Vaccination Strategy
Equity overview
June 10, 2021
Ximena M. Garcia, MD
Senior Advisor for COVID Vaccine Equity
Overview of today's discussion

- Vaccine uncertainty and barriers
- Overview of ongoing equity efforts
- Impact of equity efforts
ne uncertainty and ba
Kansas Vaccine Sentiment Survey indicated ~50% of remaining unvaccinated adults eager or undecided about vaccine

Source: KS Vaccine Sentiment Survey; N=276; Last updated 5/2/2021
**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

### TRUST & SCIENCE

<table>
<thead>
<tr>
<th>Reason</th>
<th>All (excl. Highly unlikely) N=156</th>
<th>Eager N=68</th>
<th>Maybe/ Somewhat unlikely N=88</th>
</tr>
</thead>
<tbody>
<tr>
<td>Enough time has passed since people started taking it</td>
<td>24%</td>
<td>25%</td>
<td>24%</td>
</tr>
<tr>
<td>Vaccines are safe and effective</td>
<td>18%</td>
<td>15%</td>
<td>13%</td>
</tr>
<tr>
<td>Experts say it is safe and effective</td>
<td>17%</td>
<td>18%</td>
<td>9%</td>
</tr>
<tr>
<td>Recommended by a physician/doctor</td>
<td>15%</td>
<td>18%</td>
<td>15%</td>
</tr>
<tr>
<td>I have an underlying condition that puts me at higher risk</td>
<td>12%</td>
<td>18%</td>
<td>8%</td>
</tr>
<tr>
<td>Very few adverse reactions in trials since rollout started</td>
<td>4%</td>
<td>6%</td>
<td>3%</td>
</tr>
<tr>
<td>Leaders I trust took it</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### LIFESTYLE & COMMUNITY

<table>
<thead>
<tr>
<th>Reason</th>
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<th>Eager N=68</th>
<th>Maybe/ Somewhat unlikely N=88</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vaccines will keep my loved ones safe from COVID-19</td>
<td>30%</td>
<td>43%</td>
<td>20%</td>
</tr>
<tr>
<td>To no longer need to follow public health guidelines</td>
<td>22%</td>
<td>25%</td>
<td>19%</td>
</tr>
<tr>
<td>My employer requires me to take it</td>
<td>19%</td>
<td>10%</td>
<td>16%</td>
</tr>
<tr>
<td>To return to my previous lifestyle</td>
<td>19%</td>
<td>24%</td>
<td>9%</td>
</tr>
<tr>
<td>I’m afraid of getting COVID-19</td>
<td>18%</td>
<td>31%</td>
<td>10%</td>
</tr>
<tr>
<td>People I know took it</td>
<td>18%</td>
<td>28%</td>
<td>14%</td>
</tr>
<tr>
<td>To return to work / school</td>
<td>17%</td>
<td>22%</td>
<td>15%</td>
</tr>
<tr>
<td>My loved ones recommended that I take it</td>
<td>16%</td>
<td>18%</td>
<td>15%</td>
</tr>
</tbody>
</table>

### ACCESS

<table>
<thead>
<tr>
<th>Reason</th>
<th>All (excl. Highly unlikely) N=156</th>
<th>Eager N=68</th>
<th>Maybe/ Somewhat unlikely N=88</th>
</tr>
</thead>
<tbody>
<tr>
<td>It’s free</td>
<td>34%</td>
<td>29%</td>
<td>38%</td>
</tr>
<tr>
<td>Vaccine site is convenient / nearby</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Source: KS Vaccine Sentiment Survey; N=276; Last updated 5/2/2021
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

<table>
<thead>
<tr>
<th>TRUST &amp; SCIENCE</th>
<th>All (Undecided &amp; Unlikely); N=244</th>
<th>Undecided (N=124)</th>
<th>Highly unlikely (N=120)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Not enough evidence that it prevents COVID-19</td>
<td>54%</td>
<td>46%</td>
<td>63%</td>
</tr>
<tr>
<td>Approvals and clinical trials were too fast</td>
<td>52%</td>
<td>44%</td>
<td>60%</td>
</tr>
<tr>
<td>I might experience long term side effects from the vaccine</td>
<td>36%</td>
<td>35%</td>
<td>27%</td>
</tr>
<tr>
<td>Not enough time since people started taking it</td>
<td>35%</td>
<td>37%</td>
<td>28%</td>
</tr>
<tr>
<td>I might experience side effects or an allergic reaction</td>
<td>33%</td>
<td>35%</td>
<td>19%</td>
</tr>
<tr>
<td>I am concerned it will impact my fertility or pregnancy</td>
<td>14%</td>
<td>12%</td>
<td>8%</td>
</tr>
<tr>
<td>Not enough people have taken the vaccine</td>
<td>14%</td>
<td>13%</td>
<td>16%</td>
</tr>
<tr>
<td>It contained human stem cells in its development</td>
<td>12%</td>
<td>10%</td>
<td>18%</td>
</tr>
<tr>
<td>Clinical trials did not include adequate diversity or enough people of color</td>
<td>12%</td>
<td>7%</td>
<td>7%</td>
</tr>
<tr>
<td>Vaccines are not safe or effective in general</td>
<td>6%</td>
<td>4%</td>
<td>4%</td>
</tr>
<tr>
<td>Storage of the vaccine is concerning</td>
<td>5%</td>
<td>4%</td>
<td>6%</td>
</tr>
</tbody>
</table>

| LIFESTYLE & COMMUNITY                                                            |                                    |                   |                         |
|----------------------------------------------------------------------------------|                                    |                   |                         |
| I’m not afraid of getting COVID-19                                                | 25%                                | 15%               | 37%                     |
| I already had COVID-19                                                           | 7%                                 | 7%                | 6%                      |

| ACCESS                                                                           |                                    |                   |                         |
|----------------------------------------------------------------------------------|                                    |                   |                         |
| I do not know when and where to get it                                            | 7%                                 | 10%               | 3%                      |
| I do not have the ability to get an appointment                                   | 5%                                 | 9%                | 1%                      |
| I cannot access an appointment time outside of my working hours                   | 3%                                 | 6%                | 1%                      |
| I won’t be able to get the vaccine from a place I trust                           | 2%                                 | 2%                | 1%                      |

Source: KS Sentiment Survey; N=276; Last updated 5/2/2021
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

Source: discussions with community of color stakeholders, KS Vaccine Sentiment Survey
view of ongoing equity
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
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

- Governor’s Office & Commissions
- Other State & “Grasstips” orgs
- Local health departments
- Associations & Advisory groups
- “Grassroots” & community organizations

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**

**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

**Long-term focus**

**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

Highlighting equity-focused vaccination efforts

Connecting stakeholders to vaccination resources

Building and maintaining stakeholder relationships

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

<table>
<thead>
<tr>
<th>Kansas Leadership Center (KLC) was engaged to run two efforts – Kansas Beats the Virus <em>(ongoing)</em> and Voices on Vaccinations <em>(recently completed)</em> – to address vaccine barriers and uncertainty</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kansas Beats the Virus (KBTV)</td>
</tr>
<tr>
<td>Goal</td>
</tr>
<tr>
<td>Description</td>
</tr>
</tbody>
</table>
VOCES sobre LAS VACUNAS

¿Cómo funcionan las vacunas COVID-19?

Los vacunas COVID-19 ayudan a nuestro cuerpo a desarrollar inmunidad al virus que causa COVID-19 sin que tengas que enfrentar la enfermedad. Las diferentes vacunas funcionan de diferentes maneras para obtener resultados. Podrían existir diferentes tipos de vacunas, pero el cuerpo se queda con un número de blancos de inmunidad y artilugios que se necesitará para combatir este virus en el futuro.

Por lo general, el cuerpo tiene algunas semanas después de la vacunación producida inmunidad y protección. Pero en la forma en que es posible que una persona se infecte con el virus que causa COVID-19, otras ratas pueden estropear la inmunidad y hacer que la vacuna no sea 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 son normales y son signos de que el cuerpo está desarrollando inmunidad.

Fuente: CDC.gov

VOCES sobre LAS VACUNAS

¿Preocupaciones sobre la vacuna COVID? Aquí hay información mientras tomas la decisión de vacunarte.

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

- Diminuir la muerte y las enfermedades graves
- aumentar la probabilidad de que todos disfruten de la salud y el bienestar
- garantizar el funcionamiento de la sociedad
- reducir la carga adicional sobre las personas que ya enfrentan desigualdad

Fuente: www.kansasvaccine.gov

VOCES sobre LAS VACUNAS

¿Preocupaciones sobre la vacuna COVID?

- Evitar las vacunas por la cual LUPA no vacunarse.
- Por ahora hemos confiado nuestra salud a médicos profesionales, ¡igual confíen en las avances científicos que ayuden a erradicar esta pandemia global!
- Expresen con el fin del día que no tengo que decir a una persona que sus familiares padecen de COVID-19

Luis M. Taylor, Hospital Nurse Practitioner, Wichita

Fuente: www.kansasvaccine.gov

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Fuente: www.kansasvaccine.gov

1 of 20 FAQ graphics (English)

1 of 20 FAQ graphics (Spanish)
Leveraged several sources to develop informational, multilingual resources with targeted messaging for various demographic groups

Using inputs from various sources...

- KS Sentiment Survey
- Additional input from stakeholders

...we developed resources in English & Spanish

- Detailed FAQs (link)
- Community resource one-pagers (link)

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

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.

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

**Essential to use empathetic language during conversations**

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

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

Source: Ad Council, Voices on Vaccines
Vaccine allocation and targeted vaccination efforts informed by social vulnerability of both dense urban centers and rural areas with limited healthcare access

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.

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

Source: US Census, CDC Social Vulnerability Index
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.

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.

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.

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-door

**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

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

<table>
<thead>
<tr>
<th>Required for certain activities</th>
<th>Financial / “freebie“ incentives</th>
<th>Time related incentives</th>
<th>Lottery programs</th>
<th>Other incentives</th>
</tr>
</thead>
<tbody>
<tr>
<td>• NY requires Vx/negative test for performing arts, sport events and certain catered events</td>
<td>• Kroger offers $100 to vaccinated employees</td>
<td>• Ogen, UT offers 4 additional hours of paid vacation time to city employees</td>
<td>• OH: 'Vax A Million' offers $1M (18+) and a full-scholarship (12-17) to winners each week for 5 weeks</td>
<td>• IL does not count vaccinated people in restaurant cap limit</td>
</tr>
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<td>• RI, CA vaccinated travelers are not required to quarantine</td>
<td>• AK offering free hunting/ fishing licenses for vaccinated individuals</td>
<td>• MA prisons eligible for 1 week of reduced sentences</td>
<td>• MD: Daily lottery drawing of $40K for 40 days. On day 41 a grand prize winner gets $400,000.</td>
<td>• Lubbock, TX mayor allows raffle winner to teach him a TikTok dance or throw a pie in his face</td>
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</tbody>
</table>

Opportunities pursuing in Kansas

- Partnership with **Thrive Restaurant Group** (Applebee's) offering a free entrée for vaccinated individuals
- Lottery program offering weekly winners **cash prizes and scholarships** for 5 weeks (**to be announced in the coming weeks**)

Examples in other states:

- NY requires Vx/negative test for performing arts, sport events and certain catered events
- RI, CA vaccinated travelers are not required to quarantine
- Kroger offers $100 to vaccinated employees
- AK offering free hunting/ fishing licenses for vaccinated individuals
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- 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

Vaccinations by age group highlight continued need to address equity challenges, particularly among younger populations:

- Adult Vaccinations – Rate of >18 vaccination has largely stagnated over last month, though minority growth rates generally still higher than White & Non-Hispanic/Latino

- Youth Vaccinations – Rate of <18 vaccination increasing as eligibility has expanded to ages 12-15 (~40% increase week-over-week)

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

Source: KDHE
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

<table>
<thead>
<tr>
<th></th>
<th>Adult population (18+)</th>
<th>Eligible population (12+)</th>
<th>Total population</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Fully vaccinated</strong></td>
<td>50.0%</td>
<td>45.8%</td>
<td>38.5%</td>
</tr>
<tr>
<td><strong>With 1+ dose</strong></td>
<td>59.9%</td>
<td>55.8%</td>
<td>46.9%</td>
</tr>
</tbody>
</table>

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

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

<table>
<thead>
<tr>
<th>RACE:</th>
<th>Tests</th>
<th>Cases</th>
<th>Hospitalizations</th>
<th>Deaths¹</th>
<th>Vaccinations</th>
</tr>
</thead>
<tbody>
<tr>
<td>White</td>
<td>35,660</td>
<td>8,858</td>
<td>322</td>
<td>156</td>
<td>34,359</td>
</tr>
<tr>
<td>Black or African American</td>
<td>33,209</td>
<td>7,336</td>
<td>407</td>
<td>119</td>
<td>24,726</td>
</tr>
<tr>
<td>American Indian or Alaska Nat.</td>
<td>14,399</td>
<td>3,427</td>
<td>117</td>
<td>63</td>
<td>12,338</td>
</tr>
<tr>
<td>Asian</td>
<td>27,018</td>
<td>5,652</td>
<td>193</td>
<td>65</td>
<td>39,047</td>
</tr>
<tr>
<td>Native Hawaiian or Pacific Islander</td>
<td>Not reported</td>
<td>Not reported</td>
<td>Not reported</td>
<td>Not reported</td>
<td>27,095</td>
</tr>
<tr>
<td>Two or more races</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Other Race</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Not reported/missing</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

| ETHNICITY:             |          |          |                  |         |              |
| Hispanic/Latino        | 31,665   | 12,050   | 430              | 95      | 30,242       |
| Not Hispanic/Latino    | 31,433   | 7,758    | 324              | 158     | 35,777       |
| Not reported/missing   | Absolute: 502,205 (35% of total) | Absolute: 73,704 (23% of total) | Absolute: 982 (9% of total) | Absolute: 693 (14% of total) | Absolute: 209,081 (17% of total) |

Note: Missing IHS admin data

As of 12PM CT 6/2

Absolute: 82,873 (7% of total)
Absolute: 57,469 (5% of total)
Absolute: 141,819 (12% of total)

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


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

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 <18 population of 0.7M
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*

- White: 508.7, 517.8, 526.5, 535.4
- Black: 407.2, 424.9, 438.5, 449.9
- Hispanic/Latino: 407.2, 424.9, 438.5, 449.9
- Asian American Indian Hawaiian/Pacific Islander: 319.8, 329.6, 343.9, 358.6
- Non-Hispanic/Latino: 418.4, 426.6, 434.5, 442.6

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 >18 population of 2.2M

Thank you