

# Local Public Health Initiatives to Increase Vaccine Confidence

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*Vaccine Confidence  
Health Equity Action Lab*

# Vaccine Confidence Health Equity Action Lab

- This training was based on the tools and resources developed by the Institute for Healthcare Improvement as a part of the [100 Million Healthier Lives Initiative's Equity Action Lab](#)<sup>1</sup>. The model was adapted by NACCHO to focus on increasing vaccine confidence with a health equity lens.
- The training was provided as a part of NACCHO's *Local Public Health Initiatives to Increase Vaccine Confidence* project funded through the support of the Cooperative Agreement from the Centers for Disease Control and Prevention, #5 NU38OT000306-04-00.

## Reference:

<sup>1</sup>Douglas W, Fritsch S, Howard P, Muiga R, Munene E. Equity Action Lab Implementation Guide. Boston: 100 Million Healthier Lives, convened by the Institute for Healthcare Improvement; 2019. (Available at [www.ihl.org/100MLives](http://www.ihl.org/100MLives))

# Local Public Health Initiatives to Increase Vaccine Confidence: Project Overview

## Selected LHDs will:

- **Goal 1** – Identify pockets of low vaccination within communities
- **Goal 2** – Promote pro-vaccination campaign and contain misinformation
- **Goal 3** – Provide on-going support to local health departments

**NACCHO**  
National Association of County & City Health Officials  
The National Connection for Local Public Health

[FACT SHEET]  
July 2020

**Local Public Health: An Integral Partner for Increasing Vaccine Confidence**

Vaccines remain the best defense against infectious diseases and play a vital role in protecting the health of individuals and the communities in which they live. Due to the development of safe and effective vaccines, immunization is one of the most successful and safest public health measures available to populations worldwide, with an unparalleled record of disease reduction and prevention. In the United States, relatively high immunization rates for many recommended vaccines have led to the near elimination of several vaccine-preventable diseases and significant reductions in mortality. Our nation's robust, scientifically-based vaccine safety system carefully studies, evaluates and monitors vaccine safety and efficacy. Despite the success and strong safety record of vaccines, vaccine hesitancy continues to pose a significant public health threat by producing an environment where vaccine-preventable diseases can spread quickly from person-to-person among under-immunized populations.

**What is Vaccine Confidence?**

Vaccine confidence is defined as the trust that parents, patients, or providers who administer vaccines; and processes and policies that lead to manufacturing, and recommendations for use.<sup>1</sup> In contrast to vaccine confidence, vaccine hesitancy is defined as the delay in acceptance or refusal of vaccines despite availability.

Vaccine confidence is a complex concept largely dictated by an individual's beliefs towards vaccines and potential risks, trust and confidence in their health care providers, and many other potential confounding factors. Vaccine hesitancy is a complex concept largely dictated by an individual's beliefs towards vaccines and potential risks, trust and confidence in their health care providers, and many other potential confounding factors. Vaccine hesitancy is a complex concept largely dictated by an individual's beliefs towards vaccines and potential risks, trust and confidence in their health care providers, and many other potential confounding factors.

**Vaccine Hesitancy Continuum**

Accept all | Accept some, Delay, Refuse some | Refuse All

Accept but unsure | Refuse but unsure

**Figure 1. Vaccine Hesitancy Continuum, from the World Health Organization's Strategic Advisory Group of Experts**

**NACCHO**  
National Association of County & City Health Officials

**Increasing Vaccine Confidence:  
A Resource Guide for Local Health Departments**

# Local Public Health Initiatives to Increase Vaccine Confidence: A 4-Pronged Approach

## Strategic Action Planning – Equity Action Lab

- Capacity building focused on action planning, sustainable practices, data & evaluation, communication, forming partnerships, and strategies for vaccine completion
- Strategic action plan development

## Project Advisory Group

- Provide insight regarding the impact of vaccine confidence at the local level
- Review vaccine confidence materials

## Project Meeting

- NACCHO 360 - the premier public health conference where local health department staff, partners, and funders share the latest research, ideas, strategies and innovations across public health focus areas

## On-Going Capacity Building Support

- Technical assistance
- Monthly calls
- Information exchange

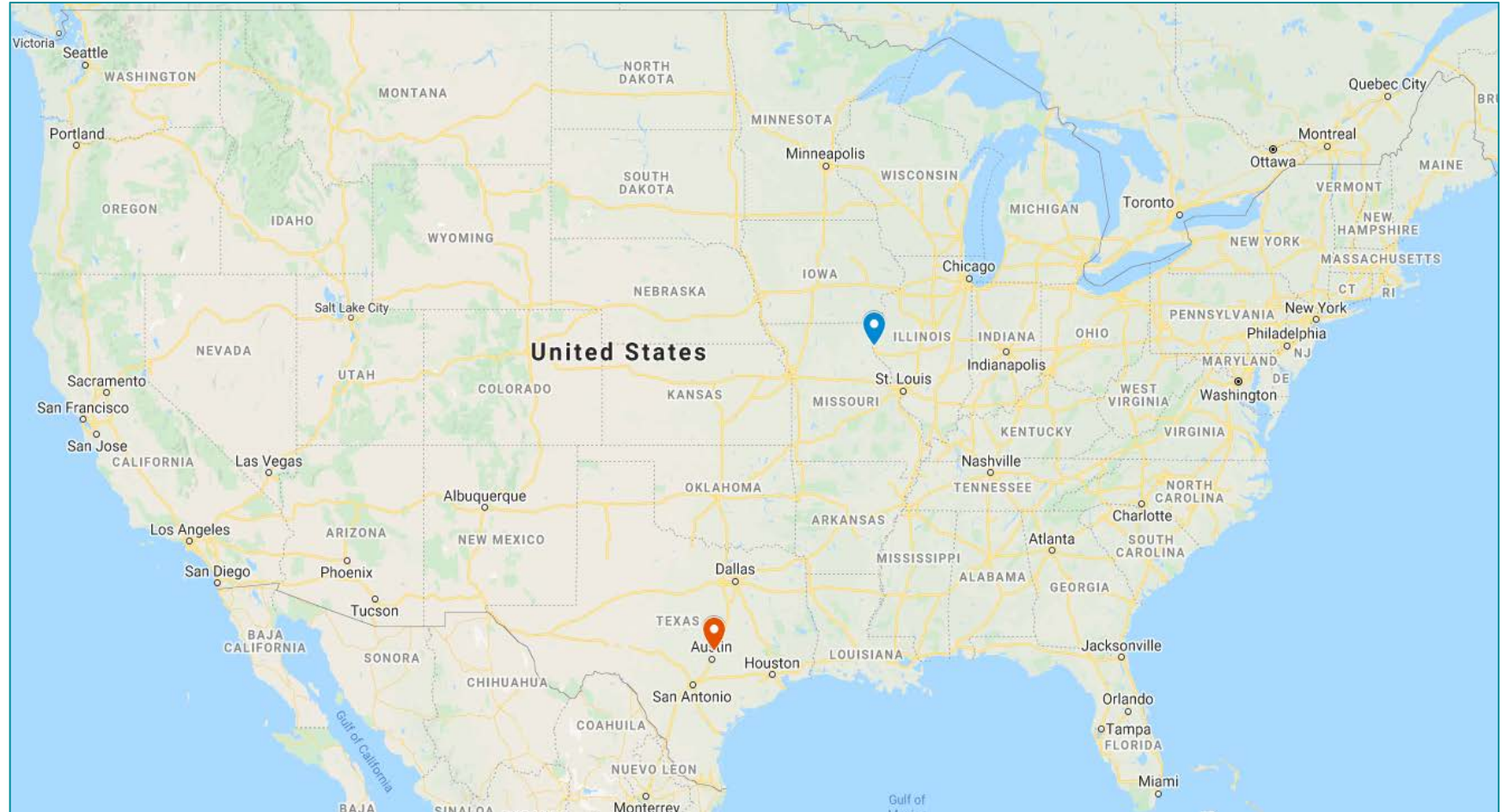
# Participating LHD Demonstration Sites



**Adams County Health  
Department, Quincy, IL**



**Williamson County and  
Cities Health District,  
Round Rock, Texas**



# What is a Health Equity Action Lab?

An [Equity Action Lab](#) is a flexible, adaptable model that uses a set of activities to bring together a diverse group of community stakeholders to take action in pursuit of equity and community improvement.

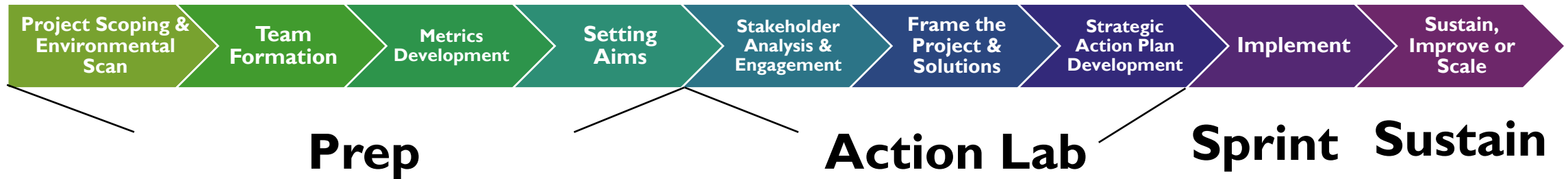
# Health Equity Action Lab

## Core Elements:

- A **concrete aim** that addresses health equity
- A **safe and inclusive** team environment
- A plan to **track progress**
- A way to include **rapid-cycle test of change**
- A way to report to **stakeholders**
- A **diverse and willing** team
- Gets into **action quickly**
- Ensures that **language and concepts** used are **explained and understandable** by all participants
- Considers **sustainability** and/or **scale-up of success**

# Strategic Planning: Steps to Completing the Vaccine Confidence Health Equity Action Lab

## LHD Demo Site Team



\*This process was adapted and tailored by NACCHO using the tools and resources provided in the Equity Action Lab developed through the *100 Million Healthier Lives Initiative*.



Steps	Key Element	Notes
“Gear-Up”: Environmental Scan and Forming Project Team	Define the problem, narrow your scope and brainstorming your team.	Homework: Begin to draft team charter (Part 1, # 1-5)
Developing Metrics & Creating Aim Statements	Obtain or collect baseline data, brainstorm outcome metrics, and refine aim statement template.	Homework: Continue drafting team charter (Part 2, # 6-10) by brainstorming outcome metrics and drafting Aim statement options
<b>Deliverable Due: LHD Vaccine Confidence Project Charter</b>		
Strategic Action Planning	Engage all members of your team, establish norms, expectations, common definitions	Homework: Continue drafting team charter (Part 2, # 6-10 and 11-14) by evaluating root causes of the problem and possible change solutions
Implementation	Use results from your prep and action lab phases to develop a plan for the sprint and sustain phases	Homework: Action Plan Template
NACCHO 360	NACCHO annual conference for local public health	Presentation of health equity lab findings
<b>Final Deliverable Due: LHD Action Plan to Address Vaccine Confidence</b>		
Sustain	Develop a plan to continue project momentum	

# The Team Charter

## Local Public Health Initiatives to Increase Vaccine Confidence Project- Team Charter

PROJECT NAME: \_\_\_\_\_

COUNTY, CITY, AND STATE: \_\_\_\_\_

DATE REVISED: \_\_\_\_\_

### Part 1: Background and Context

What is the current situation?

**1. Vaccination Project Focus:** What specific aspect of vaccinations do you want to improve?

**2. Problem Description:** Briefly describe why this focus area was selected and what specific community health indicators you have that informed this. Identify the magnitude of the problem, the populations experiencing inequities and how they are being impacted.

**3. Social and Structural Determinants:** Identify and describe the specific social or structural determinants of health that are leading to these problems and to the inequities described above (e.g., access to vaccines, transportation, cultural humility). What historical or structural context in the community sheds insights on the identified inequities (mistrust, public narrative)?

**4. Current Systems and Processes:** Describe how the community, including your health department, is currently addressing the problem. What efforts have been made to meet the needs of the populations experiencing inequities. What are the systems and processes involved? When have they been effective and where do they fall short? **Provide any baseline data that may be available.**

**5. Intervention Levels:** Describe how upstream your current efforts are. To what degree are current efforts to address these inequities changing the context within which those most impacted live? Are most

# Suitable Projects to Build-out Your Team Charter

- ✓ • Does it address a social or structural determinant of health? **Yes**
- ✓ • Is it feasible to do within project period? **Yes**
- ✓ • Will your project (potentially) make an impact? **Yes**
- ✓ • Is your project scalable? **Yes**

# Project Scoping and Descriptions (Environmental Scan)



# Problem vs. Project Descriptions

Problem Description	Project Description
<ul style="list-style-type: none"><li>• Explains why you selected your vaccine confidence priority</li></ul>	<ul style="list-style-type: none"><li>• Based upon your vaccine confidence priority and problem statement</li></ul>
<ul style="list-style-type: none"><li>• Describes the public health system</li></ul>	<ul style="list-style-type: none"><li>• Describes one aspect of the public health system, focusing on a specific aspect of the problem, will be the focus of your project</li></ul>
<ul style="list-style-type: none"><li>• Includes specific <u>community health indicators</u> that informed your description</li></ul>	<ul style="list-style-type: none"><li>• Focuses on <u>project performance metrics</u> (baseline data collection)</li></ul>
<ul style="list-style-type: none"><li>• Describes existing vaccine inequities experienced by specific populations</li></ul>	<ul style="list-style-type: none"><li>• Focuses on a sub-population(s) and their inequities</li></ul>

# Using a Health Equity Frame to Improve Vaccine Confidence

Conventional Approach	Health Equity Frame
Why are people under/unvaccinated within our community?	What social conditions and economic policies make some people more likely to be vaccine hesitant or less confident in vaccines?
What types of services and resources do we need to increase vaccine confidence?	What fundamental systems and policy changes do we need to vaccine confidence?
What public health officials will decide on appropriate courses of action?	How can we work within our communities to define and prioritize public health concerns?

# Project Description Considerations

- What are the social or structural determinant(s) of health that will be addressed? (How “upstream” is it?)
- How may your project impact existing inequities and at what level(s)? (individual/interpersonal, organizational, community)
- Which aspects of the existing systems or processes will be improved?
- What are the scope and boundaries (e.g., geographic)?
- What specific populations and subpopulations experiencing are impacted by vaccine misinformation or mistrust?

# Example Project Description

- Public Health Priority: Low COVID-19 vaccination rates among minority community members within the local jurisdiction

- Description:

The focus of this project is to increase COVID-19 immunization rates and acceptance among the Latinx and African-American adult populations within the county by providing tailored and accurate vaccine messages delivered by trusted community leaders and health professionals. Medical mistrust and vaccine misinformation create a barrier to many minority community members accessing health care and public health services, including vaccines.

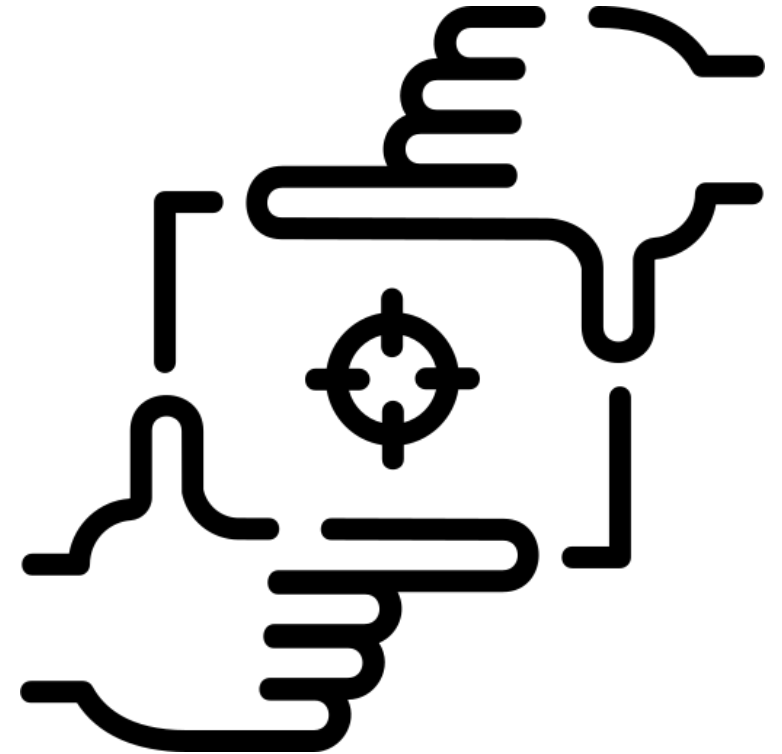


# Forming a Team and Engaging Community Stakeholders



# Put the Community First

- How will you learn from community?
- Do you have existing trust and relationships with community members?
  - What's your approach serve to build trust?
- Is there a sense that you're trying to 'take' something?
- Is there a perception that you're trying to 'tell' the community how to change?
- What will the community gain?
  - *'What's in it for me?'*



# Engaging People with Lived Experience



Getting Started



Connect



Recruit



Engage



Co-Design



Grow

# Getting Started

## The Importance of Lived Experience:

- Expertise that doesn't come from training or formal education.
- Knowledge from an experience with an issue or challenge.
- Direct experience with a system, process or issue, or trying to engage with a resource.
- Awareness of what works, what doesn't work, and what resources (formal or informal) are available in the community.

# Connect

- Identify the people with whom you need to connect. Ask: whose lives can be improved because of your work? Whose lives will most be impacted by your work?
- Meet community residents in a space of their choosing to build trust and respect their time and effort.
- Connect in a range of ways—one on one is the most effective; small groups can also work
- When you DO make these connections:
  - Introduce your organization.
  - Make it clear that you are not there to ‘fix’ community challenges. Instead, you are looking to collaborate and co-design solutions together.
  - Spend time getting to know each other. (See Questions to Ask at right.)
- Offer fair (as defined by the PWLE) compensation for their time and knowledge.

# Recruit

- Invite potential members as a team
- Orient them to the project and the role
- Design the role together based on what the team needs and the PWLE's priorities and values

## Tip!

Recruiting at least two people from a representative group means that you get more perspectives, and they can support each other.

Teams that have two PWLE find that they last longer in the role.

# Engage

**Tip!** People with lived experience of inequity often wait to be asked directly for their insights.

Some may need to be engaged after the meeting so they feel more comfortable.

- **Integrating the person with lived experience into the team**
- Check in periodically to see if the individual has what they need (resources, skills, information) to fully engage in the work. For example: would they prefer a verbal summary? Printed minutes and documents? Email?
- Observe the person with lived experience during team meetings. Are they contributing their thoughts? Asking questions? For example, ask the assigned point person to look out for them during meetings and check in after/between meetings.

# Co-Design



**level 1**  
Integrate people with lived experience into the team

**benefits**

Work with team members with lived experience to define the problem, identify opportunities, craft, test and assess possible solutions.

**challenges**

Limited knowledge of people's experiences, preferences, and needs. People with lived experience who are asked to be a sole resource for their team often struggle with representing others' experience. Additionally, be aware the people who are able to join your team are often not those in the greatest need.



**level 2**  
Integrate people with lived experience into the team  
AND  
Connect them to a group of peers for feedback

**benefits**

Team members with lived experience can speak to a wider range of experiences and needs, with which to guide the team's work. Use this wider pool of information to define the problem, identify opportunities, craft, test, and assess possible solutions, reducing the need to redesign.

**challenges**

Team members with lived experience may not have the time, resources, or skills with which to collect feedback.



**level 3**  
Integrate people with lived experience into the team  
AND  
Co-design with members of the community affected by issue

**benefits**

Wide range of perspectives, reducing the change that you'll miss key insights. Engage the community in the process, creating a sense of ownership of the solution. This is likely to increase engagement with whatever solution you design.

**challenges**

Needing a group engagement process - we recommend the Action Lab for a time limited, data driven process.



# Grow



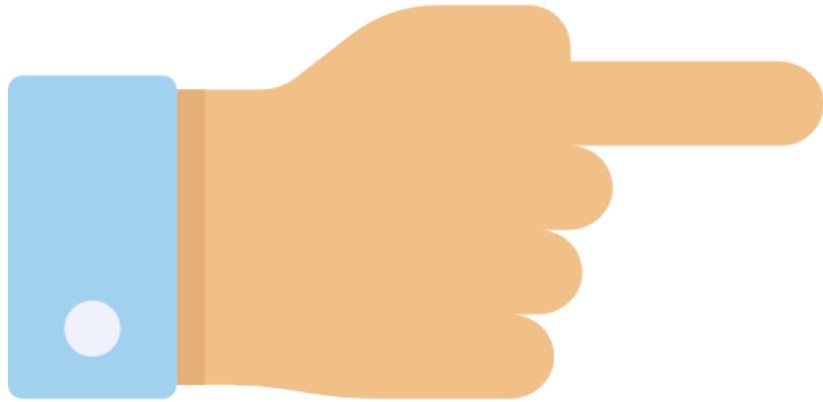
- Check-in to learn what's working or what needs work and adjust the role as needed
- Support growth: skills, perspective, leadership
- Celebrate the wins and learning

# Create a Safe Space, Prepare for Discomfort

- Create an environment where people feel safe enough to openly communicate – and make mistakes
- Safe ≠ comfortable
- Discomfort often leads to growth



# Manage Conflict, Encourage Accountability



**Calling Out**



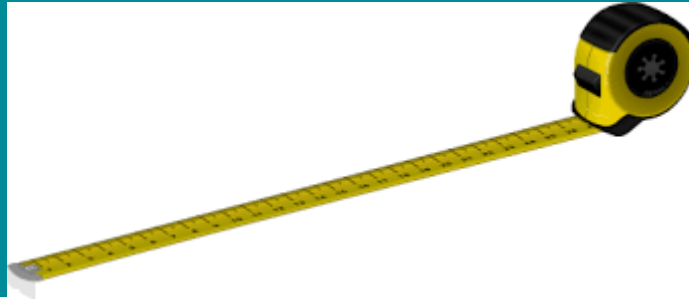
**Calling In**

# Keys to Authentic Engagement

- Good intentions aren't enough.
- Avoid assumptions and judgments.
- Honor community wisdom.
- Beware the 'gatekeeper.'
- Engage in reciprocity.



# Measuring Performance



# Measuring Health Inequities

## **Traditional approach:**

- What is the overall diabetes rate in the jurisdiction?
- How has this rate been changing over time?
- What behaviors contribute to or reduce the risk of diabetes?
- What population groups in the jurisdiction have higher rates of diabetes than others?

## **Using Health Equity approach:**

- What living and working conditions contribute to the risk of diabetes?
- How are the living and working conditions of the community with a higher diabetes rate different from those communities with lower diabetes rates?
- What structures, policies and systems contribute to the differences in living and working conditions?

**Reference:** Minnesota Department of Health, “HEDA: Conducting a Health Equity Data Analysis”  
<http://www.health.state.mn.us/divs/chs/genstats/heda/healthequitydataguideV2.0-final.pdf>

# Converting Outcomes to Metrics

- ✓ • Do you have at least one metric for each objective?
- ✓ • Do the metrics clearly define your goals and objectives in quantifiable, specific terms?
  - ✗ Vague => We will improve customer service.
  - ✓ Precise => We will reduce response times.
- ✓ • Do the metrics drive change?
- ✓ • Do they influence the desired outcome?
  - Do they address SDoH?

# Types of Metrics



**Process metrics:** specific numerical measurements of the steps in a process that lead — either positively or negatively — to a particular outcome metric.

Tells us how we do something



**Outcome metrics:** a specific numerical measurement that indicates progress toward an outcome

Tells us why we do something



Topic	Target Population	Process for improvement	Process/Output	Short-term outcome	Interm./Long term outcome	Community Indicator
Reduce the number of drop-outs in Northwest High School	Students under-credit for graduating	Academic Support Labs – alternate schedule classes	-# alternate schedule classes -Participation rate -% of at-risk students referred	-average GPA -% of classes passed	-credit recovery rate	High school graduation rates
Increase healthy eating in food insecure areas	Low income, food insecure	Pop up food markets	-# pop up markets/week -# participating healthy food vendors	-# of food insecure visitors	-% of food insecure that purchase healthy foods	Food insecurity
Increase advocacy efforts to change policy maker attitudes and behaviors around living wage laws	Policy makers	Shaping policy agenda	-# meetings held w/policy makers -# times evidence based -- messaging was delivered to policy makers	-# meetings/ events where living wage is on agenda	- Policy makers change rhetoric	Living wage
Reduce incarceration of mothers charged with nonviolent drug offenses	Mothers	Travel vouchers to treatment/MCH programs	-# of transportation vouchers issued to mothers charged with nonviolent drug offenses, by race -# of transportation vouchers redeemed	-% attend/ complete drug treatment and/or MCH programs	-# of participants with no repeat drug offense -# mothers with substance abuse disorders -# children with ACEs	Incarceration, substance abuse disorders, ACES

# Quality Check for Process Metrics

- ✓ • Does an increase in the measure indicate improved program functioning?
- ✓ • Does the measure help staff/managers identify areas for improvement?
- ✓ • Is the measure focused on the activity/output vs. what is to be achieved?
- ✓ • Are activities and outputs clearly defined?
- ✓ • Are activities and outputs achievable?

# Quality Check for Outcome Metrics

- ✓ • Can the measure be linked to the mission or strategy?
- ✓ • Is the measure specific enough?
- ✓ • Is the meaning of the measure clear?
- ✓ • Do we have some level of control over the outcome?
- ✓ • Is data collection feasible?

# Aim Statements



# Setting Aims

- Answers “What are we trying to accomplish?”
- Delineates clear, specific plans for the work ahead
- **Based upon outcome metrics** and similar to objectives, looking to increase/decrease something in a measurable way
- Key components
  - **What?** What’s the problem or opportunity?
  - **How much?** By how much will you improve? (increase/decrease)
  - **By when?** What is the date by which you will achieve the level of improvement you’ve set out to accomplish?
  - **For whom?** Which population who will benefit from the improvement?
  - **Where?** What are the boundaries of the process or system you’re trying to improve? Where does it begin and end?

# Setting Aims

## SMART Criteria

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**Specific**

**Who** is the target audience?  
**What** will be accomplished?

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**Measurable**

How can success be measured?  
**How much** change is expected?

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**Achievable**

Can we **succeed** in the proposed time frame?  
Do we have **enough resources** and **buy-in** to achieve this?

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**Relevant**

Will it **impact** long term goals?  
Is it within the **scope** of our work?

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**Timebound**

By **when** should this objective be reasonable achieved?

# Setting Aims

## Considerations

- Is the problem or opportunity clearly stated?
- Do you know what you're going to do about the problem?
- Have you set a numerical goal to quantify the amount of improvement they'd like achieve? (increase/decrease)
- Do you know the calendar date when you plans to achieve the goal?
- Is it clear who will benefit from the improvement?
- Is the scope of the project clear?
- Do you know why this improvement effort is important?

# Example Aim Statements

## Poor:

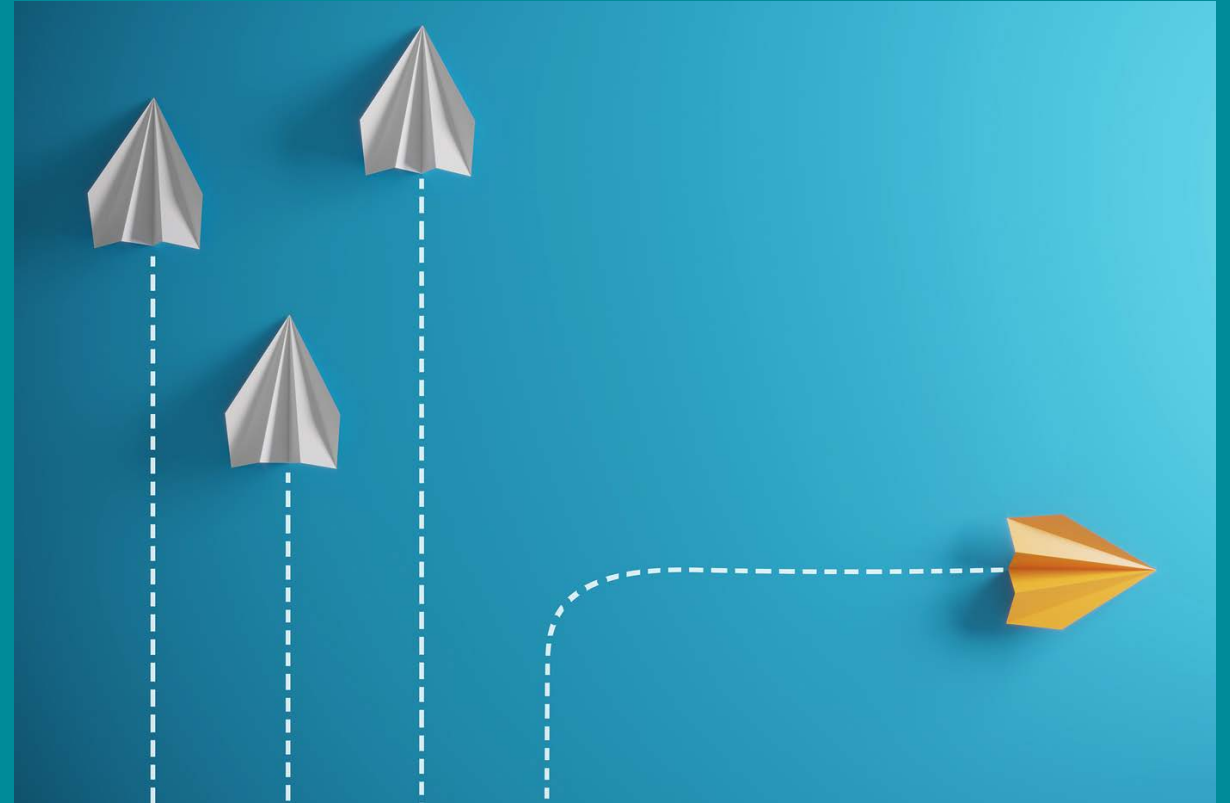
- By providing accurate, tailored vaccine messages delivered by trusted messengers, COVID-19 vaccine rates and confidence among adult minorities within the community will increase.

## Good:

- By July 2020, increase vaccine outreach and uptake of the COVID-19 vaccine among Latinx and African American adults within the county by 15%.



# Theory of Change



# Model for Improvement

Setting Aims

Establishing Measures

Selecting Changes

Testing Changes

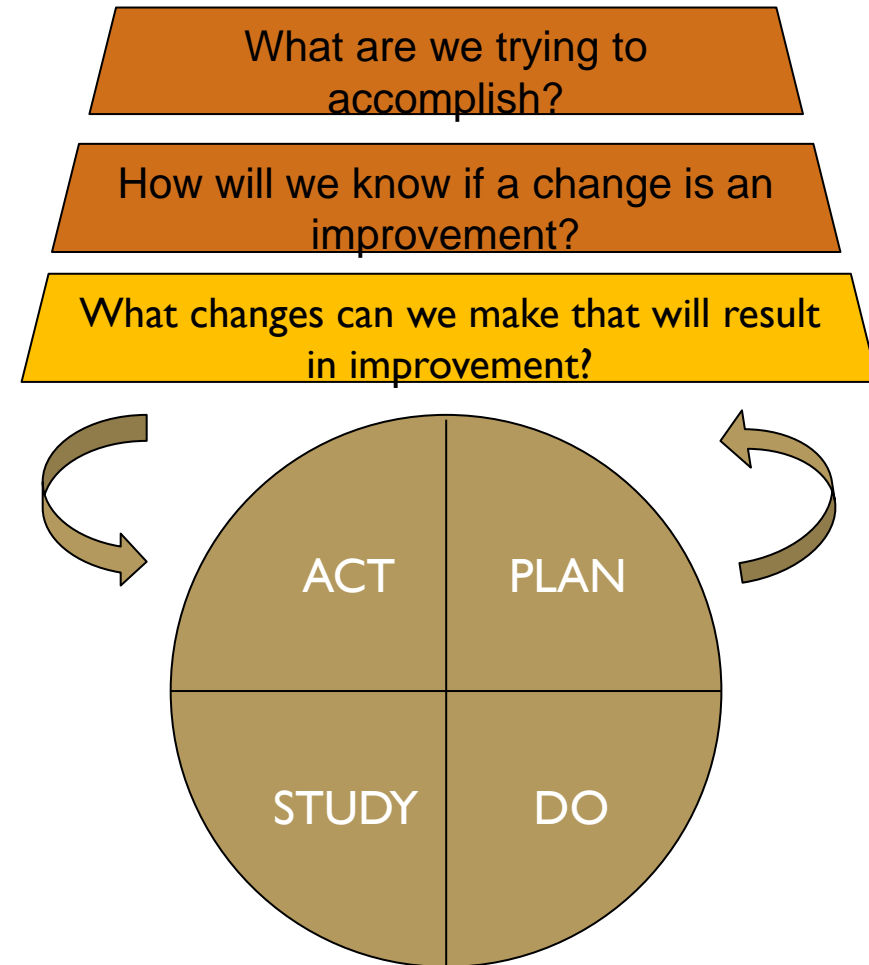
# Rapid Continuous Improvement (RCI)

During a rapid continuous improvement effort, a small cross-functional team focuses their energy over a shorter period to identify and execute improvements to a particular issue or process. (AKA Kaizen Event or Blitz)

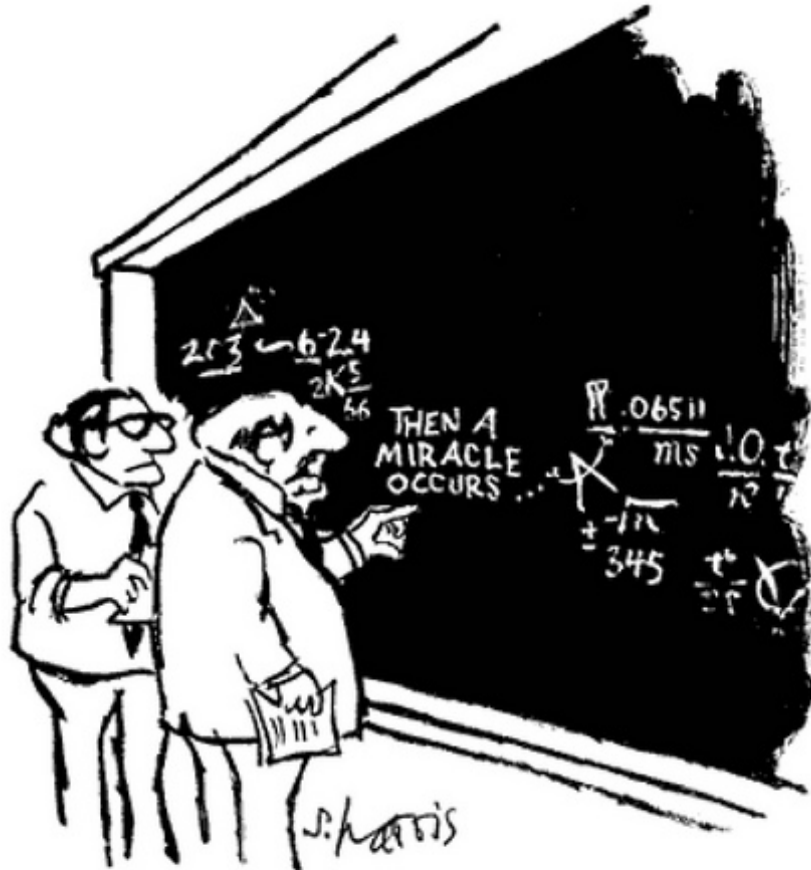


# Theory of Change: What change can we make that will result in improvement?

- Answers the question: how will we reach our aim?
- Formulate change ideas that improve the processes that leads to outcomes
- Builds learning and evidence



# What is a Theory of Change?



"I think you should be more explicit here in step two."

- A description of **how and why** a **desired change is expected** to happen in a particular context
- It fills in the **“missing middle”** between the Aim statement and change idea
- It establishes a **cause-and-effect relationship** between outcomes and actions

# Theory of Change



Based on local context and needs of those with lived experience



Developed in partnership with those most impacted by the inequities and those



Engage those that are part of the system

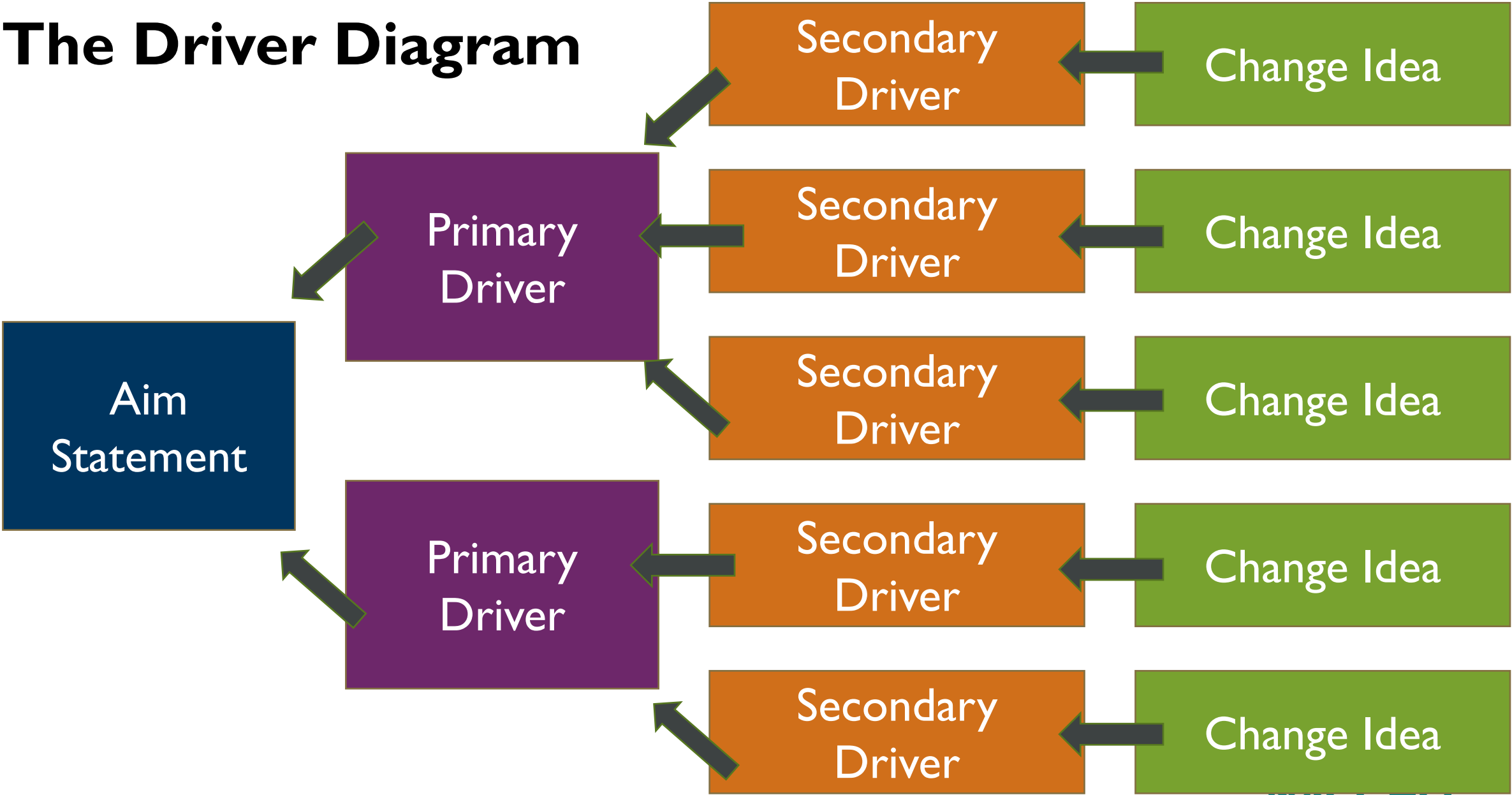


Develops a strategy for impact



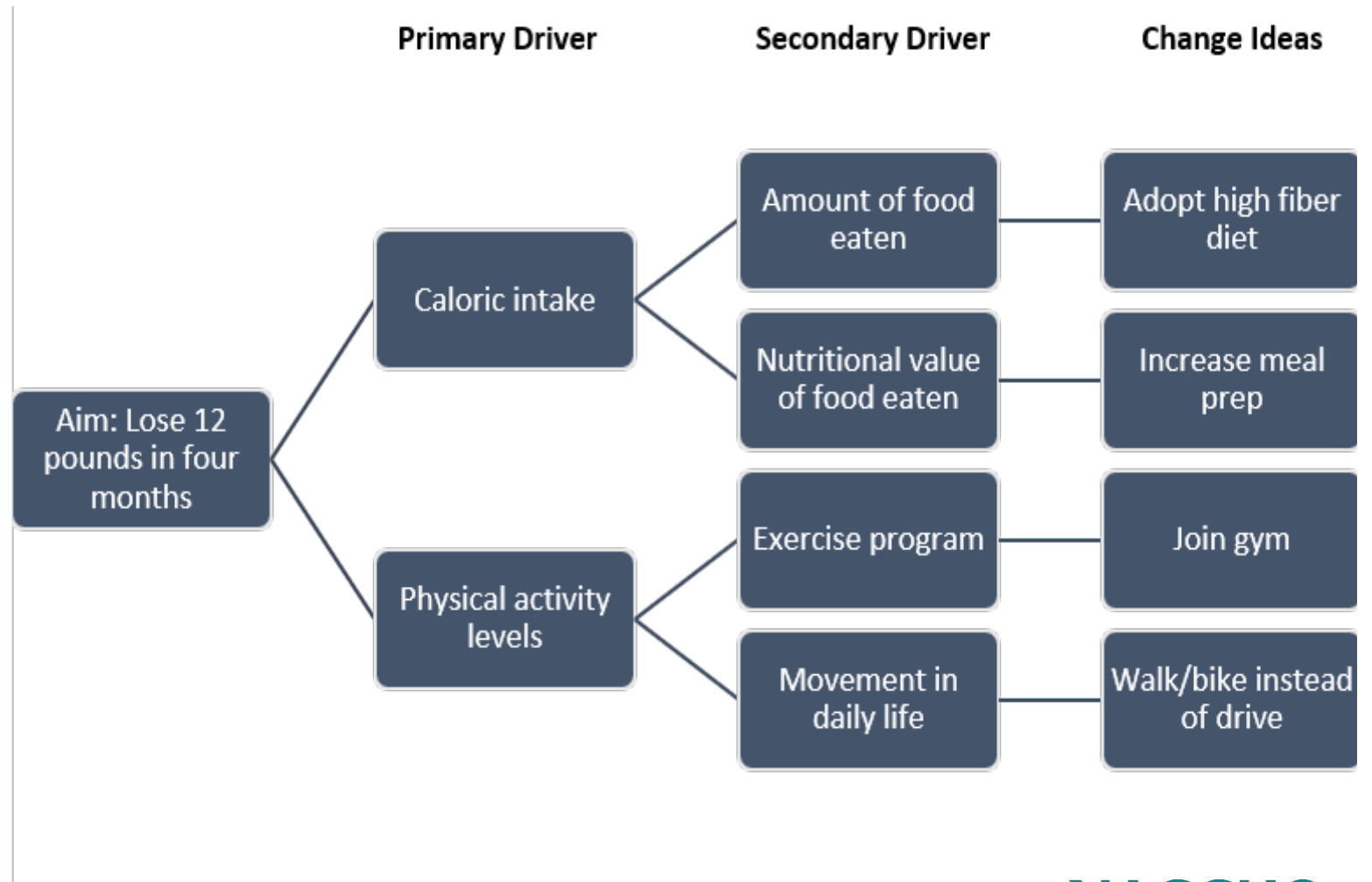
Results in possible change solutions that respond to key drivers of the desired outcomes

# The Driver Diagram



# The Driver Diagram

- **Aim statement:** your desired outcome
- **Primary drivers:** 2-3 high level drivers that directly influence the Aim.
  - “What are the biggest things that influence the Aim?”
  - Help identify process measures
- **Secondary drivers:** Influence one or more primary drivers.
  - “What influences the primary drivers?”
  - Help identify change ideas
- **Change ideas:** the innovations to test to achieve the Aim
  - “What can we do to impact the secondary drivers?”





# Driver Diagram Tips

Critical that the Driver Diagram is informed by those that experience the inequities and understand the systems contributing to them

Reassess whether primary driver are secondary, or vice versa

Make sure no solutions are proposed as drivers

Make sure each solution is ultimately linked to the Aim

There is no right or wrong answer and your diagram may evolve throughout as you gain more insights into the system

This will be your improvement strategy and will help identify process measures later in the Equity Action Lab

# Community Engagement



# Toolbox

- Interviews and focus groups
- Guided tour
- Journey map and flow charts
- Empathy map



# Interviews & Focus Groups

- Learn about values
- Reveal unanticipated insights
- Gather stories

## Interview

- Explore more sensitive topics
- More detailed answers per question
- Depending on number, can be time and resource intensive

## Focus Group

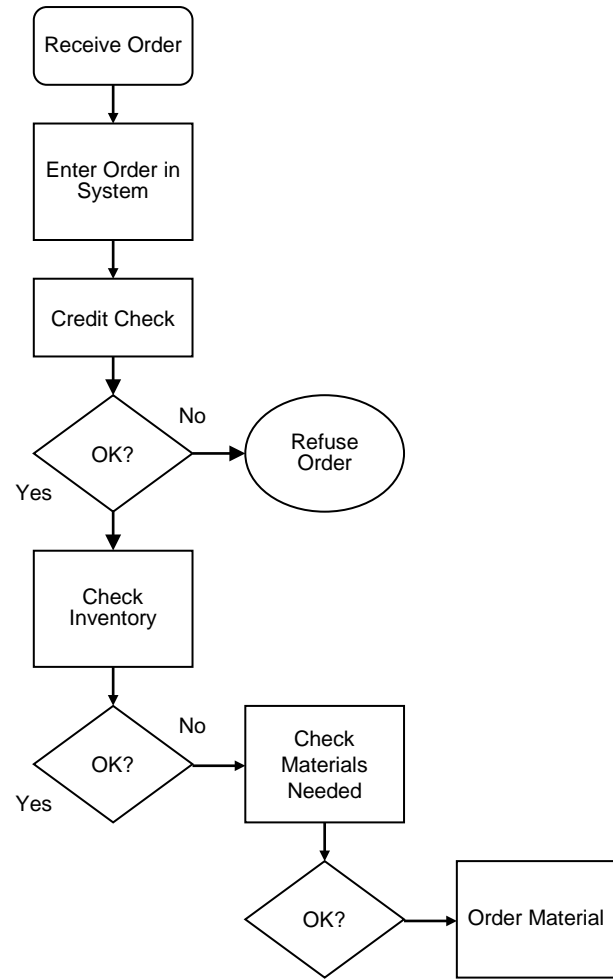
- Encourages active discussion
- Brainstorming
- Time and resource efficient way of identifying and clarifying key issues

# Guided Tour



- Guided observation
- Learn from the people you're designing for
- Good for processes and experiences

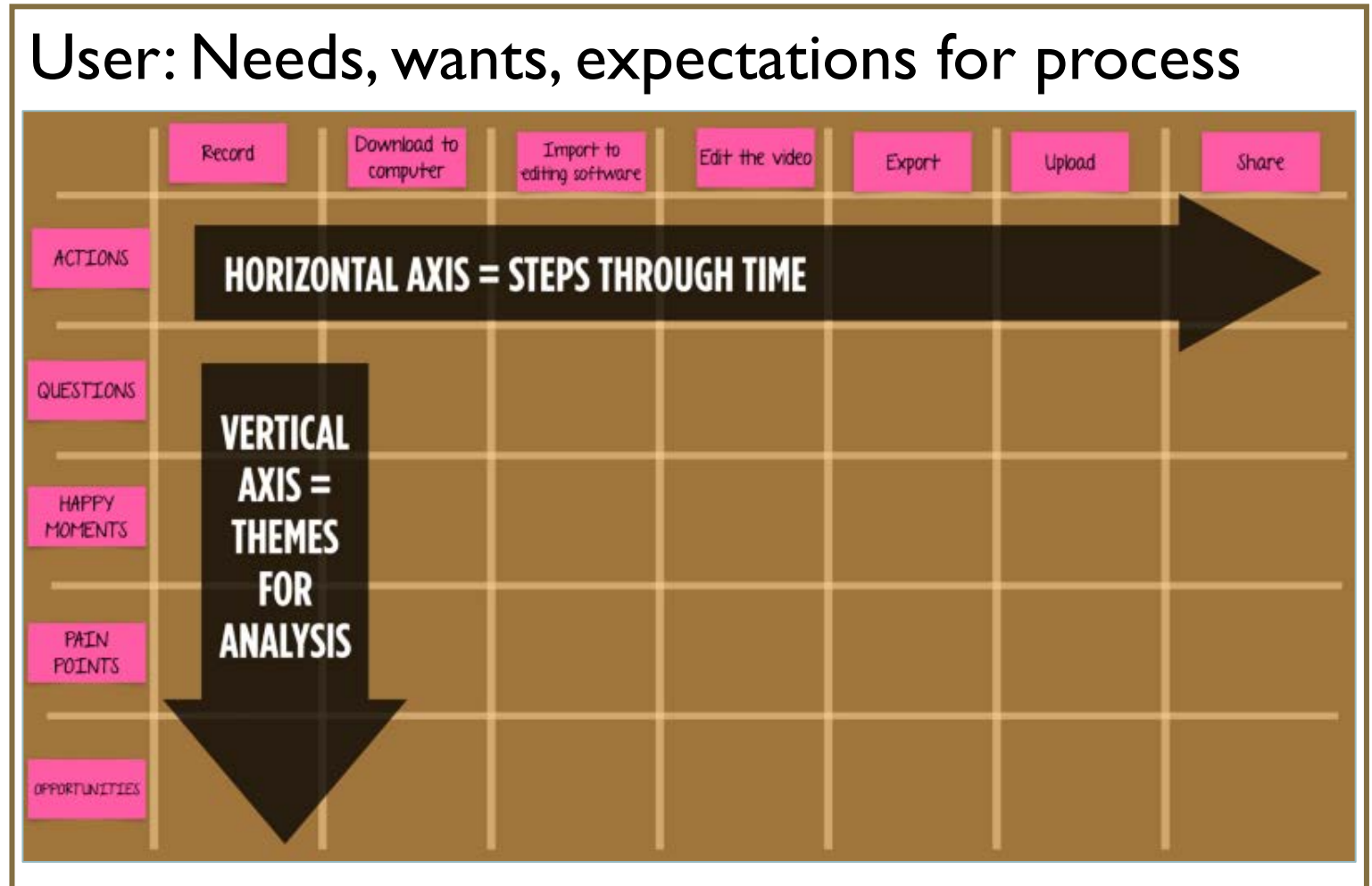
# Flow Charts



1. Define the process
2. Discuss boundaries and detail
3. Brainstorm activities
4. Arrange activities in proper sequence
5. Draw arrows flow
6. Review

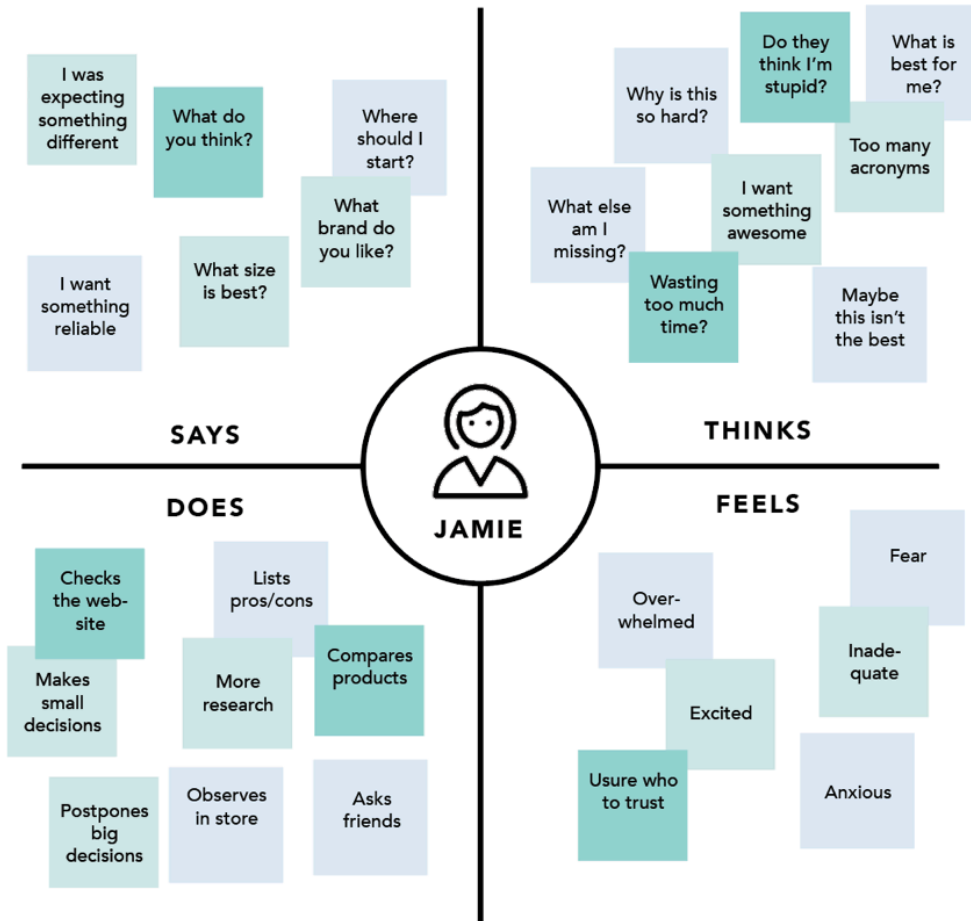
# Journey Map

1. Describe user
2. Add your activities
3. Describe:
  - Actions
  - Questions
  - Happy moments
  - Pain points
  - Opportunities



# Empathy Map

## EMPATHY MAP *Example (Buying a TV)*



- **Say:** What are some quotes and defining words your user said?
- **Does:** What actions and behaviors did you notice?
- **Think:** What might your user be thinking? What does this tell you about his or her beliefs?
- **Feel:** What emotions might your subject be feeling?

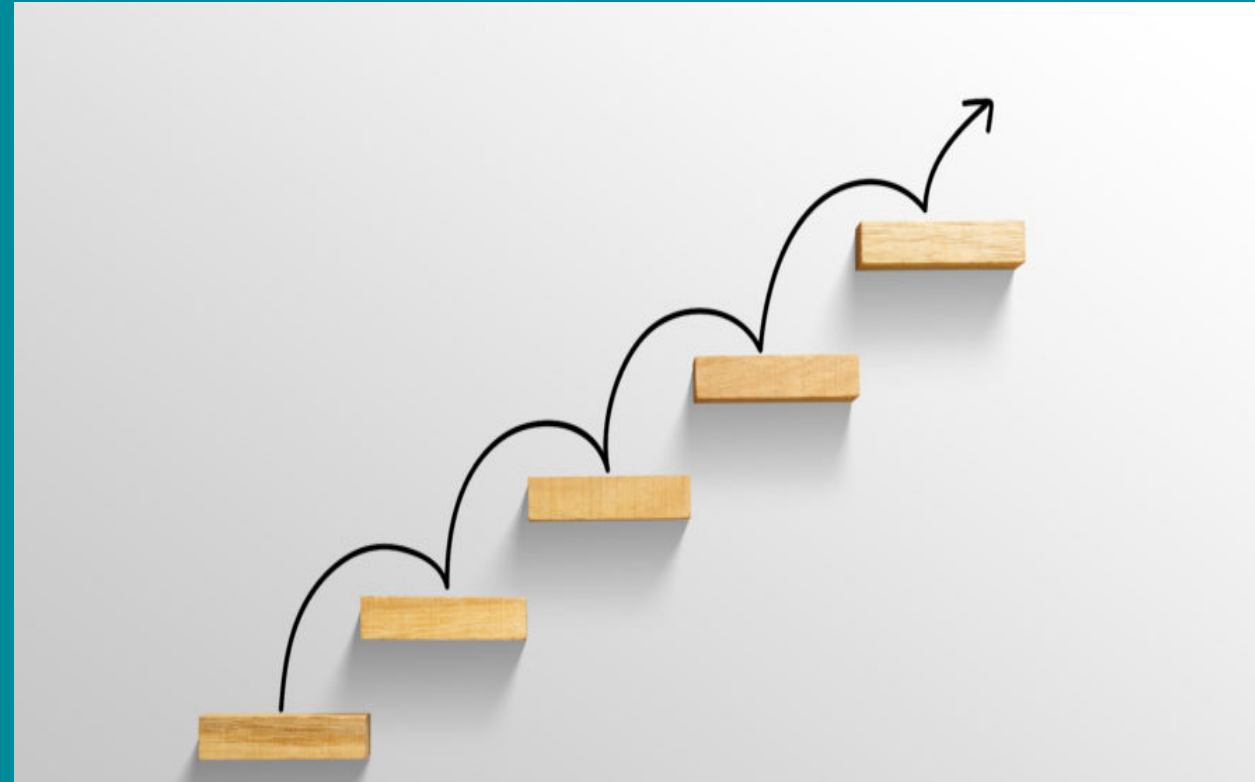


# Discussion

What experiences have you had engaging with community members?

- Interviews and focus groups
- Guided tour
- Journey map and flow charts
- Empathy map

# Improvement Theory



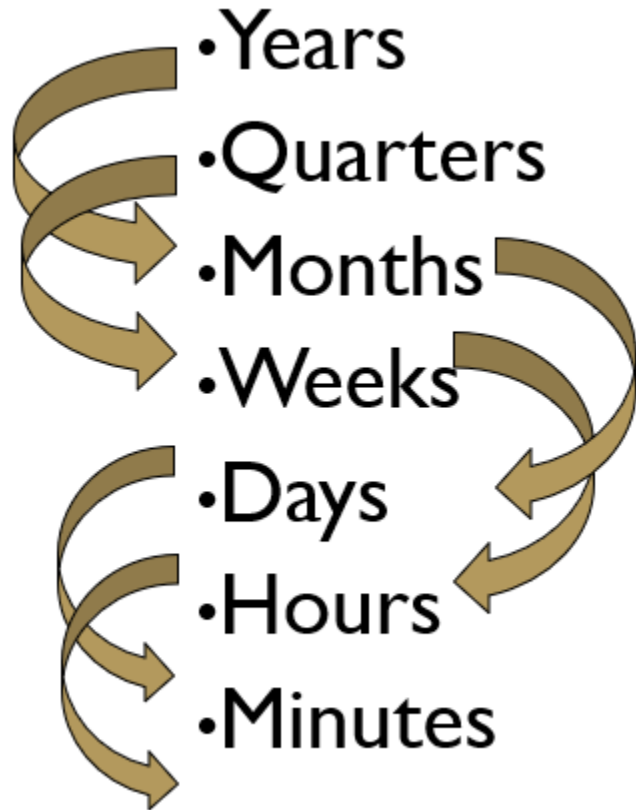
# Improvement Theory

**Aim:** By July 15, 2020, increase the uptake of COVID-19 vaccines among Latinx and African-American adults within the county from 37% to 57%.

**Change Idea:** Utilize trusted messengers to provide tailored and accurate messaging regarding the benefits and safety of COVID-19 vaccines

**Improvement Theory:** If Latinx and African-American adults receive tailored and accurate information from trusted community leaders and healthcare partners, their confidence in COVID-19 vaccines will increase, resulting in increased coverage among the target population.

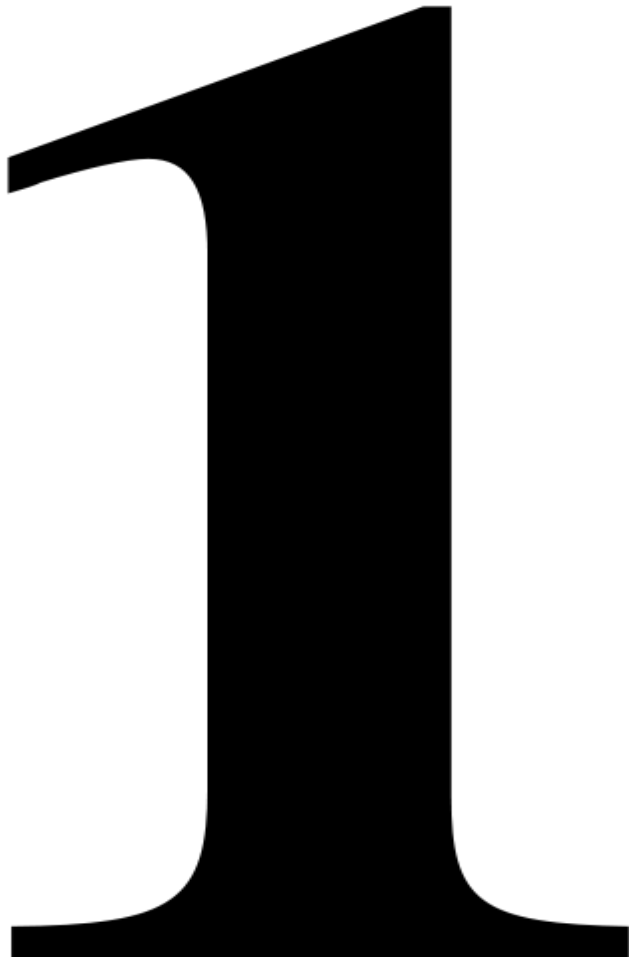
# Rapid Cycle Improvement Tip: Scale Down



Because Activeville only has one quarter to complete this project, they decide to conduct their first PDSA cycle test of the facilitated dialogue change solution for one week.

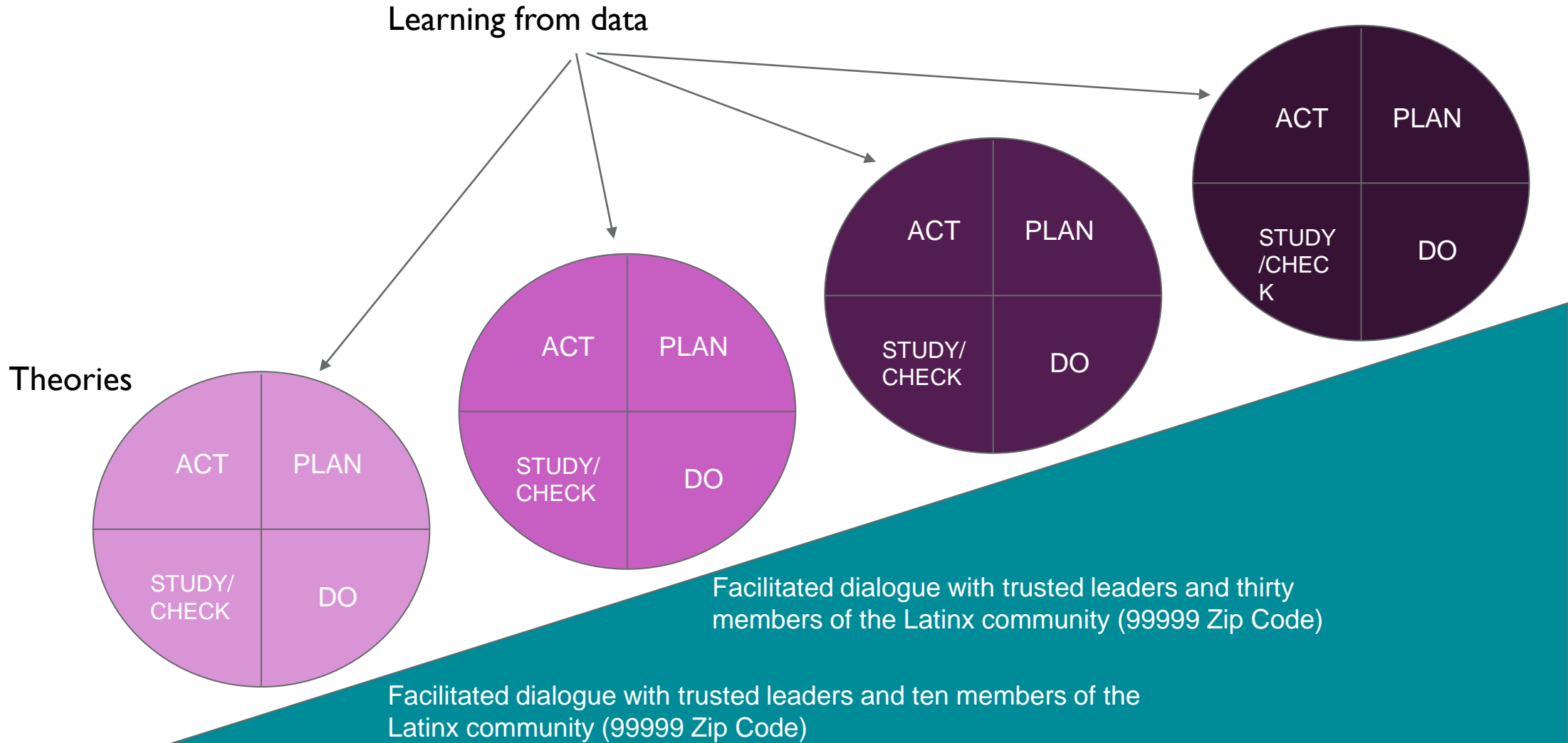
“Drop 2”

# Rapid Cycle Improvement Tip: “The Rule of 1”

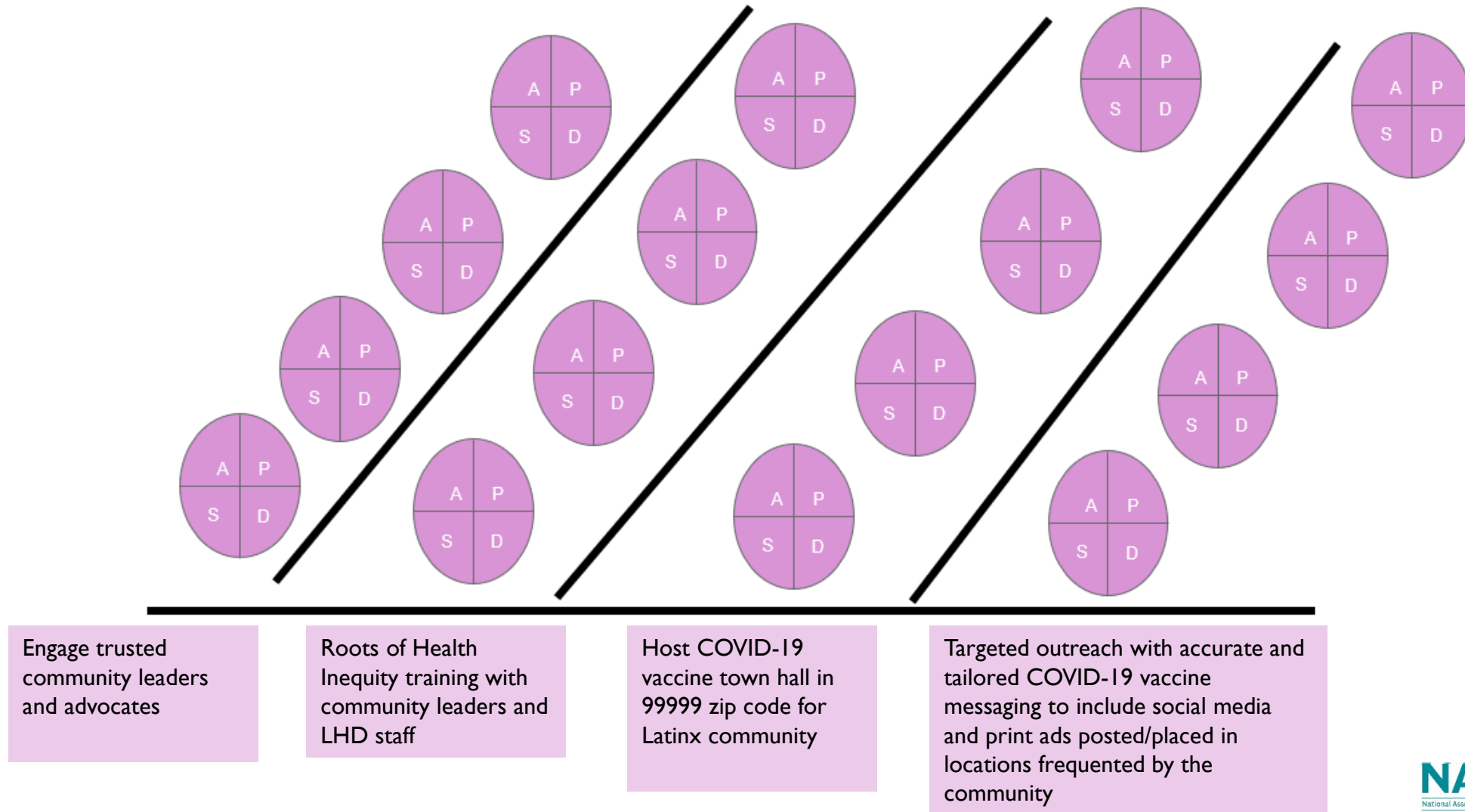


Activeville decided that they want to test the facilitated dialogue change idea within the Latinx community specifically in the 99999 Zip code of the county.

# Rapid Cycle Improvement



# Rapid Cycle Improvement: Changes in Parallel



# Developing an Action Plan





# Action Planning Facilitation Process

- Identify facilitators
- Organize action planning workshops
- Design facilitation processes
- The *action plan* outlines:
  - SMART Objectives
  - Activities
  - Roles/responsibilities
  - Timeline
  - Performance metrics



Photo Source: [www.carbonfive.com](http://www.carbonfive.com)

# Components of an Action Plan

- **What** needs to be done?
  - What needs to be developed? (e.g. training, product)
  - What data will be collected?
  - Who will the data be documented?
  - How will the data be analyzed?
- **Who** is responsible?
  - Who will implement the test?
  - Who is collecting the data (and documenting)?
  - Who will keep the project on track? (e.g. project check-ins)
- **When** will it be implemented?
  - How frequently will the data be collected?
  - What is the test period?
  - How many tests will you run?

# Action Plan Template

Priority:					
Activity	Responsible	Timeline	Documentation	Process Metrics	Outcome Metrics
Aim Statement:					

# Williamson County and Cities Health District (TX)





[https://www.youtube.com/watch?v=5XOud2BblQ0&list=PLT6y7Zmg-Kkhjt05C\\_LttxEEOhxUE0XLm&index=1](https://www.youtube.com/watch?v=5XOud2BblQ0&list=PLT6y7Zmg-Kkhjt05C_LttxEEOhxUE0XLm&index=1)



[https://youtu.be/drZlxjBjkGU?list=PLT6y7Zmg-Kkhjt05C\\_LttxEEOhxUE0XLm](https://youtu.be/drZlxjBjkGU?list=PLT6y7Zmg-Kkhjt05C_LttxEEOhxUE0XLm)



[https://youtu.be/R70gjxz3aUM?list=PLT6y7Zmg-Kkhjt05C\\_LttxEEOhxUE0XLm](https://youtu.be/R70gjxz3aUM?list=PLT6y7Zmg-Kkhjt05C_LttxEEOhxUE0XLm)



[https://youtu.be/chDxxKnXong?list=PLT6y7Zmg-Kkhjt05C\\_LttxEEOhxUE0XLm](https://youtu.be/chDxxKnXong?list=PLT6y7Zmg-Kkhjt05C_LttxEEOhxUE0XLm)



[https://youtu.be/oOmpCNci4jg?list=PLT6y7Zmg-Kkhjt05C\\_LttxEEOhxUE0XLm](https://youtu.be/oOmpCNci4jg?list=PLT6y7Zmg-Kkhjt05C_LttxEEOhxUE0XLm)

**Williamson County and Cities Health District**  
 Published by Meghan Murray [?] · January 11 ·

Join local public health officials for a Vaccine Town Hall to discuss #COVID19 vaccine safety, efficacy, and distribution. Some vaccine questions will be answered live as time permits.  
 Speakers:  
 - Stephanie Hayden, Austin Public Health Director  
 - Dr. Mark Escott, Interim Austin-Travis County Health Authority  
 - Dr. Charles Bell, Vice-Chair, Central Health Board of Managers...  
 See More

**SAVE THE DATE**  
**VACCINE TOWN HALL**  
 Wednesday, January 13  
 6 PM

WED. JAN 13  
**Vaccine Town Hall**  
 Online Event  
 You like Austin Public Health

1,852 People Reached  
 220 Engagements  
 Boost Unavailable

Linda Ann Zamarripa, Dona Weller and 19 others  
 7 Comments

Like Comment Share

**LET'S GET SAFELY BACK TO FRIDAY NIGHT LIGHTS**  
 GET VACCINATED AGAINST COVID-19

SCHEDULE YOUR APPOINTMENT  
 512-943-3600 | WCCHD.ORG

**LET'S GET SAFELY BACK TO SLEEPOVERS**  
 GET VACCINATED AGAINST COVID-19

SCHEDULE YOUR APPOINTMENT  
 512-943-3600 | WCCHD.ORG

**NO ESPERE- VACUNESE!**

Vensa las Prisas!  
**512-943-3600**  
**Llame hoy para hacer una cita!**

**Vacunas GRATUITAS para niños elegibles para las vacunas de Texas para niños. Programa (TVFC).**

Debe ser elegible para los programas de CHIP/Medicaid, no tener Seguro Médico que cubra la vacuna específica.  
 Vacunas de COVID-19 Disponibles para niños mayores de 12 años.

1+2=  
 Cedar Park Clinic 350 Discovery Blvd Cedar Park  
 Georgetown Clinic 100 W 3rd St Georgetown, TX  
 Taylor Clinic 115 W 6th St Taylor, TX  
 www.wcchd.org

WCCHD focused on geographic areas of low COVID-19 vaccination rates especially in the five Health Equity Zones within the County that were identified in the 2019 Community Health Assessment. This in addition to heat maps identifying vaccination gaps across the county, were used to determine geolocation of social media and print ads. Additionally, WCCHD leveraged health coalition's (Healthy Williamson County) partnerships, as well as local elected officials, to identify and train trusted community members/leaders to facilitate discussions surrounding the vaccine, help register individuals to receive the COVID-19 vaccine, and share vaccination resources and messaging. These trusted messengers were recorded describing why they chose to receive the vaccine. WCCHD Immunization staff also conducted and participated in education sessions and trainings with workers in congregational settings, high-risk populations, and other hard to reach groups to increase vaccine confidence.

# Adams County Health Department (IL)



# Vaccines arrive in Adams County



## LaHood: Adams County COVID-19 vaccine clinic 'the model for the state'

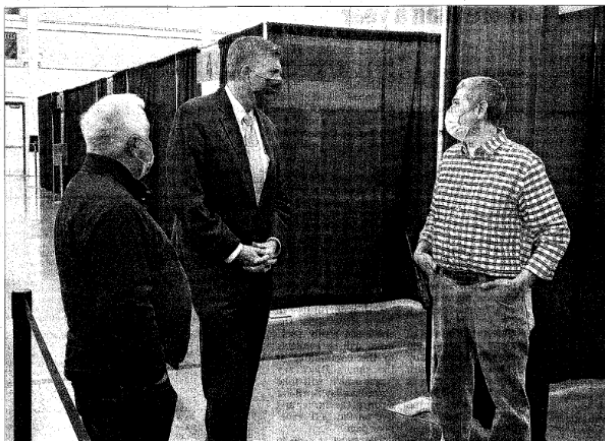
Dr. Mary Frances Barthel, chief quality and safety officer from Adams County Health Department registers a patient. The first Adams County COVID-19 vaccination

By **MATT HOPF**  
Herald-Whig Staff Writer  
mhopf@whig.com

**QUINCY** — Dr. Jim Daniels joked as he waited to receive the COVID-19 vaccine. "You going to warn that up for me?" Daniels asked, bringing a laugh Wednesday at the Adams County Health Department.

The medical director for the department and assistant dean of the SIU

Frances Barthel, chief quality and safety officer from Adams County Health Department registers a patient. The first Adams County COVID-19 vaccination



U.S. Rep. Darin LaHood, center, speaks with Adams County Health Department Administrator Jerrod Welch, right, about vaccination efforts in the county on Monday.

By **DREW ZIMMERMAN**  
Herald-Whig Staff Writer  
dzimmerman@whig.com

**QUINCY** — U.S. Rep. Darin LaHood, R-Peoria, visited Adams County's COVID-19 vaccination clinic at the Oakley-Lindsay Plaza on Monday, which he said was "the model for the state and for my Congressional district."

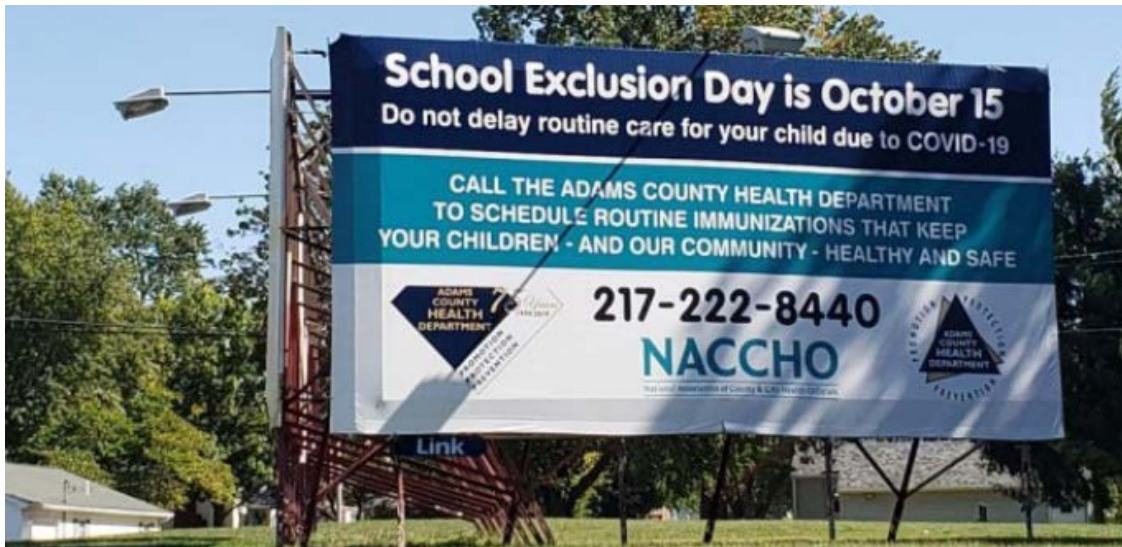
As he heads back to Washington this week, LaHood said the two things on his

mind will be to get COVID-19 vaccines produced and have them distributed where they're needed as quickly as possible and to get as many people vaccinated as possible so business reopen and students can return to school.

Before his visit to the Oakley-Lindsay Center, LaHood also met with the Quincy Area Chamber of Commerce at Dick Brothers Brewery at noon. He later visited Blessing-Riemann College of Nursing as a guest lecturer.

"This is should not be a partisan issue," LaHood said. "This is about getting the country back on track, and I look forward to continue to be engaged and take the messages I hear today in Quincy and Adams County back to Washington D.C."

SEE LAHOOD, 4A



ADAMS COUNTY HEALTH DEPARTMENT

### ACKNOWLEDGEMENT OF MINOR STATUS

I reasonably believe that \_\_\_\_\_, is a minor, and is seeking limited services for immunizations. I believe that he/she is at least 14 years of age but less than 18 years of age and is living separate and apart from his/her parents or legal guardian, with or without the consent of a parent or legal guardian and is managing his/her own personal affairs. I also acknowledge that he/she is not under the protective custody, temporary custody, or guardianship of the Department of Children and Family Services.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_  
Public School Homeless Liaison/ School Social Worker

ACHD worked with state, community partners and the School-Based Health Care coalition to develop standing orders to include the *Child and Student Health Examination and Immunization Code 77IAC665* and the *Consent by minor seeking Care for Limited Primary Care Services 420ILCS 210/1.5* to allow for vaccination of the homeless minor population. The standing orders allow for minors to self-consent when Community Health Workers transport them to vaccine appointments.





# References

- Institute for Healthcare Improvement (2021). *100 Million Healthier Lives Advancing Equity Tools*. Accessed Nov. 2020 from <http://www.ihl.org/resources/Pages/Tools/100-Million-Healthier-Lives-Advancing-Equity-Tools.aspx>
- Douglas W, Fritsch S, Howard P, Muiga R, Munene E. *Equity Action Lab Implementation Guide*. Boston: 100 Million Healthier Lives, convened by the Institute for Healthcare Improvement; 2019. (Available at [www.ihl.org/100MLives](http://www.ihl.org/100MLives))

# Resources

- Understanding Diverse Communities and Supporting Equitable and Informed COVID-19 Vaccination Decision Making: [infographic](#), reports [one](#), [two](#), and [three](#)
- [Local Public Health: An Integral Partner for Increasing Vaccine Confidence](#)
- [Increasing Vaccine Confidence: A Resource Guide for Local Health Departments](#)
- [Roots of Health Inequity](#)
- [CDC Rapid Community Assessment Guide](#): Designed to identify communities at-risk for low vaccine uptake, better understand the local community's vaccine needs and decisions, and identify areas of intervention and prioritize potential intervention strategies

# For additional information or questions:

National Association of County and City Health Officials

**Immunization Program**

1201 I Street NW, 4th Floor

Washington, DC 20005

**[immunization@naccho.org](mailto:immunization@naccho.org)**