

The Tribal Vaccine Equity Project:

Identifying Best Practices: Planning & Executing Vaccine Events

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The Inter-Tribal Council of Michigan
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Agenda

- Project overview
- Education & Outreach
- Vaccination Events
- Lessons learned discussion
- Q & A



The Tribal Vaccine Equity Project

OVERVIEW

Goals

- ↓ Reduce COVID-19 vaccine hesitancy
- ↑ Increase access to COVID-19 vaccines
- ↑ Increase COVID-19 vaccine uptake

Funding Opportunities

OVERVIEW

ITCMI will fund 10 sub-grantees to support local vaccination efforts

- Includes tribes, tribal health centers, and/or other tribal serving community partner proposals for **up to \$26,500 each**.
- Project period is March 21, 2022 until May 20, 2022
- Applicants may apply for one, or a combination of the four funding opportunities.

Community Vaccine Event Funding Opportunity



Award of
up to \$15,000



Tribal health center
hosts a local vaccine
event in
collaboration with a
community partner



Attendance of one
webinar on available
toolkits



Report the number of
vaccines
administered &
participate in
evaluation interview

The Tribal Vaccine Equity Project: Community Vaccine Event Funding Opportunity

When you apply, you will need to provide:

- A brief description of your proposed event
- How you plan to record and report the outcome (number of vaccines administered)
- A proposed budget (breakdown not required)

Importance of Vaccines

- Vaccination is our leading public health strategy to **end the COVID-19 pandemic.**
- Increasing vaccinations requires easily accessible vaccines and meeting people where they are with **compelling information from trusted sources.**
- Vaccination clinics hosted in collaboration with community partners are a tool to help make **vaccinations accessible to your local community.**

INCREASING CONFIDENCE IN VACCINE, VACCINATOR, & HEALTH SYSTEM

May have questions, take a “wait and see approach” or want more information



Refusal

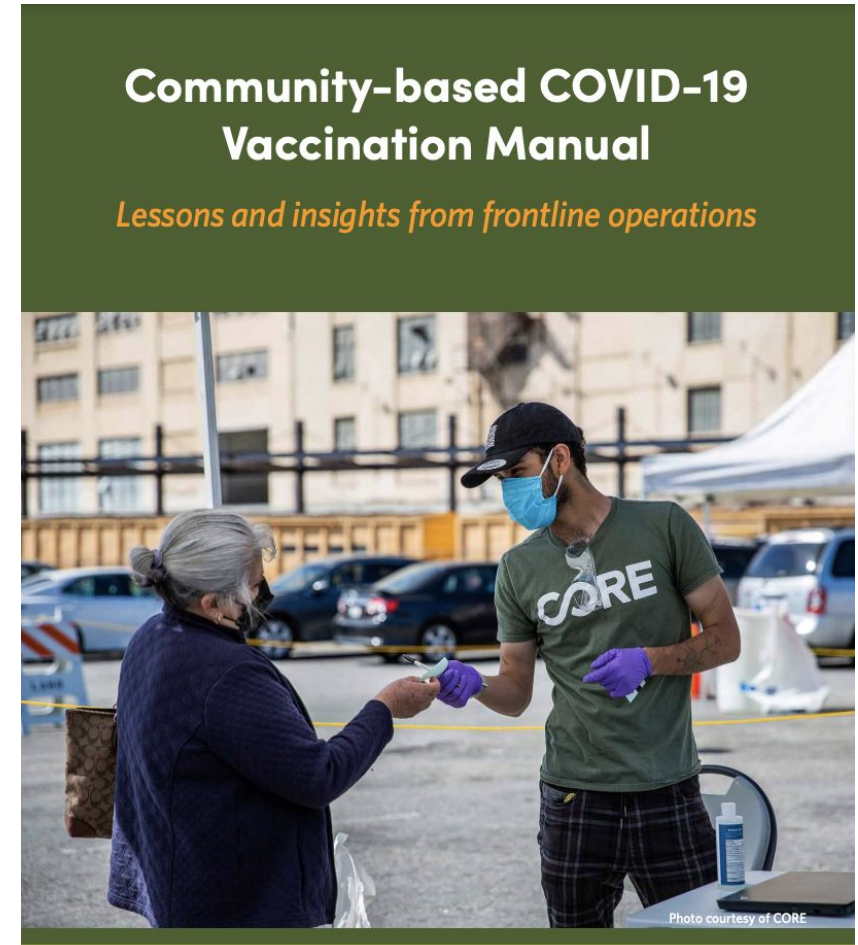
Passive
Acceptance

Demand



Community-based COVID-19 Vaccination Manual

- Provides guidance on essential components and considerations for vaccination events
- Recommended staffing, responsibilities, supplies, equipment, and layout of the event
- Suggested community engagement and outreach
- Based on lessons learned from community vaccination sites in Los Angeles, CA and Atlanta, GA.



Community Engagement and Outreach

- Identify populations most vulnerable to the effects of COVID-19
- Generate demand for the vaccine
- Use trusted messengers to promote messages
 - Health care providers
 - Social media influencers

Tips from the field

- Offer incentives
- Review patient records, identify those who are eligible but not yet vaccinated and send them a personalized reminder

Sample Email or Letter on COVID-19 Vaccination To Send to Your Patients



Dear [INSERT PATIENT NAME],

I hope this [email/letter] finds you and your loved ones staying safe and healthy.

The COVID-19 pandemic has caused tremendous disruption in each of our lives. As your primary care provider, I care deeply about your health and well-being. That's why I encourage you to get a COVID-19 vaccine as soon as possible if you haven't already. Getting vaccinated can bring you one step closer to enjoying the activities you miss. It is one of the most important things you can do to help protect yourself and your loved ones from this disease. Everyone 12 years of age and older is now eligible to get a COVID-19 vaccination.

Do you have questions or concerns about vaccination? I want to answer them as best I can and help you make an informed decision. You can call my office at (###) ###-####.

Here are some of my answers to questions I've heard most often from patients:

- **Why should I get vaccinated?** COVID-19 can cause serious illness or even death. There's no way to know how COVID-19 will affect you. And if you get sick, you could spread the disease to family, friends, and others around you. COVID-19 vaccination is an important tool to help us stop the pandemic and get back to normal.
- **Are COVID-19 vaccines effective at preventing the disease?** All COVID-19 vaccines available in the United States are effective at preventing the disease. Getting a COVID-19 vaccine will also help keep you from getting seriously ill even if you do get COVID-19.
- **Are the COVID-19 vaccines safe?** COVID-19 vaccines are safe. Over 100 million people in the United States are fully vaccinated. COVID-19 vaccines have undergone the most intensive safety monitoring in U.S. history, and scientists are continuing to monitor their safety.
- **Will the shot make me sick? Will I have side effects?** You may have side effects after vaccination, but these are normal signs that your body is building protection. The most common side effects are pain, redness, and swelling in the arm where you got the shot, tiredness, headache, muscle pain, chills, fever, and nausea. If you have these side effects, they should go away within a few days. Serious safety problems are rare. But if you are concerned about them, I'd be happy to talk to you.

There are many places where you can get vaccinated, and it's 100% free. You can

- Contact our office to schedule a vaccination appointment. [PROVIDER: Remove this bullet if you do not offer vaccination and consider indicating that in the letter.]
- Visit [vaccines.gov](https://www.vaccines.gov) or www.vacunass.gov to find vaccines near you.
- Text your zip code to 438829 (GETVAX) or 822862 (VACUNA), or call 1-800-232-0233 to find vaccine locations.
- Call your local pharmacy or visit your local health department website.

I'm here to answer your questions, and I look forward to hearing from you.

Sincerely,


[INSERT NAME & CONTACT INFORMATION]

Community Engagement and Outreach

- Provide a space for community members to ask questions and share concerns
 - Virtual roundtables
 - Facebook live Q&A events
- Use plain language
 - Why Aren't They Showing Up? A Lesson in Health Communications [Webinar]

Key Points for Effective Flyers

- Organize your layout
 - Bottom Line Up Front (BLUF)
 - What will your audience see first?
What are their eyes drawn to?
- Focus on the main points
 - What, who, when, where, how
- Stick to 2 font styles and 3 font sizes



The flyer features a background image of a healthcare worker in a white coat and gloves administering a vaccine into a person's upper arm. The text is overlaid on this image.

**APPOINTMENT
REQUIRED
(269)488-0804**

COVID-19 VACCINATION EVENT




ELIGIBILITY

- 65+ yrs • 50+ yrs w/ pre-existing condition or caregiver • K-12 School worker • childcare provider • agricultural worker

DOSE 1: WEDNESDAY 03.17.2021
DOSE 2: WEDNESDAY 04.14.2021

THIS WEEK'S LOCATION
KALAMAZOO CENTRAL
11:00AM- 6:00PM
2432 N DRAKE RD
KALAMAZOO, MI

Masks are required.
Please wear clothing with easy access to upper arm.
After receiving the vaccine, continue to follow COVID-19 precautions.
Second dose required for effectiveness.

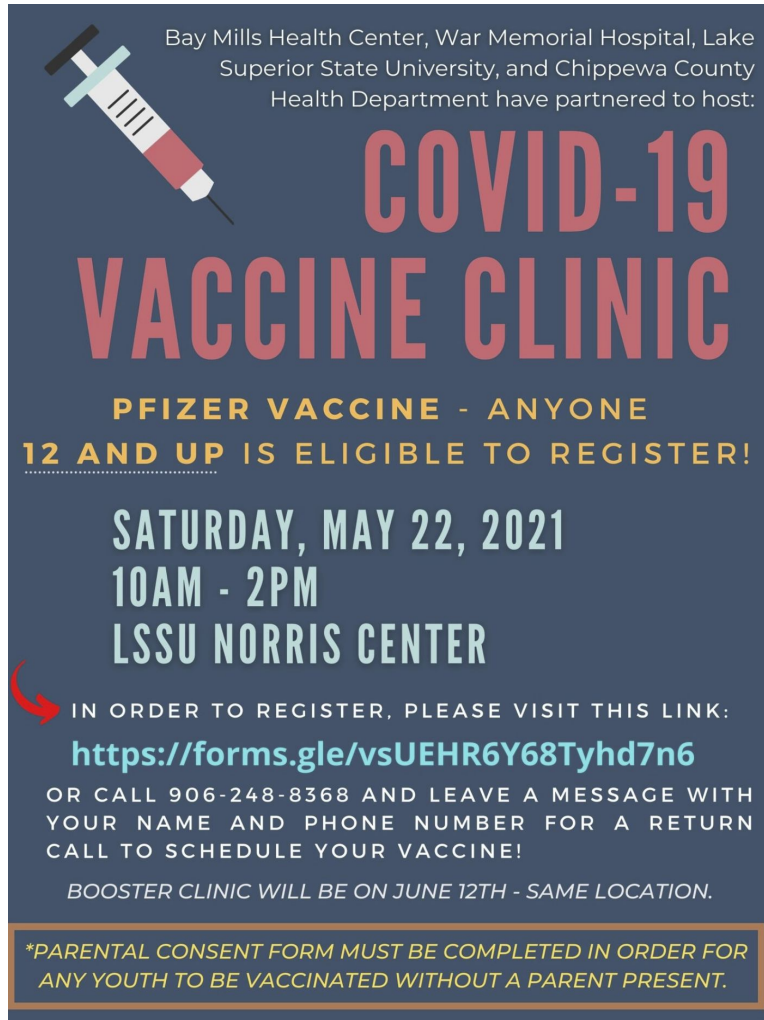
 **FAMILYHEALTH**
center   **BRONSON**

Key Points for Effective Flyers



- Less is more
- Connect to your audience with relevant pictures/graphics
- Tell your audience what you want them to do
- Get a proofreader who is unfamiliar with the event

Effective Messaging for Your Audience



Bay Mills Health Center, War Memorial Hospital, Lake Superior State University, and Chippewa County Health Department have partnered to host:

**COVID-19
VACCINE CLINIC**

**PFIZER VACCINE - ANYONE
12 AND UP IS ELIGIBLE TO REGISTER!**

**SATURDAY, MAY 22, 2021
10AM - 2PM
LSSU NORRIS CENTER**

IN ORDER TO REGISTER, PLEASE VISIT THIS LINK:
<https://forms.gle/vsUEHR6Y68Tyhd7n6>
OR CALL 906-248-8368 AND LEAVE A MESSAGE WITH
YOUR NAME AND PHONE NUMBER FOR A RETURN
CALL TO SCHEDULE YOUR VACCINE!

BOOSTER CLINIC WILL BE ON JUNE 12TH - SAME LOCATION.

**PARENTAL CONSENT FORM MUST BE COMPLETED IN ORDER FOR
ANY YOUTH TO BE VACCINATED WITHOUT A PARENT PRESENT.*



WHAT is happening



WHO is eligible



WHERE location of event



CALL TO ACTION (i.e. register
using link)



CLARIFYING NOTES

Medium Walk-up Vaccination Sites

- Medium walk up sites leverage existing community buildings and areas to provide community members with centrally located vaccination access
- Medium walk up sites should be hosted at familiar community venues, both clinical and non-clinical
- Prioritize and select sites by identifying coverage gaps.

Medium Walk-up Vaccination Sites

Benefits

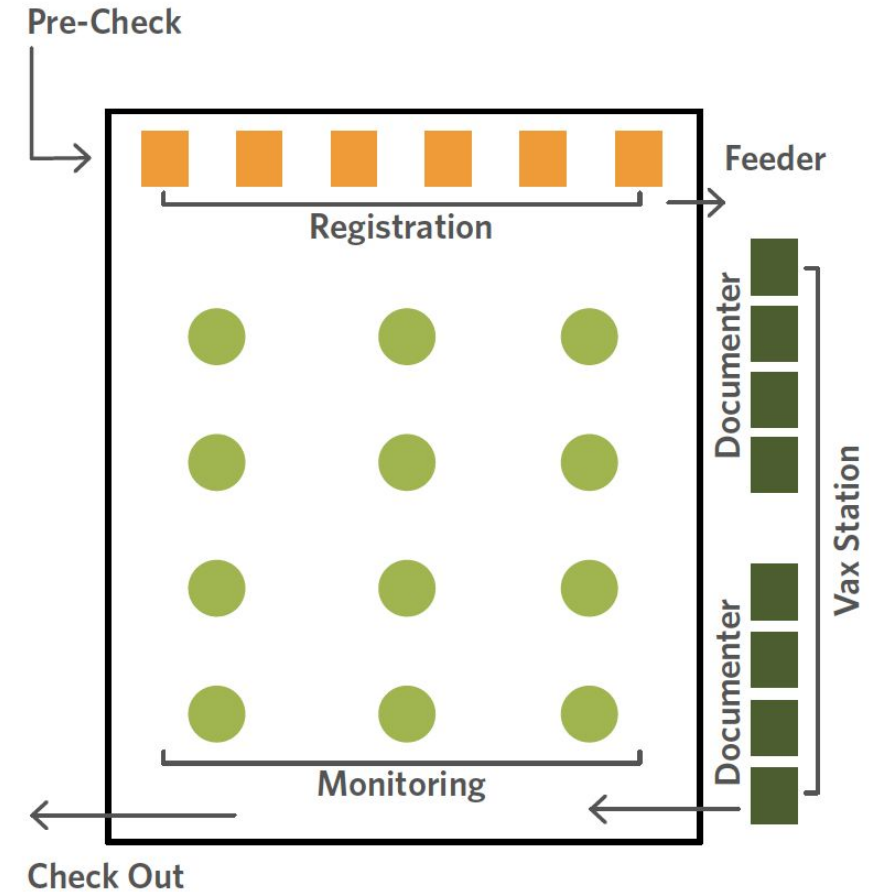
- Brings vaccination services closer to communities in need
- Offers communities a familiar site that can serve many individuals at once
- Reduces barriers - transportation, unfamiliar areas
- Leverages existing community-based infrastructure

Sites

- Health clinics
- Recreation centers
- Schools
- Hotels
- Cultural centers

Site Organization

- Situating your site where there is an entrance and exit allows for smooth flow of patients
- All stations should allow for social distancing
- Additional site areas to consider
 - Vaccine prep area
 - Restrooms
 - Parking
 - Staff break room



Pre-Check/Arrival Station

- Patients are welcomed and screened for eligibility, and their appointment is confirmed. Following pre-check, patients will check in/register.
- Color-coded safety vests for staff or color specific tables are helpful visual cues for patients looking for help and for staff directing patients.
- Sites should include a parking area for non-ambulatory patients where staff can go directly to the patients' cars/bus to register, vaccinate and monitor

Check-in/Registration Station

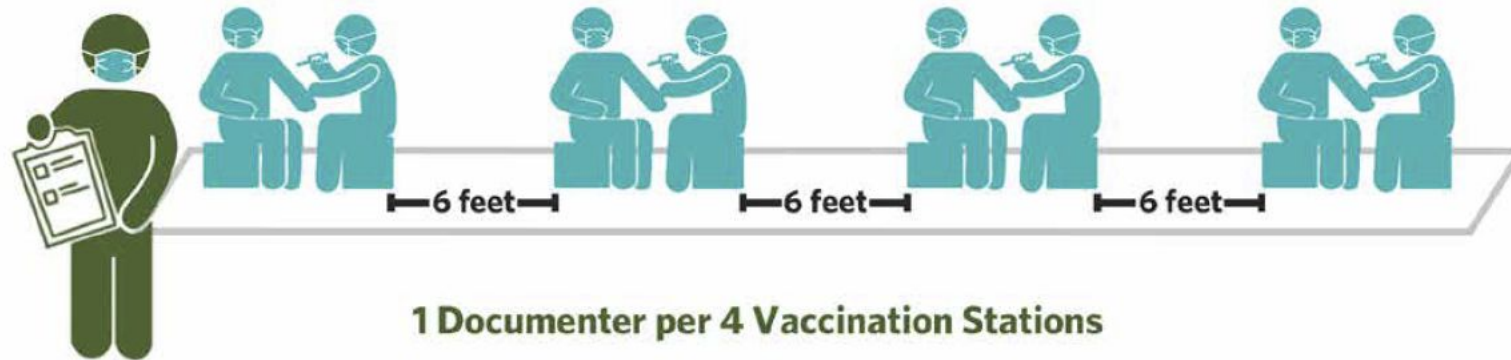
- **Online pre-registration is highly recommended:** if patients need to register on-site, plan for additional staffing and time
- At check-in, patients are registered in the clinical registration system or electronic health record (EHR) and provide consent to be vaccinated.

Tips from the field

Raffle tickets can be used to show that the patient has been registered, indicate which arm they prefer for vaccination and indicate whether they need clinician consultation

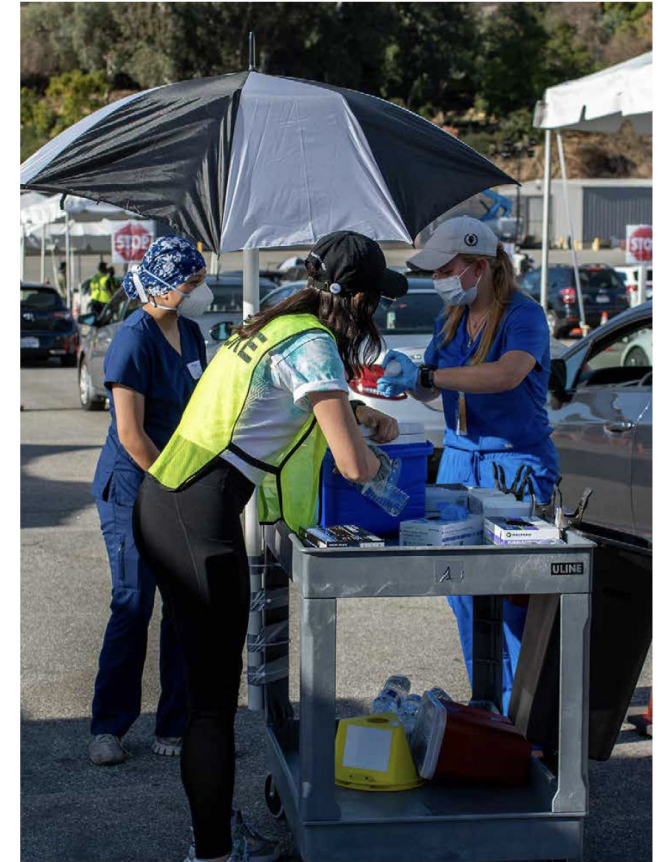
Vaccine Station

- Patients receive their injection at the vaccination station.
- Some sites combine some or all stations into one.



Vaccine Station

- Documenters are staff who stand near the vaccination tables and use tablets or other tools to confirm patient name, arm for vaccination and start monitoring timers once patients have received their vaccine.
- For non-ambulatory patients, use vaccine supply carts stocked with all needed supplies



Monitoring/Check Out

- Following vaccination, patients need to be monitored for adverse reactions for at least 15 minutes.
- This is a great time to:
 - Fill out and administer their vaccine cards
 - Answer any questions from the patient
 - Address health-related social needs
 - Screen for food and/or housing insecurity, primary care or directly connect them to other resources

Other Vaccine Clinic Resources

- [Partners In Health – Vaccine Site Planning & Dose Tracking Tool](#)
- [Minnesota Department of Health – Host a Community COVID-19 Vaccination Event](#)
- [DHHS – Guide to Hosting COVID-19 Vaccination Clinics for Community-Based Organizations](#)
- [DHHS - American Indian/Alaska Native Tribal Leaders Toolkit](#)
- [Kaiser Permanente - COVID-19 Vaccine Equity Toolkit](#)

Lessons Learned Discussion

Other Vaccine Clinic Resources

For more information about the Tribal Vaccine Equity Project, visit:
<https://keepitsacred.itcmi.org/covid-19-vaccine-equity/>

To apply for the Community Vaccine Event funding opportunity,
visit: <https://chc.mphi.org/surveys/?s=899W74FW7NHXMNK9>

Upcoming Webinar

Webinar: Wednesday, April 6, 2022 at 3:00pm ET

**Engaging Your Virtual Audience:
Best Practices in Hosting Online Events**

[Register here](#)



Questions?





For additional questions, please
contact Hannah Wichern:
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