



O R E G O N

Health & Human Services

# Marion County Equity Workplan

## Purpose

- Provide process through which jurisdictions may move to Lower Risk once 65% of their population age 16 years or older have received a first COVID-19 vaccine dose while also demonstrating their commitment to continuing to eliminate racial and ethnic vaccine inequities.

## Background

- OHA has the following goals:
  - Reach parity in vaccination rates by closing gaps in race and ethnicity vaccination rates by August 31, 2021.
  - Ensure vaccine access to all populations with a focus on populations experiencing racial and ethnic vaccine inequities.
  - Encourage and facilitate local public health partnerships with community-based organizations (CBOs) and employers in their jurisdiction.
- OHA has an expectation that jurisdictions are using multiple channels for providing meaningful, culturally-responsive, low-barrier vaccine access. While mass vaccination sites are a key strategy for vaccine access, these sites likely do not meet the needs for many populations that have borne the greatest burden of COVID-19 disease and death. In addition, due to decreased vaccine demand, many of these sites are starting to ramp down.
- OHA expects the LPHA and its partners have been and will continue to actively collaborate with community-based organizations, employers and others to proactively reach all eligible populations who have not yet been vaccinated, especially those experiencing racial and ethnic vaccine inequities. These collaborations are essential to ensuring groups such as migrant and seasonal farm workers, Black, Indigenous, Tribal, other communities of color, houseless populations and others have low-barrier, culturally responsive, meaningful access to vaccine.

## Moving to Lower Risk

- The earliest a county may move to Lower Risk is May 21, 2021.
- To move to Lower risk, at least 65% of all people age 16 years or older in the jurisdiction must have received a first dose.
- In addition, an LPHA must do the following to move to Lower Risk:
  - Submit to OHA responses to questions related to LPHA's ongoing and future efforts to maximize meaningful, low-barrier access to vaccine for all eligible populations, especially those experiencing racial and ethnic vaccine inequities.
  - Submit an attestation statement form signed by the Local Public Health Administrator, Local Public Health Officer and the Chair of the LPHA Governing Body (this is the Board of Commissioners in all counties except Gilliam, Sherman, Wasco and Wallowa).

## Required Questions

- LPHA must respond to each of the following questions. Please restate the question and provide a subsequent response specific to each question.

### Links to Question Responses – Workplan Tables Provided on applicable questions

<b>Question 1:</b> Please review race/ethnicity data for the LPHA jurisdiction on the 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? .....	4
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## Introduction to Ongoing Work with Marion County:

As we continue to become more and more diverse in Marion County and the state of Oregon, failure to value, understand, accommodate, and provide equitable services addressing sociocultural differences will specifically have significant dire health consequences for minority populations that currently experience serious health disparities. Cultural competency and equity are at the core of high quality, patient-centered care and directly impact health outcomes of patients/clients that has become more crucial now in dealing with the Pandemic. According to the Institute of Medicine's report, Unequal Treatment Confronting Racial and Ethnic Disparities in Healthcare, a consistent body of research indicates that a lack of culturally competent care directly contributes to poor patient health outcomes, reduces the rate of patient compliance, and increases health disparities. All these factors above have contributed to the severe health inequities that the Pandemic has further exposed, which includes the vaccination challenges among BIPOC communities. Over the past 12 months Marion County Public Health has developed a new model of collaboration that has allowed MCPH to become more effective in addressing health inequities in the region. The partners with multicultural CBO's, health providers and other organizations are based on trust, transparency, and excellent communication. This new model of collaboration will continue to allow us to be more transformative and intentional in effectively dealing with health inequities, but specifically as it pertains to vaccination challenges at this moment. This new model of collaboration will become sustainable as it will be grounded in vision statements, guiding principles, organizational values, practices, and system-wide processes. Diversity, equity, and cultural competence is now and will continue to become imbedded across all local health systems.

**Question 1:** Please review race/ethnicity data for the LPHA jurisdiction on the [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?

**Response:** The mass vaccination site at the Oregon State Fairgrounds has been a valuable resource in Marion County. However, given the data, populations in Marion County that have been disproportionately impacted by Covid-19, and other barriers or hesitation, it is clear that mass vaccination sites are not for everyone and there remains a need to reach diverse groups with vaccine in a variety of ways, at locations, days and times that are convenient and easily accessible. The need for more vaccine opportunities on evenings and weekends has been noted by a number of community partners and healthcare providers.

- Strengths:
  - Strengths are noted in vaccine rates in a variety of areas. While there is still work to do, noted are Pacific Island population rates that have increased over time. There have been targeted vaccine clinics that included resources and wraparound services for the Pacific Island population.
  - There have also been vaccine events with Latinx focus including a regular weekly drive-through clinic in Woodburn, which has a high Latinx population, that has been well attended. The LPHA has worked closely with agriculture employers throughout the pandemic, providing access to PPE to business and their employees. This laid the groundwork for working closely with agriculture employers to address vaccine needs.

- Community partners have worked to create vaccine education, engaging vaccine advocates from different communities, and distribute vaccine information and education through a variety of ways throughout the county.
  - Community partners have helped organize local vaccine clinics and provide culturally specific resources and information to participants. Faith organizations have provided space for clinics.
  - Community Based Organizations partnering with vaccinators.
- Barriers:
    - Availability of vaccines during non-working hours in convenient and easy to access locations.

**Question 2:** What steps have the LPHA and its partners already taken to address specific racial and ethnic vaccination inequities in the community?

**Response:** Marion County has taken a number of steps to address specific racial and ethnic vaccination inequities in the community:

- Convene Vaccine Planning/Equity Committee, weekly, beginning December, 2020. This group comprises a variety of diverse community partners and stakeholders and provides input on immunization issues to help ensure equitable access to vaccine and information throughout the county.
- Other groups that meet regularly include:
  - Liaison Community Update Call: weekly community partner meeting open to all community partners, CBOs, vaccinators, health care providers, etc. This group began meeting at the beginning of the pandemic and is an opportunity for stakeholders to receive Covid-19 updates, have questions answered or other dialogue related to Covid-19 including vaccine.
  - Latinx Outreach Partner Networking Meeting: A Latinx Partnership and Outreach group began meeting in April 2020. This partnership covers a variety of issues, and has been engaged in conversation around vaccine access and information.
  - Marion County Persons of Color Leaders Committee: The BOC convenes the Marion County Persons of Color Leaders Committee, which provides connection with leaders, county Board of Commissioners and Health Department Leadership. This group has provided input on a variety of issues, including vaccination efforts and needs.
  - Russian Slavic Community Meeting: Another group that Marion County has been working with is the Russian Slavic Community Meeting, that meets monthly. Marion County has also recently convened an African American Community Partner Group.
- The [Marion County Vaccine Plan](#) was created in November 2020 with input from internal and external stakeholders. Tabletop discussions were held and information was used to inform the Vaccine Plan, with an emphasis on using health equity on guiding vaccine planning.
- Throughout the pandemic, Marion County has provided funding for CBOs disproportionately impacted populations, beginning in April 2020 and funded again in winter of 2020 and will use these contracts in 2021 to distribute more funds to close the equity gap.
- Marion County has contracts with EMS agencies to provide testing and vaccine in the community. These partnerships began early in the pandemic to reach with education and outreach around testing and prevention then transitioned to providing vaccines in impacted areas of the county.

Example of steps taken by CBOs and other community partners include:

- Vaccine information to agriculture employers.
- Culturally specific vaccine information distributed at foodbanks and in food boxes, fliers distributed to Spanish speakers, mailers, educational

videos, Russian and Spanish, language radio information, repeat information to reinforce positive vaccine messages, offering welcoming, friendly environment for vaccine administration, Univision Spanish language campaign, social media campaigns.

**Question 3:** What steps do the LPHA and its partners plan to take to continue to address these inequities in the jurisdiction?

**Response:** Marion County and its partners plan to continue efforts that have been successful, such as vaccine events geared toward specific populations, and add steps to address remaining gaps and inequities.

Ongoing efforts to address inequities include, but are not limited to the following actions:

- Providing regular updates to committees and coalitions serving persons of color.
- Reviewing vaccination data by Zip Code and Race/Ethnicity. Working specifically with Marion County GIS to assist with detailed data analysis to determine gaps.
- Conducting regular outreach to health care providers, including dentists, in Marion County to promote becoming a Covid-19 vaccine provider. Providing technical assistance to help providers address barriers to becoming a Covid-19 vaccine provider.
- Marion County participates in a weekly meeting of mobile vaccine providers and community-based organizations. The purpose of the meeting is to coordinate requests for mobile vaccine clinics throughout the county, as well as discuss any gaps and needs as determined by data, provider input and CBO input. The following providers and organizations are represented at the weekly mobile provider meetings:
  - Salem Health
  - Santiam Hospital
  - Legacy Health
  - Pacific Source (CCO)
  - Woodburn Ambulance
  - Marion County Health
  - Polk County
  - Northwest Human Services
  - Oregon Health Authority
  - PCUN
  - Mano a Mano
  - Interface (Latinx CBO)
  - Marion County GIS
- Marion County convenes a Covid-19 Vaccination Coordination and Planning group, comprising enrolled Covid-19 vaccine providers and equity partners.
  - The purpose of the committee is “Maintain continuity for Covid-19 vaccination planning and outreach within Marion County and to advise vaccine allocation and distribution within Marion County to ensure equitable distribution and access to vaccine throughout the county with representation diverse stakeholders serving communities most impacted by Covid-19.”
  - All enrolled Covid-19 vaccine providers are invited to the meeting.

- Community based organizations serving impacted populations are invited to the meeting. These include:
  - Pacific Source (CCO), Worksource Oregon, City of Woodburn, Northwest Human Services, Mid-Willamette Valley Community Action Agency-unsheltered population services, Marion County I/DD program, Northwest Senior and Disability Services, Salem-Keizer Coalition for Equality, Salem Keizer NAACP, City of Salem, Micronesian Islander Community, Oregon Marshallese Community Association, Russian Old Believers Community Coalition, Capaces (Latinx organization), PCUN, Mano a Mano
- Input from attendees at this meeting helps determine where to focus vaccine efforts in the community. This work is ongoing and barriers and opportunities to increase vaccination are standing agenda items for the group.
- Based on input received from the Vaccination Coordination and Planning Group, Mobile Provider meetings, and other community partners that may reach out independently or provide input at other meetings convened by Marion County or its partners, vaccine providers have engaged in the following activities and strategies in order to increase access to vaccine:
  - Offering vaccine at local events such as farmers markets, athletic events and shopping hubs. Examples: Vaccine were provided at a recent Pacific Islander regional softball event, and outside of Mega Foods grocery store in Woodburn.
  - Mobile providers are offering vaccines on evenings and weekends. Example: Vaccines have been provided at events sponsored by Mano a Mano, including an evening event for farmworkers and multiple events at a local church, held on Sundays. Marion County partnered with Seed of Faith Ministries, serving BIPOC community, on a Saturday afternoon vaccine event.
  - Minimizing the amount of information needed for vaccine administration, such as not asking for social security numbers
  - Providing walk-in vaccines at regular vaccine sites as well as mobile sites
  - Partnering with school districts to offer vaccine at schools for students and their families. Example: A community vaccine clinic was recently held in Gervais, in coordination with the Gervais school district.
- Marion County also participates on the COVID-19 Homeless Community Response Committee. This group is dedicated to providing access to unsheltered individuals to vaccine as well as vaccine messaging to improve vaccine confidence in the unsheltered community. This group consists of providers from Union Gospel Mission, City of Salem, Arches Shelter, Family Promise (faith based shelter), Pacific Source CCO, Kaiser Permanente, JD Health and Wellness, Salem Health, Polk County, Oregon Health Authority, Church at the Park shelter, and Northwest Human Services.

**Question 4:** What plan does the LPHA and its partners have to close the specific vaccine equity gaps among specific racial and ethnic populations?

**Response:** Marion County meets multiple times each week with partners to identify and address equity gaps among specific racial and ethnic populations in the community. By compiling local data about vaccination rates in each zip code and in specific racial and ethnic groups, we are able to identify communities in need of greater resources and to share these with our partners through the following meetings:

- Tuesday Mornings: Community Partner Call hosted by Marion County Liaison Team
- Bi-weekly Wednesday Afternoons: North County Vaccine Coordination Call
- Thursday Mornings: Mobile Vaccine Providers Coordination Call
- Thursday Afternoon: Vaccine Equity Group and Provider Meeting

We are then able to develop methods to address disparities and increase access to vaccinations in those areas.

Currently, we publish this localized vaccine data weekly to our [COVID-19 Data and Reports page](#). Our most recent data shows the lowest vaccine uptake in the Hispanic or Latinx, Black, and American Indian or Alaska Native communities in Marion County. To close these gaps, we are working with partners to identify community events and venues that are most accessible and well attended within each community. These include local fairs, cultural events, churches, schools, and other locations that are convenient and accessible for communities facing disproportionate vaccine uptake.

We are also working closely with community leaders to address misinformation about the vaccines and to encourage community members to get vaccinated through a paid television and digital campaign in multiple languages through Univision. We also work with local community-based organizations to disseminate important messaging through radio and other local channels, which are more trusted by community members than government entities.

The following describes specific tactics being utilized in the communities with our three lowest vaccination rates:

**Hispanic or Latinx:**

In coordination with our partners, we are addressing the vaccine gap in the Latinx community by addressing misinformation through community-based organizations and a robust televised and digital campaign in Spanish through Univision. We also continue to coordinate worksite vaccinations at local farms and food processing facilities, as well as farmworker housing sites throughout the county. We have identified culturally appropriate events to attend and offer vaccines at, such as the City of Woodburn's Fiesta Mexicana and a soccer tournament hosted by the Woodburn School District. We continue to meet weekly with partners to identify additional locations and events for mobile vaccine clinics.

**Black Community:** We have met with local leaders from the Black community to identify strategies to build vaccine confidence. Strategies include local partnerships with churches to host vaccine events, and creation of culturally responsive marketing materials for leaders to share (available on our resources page). We have developed an African American Community Outreach Plan specifically related to the vaccines. We will continue localized outreach through faith-based organizations and the City of Salem to ensure better access to COVID-19 vaccines and information in this community.

**American Indian or Alaska Native:** Local tribal community leaders are invited to each of our vaccine partner meetings, including the Vaccine Equity Group and local Community Partner call. We are able to work with leaders from these communities to build vaccine confidence and make vaccines easily accessible.



**Question 5:** 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: 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?

**Response:** Marion County communicates with OHA, and provides technical assistance for CBO related events, connecting partners, and providing vaccine when needed. Marion County plays a crucial role to minimize duplication of efforts among providers and community partners and ensure vaccine needs are being met throughout the county. Marion County connected with over thirty organizations through grant funding, outreach efforts, and committees.

Marion County has dedicated staff that participate in the monthly OHA Education and Outreach Collaborative Meeting to connect with organizations who are currently working with OHA to do vaccination events in Marion County.

Organizations we are working with include:

- Marion County has funded Community Based Organizations for education and outreach efforts around prevention and vaccine hesitancy and information. We offer technical assistance to them as they need it. Here is a list of organizations we are funding:
  - CAPACES Leadership Institute serving the Latinx community
  - Salem for Refugees serving the refugee community
  - LOVE INC of North Marion County
  - Interface Network serving the Latinx community and general population
  - FACES of America
  - Centro de Servicios Para Campesinos serving the Latinx community
  - Farmworker Housing Development Corporation serving the farmworker community
  - Micronesian Islander Community
- Marion County has and continues to work with the Micronesian Islander Community to coordinate vaccine clinics in trusted locations with proper translation services, and provides technical assistance for flyers and transportation services.
- Marion County has and continues to work with Mano a Mano to host events for their residents and families in familiar, trusted locations. We have and continue to provide technical assistance for communication needs as they arise.
- In partnership with the City of Salem, Marion County has connected with the African American community to hold two collaborative meetings to address vaccine barriers for the community. Fifty-four partners were invited to these meetings.
- Marion County has and continues to work with Salem for Refugees to educate refugees and reduce vaccine barriers for refugees in Salem and the surrounding area. Salem for Refugees has held education events around vaccine hesitancy among Swahili and Arabic speaking community, and then connected families to vaccination clinics, transportation to them, and addressed other barriers as they arise. They have received grant funding from Marion County.
- Marion County has and continues to work with the City of Woodburn to host regular events in Woodburn (see Interface Network information below), reduce transportation barriers for individuals needing a vaccine, regularly meets with city COVID-19 response staff, and provides technical assistance for communication and outreach materials.
- Marion County has and continues to work with mobile vaccine clinic providers such as Woodburn Ambulance, Salem Health, Santiam Hospital, and Faulk Ambulance to provide vaccines to farmworkers and farm worksites who request it. We connect with area mobile vaccine clinic providers weekly to

discuss outreach to upcoming cultural events to provide vaccine clinics and coordinate farm worksites and other locations these vaccine partners will attend based on data, such as locations or ethnic groups with high incidence of disease and low vaccination rates.

- Marion County has and continues to work with Interface Network to host mobile vaccine clinics at locations easily accessed by the Latinx community. This includes weekly vaccine events at Centennial Park in Woodburn (in conjunction with the City of Woodburn), at Mega Foods in Woodburn, and other identified locations as they arise. Interface also provides a call line in English and Spanish for information and to register for the event, transportation to the event, and answer questions. These vaccine clinics also now provide walk-in opportunities to reduce access barriers.
- Marion County is working with local pediatric offices to help with access to vaccine so they can vaccinate their eligible patients and family members.
- Marion County has coordinated with Northwest Senior and Disability Services to provide access to vaccine for their consumers, including those that are homebound.

**Question 6:** 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?

**Response:** Marion County provides information about vaccine events in a variety of ways including website, social media, and sharing about vaccine opportunities at the many regular meetings with partners, providers and other stakeholders that are occurring including weekly vaccine coordination meetings, and Liaison meetings (weekly, Tues 10am, with 40-80 CBO partners attending on any given meeting).

Marion County staff shares and participates on various partner and community meetings including:

- Community Partnership Teams—these groups comprise a variety of stakeholders including civic, faith-based organizations, non-profits, education and local businesses
- Service Integration Teams (for an example, see Santiam SIT meeting: <https://santiamhospital.org/s-i-t/>),
- Faith leaders
- Community Emergency Response Teams-these groups comprise individuals throughout the county with an interest in emergency and incident response at the neighborhood level
- Russian Slavic Community Meeting—leaders from the Woodburn area Russian/Slavic community
- North Marion Coordination meeting-stakeholders serving north Marion County including City of Woodburn, Woodburn health care providers (including pediatric offices), Latinx organizations serving the Woodburn area, and Woodburn School District.
- Latinx partner networking meeting

In all, these groups have hundreds of partners (including, but not limited partners listed in Question 5) that attend and receive updates.

Outreach opportunities of various forms are currently being discussed with community partners and CBOs to provide alternate avenues to access vaccine info and resources.

**Question 7:** 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?

**Response:** Marion County has ensured that all employers who responded to the survey with a request of worksite vaccine clinic have been contacted. Some employers had already taken care of vaccine needs and for others, worksite vaccine clinics have been scheduled. Employers were also given information about vaccine clinics near their business and assisted their employees to access vaccine. Marion County coordinated with mobile vaccine providers for agriculture worksite clinics. Marion County has also done additional outreach to agriculture employers that did not respond to the survey to ensure agriculture employees have access to vaccine. This is an ongoing process that includes addressing emergent agriculture vaccine needs as migrant seasonal farmworkers move into the community for the upcoming harvest season. Vaccine clinics have also been held at farmworker housing units throughout the county for farmworkers and their families, with additional clinics currently being planned. We also reached out to the Oregon Nursery Association and they reached out to their members encouraging folks to reach out to Marion County.

**Question 8:** What steps have the LPHA and its partners taken to actively address vaccine confidence in the community?

**Response:** Marion County HHS has created materials to address vaccine hesitancy and worked with trusted community partners to break down vaccine hesitancy barriers.

The following efforts are ongoing:

- Marion County COVID-19 PIO has created materials in various languages that it has posted and continuously updates its website, shares through social media, and shares out to community partners through email list serves and various meetings with community partners. Targeted populations include the Latinx, Slavic-Russian, Micronesian, and Pacific Islander communities.
- County staff lead and sit on meetings and committees with community leaders throughout the county to discuss COVID-19 vaccination and breakdown hesitancy. For example, it has participated in and supported various community organizations' efforts, such as the Pacific Source Vaccine Outreach & Education Committees campaign to highlight various community leaders in Marion and Polk Counties getting the vaccine sharing their reason for receiving the vaccine.
- Marion County has provided technical assistance to partners with their COVID-19 hesitancy efforts. For example, we assisted the City of Woodburn with educational materials.
- Marion County HHS has funded trusted Community Based Organizations' efforts to reduce vaccine hesitancy, such as (but not limited to) Salem for Refugees, VIVE Northwest, Interface Network, and the Micronesian Islander Community.
- Vaccine events being offered allow time for the person to ask questions about the vaccine.
- We encourage people to ask questions, speak compassionately to those who are unsure of the vaccine, and encourage folks to talk with their healthcare provider.
- Marion County also has a COVID-19 Vaccine phone line available in various languages for anyone with barriers to making appointments to call: 503-576-2828.

In addition, Marion County Commissioner Kevin Cameron and PCUN Director Reyna Lopez also received their vaccine live at a board session. Other community leaders in Marion and Polk Counties have participated in a media campaign sharing their reasons for receiving the vaccine.

**Question 9:** What plans do the LPHA and its partners have continue addressing vaccine confidence?

**Response:** Many efforts on the previous question are ongoing. Marion County HHS and its partners continue ongoing sharing and creation of materials with information to dispel myths, reduce hesitancy, and promote immunization from Marion County PIO team. Materials created are translated into several languages and posted on our website for access and available in various formats. Various county staff and partners sit on meetings to discuss vaccine hesitancy among community groups and leaders, and highlight where to get materials. Many partners are continuing to create materials themselves. Partners receiving grant funding to do education and outreach directly to community members who are hesitant.

Other specific efforts include:

- The Vaccine Coordination and Planning Group referenced in Question 3 has a standing agenda items to discuss and address vaccine hesitancy.
- Pacific Source CCO convenes a weekly vaccine outreach and education meeting to discuss vaccine hesitancy and confidence. Attendees of this meeting include representatives from:
  - Salem Health
  - City of Woodburn
  - Willamette Family Medical Center
  - Capaces (Latinx serving organization)
  - Marion County
  - Kaiser Permanente
  - Santiam Hospital
  - Worksource Oregon
  - Legacy Health
  - OHA
  - Polk County
  - Salem for Refugees
  - Early Learning Hub
  - Northwest Human Services
  - Mano a Mano
- There is a comprehensive coordinated communication plan between Marion County and its partners which includes TV ads with Univision (Latinx focused station), radio, digital, Spanish URL to share vaccine information, and a bilingual phone line to connect individuals with vaccination appointments.
- Marion County has created and compiled a number of vaccine confidence resources, posted to the Marion County website in Spanish and other languages, including Russian, Chuukese, Marshallese, Somali, Simplified Chinese and Traditional Chinese.

**Question 10:** 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.

**Response:** Marion County has made it a priority from the start of the pandemic to reach out to communities experiencing vaccine inequities. Our [Covid-19 Vaccine Communication Plan](#) guides our key messaging and methods for messaging to address vaccine hesitancy. Partnerships with local community-based organizations are a critical component of our communication plan, as we understand that messaging about the vaccines has to come from sources trusted by our community members. We host multiple meetings each week with local leaders from Community Based Organizations, faith-based organizations, local radio stations and others to address misinformation and to share important resources for building vaccine confidence. We have and continue to deliver messaging to address vaccine hesitancy in multiple languages through Univision (KUNP/KATU) through televised and digital advertising. Additionally, we have partnered with local jurisdictions to share important vaccine messaging through local radio stations, especially those serving the Latinx community. We hold a bi-weekly radio spot on Radio Poder to address misinformation and build vaccine confidence within the Latinx community. In partnership with Pacific Source CCO, Univision, Interface Network and Polk County, we have launched a campaign that highlights BIPOC community leaders sharing the reason they received the vaccine. The campaign includes TV ads, digital ads, and social media ads to reach a wide audience in the Latinx community. As part of the campaign, we have created a Spanish URL (<http://www.mivacunamp.net/>) to direct viewers to our vaccine website and have provided a bilingual phone line to connect individuals with vaccination appointments. To build vaccine confidence within the Black community, we've developed culturally- responsive materials available on our [resources page](#) and partnered with local leaders in the faith community to disseminate them. We have also partnered on vaccination events at local churches. We continue to hold multiple meetings each week to identify additional vaccination barriers and strategies to address them.

**Question 11:** How has and how will the LPHA and its partners ensure language accessibility at vaccine events?

**Response:** Many vaccine events have signs, translators, and other communication needs from event arrival to departure for languages other than English provided by either vaccine event planners or community partners. These languages include (but are not limited to) Spanish, Marshallese, Chuukese, and Russian. Other language needs are accommodated as needed through contracted translation services. Through collaboration with community partners, we will continue these efforts.

**Question 12:** What plans do the LPHA and its partners have to decrease transportation barriers to accessing vaccine?

**Response:** Marion County and its partners have implemented and will continue to implement various forms of transportation to vaccine appointments and events to decrease transportation barriers. In Woodburn, taxi vouchers and zero fare bus rides are available. In the Salem/Keizer area, zero fare bus rides are available. Pacific Source members can utilize medical transportation for free. Some Marion County grant-funded CBOs have connected

and continue to connect their community members to transportation providers. In addition, 2-1-1 has been promoted to help people find transportation resources. Beginning 5/25/21, Uber and Lyft will begin offering free rides to vaccine appointments.

Expansion of vaccine availability will also decrease transportation barriers. Small vaccine clinics have been and are being planned in various areas of the county, including rural communities. Most local pharmacies are offering vaccine as well. Mobile clinics continue to be offered throughout the county in convenient places such as worksites and housing complexes.

**Question 13:** 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?

**Response:** Because a large percentage of students in Marion County experience inequities from Covid-19 disease, death and vaccination, there are a number of efforts taking place to address this. Vaccine clinics have been held and are being planned at local schools. Marion County is working with enrolled provider pediatric clinics to have access to Pfizer vaccine for their patients. Marion County offers technical assistance to healthcare providers, including specific outreach to pediatric clinics to become enrolled vaccine providers.

Other efforts to address youth vaccination include:

- Vaccine events targeted to families, at schools or other convenient locations, including evening and weekend times. Providers are considering how incentives can be used to increase youth vaccine rates.
- Providers are also looking for opportunities to offer vaccines at youth-oriented events such as sporting events, and other events that are offered this spring and summer.
- Salem-Keizer School District is working on vaccine communication regarding clinic availability through their regular communication channels with parents in multiple languages
- Marion County is conducting outreach to organizers of summer events, fairs and festivals to coordinate offering vaccines at the events if possible.

**Question 14:** 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?

**Response:** Marion County HHS regularly provides vaccine updates to the People of Color Leaders Meeting and will continue to report progress on vaccination rates for underserved communities. The Latinx Outreach Partner Networking meeting also receives regular vaccination rate updates. The MCHHS Liaison provides updates during the African American Outreach Partnership Community Meeting regarding vaccination rates and barriers. MCHHS also tracks vaccination rate through ALERT IIS and provides reports on the county data dashboard. This data is shared regularly with the Marion County Board of Commissioners to discuss vaccine barriers and planning to address them. The Marion County Vaccination Plan is posted on the public facing website and is updated regularly as needed.

Marion County HHS will also provide text message updates to BIPOC community leaders that request it.





**Marion County**

OREGON

Health & Human Services

**BOARD OF  
COMMISSIONERS**

Kevin Cameron, Chair  
Danielle Bethell  
Colm Willis

**HEALTH & HUMAN  
SERVICES**

**ADMINISTRATOR**

Ryan Matthews

[www.co.marion.or.us/HLT/](http://www.co.marion.or.us/HLT/)

May 27, 2021

To whom it may concern:

We have each reviewed the attached responses to all questions and affirm that the LPHA jurisdiction 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,

  
\_\_\_\_\_  
Commissioner Kevin Cameron, Chair

  
\_\_\_\_\_  
Ryan Matthews, Health & Human Services Administrator

  
\_\_\_\_\_  
Dr. Robert Wolf, Public Health Officer

