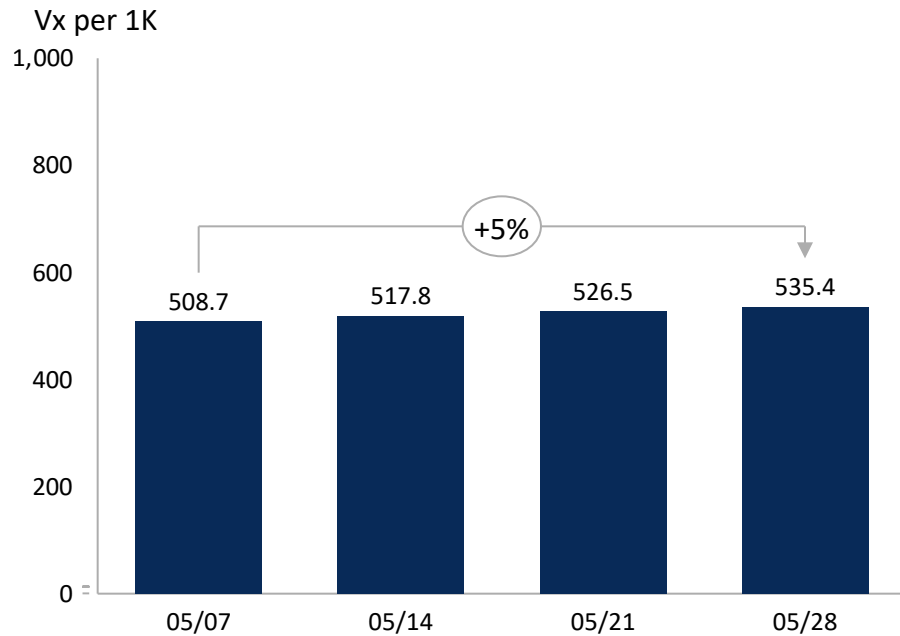
Non-Hispanic/Latino



Adult Vaccinations – Racial/ethnic minority growth rates generally in-line or higher than non-minority; Hispanic/Latino gap closed with Non-Hispanic/Latino

Total >18 across race & ethnicity

Defined as having received 1+ dose





Thank you