

COVID-19 VACCINE ADVISORY COMMITTEE MEETING

Tuesday, January 26, 2021, 5:30-6:30 pm

Join ZoomGov Meeting

<https://www.zoomgov.com/j/1611668304?pwd=dTZCeEdGWDFsYVJ2UUd5ZTY0bkJBZz09>

Meeting ID: 161 166 8304

Passcode: 715988

One tap mobile

+16692545252,,1611668304#

Meeting objectives:

- Discuss COVID-19 vaccine community engagement

Welcome

Nhu To-Haynes,
Facilitator

Background information

- Vaccine community engagement efforts to date
- Future plans and connection to COVID-19 Vaccine Advisory Committee
- Discussion

Oregon Health
Authority staff

Committee
members

Closing

Nhu To-Haynes,
Facilitator

Everyone has a right to know about and use Oregon Health Authority (OHA) programs and services. OHA provides free help. Some examples of the free help OHA can provide are:

- Sign language and spoken language interpreters
- Written materials in other languages
- Braille
- Large print
- Audio and other formats

If you need help or have questions, please contact COVID-19 Vaccine Advisory Committee staff at 971-673-1222, or covid.vaccineadvisory@dhsoha.state.or.us or 711 TTY.

COVID-19 Vaccine

Communications and Community Engagement

January 26, 2021

The logo for the Oregon Health Authority. It features the word "Oregon" in a smaller, orange, serif font positioned above the word "Health". "Health" is written in a large, dark blue, serif font. Below "Health", the word "Authority" is written in a smaller, orange, serif font. A thin blue horizontal line is positioned just above the "Authority" text, extending from the left side of the "H" in "Health" to the right edge of the "Authority" text.

Oregon
Health
Authority

Tribal lands acknowledgment

We acknowledge that what we now call Portland, Oregon and Multnomah County are the ancestral lands of the Multnomah, Wasco, Kathlamet, Clackamas, Cowlitz bands of Chinook, Tualatin Kalapuya, Molalla and many other Tribes who made their homes along the Columbia and Willamette Rivers.

We are here because this land was occupied, and its traditional people were displaced by colonists and settlers. As settlers and/or guests, we recognize the strong and diverse Native communities in our region today, from Tribes both local and distant, and offer respect and gratitude for their stewardship of these lands throughout the generations.

OHA's Acknowledgement to Community

OHA acknowledges there are institutional, systemic and structural barriers that perpetuate inequity and have silenced the voices of communities over time.

OHA's Acknowledgement to Community

OHA is committed to partnerships, co-creation and co-ownership of solutions with communities disproportionately affected by health issues so they can actively participate in planning, implementing and evaluating efforts to address health issues.

OHA's Acknowledgement to Community

OHA recognizes community-engaged health improvement is a long-term and dynamic process.

OHA is striving to engage with communities through deliberate, structured, emerging and best practice processes.

OHA's Acknowledgment to Community

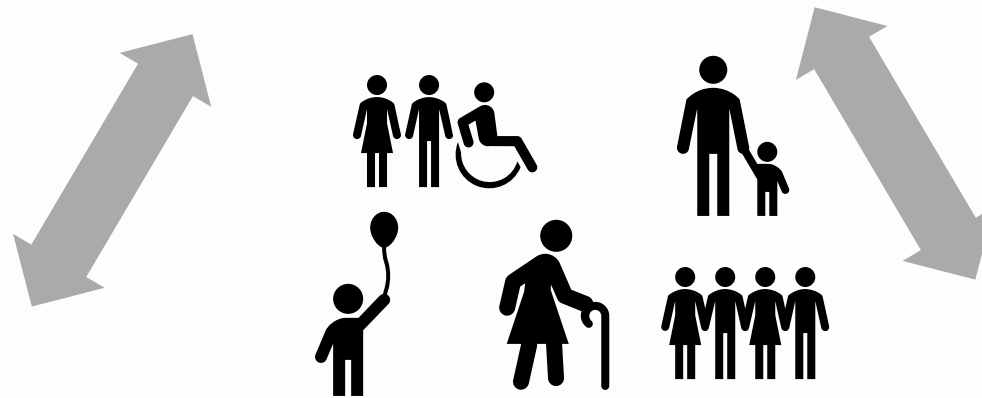
OHA is striving to make engagement with public health effective for communities, especially those communities that experience institutional, systemic and structural barriers.

Historical context

- Acknowledge generational trauma and mistrust toward government and health systems
- The experience of harm and fear grounded in systemic racism and ableism cannot be discounted
- Governmental public health must work to ensure access to services, care, safe vaccination pathways and transparency

Network building to serve community

CBOs



OHA

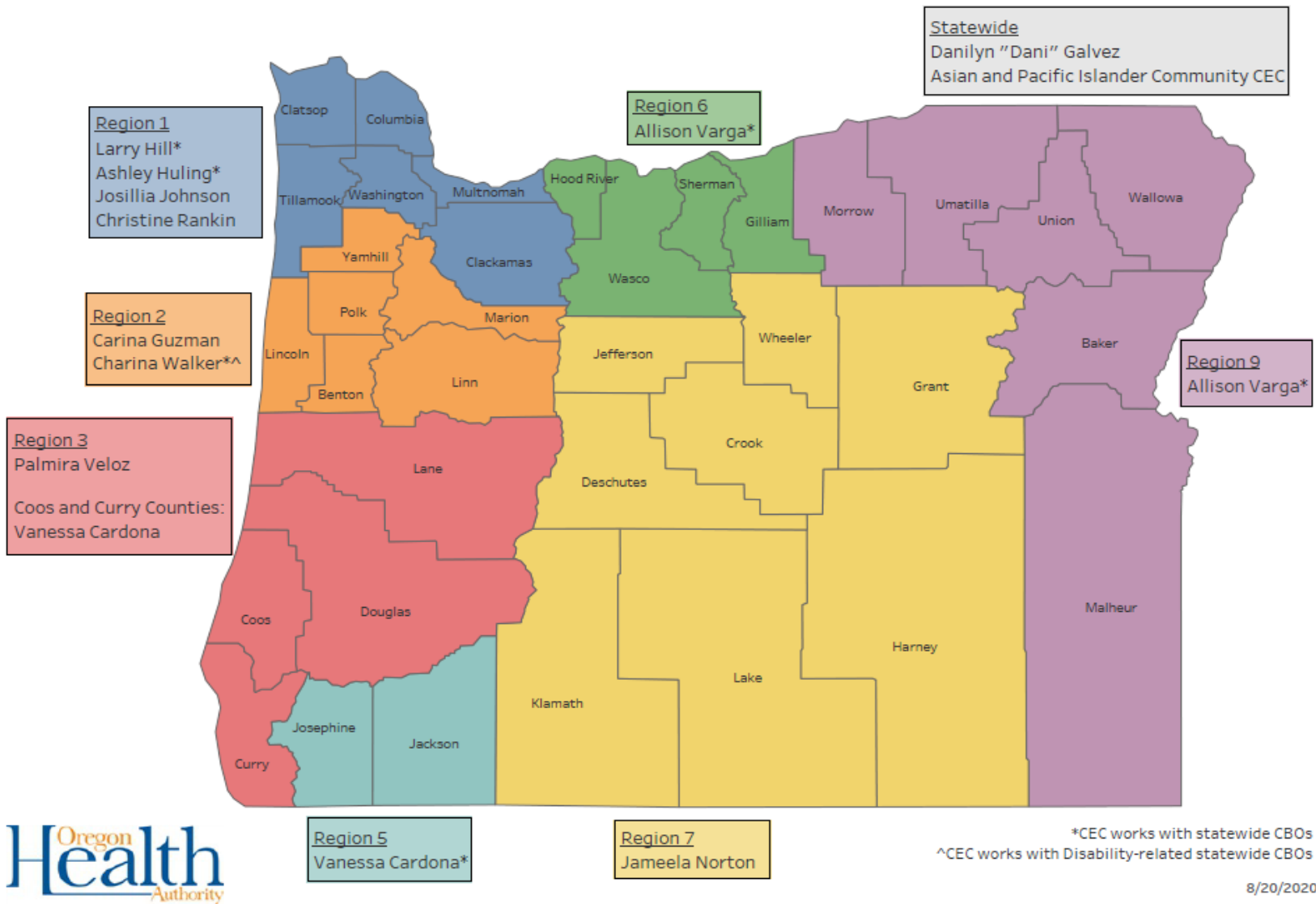


Local Public Health

OHA Vaccine Community Engagement organization

	Cross-agency Community Engagement Vaccine Team	Vaccine Planning Unit	Policy & Partnerships
Staffing	12+ community engagement staff across the agency: -Office of Equity and Inclusion -Community Partner Outreach Program -CRRU -Public Health Division	Vaccine Communications Team Community Engagement Team Lead Equity Manager	Community Engagement staff Local and Tribal Public Health Liaisons
Resources	Qualitative analysts	Communications contracts	LPHA, CBO and Tribal contracts

Oregon Community Engagement Coordinators by Region



CPOP: Community Partner Outreach Program

Ruby Graven
(503) 884-1175
Ayni Amir
(503) 979-6986
Tualatin Valley

Monica Juarez
(971) 718-1989
Fabiola Herrera
(503) 979-6984
Denise Piza
(503) 979-6983
Willamette Valley

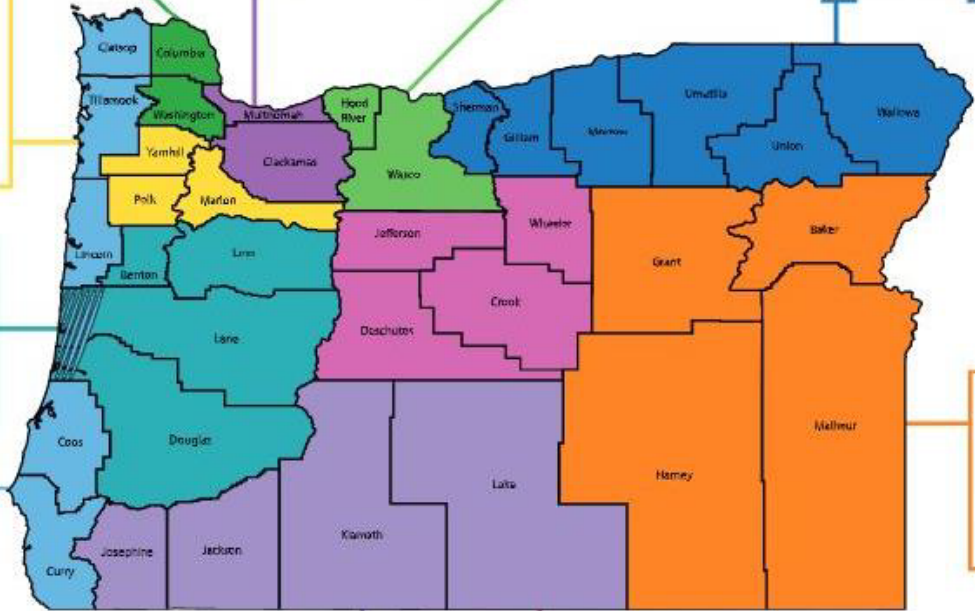
Jacqueline McCall
(503) 949-3328
Analuz Torres
(503) 979-6946
Southern Valley

Karina Reardon
(541) 371-1868
Kelsey Hill
(503) 979-6977
Coast

Deanna Simon
(971) 301-3123
Liliana Villanueva
(503) 983-6304
Sean Snyder
(503) 979-6982
Metro Region

Deana Maher
(503) 979-6978
Columbia Gorge

Jorge Martinez
(503) 949-5428
Northeast



Rachelle Capone
(503) 979-6979
South

Tania Curiel
(503) 979-6980
Central Oregon

Statewide
Jessica Deas
Provider Outreach & Engagement Coordinator
(503) 793-2537
Jon McDaid
School Outreach & Engagement Coordinator
(503) 269-0880
Crystal Marion
Black/African American Community Outreach & Engagement Coordinator
(503) 752-0398
Ana Cristina Jacobo
Regional Outreach Coordinator - Trainer
(503) 602-2984

Maria Vargas
(971) 283-1955
Lucy Cook
(503) 979-6985
Southeast

EXTERNAL RELATIONS
Stakeholder and Member Support



Existing resources

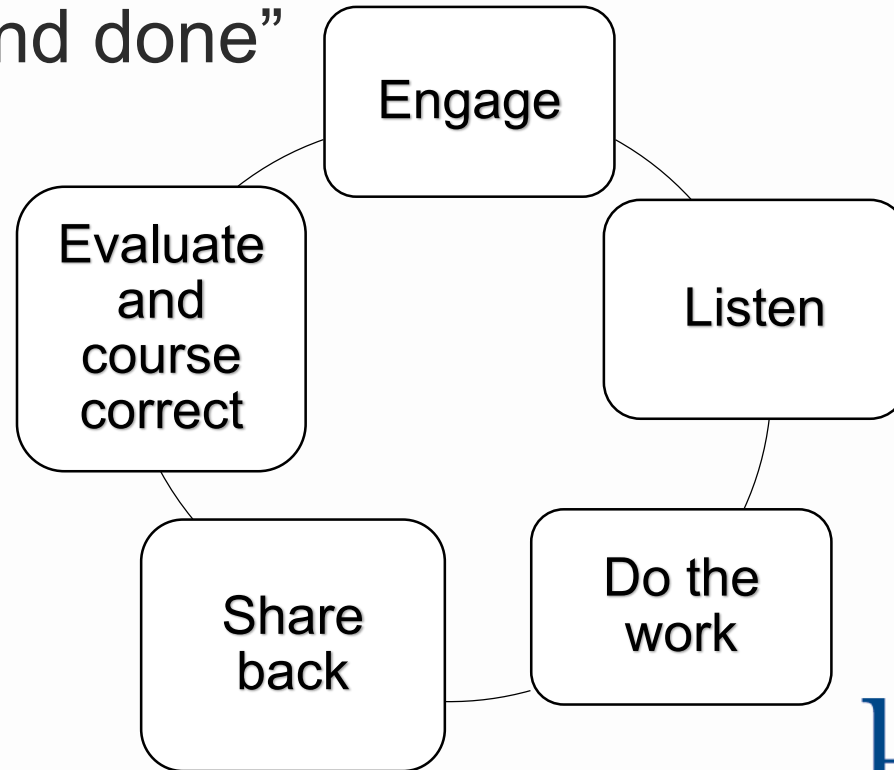
- Public Health Division staff support and build relationships between CBOs and LPHAs
- 156 statewide community-based organization grants for community engagement
- External community engagement technical assistance
- Semiweekly COVID-19 community partner calls
- Community-specific engagement
- **Vaccine Advisory Committee**

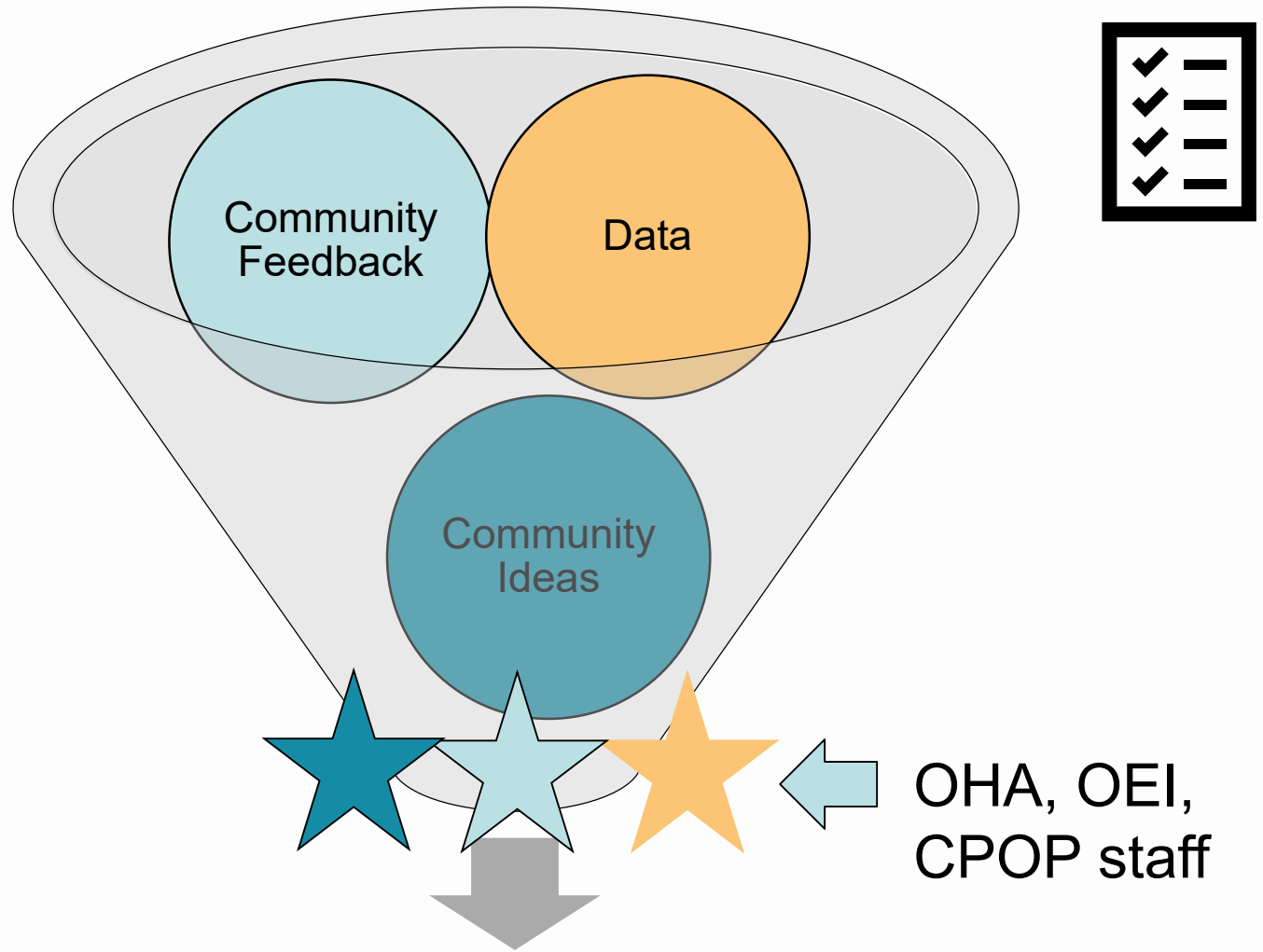
Community-specific dialogues to date

- Black and African American community
- Rural LGBTQIA+ community
- Intellectual and developmental disabilities community
- Physical disabilities community
- Pacific Islander community
- Migrant and seasonal farmworker community
- Faith community leaders
- Traditional health workers
- More planned....

Principles

- Work moves at the speed of trust
- Elevate community wisdom
- Never “one and done”





Vaccine policy and practice changes

Examples of feedback and influence

- “Fund our community organizations and work with us”
- Community is trusted partner, co-create materials and messages
- Identify barriers and work together on systems solutions
- Adapt OHA materials to fit reality of outreach work
 - Example: printed materials, audio files

Working with Community

Jorge Martinez Zapata
Crystal Marion

Caveat

- The following are two examples of community and will continue through vaccine distribution.
- OHA commits to working with community and Vaccine Advisory Committee members to engage all populations prioritized by the Vaccine Advisory Committee and systemically impacted by COVID-19.

Migrant and Seasonal Farmworker Engagement

- Ongoing mitigation efforts
 - PPE distribution
 - Targeted testing
 - Culturally responsive communications/materials
 - Wraparound services e.g. wage replacement
 - Outreach and Education

Migrant and Seasonal Farmworker Engagement

- Community Partner Outreach Program
 - Outreach and education-Over 25,000 farmworkers reached face to face.
 - Culturally specific media and communications
 - PPE Distribution-Nearly 150,000 pieces of PPE distributed
 - Community testing event support-Drive through testing, outreach testing, H2A testing

Migrant and Seasonal Farmworker Engagement

- Prioritization of MSFW in vaccine rollout is a must

Black, African American and African Immigrant Engagement

Community Outreach and Engagement Efforts:

- Community Check in with Community Partners and community at large
- Basic needs workgroup made up of community partner organizations, young adults and youth to assess community needs
- Community resources and information emails sent weekly regarding updated COVID and vaccine information

Black, African American, African Immigrant and African Refugee Engagement

- Community Partner Outreach Program
 - Outreach and engagement to 100 plus community partner organizations.
 - Held 3 testing events at Black churches in the Portland area – 486 total tests with 247 Black community members tested.

Black, African American, African Immigrant and African Refugee Engagement

- PPE distribution as of November 6, 2020
 - KN95 masks 31,970
 - Cloth masks 9,300
 - 16oz hand sanitizer 9,700 bottles
 - 1750ml hand sanitizer 1,250 bottles
- Coordinated effort with OHA/ODHS Leadership COVID-19 Impact monthly meetings with community
- Held Community Vaccine Listening Session
- Community Vaccine Forum
- Community Vaccine “Continue the Conversation”
- Working with Community Partners to host several Vaccine “Continue the Conversations”

Black, African American, African Immigrant and African Refugee Engagement

- Community expressed concern and interest in participation in the vaccine roll out.

Menu of Engagement Options

- Bi-weekly informational webinars and listening sessions
 - Sessions in English and Spanish, also MSFW partners
- OHA Facebook Live events (English/Spanish)
- Invite us to your event
 - Rich conversations happen in many spaces. When invited, we join community meetings, staff meetings, events, classes, faith community discussions and more.
- Other ideas?