



MORROW COUNTY

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Morrow County COVID-19 Vaccine Equity Plan June 9, 2021

Required questions and responses

Please review race/ethnicity data for the Local Public Health Authority (LPHA) jurisdiction on the Oregon Health Authority (OHA) website (click on statewide tab) and the race/ethnicity vaccination rate data shared weekly with the LPHA. Based on the experience of the LPHA and its partners, including community-based organizations, what are the operational, policy, and systemic barriers or strengths demonstrated in these data?

Unfortunately, the OHA data currently does not provide information specific to Morrow County. Data for larger counties is collected and processed but is not provided for Morrow County, specifically.

The Morrow County Public Health Department (MCPH) made great strides in its vaccination rates for the Latino community, which makes up the largest portion of the BIPOC community here. MCPH's strength has been in its partnerships with organizations that are trusted resources to the Hispanic community including Euvalcree, Oregon Child Development Coalition, Doulas Latinas, Oregon Rural Action, United Farmworkers, and Columbia River Health Clinic, a federally qualified health center (FQHC). They helped with outreach and marketing, and with identifying and overcoming barriers.

The County offered mass vaccination events, walk-in clinics, conducted pop-up clinics, and provided on-site employer vaccination events. With the help of partnerships from OHA and the Federal Emergency Management Agency (FEMA), Morrow County offered early morning vaccination hours, late night vaccination hours, and weekends to try to accommodate populations that would have barriers to getting vaccinated during regular business office hours. These efforts, combined with efforts throughout the recent months, have improved vaccination rates for the BIPOC community.

What steps have the LPHA, and its partners already taken to address specific racial and ethnic vaccination inequities in the community?

Morrow County Public Health Department and its partners worked together closely to provide vaccinations to vulnerable populations, including those experiencing racial and ethnic vaccine inequities. Morrow County partnered with local healthcare provider groups, community-based organizations (CBOs), OHA's Community Partner Outreach Team, the University of Oregon, FEMA and local businesses for both testing and vaccinations. Morrow County engaged local Spanish radio, television, and media for assistance with messaging. In addition, MCPH partnered with the local FQHC to target Latinx populations. MCPH also partnered with local businesses and local care providers to offer on-site and in-home vaccines to those with transportation or mobility issues. When working with businesses, MCPH intentionally targeted work sites that employ a high number of migrant seasonal farmworkers. MCPH performed extensive outreach to businesses that traditionally employ primarily Latinx employees (Port of Morrow processing plants, dairies, temporary employment agencies, and agricultural operations).

MCPH engaged targeted outreach using funded and non-funded CBOs that traditionally serve the populations in question (agriculture worker unions, Rural Oregon outreach, Community Action Program of East Central Oregon – CAPECO, Euvalcree, Oregon Child Development Coalition, Doulas Latinas, Oregon Rural Action, United Farm Workers, local food pantry programs, chambers of commerce, senior centers, AGE+, and Home Health & Hospice). Morrow County contracted locally for assistance with media outreach in both English and Spanish, focusing on print and social media. Maintaining a bilingual presence on multiple media platforms was very important and is standard practice for MCPH. The Morrow County Public Health Department continues to employ bilingual (English/Spanish) staff members who are available in-person or by phone to assist with all services offered by the department, including contact tracing and vaccination information. MCPH has adequate numbers of staff and volunteers who are bilingual in English and Spanish to be able to reach the Latinx community.

MCPH offered on-site vaccine clinics at all businesses that allowed access. MCPH was the first to participate in a vaccine event with OHA, where the Pfizer vaccine was offered. Morrow County was also the first to participate in the Oregon FEMA Pilot project. During these events, MCPH offered vaccines to the County's three largest cities/towns using Johnson & Johnson until it was put on freeze by the State. These pilot projects were intended to be a hub and spoke to the hard-to-reach populations, but for numerous reasons, became mass vaccination clinics. MCPH coordinated multiple vaccine clinics with staggered locations, dates and times, and continues to do so at four clinics and two pharmacies in Morrow County.

Morrow County maximized its efforts by coordinating and communicating with local COVID-19 vaccine providers to ensure the vaccine was provided at different times. All parties shared scheduling and contact information in English and Spanish via multiple media channels, including Facebook, radio, television and social media.

MORROW COUNTY COVID-19 VACCINE PROVIDERS			
BOARDMAN			
MONDAY	TUESDAY	WEDNESDAY	THURSDAY
Morrow County Public Health Department 101 NW Boardman Avenue, Boardman, OR 97818 541-481-4200 Vaccines: Johnson & Johnson (18+), Pfizer (12+)		Murray's Pharmacy 101 Kinkade Road Boardman, OR 97818 541-481-9474 Vaccine: Moderna (18+)	Columbia River Health 450 Tatone Street Boardman, OR 97818 541-481-7212 Vaccine: Moderna (18+)
HEPPNER			
WEDNESDAY		FRIDAY	
Morrow County Public Health Department 110 N. Court Street Heppner, OR 97836 541-676-5649 Vaccines: Johnson & Johnson (18+), Pfizer (12+)		Murray's Pharmacy 217 N. Main Street Heppner, OR 97836 541-676-9158 Vaccine: Moderna (18+)	
IONE			
WEDNESDAY			
Ione Community Clinic 365 W. 3rd Street Ione, OR 97843 541-422-7128 Vaccines: Johnson & Johnson (18+), Pfizer (12+)			
IRRIGON			
WEDNESDAY		THURSDAY	
Irrigon Medical Clinic 220 NE Main Avenue Irrigon, OR 97844 541-922-5880 Vaccine: Johnson & Johnson (18+)			

Morrow County's transportation system, The Loop, offers free, by appointment opportunities for transportation assistance to clinics in the County and surrounding area locations.

What steps do the LPHA and its partners plan to take to continue to address these inequities in the jurisdiction?

Morrow County plans to continue to market and use small walk-in, drop-in, pop-up and on-site clinics, as large volume clinics are no longer useful. MCPH will offer on-site vaccine at businesses, where welcomed, as well as the local Public Health Department locations. MCPH will continue to offer COVID vaccine to hesitant populations, as they welcome it, and will continue to work directly with ag employers to lessen hesitancy and bring vaccines on-site to lessen the hurdles to access. MCPH also plans to continue with the successful strategies used in the past.

What plan does the LPHA and its partners have to close the specific vaccine equity gaps among specific racial and ethnic populations?

Morrow County plans to continue to work with the local FQHC, pharmacies, OHA, CAPECO and other CBOs (Euvalcree, Oregon Child Development Coalition, Doulas Latinas, Oregon Rural Action, United Farmworkers) to reach out to the Latinx population. Morrow County plans to continue to offer on-site COVID vaccine clinics when accepted. In addition, MCPH has the capability to use mobile units to reach some of these vulnerable and hard-to-reach populations.

Morrow County Public Health will continue to utilize community health workers to reach out into their populations to discuss vaccine safety and efficacy. MCPH also plans to continue with targeted outreach to businesses that traditionally hire migrant and hard-to-reach populations, especially since the migrant agricultural worker population will only keep growing and expanding through the summer months. MCPH will continue to focus efforts on educating employers to reach their workers on-site. MCPH is also getting ready to send a mailer targeting select populations. MCPH will continue to gauge and expand its small walk-in, drop-in, pop-up and on-site clinics, as large volume clinics are no longer a successful strategy.

OHA has provided LPHAs county level survey data from OHA funded CBOs indicating their preferred involvement in vaccination efforts. In reviewing the CBO survey results that outline the interest of CBOs in your community to host, support, and/or promote vaccine events in your jurisdiction:

a. What steps are the LPHA and its partners taking to engage and actively partner with these and other organizations to increase meaningful, culturally responsive, low-barrier access to vaccines?

b. How will the LPHA and its partners ensure that CBOs and navigators are aware of vaccine events so they can assist with registration and outreach as able?

Morrow County has a tradition of community collaboration and partnerships in its small rural area. COVID-19 needs have only strengthened these partnerships and the NEED to work together.

The Morrow County Public Health Department began a weekly partner call to keep its partners up-to-date on what was happening. This has become an important time for collaboration and sharing information to maximize everyone's efforts. MCPH is used to being resourceful and figuring out ways to braid together programs and services. In addition, MCPH's phones are staffed with bilingual assistants to help people find appointments, or to help them with scheduling.

The agricultural employer survey results were shared with the LPHA and the LPHA has provided information to its Regional Emergency Coordinator (REC) about how the LPHA and its partners plan to use the survey results. OHA will be reviewing the information provided by the LPHA to the REC. Does the LPHA have any additional updates regarding work to serve agricultural workers in its jurisdiction since the LPHA last provided information to the REC?

The agricultural employer survey was good in theory, but not in practice. Morrow County only received one response and it was from an employer based in Umatilla County. That same employer only had five employees who worked within Morrow County. One piece that was frustrating was that Morrow County never received a list of employers who were offered the survey, but declined to respond. Morrow County would have been able to supplement the efforts had we been provided the additional information. In addition, the survey came out long after MCPH was already doing outreach to this population. Internally, Morrow County was able to make those connections and made sure to have direct contact.

Even with the lack of information, Morrow County was able to provide vaccine clinics in convenient locations, such as on-site locations or locations easily accessible to the majority of the processing plants in the County. Morrow County continued to partner with CBOs to provide familiarity and build trust with this vulnerable population. Again, personal protective equipment and resources were provided at vaccine clinics by multiple entities. MCPH also collaborated with local employers to host educational events where people received important information and efforts were made to make all attendees feel comfortable enough to ask questions.

What steps have the LPHA and its partners taken to actively address vaccine confidence in the community?

Morrow County continues to work with local, trusted partners at clinics, hospitals and pharmacies to message and improve vaccine confidence. Morrow County shares the State's vaccine messaging, including safety, efficacy, and availability of vaccine, through many medias. MCPH remains committed to partnering and collaborating to expand resources and partnerships with health care providers in the region to reach more patients. Morrow County Public Health partnered with local businesses, such as Tillamook and Boardman Foods, to respond to their employees' questions and concerns, and then made the vaccine available on-site following these Q&A sessions, thus allowing us to meet them where they are. Morrow County's local team is leading and communicating by example and sharing success stories wherever possible. Morrow County is discussing the use of media posts that highlight success stories locally, and is sharing the State-driven campaign on our sites.

What plans do the LPHA and its partners have to continue addressing vaccine confidence?

Continue discussions surrounding the use of trusted, local vaccine champions in media, including print, radio and social platforms. Distribute bilingual business cards county-wide that direct people to the latest information on vaccination events and clinics. Morrow County plans to add more partners and stakeholders to the table, including behavioral health teams and hospital providers. MCPH is also excited to explore appropriate incentive options. MCPH will continue to gather feedback from CBOs to learn more about the barriers experienced by community members, such as misinformation, date and time suggestions, and culturally appropriate messaging.

What is the communications plan to dispel misinformation through a comprehensive, multi-modal communications strategy for communities experiencing racial and ethnic vaccine inequities in your jurisdiction? Examples could include: Spanish language radio spots, physically distanced outdoor information fair, training local faith leaders and equipping them with vaccine facts and information to refer a community member to a health care professional for follow up, etc.

- Morrow County actively made outreach to medical providers to assist with their efforts directly with patients
- Morrow County contracted with experienced social media experts to post to social media, such as Facebook
- Morrow County website

- Regular public service announcements (PSAs) in both English and Spanish language local radio stations
- Community partner weekly calls
- Bilingual call center and information lines
- Use Emergency Operations Center (EOC) business liaison and chamber of commerce to reach businesses
- Regular bilingual press releases
- Use of County reader boards to advertise pop-up and walk-in vaccine clinics
- Provide communication toolkits that community partners use to educate the community

How has and how will the LPHA and its partners ensure language accessibility at vaccine events?

Approximately half of MCPH's current staff members are bilingual. In addition, most of the volunteers are also able to communicate in English and Spanish. All vaccine events have had exceptional access to bilingual representation, including those partnered with OHA and FEMA. Throughout the planning and implementation processes, Morrow County created a communications and equity work group with the primary focus being to assure appropriate messaging and services were provided. Language Link, an interpreting service, is also utilized for languages other than English or Spanish. Morrow County has a growing number of monolingual K'iche community members. During some of the targeted events with OHA and FEMA, Morrow County made American Sign Language (ASL) interpreters available.

All partnering providers have interpreters and utilize bilingual volunteers. Signage, flyers and all paperwork, marketing posting and media have been available in English and Spanish as a commitment by the County. Spanish radio, with Facebook Live feeds, were at most of the events.

What plans do the LPHA and its partners have to decrease transportation barriers to accessing vaccine?

Vaccine clinics have been, and are being, offered in all rural communities in Morrow County. The Loop, Morrow County Transportation, offers by-appointment transportation to any of the sites or providers offering vaccines. Walk-in vaccination services are available at all pharmacies, clinics and Public Health Department locations in Morrow County.

On-site vaccine services were made available in convenient locations at many of our local businesses, dairies and food processing sites. MCPH has been and will continue to meet them where they are. This includes, but is not limited to, employers, parks, businesses, and apartment complexes. MCPH will continue to coordinate with any group willing to have a mobile vaccine unit.

What plans do the LPHA and its partners have to ensure meaningful, low-barrier vaccine access for youth, especially those from Black, Indigenous, Tribal and other communities experiencing inequities in COVID-19 disease, death and vaccination?

Morrow County has an exceptional relationship with the local school districts through the multilevel wrap around services program, Community Access for Resource Effectiveness (CARE). This program is a direct partnership between the Public Health Department and the schools that has been holding strong and continued to grow throughout the years. MCPH has been collaborating to share vaccines with the School Based Health Center, and partnering with school resource officers (SROs) for information-sharing, all in an effort to offer vaccines to all age-eligible patients. Morrow County is excited to partner with the Migrant Education Program to reach the target BIPOC population. MCPH will continue to offer a wide variety of vaccination options in the communities through all avenues available, such as the Public Health Department, local pharmacies, Morrow County Health District facilities, and Columbia River Health (FQHC). Clinics will continue to be considered for on-site, in school parking lots. Morrow County is currently considering youth appropriate incentive programs and will work with coaches and other school programs to reach out to youth, as well as the use of social media. MCPH will continue to work this summer by partnering with local activities offered to students.

How will the LPHA and its partners regularly report on progress to and engage with community leaders from the Black, Indigenous, Tribal, other communities of color to regularly review progress on its vaccine equity plans and reassess strategies as needed?

Morrow County will continue to utilize the weekly community partner call, the weekly calls with other local vaccine providers, and weekly published agenda items at the Morrow County Board of Commissioners meetings. The recurring BOC agenda item, Emergency Operations Center Update, highlights what is happening in Morrow County. Morrow County will continue to report progress in social media and through local chambers of commerce feeds and other communication networks. Morrow County will continue to engage CBOs so they can provide feedback and so they can help the County to continue to ensure culturally appropriate services are offered. Morrow County also commits to closely monitor OHA provided vaccination rate information by race/ethnicity.

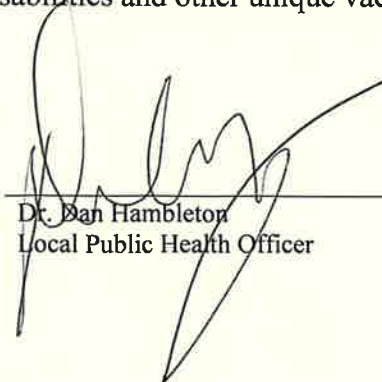
Required Attestation Statement:

We have each reviewed the attached responses to all questions and affirm that Morrow County will continue to make meaningful efforts to offer culturally-responsive, low-barrier vaccination opportunities, especially for populations in our jurisdiction experiencing racial or ethnic vaccine inequities. We commit to implementing this plan to close the racial and ethnic vaccine inequities in our jurisdiction. The LPHA and its partners will continue to ensure that vaccine sites are culturally-responsive, linguistically appropriate and accessible to people with physical, intellectual and developmental disabilities and other unique vaccine access needs.

Sincerely,



Don Russell, Chair
Board of Commissioners



Dr. Dan Hambleton
Local Public Health Officer



Nazario Rivera
Public Health Director