



COVID-19 VACCINE TASK FORCE

**Meeting #10
April 28, 2021
10:30am – 12:00pm**

www.slopublichealth.org

COVID-19 Status in SLO County

Total cases	21,130
Recovered	20,680
New cases (72 hrs)	59
Hospitalizations	6
Deaths	260
Variants	51

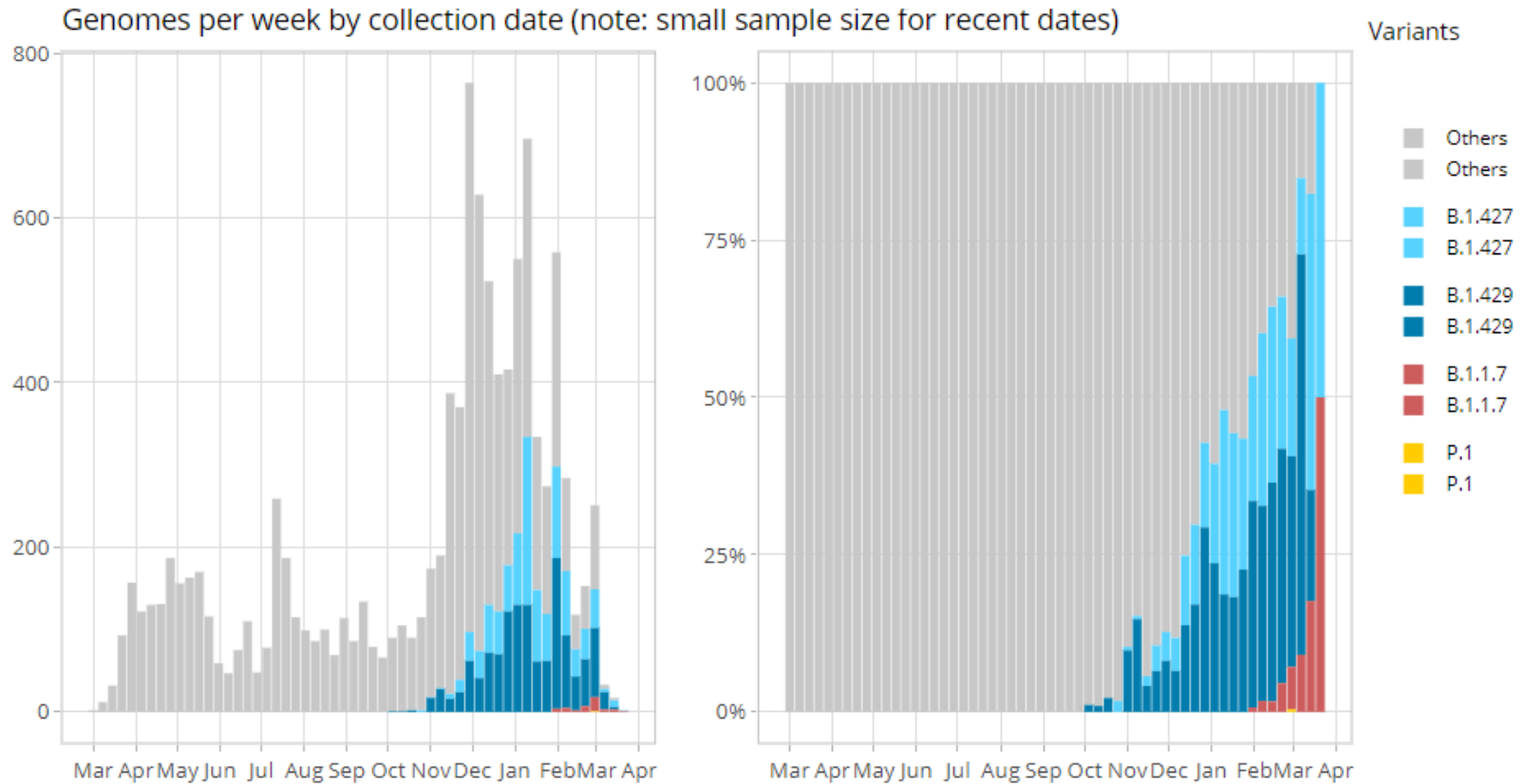
Data from 4/26/21 11am



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Variants Detected, SLO County



Snapshot from the Chan-Zuckerberg Biohub lab at UCSF 4.20.21



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Total Doses Administered SLO County

Statewide

11,622,180 (36.5%) *People fully vaccinated*
6,465,804 (20.3%) *People partially vaccinated*



28,398,915 (81.0%) *Doses administered*
344,523 *Average doses per day*



6,103,722 *Doses on hand*
(18 days of inventory)

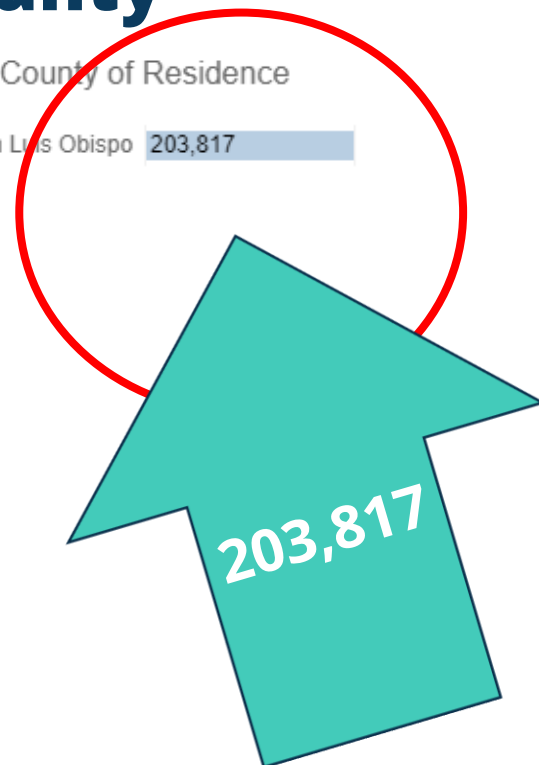


35,058,910 *Doses Delivered*
7,240,300 *CDC Pharmacy Doses Delivered*

Doses Administered by County of Residence

County

San Luis Obispo 203,817



Today's count of administered doses is incomplete due to data processing latency. Complete counts will be updated in this dashboard once available later this week.

See [Data Dictionary](#) for Details.

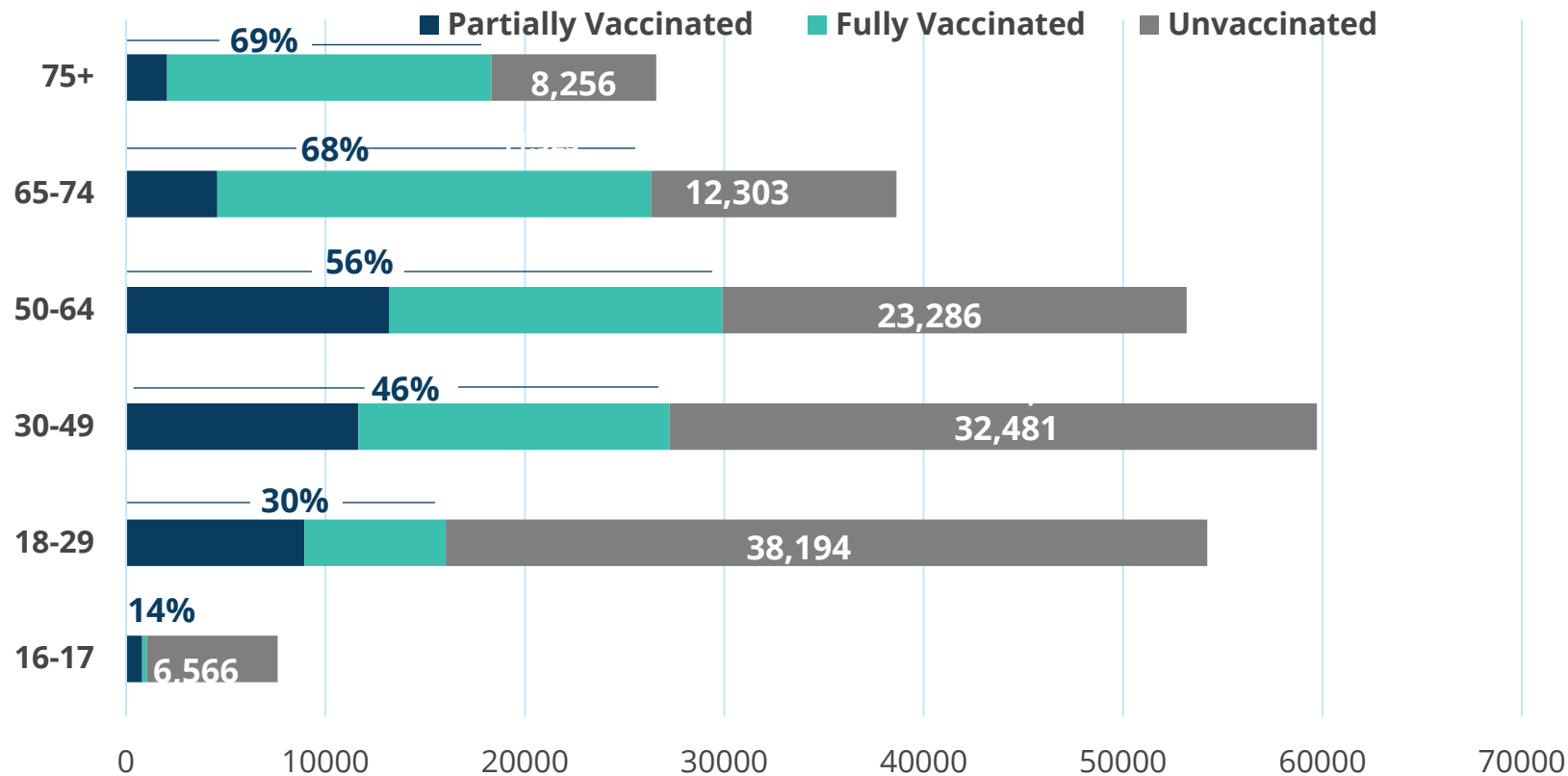
Data: 4/25/2021 11:59pm | Posted: 4/26/2021



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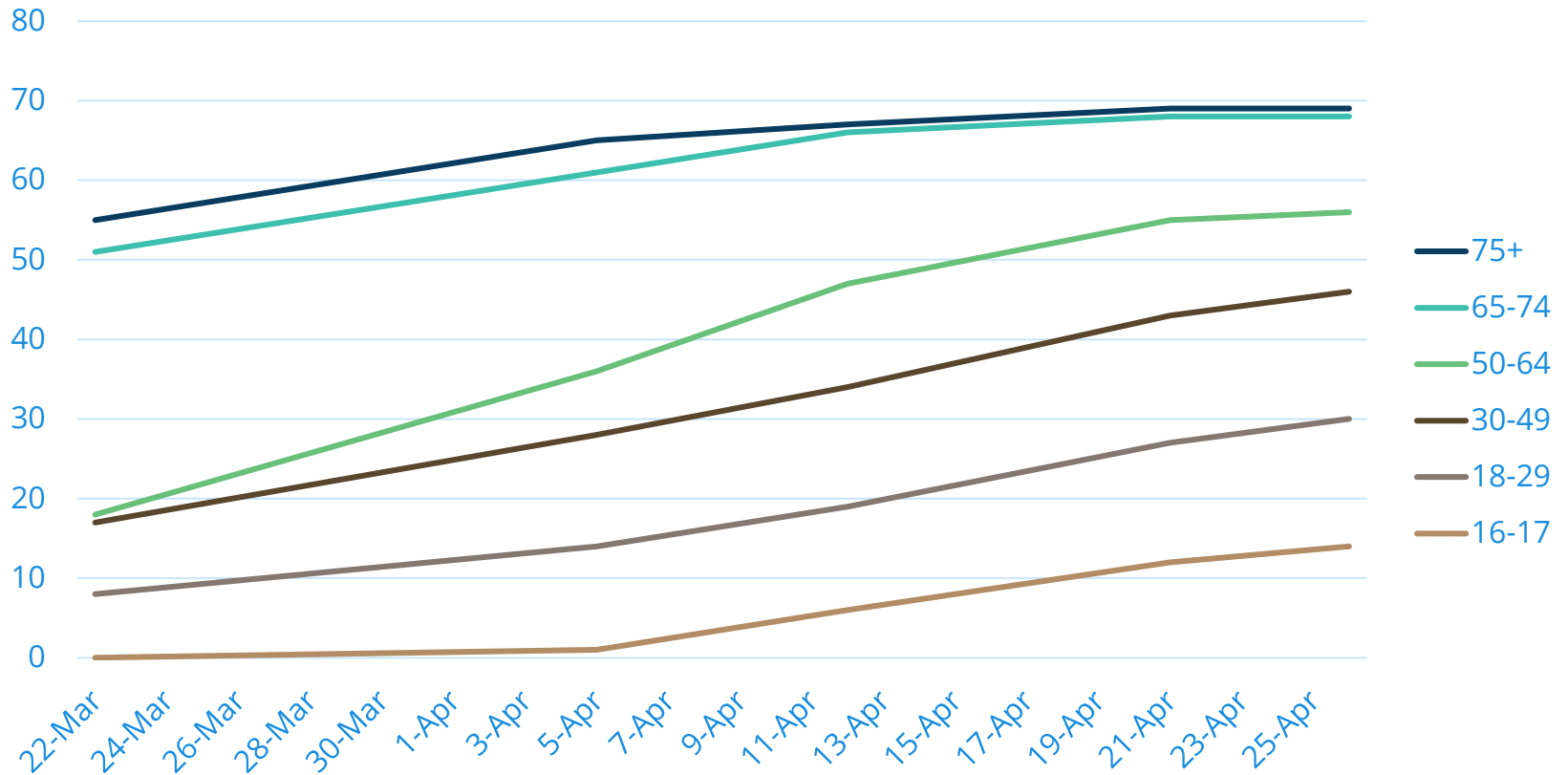
Vaccination Rates by Age



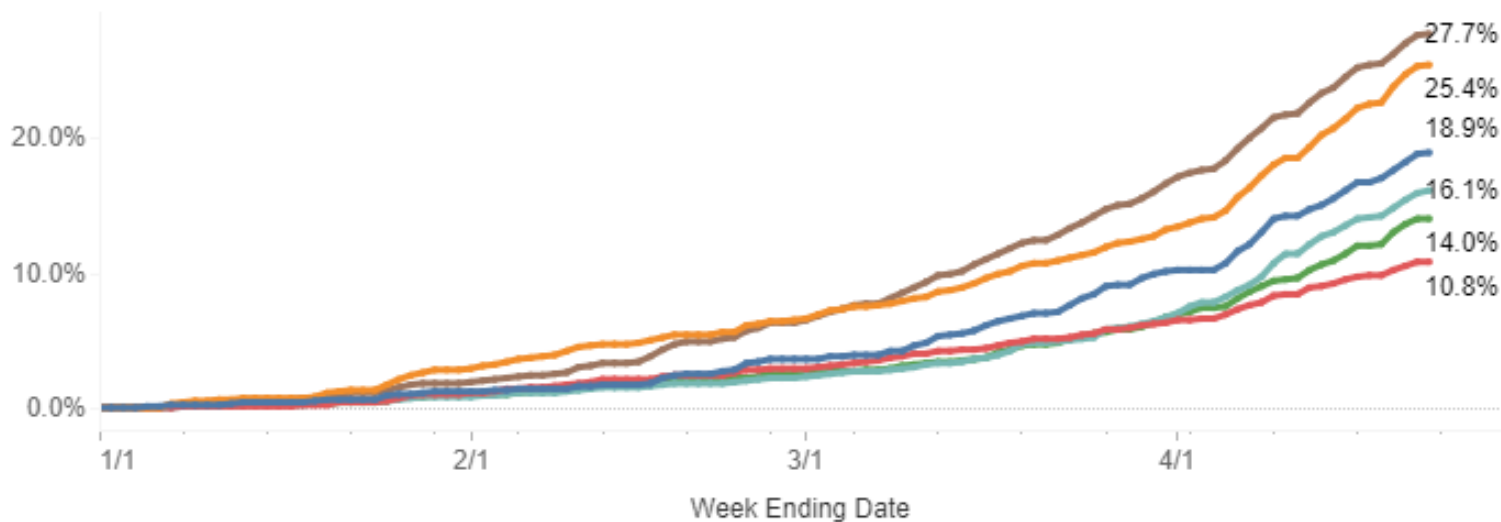
Data from CAIR 4.26.21 Includes vaccines administered through pharmacies and other providers



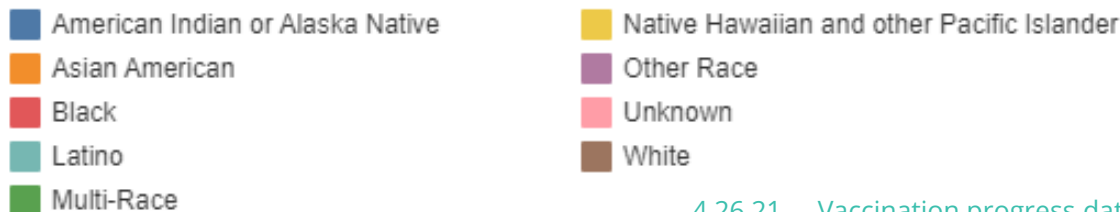
Vaccination Rate by Age, SLO County



Fully Vaccinated by Race/Ethnicity, SLO County



Note: Population estimates do not include "other" or "unknown" race and ethnicity categories, therefore their percentage of state population is not available. Some race/ethnicity groups in this county may have small populations. Where the county of residence was not reported, the county where vaccinated is used. Data is not shown where there are fewer than 11 records in a group.



[4.26.21 Vaccination progress data - Coronavirus COVID-19 Response \(ca.gov\)](https://www.slopublichealth.org/4.26.21-vaccination-progress-data-coronavirus-covid-19-response)



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Vaccination Rates

	Statewide	SLO County
Partially vaccinated	20.3%	17.2%
Fully vaccinated	36.5%	32.4%
Total	56.8%	49.5%

Goal: Herd Immunity 80%

Data from CAIR 4.26.21 Includes vaccines administered through pharmacies and other providers



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The Ground Game: A Race Against Variants and Misinformation



Janssen Vaccine Update

- Available for use, as of April 23
- Vaccine benefits outweigh its known and potential risks
- CDPH Informational Fact Sheet to be given with vaccine
- CDC and FDA will continue to monitor the safety of all vaccines



MyTurn Update

- County has fully transitioned to MyTurn
- County's registry is now fully "retired"
- Walk-up appts available in the coming weeks

Alternate: vaccinefinder.org



GIS Heat Map

Demonstration of the *potential* of this tool to help drive decisions and prioritize vaccine strategies

- Closer look at
 - Paso
 - Nipomo
- Microplanning outreach by neighborhood



Moving Forward

More Options

- MyTurn & VaccineFinder.com
- Mobile Clinics
- Pediatric and Family Practice “Medical Homes”

More Reach to Diverse Communities

- Outreach & partnership to reach most vulnerable
- Support services, including extended hours, language capacity, accommodations for physical accessibility and mobile clinics
- Ongoing community and stakeholder engagement

More Data

- GIS mapping to identify highest rates of COVID and lowest rates of vaccine uptake
- Understand barriers to inform effective vaccine messaging



Mobile Vaccine Clinics

- Ongoing through CHC
- Scaling up County mobile clinics
- Some pharmacies will soon begin mobile options

Coming Soon:

Request a mobile clinic at RecoverSLO.org/MobileVaccines

Community Education pre-vaccine available upon request



Goals



Increase vaccinations in SLO County



Connect vulnerable and vaccine hesitant groups with vaccine appointments



Promote health and economic benefits of the vaccine



Target Audiences

1. **SLO County Residents 16+**
2. **Vaccine Hesitant Groups**
3. **Latinx/Hispanic Residents**
4. **North County Parents**
5. **Families (before Summer travel)**
6. **College Students**
7. **Anyone else?**



Strategy/Approach for Each Audience

Step 1: Build confidence

- Expand #VaccineChampion campaign that builds upon the existing local #SLOtheSpread campaign;
- Engage trusted messengers within local communities to be spokespeople



Strategy/Approach for Each Audience

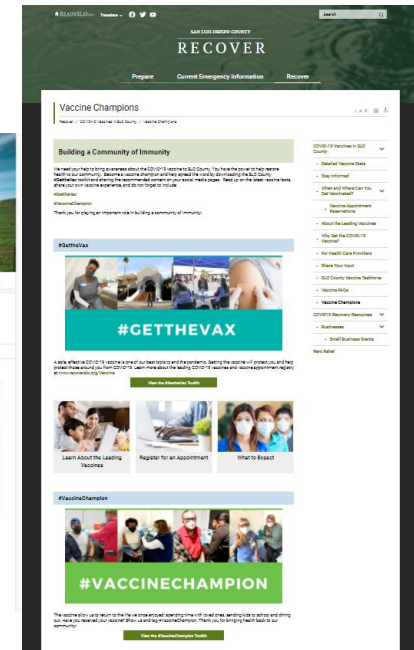
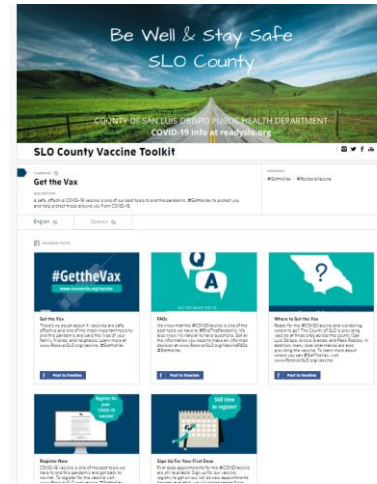
Step 2: Motivate people to act.

- Activate trusted messengers; turn it into a movement.
- Proactively communicate when, where people can get vaccinated.
- Create clear calls to action for each audience.



What are we doing now?

- Vaccine webpages
- Call center assistance/support
- Communications toolkits
- Public social media toolkits
- Recruiting vaccine champions
- PSAs (radio and KSBY & KCOY)
- Social media highlights
- Eblast highlights
- Farm worker outreach
- Presentations to community groups
- Info via news media



Upcoming Action Items

- Onboarding champions; ongoing support/info
- Identifying influencers in vaccine-hesitant communities
- Facebook Profile Frame for SLO County Vaccine Champions
- Additional media buys (including bus ads)
- Ongoing collaboration with community partners to host mobile and pop-up clinics, with pre-education sessions when possible
- Collaboration with churches and religious groups
- Expanding Vaccine Champion materials, info exhibits at clinics
- PSAs invoking local pride that would particularly appeal to communities with higher levels of vaccine hesitancy



Upcoming Events

- NAACP/Race Matters Forum, May 12 at 6pm
- Rotary Club presentations – ongoing
- Community Health Worker training, Date TBD
- Strategy Session with Women’s Health Care Providers, TBD



Task Force Strategy

People have legitimate concerns, and they need good answers from trusted people.

As leaders in your communities, provide insight about:

- Reasons for hesitancy?
- How to reach people?
- Who is best suited to reach them?



Closing Comments

- Next meetings – 4th Wednesdays of the month
 - May 26, 2021 from 10:30am – 12:00pm
 - June 23, 2021 from 10:30am - 12:00pm
 - Future meetings TBD
- Meeting notes, slides available at
<https://www.recover slo.org/en/slo-county-vaccine-taskforce.aspx>



Thank you!



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