The Tribal Vaccine Equity Project:

Identifying Best Practices:
Planning & Executing Vaccine Events

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March 30, 2022
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
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)
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-based COVID-19 Vaccination Manual
Lessons and insights from frontline operations
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 or www.vaccines.gov to find vaccines near you.
- Text your zip code to 438829 (GETVAX) or 822182 (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
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

**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 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: hannah.wichern@itcmi.org