



COVID-19 vaccines

Equity overview

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Overview of topics in today's presentation

- Vaccination rates in Kansas
- Vaccine hesitancy and access barriers
- Equity efforts underway

Majority of Kansas population has received at least one dose, but vaccination of children remains low

As of 3/29

Total pop.

Includes all Kansans (2.9m)

Elderly (65+)³

Includes total 65 & older population (0.5m)

Adults (18+)

Includes total 18 & older population (2.2m)

Youth (12-17)

Includes total 12 to 17 population (0.2m)

Children (5-11)

with 1+ dose

74.0%

95.0%

87.1%

61.5%

29.8%

completed full series

60.8%

89.7%

71.6%

52.0%

23.1%

received additional/booster²

25.6%

58.8%

32.4%

10.9%

N/A

Federal programs account for ~3-4% of vaccinations to date¹

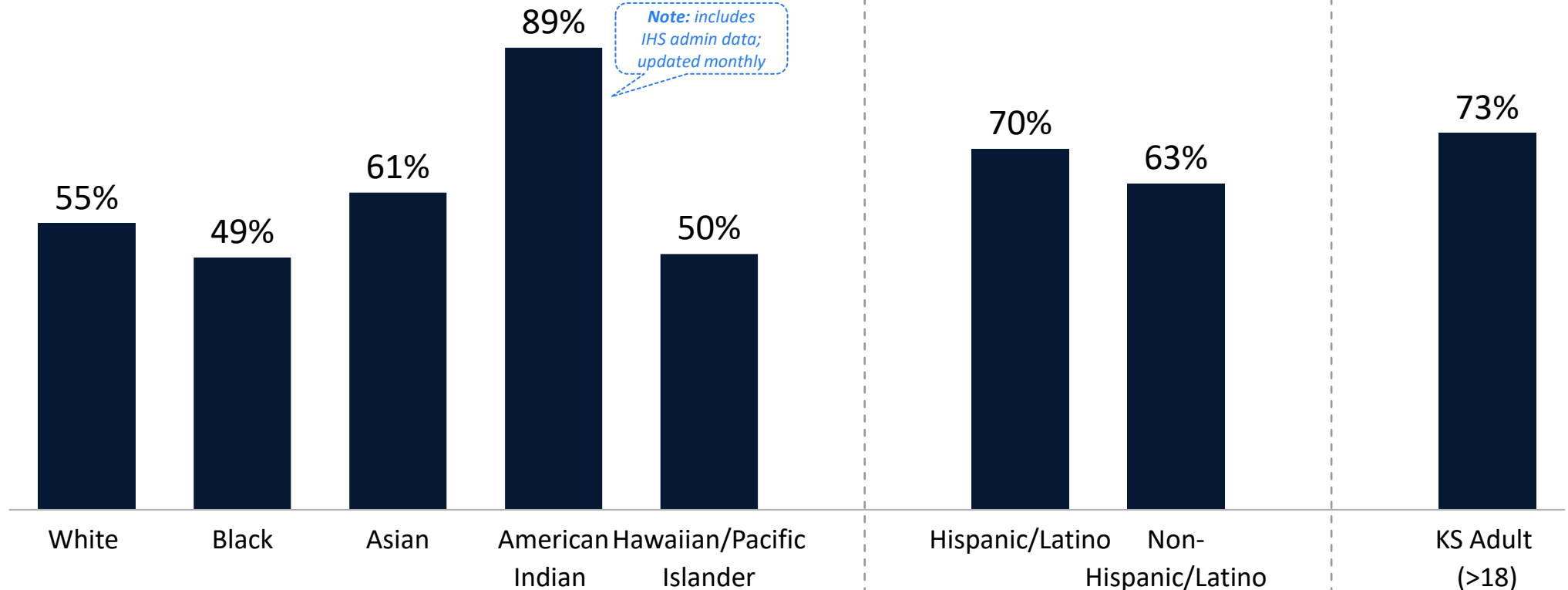
1. Total people known vaccinated as reported by CDC includes state administered, FRPP and federal entities: Bureau of Prisons, Department of Defense, Indian Health Services and Veterans Affairs 2. Additional/booster vaccination rate based on assumption that individuals only receive one booster/additional dose. 3. 65 and older population data capped at 95% for 1+ dose from CDC. Source: CDC data as of 3/29/22 at 12pm CT

Hispanic/Latino adult (18+) vaccination rates higher than non-Hispanic/Latino, but rates for Black Kansans still lags behind

Change from
3 wks prior
(03/08)



Vx rate today
(03/29)
% with 1+ dose



1. American Indian data includes IHS data updated monthly. Latest vaccination data is as of 03/28/22 and 3 week change is from 08/03/22 to 03/29/22.

Note: Vx rates represent Kansans with 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 population of 2.9M.

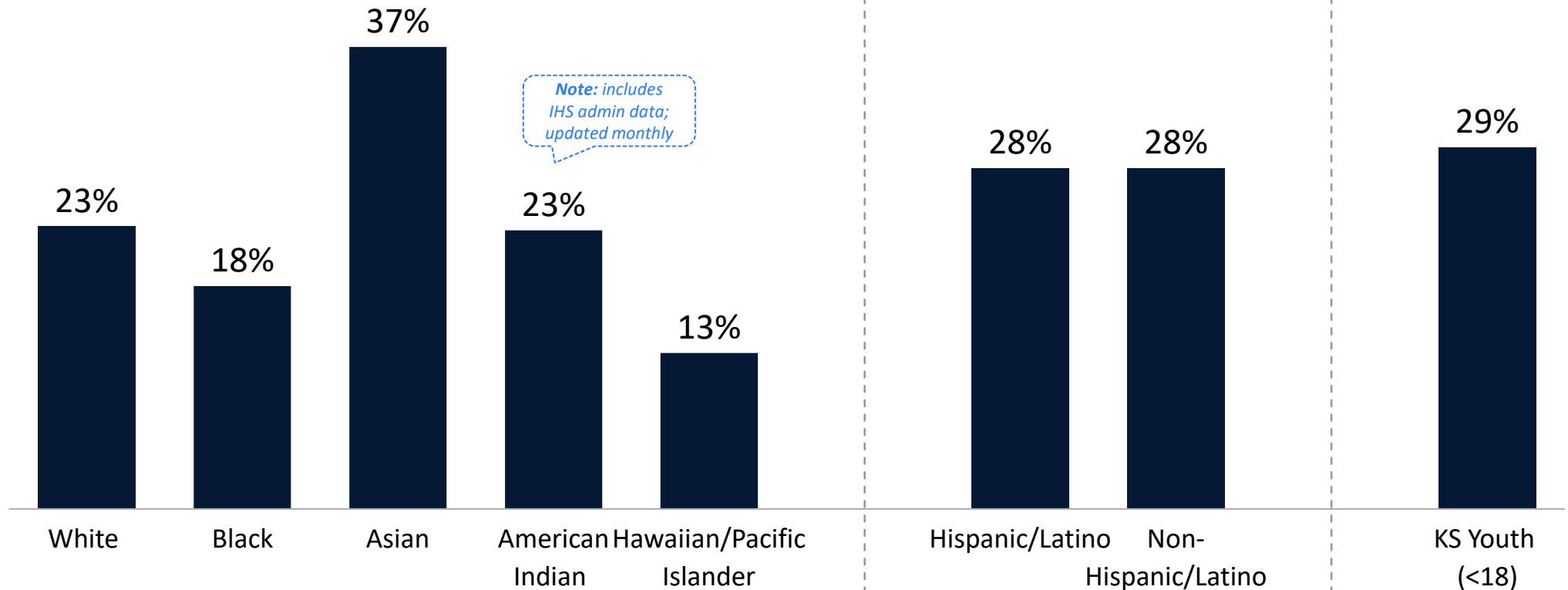
Source: KDHE COVID-19 public data (<https://www.kansasvaccine.gov/158/Data>) as of 03/29

Vaccination rates for Black Kansans youth (17 and younger) also lag behind other demographics

Change from
3 wks prior
(03/08)



Vx rate today
(03/29)
% with 1+ dose



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Source: KDHE COVID-19 public data (<https://www.kansasvaccine.gov/158/Data>) as of 03/29

Six equity-focused efforts to understand and address the drivers identified for low vaccine uptake

Two main hurdles to vaccine uptake

for minority communities are hesitancy and access barriers...



Multiple drivers of hesitancy

- Concerns about short development timeline
- Misinformation
- Distrust of health care professionals and institutions



Several barriers preventing easy access to vaccines

- Distance from vaccine sites
- Lack of transportation
- Inflexible work hours
- Language barriers



... addressed through six efforts in Kansas focused on **understanding hesitancy and improving access**

- 1 **Market research** to understand evolving sentiments
- 2 **Comms campaigns** to encourage vaccinations
- 3 **High-SVI clinics** to reach vulnerable communities
- 4 **COVET** to engage with community partners
- 5 **Funding programs** to support vaccinations efforts
- 6 **Partner visits** to strengthen relationships

All equity efforts to date informed by best practice and Kansas specific sentiments and needs

Market research | Kansas latest sentiment study found that unvaccinated minorities are more likely to be willing to get vaccinated

Sentiments of unvaccinated Kansans studied through survey and focus groups



2 Research centers engaged



839 Unvaccinated Kansans surveyed

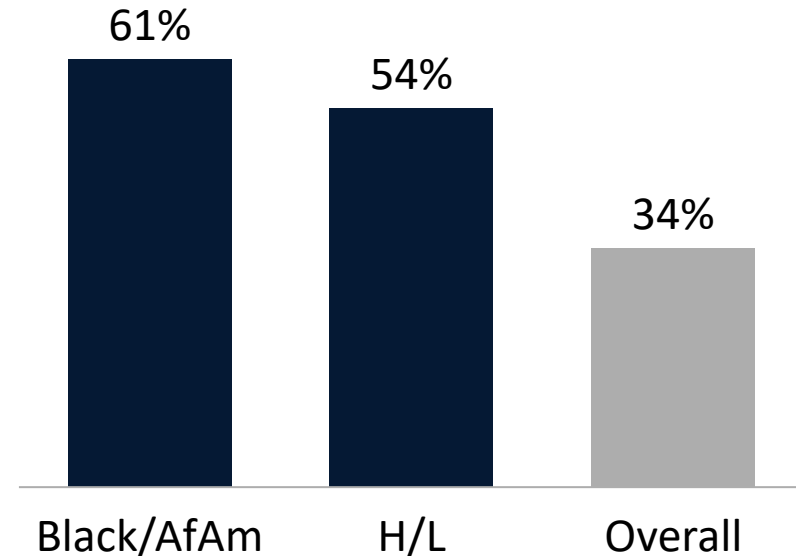


17 Focus groups held with over 100 participants

Study run in September 2021

Black/AfAm¹ and Hispanic/Latino (H/L)² more open to the COVID-19 vaccine

% of respondents likely to get vaccinated or movable in their sentiment towards vaccines



Full market research report available on KDHE website

1. Hispanic/Latino 2. Black/African American

Source: September 2021 survey of unvaccinated Kansans. Interviews conducted between 9/13/21-9/21/21 of 820 unvaccinated adults. Data set was weighted to be a representative sample of the population. US Census data; Kansasvaccine.gov

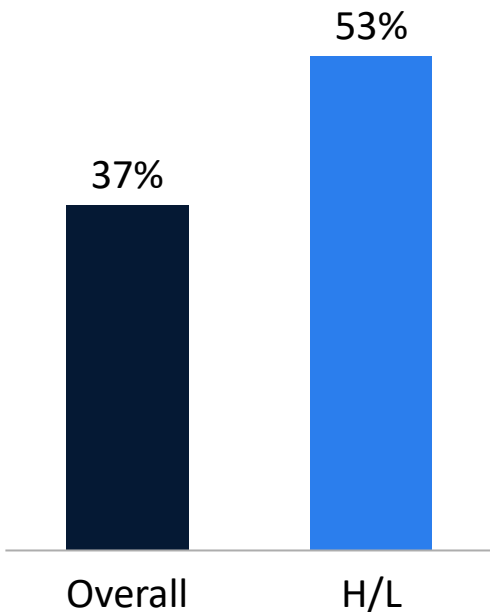
Market research | Hispanic/Latino Kansans more likely to be worried about infection but report lingering concerns over vaccines

H/L are more worried about infection¹ ...

... but raise several lingering concerns about the vaccine

H/L Kansans most trusting of scientific and medical messengers

% of respondents worried about infection



Drivers of hesitancy



Short development timeline



Side effects & allergic reactions



Impact on fertility



Preference for home remedies

Concerns around access



Unfriendly workplace policies/ financial cost of missed work



Interest in hearing information from **scientists and doctors**



Need for comprehensive **material in Spanish**



Personal experiences as a key to form vaccine perception

Full market research report available on KDHE website

1. Survey collected responses from 66 unvaccinated Hispanic/Latino Kansan adults
Source: September 2021 survey of unvaccinated Kansans. Interviews conducted between 9/13/21-9/21/21 of 820 unvaccinated adults. Data set was weighted to be a representative sample of the population. Focus groups by JUNTOS.

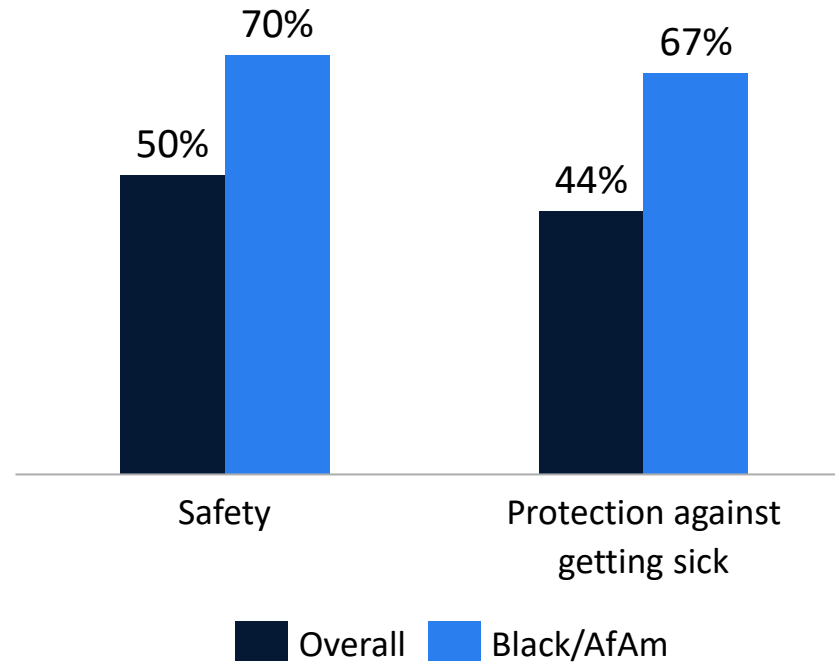
Market research | Black/African American Kansans concerned about side effects and report lack of vaccine related information

Several lingering hesitancy drivers need to be addressed

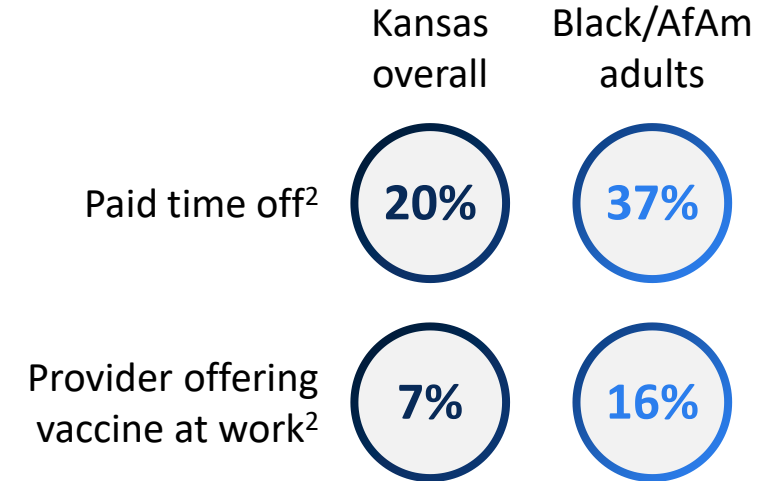
Majority of unvaccinated Black/AfAm¹ report lack of information ...

... and more likely to get vaccinated with favorable employers' policies

% reporting not having enough information or are unsure about the vaccine's:



Are you more likely to get vaccinated if offered ...



Concerns about side effects related to **underlying health conditions**



Belief benefits **do not outweigh the risks**



Ongoing mistrust in medical field from historical context

Full market research report available on KDHE website

1. Survey collected responses from 57 unvaccinated Black/African American Kansan adults. 2. Only asked of employed respondents
Source: September 2021 survey of unvaccinated Kansans. Interviews conducted between 9/13/21-9/21/21 of 820 unvaccinated adults. Data set was weighted to be a representative sample of the population. NORC focus groups.

Comms campaigns | Market research informed development and distribution of multilingual comms campaigns and resources

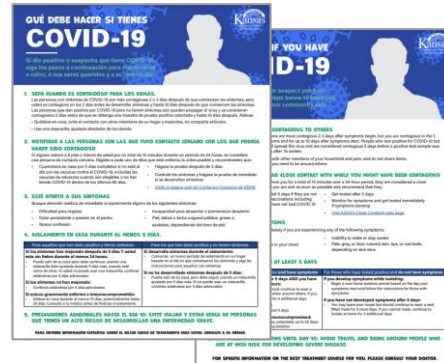
Black/AfAm focused comms featuring trusted members of the community



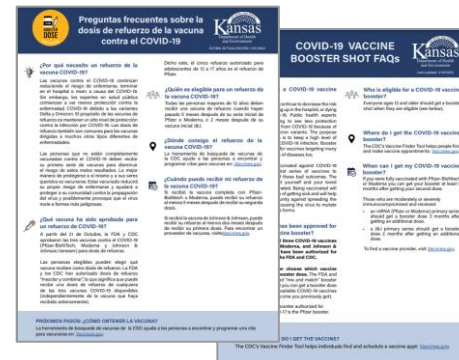
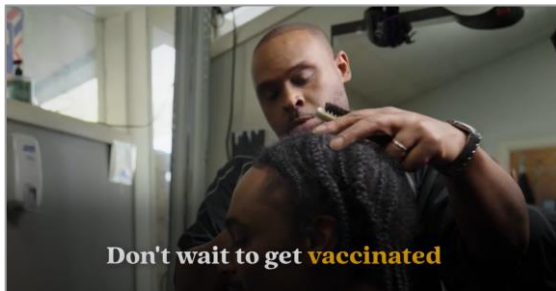
Hispanic/Latino focused comms sharing real stories of positive impacts of the vaccine



Informational and educational resources sharing up-to-date knowledge and guidance



Free support to develop advertisement to promote COVID-19-related activities



Flyer Layout Design 1



Flyer Layout Design 2



Flyer Layout Design 3

High-SVI clinics | Continued efforts to increase vaccination rates through localized, collaborative clinics informed by ongoing needs



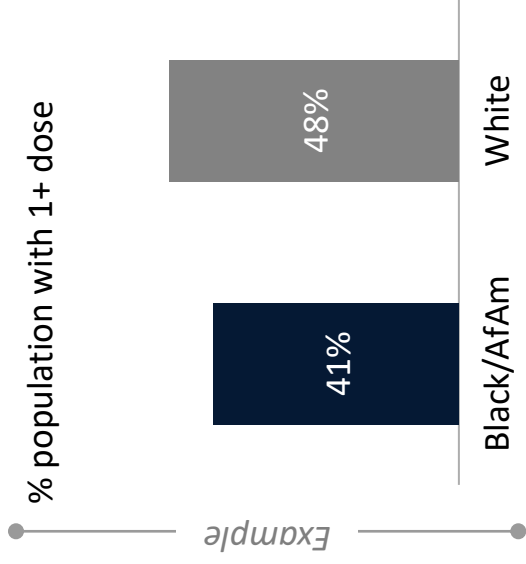
Low vaccination rates
still present in specific
communities and areas



Research shows
hesitancy has shifted in
undeserved groups



Importance of **localized effort involving trusted community leaders**



% population with 1+ dose

New JAMA study¹ showed

- **Faster increase in willingness to get vaccinated** for Black/AfAm community
- Larger increase in sentiment of Black/AfAm in viewing **vaccines as way to protect individuals and communities**

JAMA article¹ reiterates on **importance of trusted messengers from within the community**

Market research² showed that **Black/African American unvaccinated Kansans are more likely to trust community leaders** for COVID-19 vaccine-related information

1. [Changes in COVID-19 Vaccine Hesitancy Among Black and White Individuals in the US](#), January 2022, JAMA. The 7-waves study surveyed 1,200 U.S. adults between December 2020 and July 2021 measuring sentiment around 4 vaccine topics: safety, efficacy, community protection and individual protection

2. September 2021 survey of unvaccinated Kansans

High-SVI clinics | Three steps to identify and reach communities with pop-up clinics in high-SVI areas in partnership with local organizations



1





Proactively **identify at risk communities** and **local partners**

- Identify areas with **high SVI and limited vaccine access** (e.g., rural and >10 miles from provider)
- Verify area has **low vaccination rates** compared to state average
- Identify **local partners** to confirm unmet vaccines needs and partner for on the ground efforts



2



Coordinate **equity vaccine clinic planning and execution**

-  Secure **vaccines**
-  Provide availability of **KDHE nurse(s)**
-  Support development and distribution of **marketing materials**
-  Supported **on-ground activities**



3

Ensure **presence of culturally proficient staff**

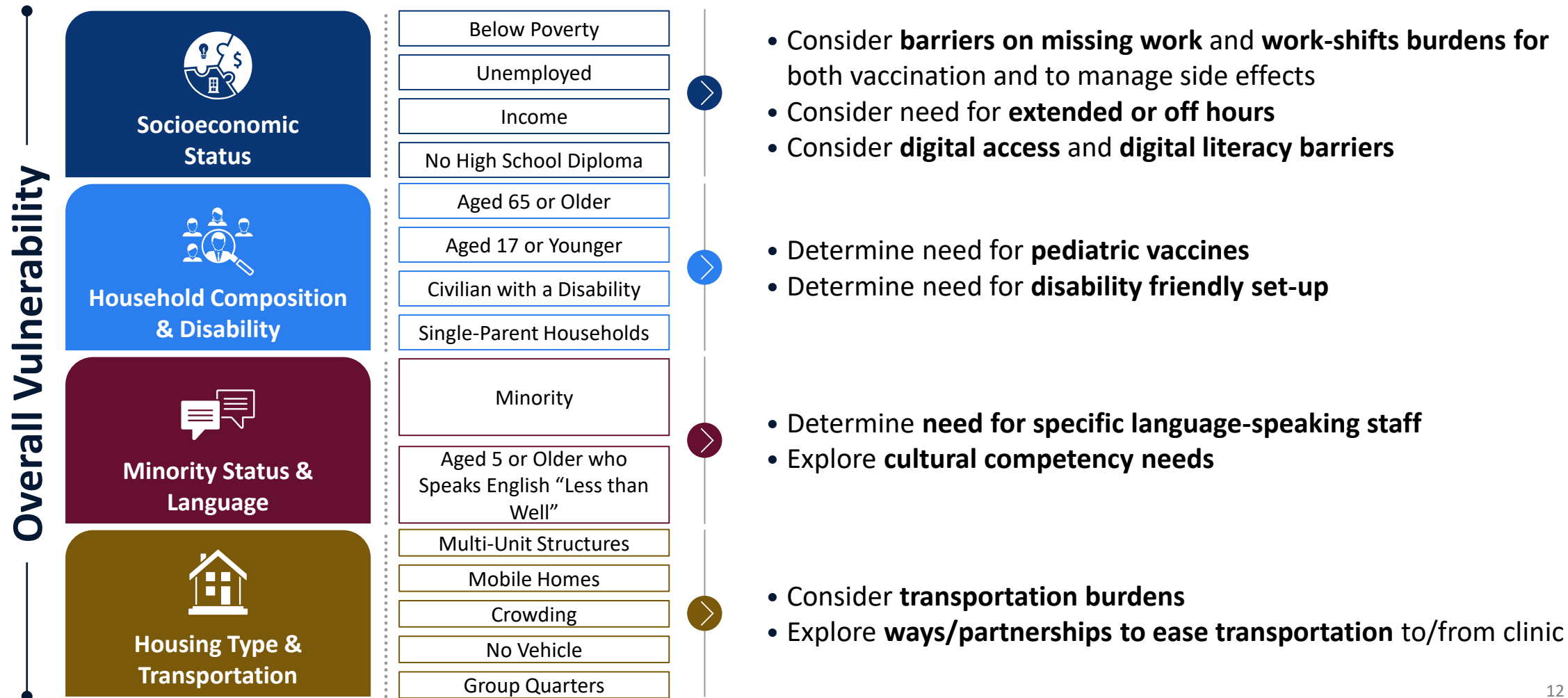
-  Ensure presence of **local community health workers**
-  Ensure presence of **Spanish-speaking** staff (or other languages, if needed)

Steps are embedded into KDHE process to support pop-up vaccine and testing clinics

High-SVI clinics | SVI-subscores used as one input to ensure clinics serve unique needs of the local communities

SVI score composed of multiple sub-scores...

...each with specific considerations to inform clinic planning



High-SVI clinics | Clinic held in Dodge City in partnership with Genesis Health and National Beef



Geovannie Gone · 1st
Advisor at KHLAAC, State of Kansas Nursing Board, Chief Administrative Officer
1d · Edited · 🌐

Genesis family health is helping to ensure that all **#people** that want to get **#vaccinated** can get it. Today the **Kansas Department of Health and Environment**, **National Beef Packing Company LLC** in Dodge City and **UnitedHealthcare Community & State** worked together to provide local **#community** vaccination opportunities to **#rural** Dodge city Kansas residents. Community vaccination events bring vaccine to people who would otherwise have a hard time getting vaccinated.

There are many **#social**, **#geographic**, **#political**, **#economic**, and **#environmental** factors that create challenges to vaccination access and acceptance, and that often affect **#racial** and **#ethnic** minority groups. Being able to target meat plant employee families in rural communities is key to ensure **#equity** across the **State of Kansas**.

Especial thanks to **Melissa Medina**, **Ximena Montserrat Garcia, MD**, **Courtney Hayden**, Gloria Calderon, and all our wonder vaccinators that assisted in making this event a success.

Centers for Disease Control and Prevention



COVET | Partners are engaged regularly to provide input on activities to increase vaccine uptake

What is COVET?

COVID-19 Vaccine Equity Taskforce is a monthly meeting of a taskforce of **>50 members** from grassroots, grasstops, government, public health, and advocacy groups



COVET has 3 goals:

- 1 Engage with diverse communities
- 2 Support grassroots efforts
- 3 Provide platform to share community successes

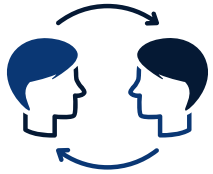
Funding programs | Over \$3M awarded to organizations promoting vaccine uptake in vulnerable communities



Goal	Supports efforts to increase uptake of COVID-19 & routine lifespan vaccines	Provide funding to organizations supporting local efforts aimed at increasing vaccine uptake
Grant funding	Up to \$250,000	Up to \$10,000
Example of eligible groups	Federally qualified health centers, safety net clinics, community-based organizations, nonprofits	Clinics, colleges, community groups, faith-based organizations, Kansas tribes, nonprofits, pharmacies
\$ awarded	Over \$2.9M to 17 organizations	Over \$80,000 to 10 organizations

Partner visits | Visited over 20 partners in 9 locations across the State to foster relationships with community organizations

Three goals for our partner visits



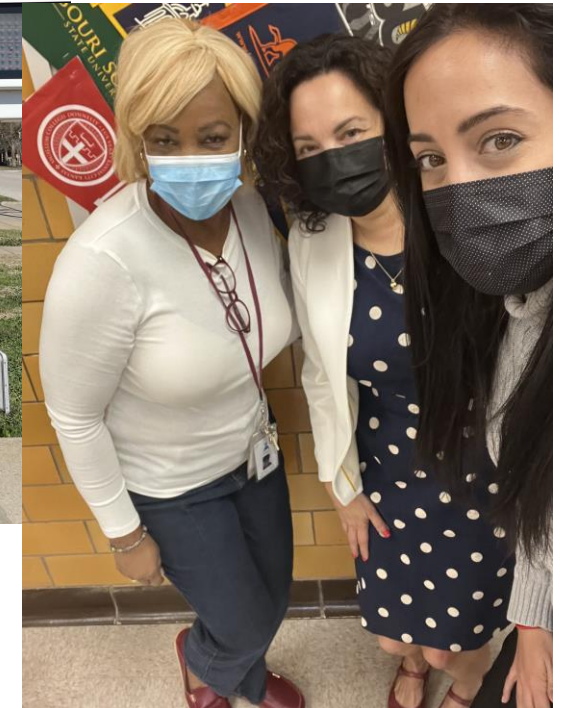
Develop **personal relationships** with community leaders



Understand what is happening **on-the-ground** to inform ongoing and further efforts



Distribute **available informational resources** and share **funding opportunities**



As Kansas' strategy shifts towards 'new normal', supporting vulnerable communities remains a priority



Vaccination

Ensure ongoing **access to vaccines**



Testing

Ensure **uninterrupted access to free testing** statewide, especially during surges



Treatment

Facilitate **equitable distribution of available COVID-19 treatments** across the State