



# **COVID-19 VACCINE TASK FORCE**

**Meeting #11  
May 26, 2021  
10:30am – 12:00pm**

[www.slopublichealth.org](http://www.slopublichealth.org)

# COVID-19 Status in SLO County

<b>Total cases</b>	<b>21,263</b>
Recovered	20,934
New cases (72 hrs)	7
<b>Hospitalizations</b>	<b>5</b>
<b>Deaths</b>	<b>261</b>
<b>Variants</b>	<b>154</b>

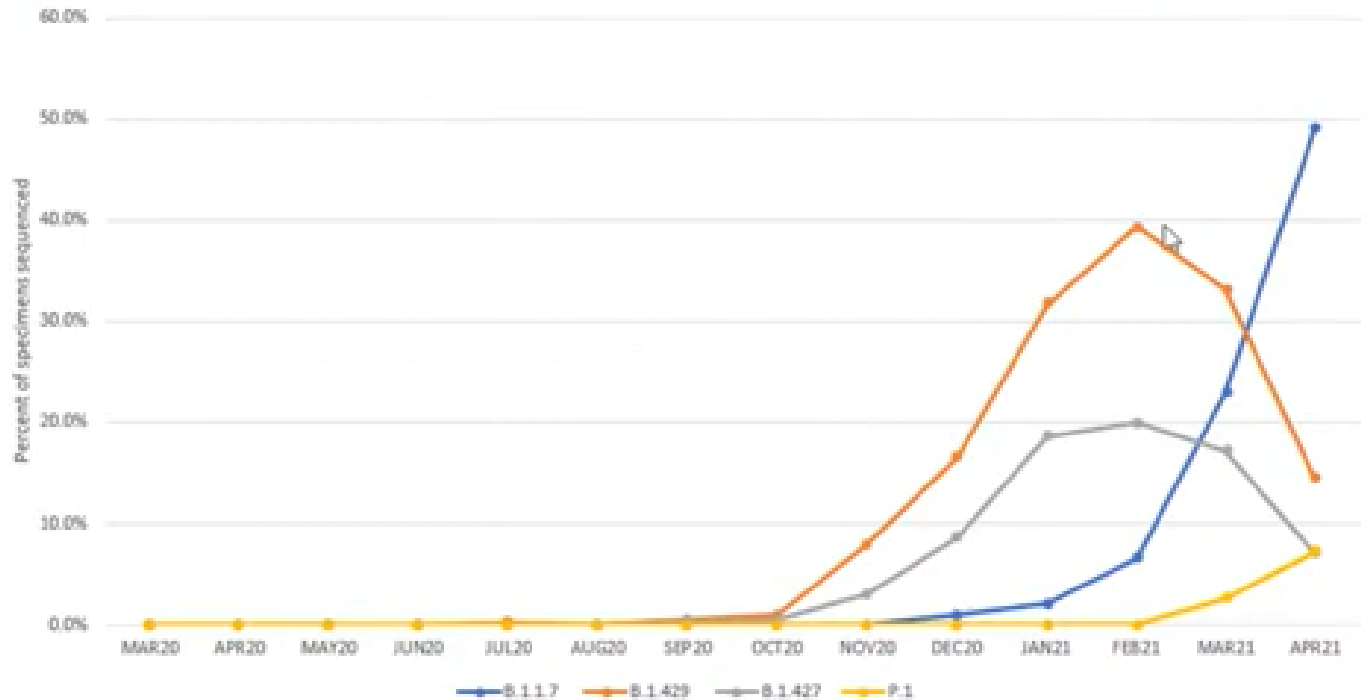
Data from 5/24/21 11am



# Variant Update (CA)

More Commonly Detected Variants of Concern and Interest in California, by Specimen Collection Month, March 2020-April 2021

Graph as of 5/10/21



<https://www.cdph.ca.gov/Programs/CID/DCDC/Pages/COVID-19/COVID-Variants.aspx>



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# Total Doses Administered SLO County

## Statewide

16,691,024 (49.2%) *People fully vaccinated*  
4,462,339 (13.1%) *People partially vaccinated*



36,364,200 (80.6%) *Doses administered*  
234,526 *Average doses per day*



7,245,002 *Doses on hand*  
(31 days of inventory)

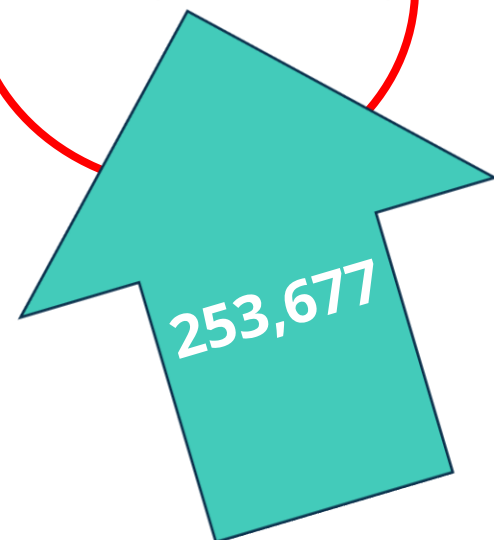


45,119,680 *Doses Delivered*  
10,651,850 *CDC Pharmacy Doses Delivered*

## Doses Administered by County of Residence

County

San Luis Obispo 253,677



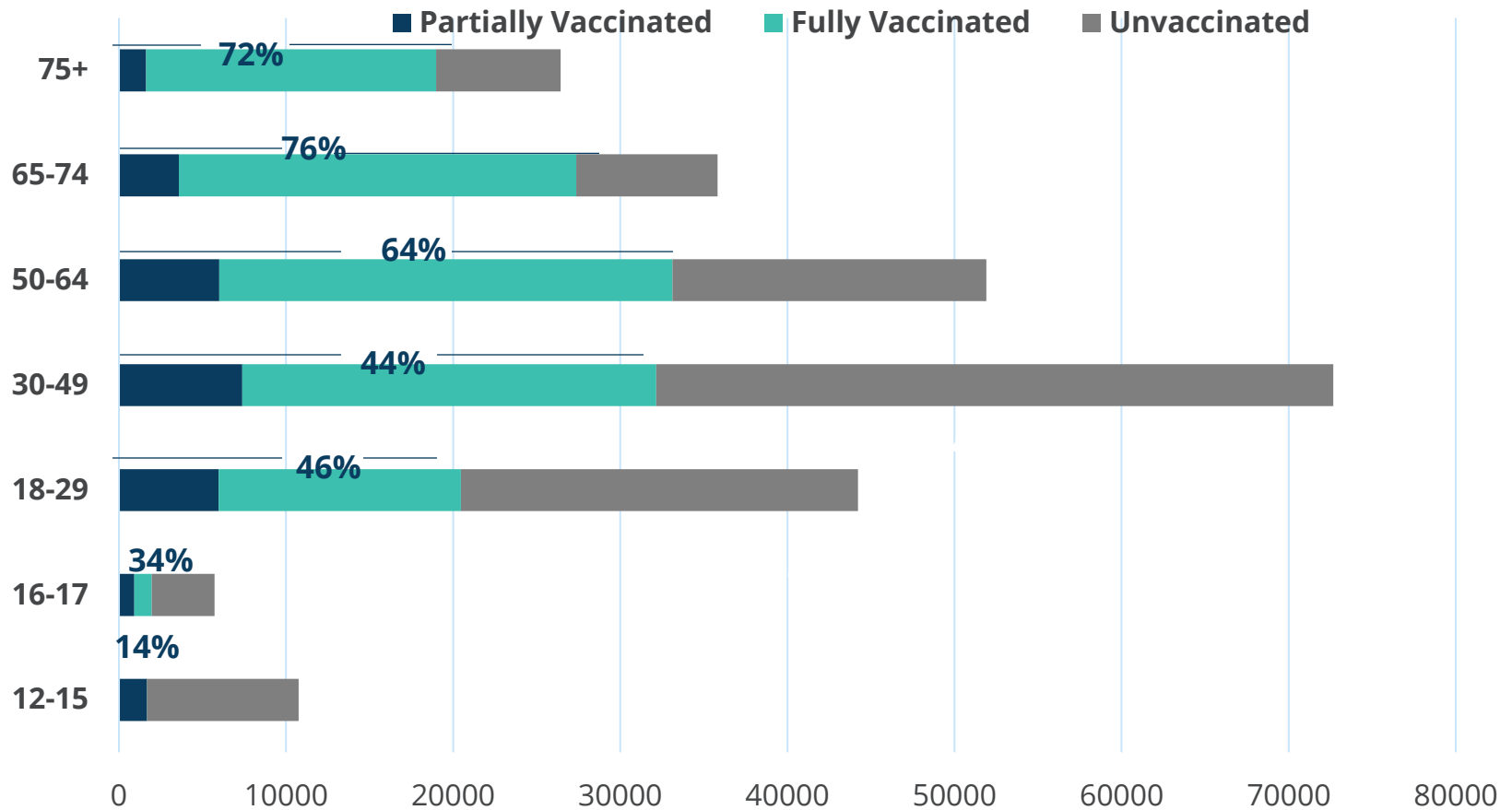
Data 5.23.21 11:59pm



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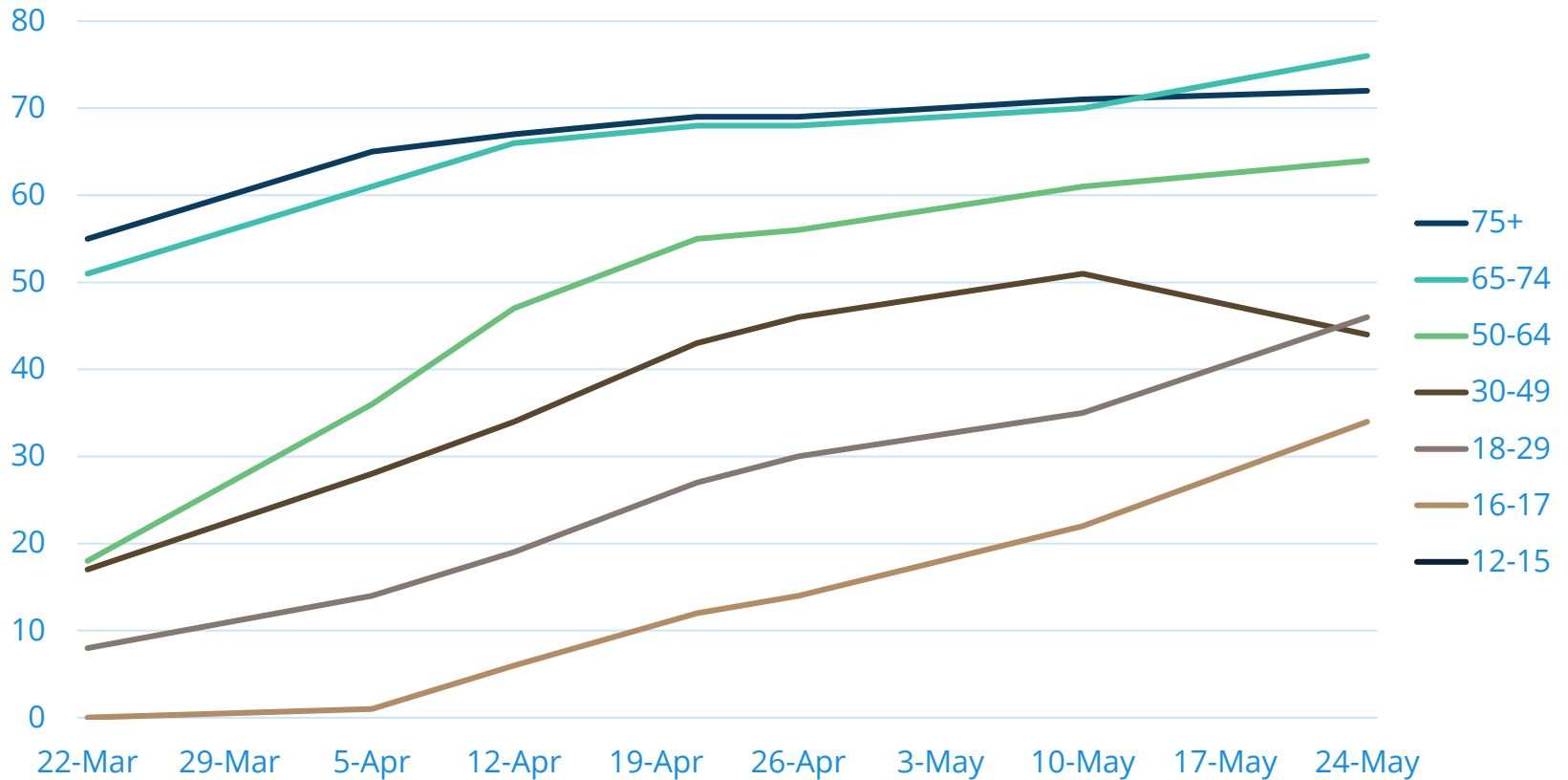
# Vaccination Rates by Age, SLO County



Data from CAIR 5.24.21. Includes vaccines administered through pharmacies and other providers



# Vaccination Rate by Age, SLO County



# Vaccination Rates

	Statewide	SLO County
Partially vaccinated	13.4%	11.4%
Fully vaccinated	49.7%	47.5%
<b>Total</b>	<b>63.1%</b>	<b>58.9%</b>

**Goal: Herd Immunity 80%**

CDPH Blue Print data released 5.25.21. Total refers to the percent of people partially and fully vaccinated out of the total estimated 12 and older population using federal DoF population data.



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# Seroprevalence by Region

04/04/21 – 05/01/21

4-Week Average Seroprevalence [95% CI]\*

Counties by Region in California



## California

Bay Area	68.7 [60.0, 78.0]
Central Coast	61.5 [53.2, 70.1]
Greater Sacramento	64.0 [54.5, 73.9]
Los Angeles	68.5 [62.2, 75.5]
Northern California	48.8 [26.6, 69.9]
San Joaquin Valley	71.2 [59.7, 82.2]
Southeast	61.3 [53.5, 69.6]
Southern Border	76.0 [69.4, 83.3]

**67.2 [59.0, 76.2]**





# Vaccinations for 12-17 Year Olds

- CDPH is working with partners and Blue Shield (as TPA) to expand availability to more youth-serving clinics, schools and pharmacies
- Communications that empower youth to advocate for vaccinations
- Shift focus from mass vaccination clinics to community-based and small providers aims to address vaccine access and confidence
- School based clinics are in process



# COVID-19 Cases in Fully Vaccinated, CA

## >13.5 million fully vaccinated individuals

- 3,620 post-vaccination cases (0.027%)
- Between January 1, 2021 and May 5, 2021
  - These cases are identified by matching immunization and confirmed case records.
  - Of the 3,620 cases:
    - ~4% hospitalized
    - 1% died

5.10.21 CDPH Community Vaccine Advisory Committee



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# Mobile Vaccine Clinics

- Ongoing through CHC
- County mobile clinics
  - 18 clinics to date
  - 9 clinics in progress

**Request a Mobile Clinic:** [RecoverSLO.org/MobileVaccines](https://RecoverSLO.org/MobileVaccines)

Community Education pre-vaccine available upon request



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# Three-Part Strategy

**Mass communications:** Build confidence, set the stage, ensure valid information is always within easy reach, prevent a vacuum that would foster spread of misinformation

**Vaccine champions:** Engage communities with outreach, events and focused media/social messages; closely support mobile and pop-up clinic efforts

**Hyperlocal / Relationship-based outreach:** Answer questions, address concerns and make appointments through one-on-one and small-group conversations



# Mass Communications

## Current:

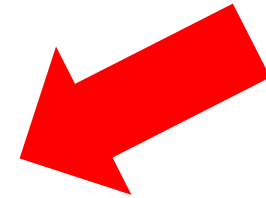
- Website
- News media
- PSAs (TV and Radio)
- Social media content and ads
- Public social media toolkits
- Eblast highlights
- Materials, info exhibits at clinics

## Expanding:

Marketing campaign evoking local pride and positive momentum language, visual identity, graphics, video and audio PSAs, media buys

## What you can do:

Share content; participate in research



# Vaccine Champions

## Current:

- Presentations to community groups
- Onboarding champions; ongoing support and resources
- Communications toolkits, materials, signs
- Ghostwriting / behind-the-scenes hosting
- Niche media outreach
- Close collaboration with Ops around Task Force and mobile vaccine
- Farm worker outreach collaboration
- Collaboration with churches
- Identifying more influencers in vaccine-hesitant communities

## Expanding:

Incentives (via partners) and appealing special events; additional staff to support champions and groups

## What you can do:

Identify opportunities and support outreach initiatives within your networks; identify and connect potential champions



# Relationship-Based Outreach

## Current / in the works:

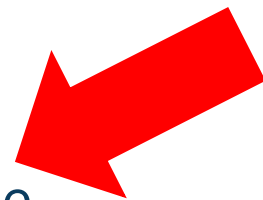
- Promotores outreach: one-on-one conversations and text outreach
- Phone, email and social inbox support
- Small community presentations and follow-up discussions
- Vaccine Champion pins (spark discussion)
- Forum for women's health care providers
- Invite-only discussions / trainings
- Expanding Mixteco-language outreach
- Further subject-matter training for promotores and other peer educators

## Expanding:

Engaging health care providers as messengers to patients and the broader community; Technical assistance + focused support of provider outreach

## What you can do:

Identify opportunities for small-group discussions; provide venues for one-on-one discussions within your orgs or networks



# Recent / Upcoming Presentations

- NAACP / R.A.C.E. Matters SLO: Community Conversations
- SLO Chamber: Vaccines + Work
- KCBX: Vaccine Conversations
- De Sol A Sol Mixteco Radio Spotlight
- Department of Agriculture: Pesticide Inspector Training
- SLO Men's Potluck





# Task Force Feedback

How are things going in your sector?

What will it take to make further progress?



# Q & A

What questions are you hearing?

What is getting in the way?



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# Closing Comments

- Next meetings – 4th Wednesdays of the month
  - 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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