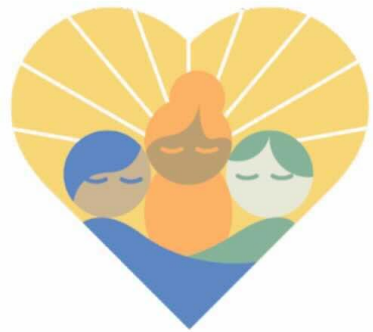


Community-centered Approaches at an FQHC: *COVID-19 Vaccine and Crisis Mitigation Interventions*

AltaMed Institute for Health Equity COVID-19 Outreach Campaign



C-19 Recovery Project

Rosa Vazquez

(she/her/ella)

Los Angeles COVID-19 Vaccination
and Community Recovery Campaign-
Consulting Manager

About Me:

- From in Santa Ana, Ca
- Immigration and Political Organizing
- Community-centered Program Consultant

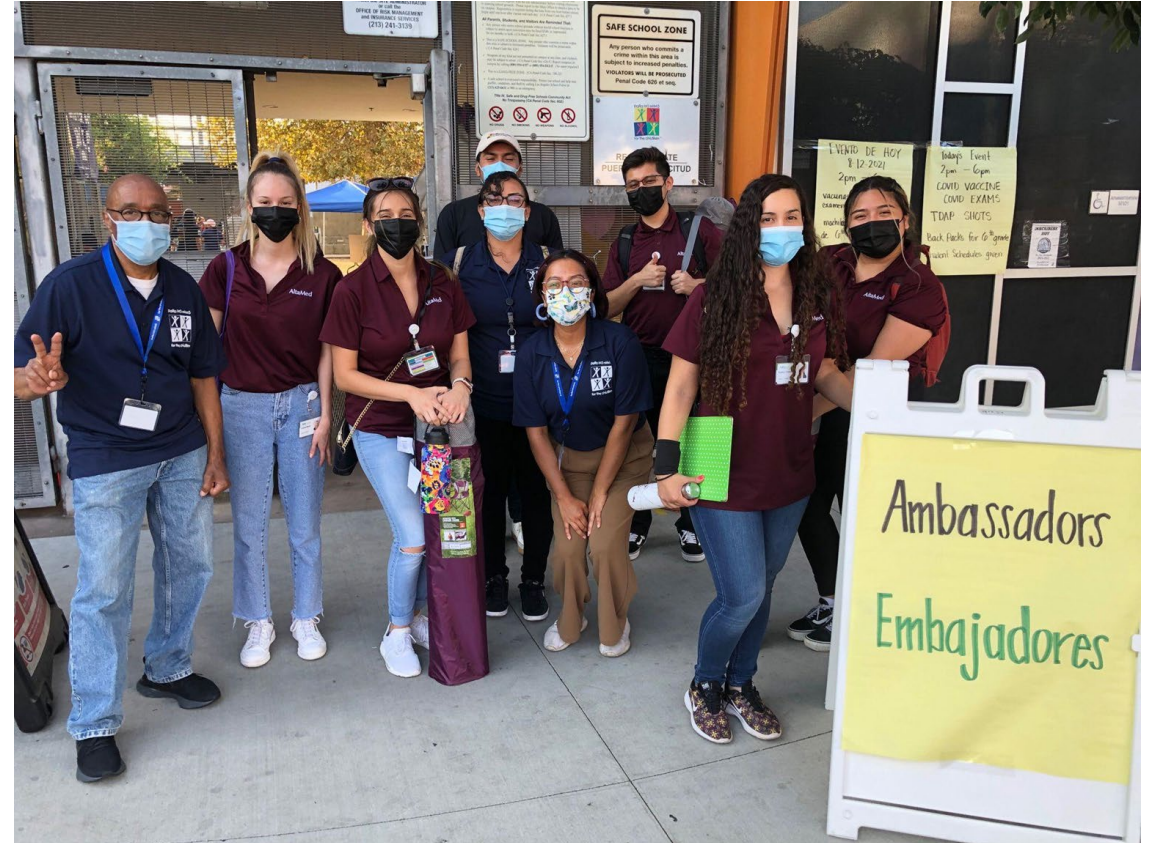
Our Campaign

Aim:

To advance health equity and social justice by engaging community residents and patients as partners in addressing barriers to vaccine uptake and mitigating the effects of the COVID-19 pandemic on our community.

Strategies:

1. Direct on-the-ground community outreach
2. Social determinants of health education
3. Leadership development and advocacy training
4. Policy, systems and environmental change efforts
5. Coalition-building and partnership mobilization



Campaign Goals

Long- Term Goals	Short and Medium Term Goals
Increase the capacity, alignment and social connectivity of partners in the region to advance equitable recovery	Increase access to recovery, vaccines and services
Increase community resiliency, power and agency through our engagement, activation and capacity building strategies	Incorporate community-driven, community-informed outreach approaches and event design Increase knowledge and awareness of health inequities and C-19 impact on community
Facilitate equitable recovery that is driven and centers community	Activate culturally significant hubs/areas and community groups to amplify our recovery events.
Develop a community health workforce that redefines the expectations and norms for community health campaigns and interventions	Increase internal capacity of our team and our campaign network through education on Organizing and Mobilizing Others

Campaign Model

Conceptual Model: Integrating Freirean Concept of Liberation to COVID-19 Vaccine Initiative



PHASE 1	PHASE 2		PHASE 3
Program Team Structure <ul style="list-style-type: none"> 3 Consultants 35 CHWs 	<ul style="list-style-type: none"> 2 Consultants 1 Administrative Assistant 35 CHWs Community Ambassadors 	<ul style="list-style-type: none"> 6 Consultants 22 CHWs 	<ul style="list-style-type: none"> 6 Consultants 10 CHWs Community Advisory Board
Strategy <ul style="list-style-type: none"> Community-centered SDOH & Equity COVID Community Devastation 	<ul style="list-style-type: none"> Community Recovery Co-Learning and Co-Development of program initiatives 	<ul style="list-style-type: none"> Digital Community Building Leveraging existing digital infrastructure 	<ul style="list-style-type: none"> C-19 Continued Crisis Mitigation C-19 Equitable Recovery Community Resilience Building
Implementation <ul style="list-style-type: none"> Vaccine Pods Community Events Resource Recovery Partnership Building 	<ul style="list-style-type: none"> Events Platicas Volunteer Base & Network Building 	<ul style="list-style-type: none"> Digital Spaces of Encounters Reciprocal Engagement Digital Partnerships 	<ul style="list-style-type: none"> Community Activation Projects COVID-19 Recovery Workgroup
Engaged Stakeholders <ul style="list-style-type: none"> AltaMed Institute AltaMed CORE Team Community Workforce MCMH Coalition 	<ul style="list-style-type: none"> Grassroots Partners Community Volunteers & Ambassadors Schools and non-health CBOs 	<ul style="list-style-type: none"> Instagram Resource Accounts Broadcast Media Institutional Accounts Facebook Community Pages Whatsapp 	<ul style="list-style-type: none"> Engaged Campaign Networks Campaign Alumni

Campaign Interventions

Intervention Areas	Activities	
Outreach and Education	<ol style="list-style-type: none"> 1. Door-to-door canvassing 2. Community events 3. Neighborhood-based tabling 4. K-12 and college-based tabling 5. Outbound phone banks 	<ol style="list-style-type: none"> 6. Peer-to-peer texting 7. In-bound call center 8. Virtual town halls 9. Social media campaigns 10. Partner flyering program
Direct Service Delivery	<ol style="list-style-type: none"> 1. Vaccine appointment scheduling 2. Transportation coordination for vaccine appointments 3. Referrals and linkages to economic relief programs 	<ol style="list-style-type: none"> 4. Rapid COVID-19 test kit distribution 5. Safety kit distribution
Community Organizing	<ol style="list-style-type: none"> 1. Continuous community needs assessment and asset mapping 2. Partnership mobilization and small business activation 3. Community and Youth Ambassadors Programs 	<ol style="list-style-type: none"> 4. Street Vendor Outreach Ambassador Program 5. Community Workforce Development 6. Community Volunteer Program 7. College campus activation program 8. Digital community partners activation program



Canvassing Campaign

1. Doors
2. HTC
3. Events
4. Vaccine Pods
5. Photovoice Campaign

Recovery Campaign

1. Canvassing Campaign
2. Vaccine Appointment Hotline
3. Community Narratives Campaign
4. Photovoice Campaign

Community Network Campaign

1. Holiday Distribution Partnerships
2. Grassroots Partnerships
3. Community Narratives Campaign
4. Photovoice Campaign

High-Impact Campaigns

1. Testing Kit Distribution Campaign
2. Small business engagement
3. Partner events

High-Impact Campaigns

1. Testing Kit Distribution Campaign
2. Small business engagement
3. Partner events
4. Campaign group projects

JULY 2021

AUG 2021

SEPT 2021

OCT 2021

NOV 2021

DEC 2021

JAN 2022

FEB 2022

MAR 2022

APR 2022

Campaign Planning

1. Training a Community Workforce

Canvassing Campaign

1. Doors
2. HTC
3. Events
4. Vaccine Pods
5. Canvassing Training Days
6. Community Narratives Campaign

Community Network Campaign

1. Grassroots Partnerships
2. Photovoice Campaign
3. Community Narratives Campaign

High-Impact Campaigns

1. Small business phone bank
2. Partner events
3. Community Narratives Campaign

High-Impact Campaigns

1. Testing Kit Distribution Campaign
2. Small business engagement
3. Partner events
4. School Tabling
5. Campaign Event

Direct Service Outcomes

Direct Service Type	Services	Outcomes
Testing Services	Testing Site Referrals and Appointments	17,353
	At-Home Testing Kits Distributed	775
Vaccine Appointments	Campaign Vaccine Warm Line	11,685
	Vaccines through Partner Events	19,100
	AltaMed Vaccine Pop-up Events	2,198
Vaccine Support Services	Transportation for Vaccines	2,811
Linkage to Care	Telehealth Appointments Made	7,460
	COVID-19 Safety Kit distribution	1950
Rental Relief	Rental Assistance Referrals	8,356
	Organizational Partners Engaged	35
	Community Members Engaged	42
Other Services	Referrals to Legal Services	176
	Social Service Referrals to Partners	26,000
	Referrals to COVID-19 Crisis line	8,578

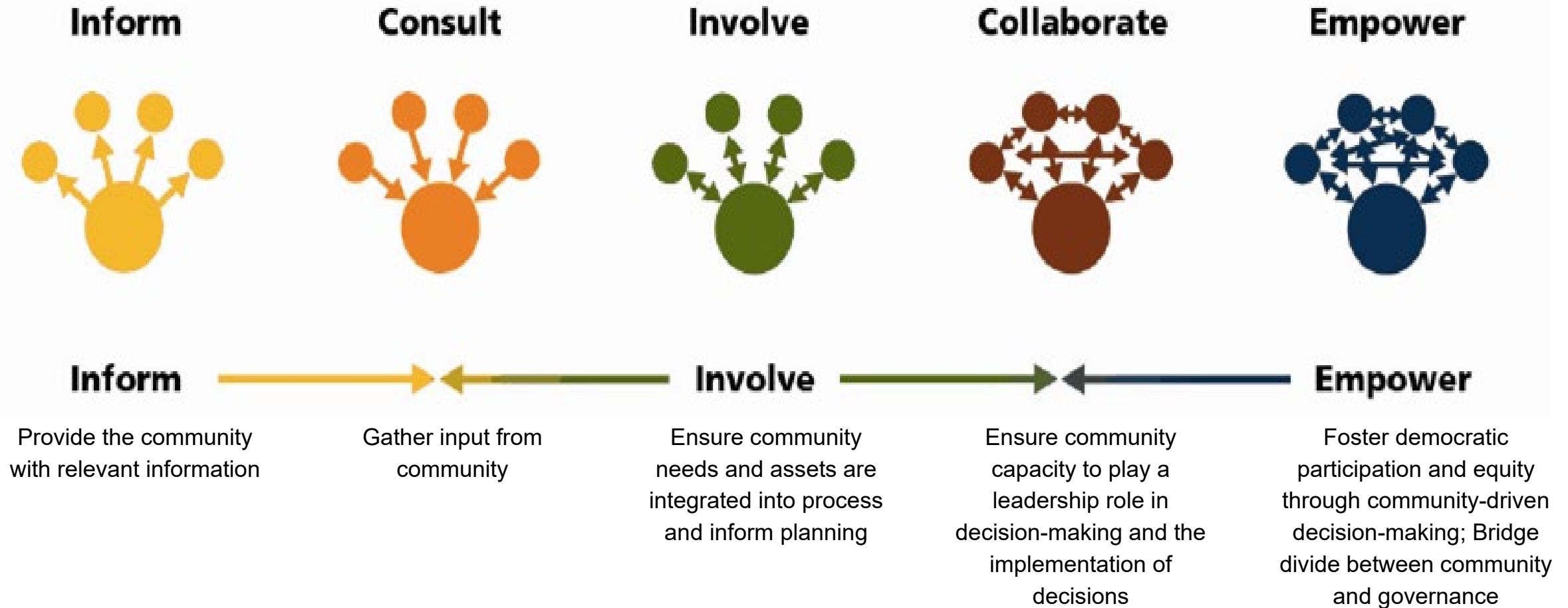
Community Engagement Outcomes

Community Engagement Programs	# Engaged
Ambassador Programs	16 community
	12 youth
Volunteers	371
Platicas	28
Partners	102
Community Events	318
Small Businesses	124
Digital Partners	50
Total Reach	500,000+

Community Participation at the Center

Programmatic Strategies and Tactics

Engagement Model Framework



Audiences Engaged



Ambassador Programs

A network of adult and youth community members that engage in a community-led and collective centered program that builds advocacy leaders in Latinx communities.

Community Members

A network engaged through community-centered outreach and education efforts. Shares valuable knowledge, insights, and community narratives.

Community Volunteers

A network of volunteers we outreached, activate and deactivate in campaign engagement and co-development opportunities.

Institutional Partners

Academic: UCLA
Eval: OSU

ACPM
CDC
HRSA

Small Businesses

Network of engaged small, family-owned businesses and home-based businesses.

Organizational Partners

A network of CBOs, grassroots partners at the My Community My Health Coalition: 90+ partners

Schools

A network of engaged K-12 schools, parent programs, service-focused clubs, after-school programs, and

Outreach and Education Engagement Model

Engagement Level 5: Empower

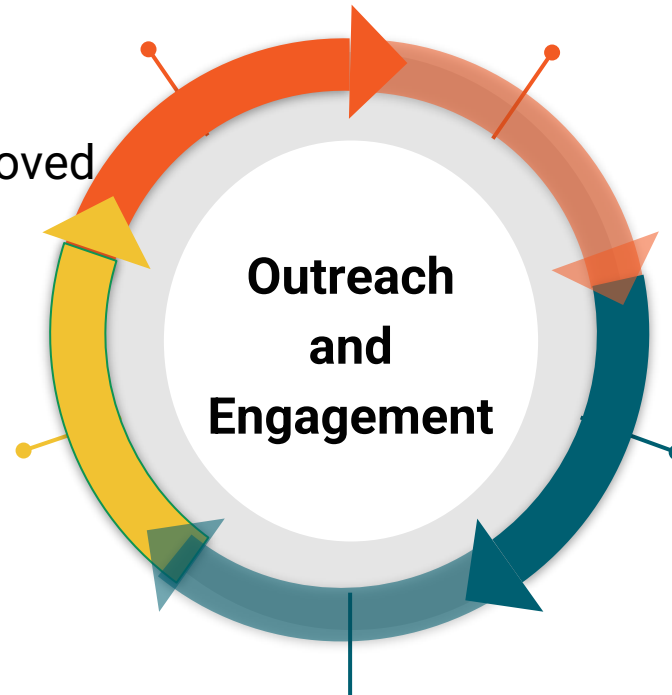
1. Community-driven and approved messages and materials

Engagement Level 4: Collaboration

1. Partner Co-development
2. Community co-developed curriculums, strategies and messages

Engagement Level 3: Involve

1. Community Pláticas
2. Community Feedback loops
3. Community Monitoring



Engagement Level 1: Inform

1. Community events
2. P2P Texting
3. In-bound Call Center
4. Social media outreach campaign
5. Townhalls

Engagement Level 2: Consult

1. Door-to-door canvassing
2. Virtual town halls
3. Apartment Complex & Neighborhood-based tabling
4. K-12 and college-based tabling
5. Outreach phone banks

Culturally Responsive Asset Highlight- El Chavo




<http://www.youtube.com/watch?v=wKsm0kpBsGk>



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Material Development

AltaMed
QUALITY CARE WITHOUT EXCEPTION™

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Is the COVID-19 Vaccine the Right Choice for Me?




It is normal to have questions about the COVID-19 vaccine. We have collected some of the most frequently asked questions to help you make a decision about whether or not to get the vaccine.

Frequently Asked Questions	Getting the Vaccine	Not Getting the Vaccine
What happens after I get the vaccine?	After getting the vaccine, your risk of getting COVID-19 drops by 95%. However, you should continue to maintain physical distance, avoid gatherings, wear a mask, and clean your hands often.	If you don't get the vaccine, you will not have any antibodies that help protect you from COVID-19. You should continue to maintain physical distance, avoid gatherings, wear a mask, and clean your hands often.
What are the common side effects?	Common side effects within the first 3 days include: • feeling tired • headache • fever or chills • pain where you got the shot Side effects are more likely with the second shot . They are normal and typically go away in a day or two.	If you get COVID-19, common symptoms may include: • fever or chills • cough or shortness of breath • muscle pain • loss of taste or smell
Are there long-term side effects?	There are no long-term studies on COVID-19 vaccines, but side effects from vaccines are uncommon after 6 weeks . Serious side effects were rare in the large COVID-19 vaccine studies.	COVID-19 can lead to serious illness, long-term symptoms, hospital care, or death .
What else do I need to know?	<ul style="list-style-type: none"> You cannot get COVID-19 from the vaccine. The COVID-19 vaccine cannot change your DNA. Getting COVID-19 is possible after getting the vaccine, so you should continue to take precautions. If you have had COVID-19, be sure to wait until your quarantine period is done before getting the vaccine. It may lower your chances of getting it again. Talk to your doctor before getting the vaccine if you have severe allergies, are allergic to vaccines, are pregnant or breastfeeding, or have a weak immune system. At this time, the vaccine is only approved for people 16 and older. 	

References: DynaMed Shared Decision "COVID-19 Vaccine: Is It the Right Choice for Me?" ESBIC Clinical Decision, 2020.

For more frequently asked questions, visit AltaMed.org/vaccine
Call the AltaMed Vaccine Hotline for the most up to date information
(888) 909-5232

AltaMed
Your community health network

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The Best Vaccine is the One You Can Get

All three authorized vaccines, Pfizer, Moderna, and Johnson & Johnson (Janssen), are safe and effective. They have all been tested and protect you from COVID-19.

	Johnson & Johnson (Janssen)	Moderna	Pfizer
Has the vaccine been tested, and is it safe?	Yes	Yes	Yes
Is the vaccine effective?	Yes, the Johnson & Johnson vaccine can help prevent severe illness and death from COVID-19. During the testing phase, no one who got the Johnson & Johnson shot had to go to the hospital from COVID-19.	Yes, the Moderna vaccine helps prevent people from getting COVID-19. During the testing phase, there were a few people who had to go to the hospital from COVID-19.	Yes, the Pfizer vaccine helps prevent people from getting COVID-19. During the testing phase, people who got the vaccine were less likely to get sick than people who got the placebo.
Does the vaccine have an Emergency Use Authorization from the FDA?	Yes	Yes	Yes
How many shots?	1 shot	2 shots 28 days apart	2 shots 21 days apart
How old do I have to be to get the vaccine?	Age 18 and older	Age 12 and older	Age 12 and older
How long before I have full protection?	2 weeks after your first shot	2 weeks after your second shot	
What type of vaccine is it?	The Johnson & Johnson vaccine is a viral vector vaccine. The vaccine that stopped Ebola was also a viral vector vaccine.	The Moderna vaccine is an mRNA vaccine. Scientists have been studying mRNA vaccines for years and are testing mRNA vaccines for the flu, Zika, and rabies.	The Pfizer vaccine is an mRNA vaccine. Scientists have been studying mRNA vaccines for years and are testing mRNA vaccines for the flu, Zika, and rabies.
What side effects does the vaccine have?	Pain at the injection site, fatigue, and headaches are the most common side effects. For women younger than 50, there is a very rare risk of blood clots.	Pain at the injection site, fatigue, and headaches are the most common side effects.	
What happens after I am fully vaccinated?	You still need to wear a mask after you are vaccinated. Visit AltaMed.org/Vaccine for the most up to date information.		

AltaMed Vaccine Hotline: (888) 909-5232 AltaMed.org/Vaccine

Materials for AltaMed patients:

5

Materials developed for Altamed patients and community members:

4



Materials developed in partnership with community:

15

Community priorities, high community involvement:

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COVID-19 Third Dose Vs. Booster Vaccine

Third Dose	Booster
 Third Dose A third dose of Pfizer OR Moderna is recommended for moderately to severely immunocompromised individuals	 Booster For anyone that has received a full vaccine series of either: Pfizer OR Moderna OR Janssen & Janssen
When? wait At Least 28 days after receiving the second dose pfizer or moderna vaccine	When? <ul style="list-style-type: none"> Recommended 6 months after receiving the Pfizer OR Moderna dose Recommended 2 months after receiving the Janssen & Janssen dose
Why? Meant for people who have not built a strong immunity after completing the initial vaccine series due to being immunocompromised and needing an Additional vaccine	Why? Boosts, reinforces, and protects your immune system against covid-19
Persons eligible for the vaccine: <ol style="list-style-type: none"> Received an organ transplant If you currently have cancer or ARE receiving active treatment for a solid tumor and hematologic malignancies Currently on immunosuppressive therapy Any other condition that suppress your immune system 	Persons eligible for the Vaccine <ol style="list-style-type: none"> if you are 12+ Anyone looking to get vaccinated Recommended for anyone who currently has any chronic conditions (diabetes, high blood pressure and any other conditions)
*you can only receive the same vaccine as your initial series of the first 2 doses	*Able to receive a different vaccine brand than the initial series
questions? call or text us at (323) 419-5002	

When Should I Get Tested For COVID-19?

If you have had a known exposure to someone with COVID-19...

Fully Vaccinated
Get tested 3-5 days after exposure and wear a mask around others until you receive a negative test result. If you have symptoms, you should act as though the test is positive and quarantine while you wait for the results. If you are boosted and don't have symptoms, you don't need to quarantine, but continue to wear masks around others

Not Fully Vaccinated
Quarantine and get tested immediately. If you test negative, you should get tested again in 5-7 days after last exposure or immediately if you develop symptoms during quarantine. You should quarantine until test results are in.

How Accurate Are Negative Test Results?
False positives are rare and a positive result means that the test detected the virus and you are very likely infected.

The chance of getting false negatives decreases if you test a few days after you are infected or start showing symptoms.

With the Omicron variant, rapid tests may be negative during the first 1-2 days of symptoms. If possible, wait 1-2 additional days to take the first test.

Order your Rapid Test Kit!
The government is offering FREE at-home COVID-19 rapid test kits. Each address qualifies for up to 4 at home COVID-19 rapid test kits. Order at COVIDtests.gov or SPECIALUSPS.COM/testkits
If you can't access the website, call the hotline at (800)-232-0233 to order.

If you need help booking your appointment, ordering testing kits, and booking vaccine appointment contact (323) 419-5002 for assistance

The pandemic isn't over! If you have been exposed to or have symptoms of COVID-19, get tested!

Which is the best COVID test for you?

	PCR Test	RAPID Test
How it works?	Detects the genetic material (RNA) of the virus	Identifies specific proteins on the virus's surface coat
How the sample is obtained?	Requires a swab- farther back of the nose	Requires a nasal swab- just inside the nose
How the test is processed?	Sample is sent to lab	Sample is applied to a test strip. Results show a colored line to signify positive or negative.

Protections

***Positive PCR test is usually required for protections at work, school or access to resources**

***At-home rapid tests, or those not at clinics are not usually acceptable for work, school or resources**

Where can you get one?

- Pharmacies
- Health clinics & hospitals
- Locations set up by private or state local public health system

community testing places

- Pharmacies
- Some online stores
- Order them through government website [COVIDtests.gov](https://www.covidtests.gov).

Protections

***Positive PCR test is usually required for protections at work, school or access to resources**

***At-home rapid tests, or those not at clinics are not usually acceptable for work, school or resources**

If you need help finding a nearby testing location, ordering testing kits, or booking a vaccine appointment contact (323)419-5002 for assistance.

On-the-ground Community Outreach



Community Organizing Engagement Model

Engagement Level 5: Empower

1. Community Workforce Development
2. Community Advisory Group
3. Coalition COVID-19 Recovery Workgroup

Engagement Level 1: Inform

1. Continuous community needs assessment and asset mapping
2. Community-driven priority identification



Engagement Level 4: Collaboration

1. Community and Youth Ambassadors Programs
2. Street Vendor Vaccine Outreach Ambassador Program
3. College campus activation

Engagement Level 2: Consult

1. Community pláticas and co-learning sessions
2. In-field community monitoring and pulse check surveys

Engagement Level 3: Involve

1. Community Volunteer Program
2. Partnership mobilization and small business activation

Community Organizing Highlight- Street Vendor Ambassadors

Program Overview:

- 50 street vendors
- Monthly Strategy and Planning meetings

Activities:

- Conduct vaccine outreach in community
- Connect community members to our campaign and services
- rapid response information delivery

Outcomes:

- Reached 30,000+ community members
- 2 community awareness campaigns



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Partner Engagement Menu



Partnership Menu

1. Vaccine Outreach and Education Team	<p>We have a team of 35 health navigators that are trained in handling conversations around vaccine hesitancy and listening to community members' genuine concerns around COVID-19 with empathy. Our health navigators further</p> <ol style="list-style-type: none"> 1. Assessing and understanding the community member's needs, 2. Tailoring support and services to the community member's needs, 3. Building rapport/open communication, 4. Educating/providing resources, 5. Addressing barriers around vaccines and vaccine appointment logistics, and 6. Supporting community members' empowerment in care. <p>All our health navigators are all bilingual in English and Spanish. Two of our health navigators also speak Vietnamese as well.</p>
2. Community Outreach and Promotion	<p>Our campaign team is equipped for door-to-door canvassing, deep canvassing and high-traffic/crowd canvassing to promote the vaccine clinics, events and workshops that you are hosting.</p>
3. Event Support	<p>We can provide in-person event support for any of your vaccine pods, events and/or workshops.</p>
4. Vaccine Call-Ins	<p>We can 1) conduct live vaccine sign-ups at your site/event, or 2) conduct a phonebank to schedule appointments with your participants/constituents. We can host a call-in day/event where your constituents can call our hotline number to get scheduled for a COVID-19 vaccine appointment, arrange transportation to their vaccine appointment and get connected to social services and resources.</p>
5. Promotional Material Development	<p>We can also collaborate on the development on educational, outreach and engagement materials that are reflective of the lessons that we have learned on the ground.</p>



6. Training and Capacity Building	<p>We offer a number of training sessions that enable partners, organizations, and communities to strengthen their capacity and build skills. These training sessions include:</p> <ol style="list-style-type: none"> 1. Vaccine 101 for Latinx communities in Southern California 2. Grassroots Organizing for COVID-19 vaccines and recovery 3. Digital Organizing and Social Movement Technologies 4. Youth Engagement and Empowerment in COVID-19 Vaccines and Recovery Efforts 5. Authentic Community Organizing & Mobilization 6. Community has the solutions: How to build <i>with</i> community, not <i>save</i> community
7. Social Media Promotion	<p>We can further share your events with our Social Media Team and Community Ambassadors to broaden your reach, to build a targeted following, and to connect you with a broader, more diverse audience segment.</p>

Processes for Community Centered Approach

Components	Normal Interventions	Community-centered Approach
Planning	<ul style="list-style-type: none">- Organization/organizational staff member initiate project/campaign- Organizational staff members make contributions to project design and strategy	<ul style="list-style-type: none">- Community members initiate project/campaign- Community members make contributions to project design and strategy
Implementation	<ul style="list-style-type: none">- Organizational staff members and/or organization implement the project/campaign	<ul style="list-style-type: none">- Community members implement the project/campaign
Monitoring and Iteration	<ul style="list-style-type: none">- Organization/organizational staff members facilitate connections with others- Organizational staff members solicit and receive professional support	<ul style="list-style-type: none">- Community members facilitate connections with others- Community members solicit and receive professional support
Evaluation	<ul style="list-style-type: none">- Organization/organizational staff members focus on evaluation actions- Organization/organizational staff members decide on short-term solutions and long-term sustained efforts	<ul style="list-style-type: none">- Community members focus on evaluation actions- Community members decide on short-term solutions and long-term sustained efforts

Q&A

THANK YOU

Feel free to reach out with any questions or comments at
rovazquez@altamed.org