



## Colorado Education Series: Colorado Vaccine Equity Taskforce

February 26th, 2021

**Oswaldo (Ozzie) Grenardo**, MD, MBA, MSHA – Family Medicine Physician at Centura Health and chair of the Community Outreach subcommittee of the Colorado Vaccine Equity Taskforce

**Marlo Alston** - City Councilwoman, City of Centennial, Colorado and member of the Colorado Vaccine Equity Taskforce

**Michele Ames** – Principal Consultant and Communications Manager of the Colorado Vaccine Equity Taskforce

# Agenda

- **Immunize Colorado updates**
- **Introduction of the speakers**
- **Dr. Grenardo's presentation**
- **Councilwoman Alston's presentation**
- **Michele Ames's Presentation**
- **Q&A with all panelists**
  - **Please put your questions in the chat box now!**

Partnering to  
**KEEP COLORADO  
COMMUNITIES HEALTHY**

## OUR MISSION

Founded in 1991, Immunize Colorado (formerly the Colorado Children's Immunization Coalition) is a statewide 501(c)3 nonprofit that serves to **protect Colorado families, schools and communities from vaccine-preventable diseases.**



# What We Do



**Coalition Building:** Strengthen and expand Colorado's immunization initiatives and data through partnerships and collaboration



**Public Policy:** Advocate for policies that aim to better protect Colorado children and communities



**Free and Low-Cost Vaccines:** Partner to provide free and low-cost vaccines to families in need



**Community Outreach and Awareness:** Communicate vaccine information with healthcare providers, parents, the media and organizations



**Provider Education:** Educate health care professionals on crucial and timely vaccine-related topics



**Data Translation and Action:** Spearhead partnerships to advance the understanding and utilization of local, state and national immunization data



Immunize  
Colorado and  
the CVET are  
Now Hiring!

- Colorado Vaccine Equity Program and Outreach Manager
- Colorado Vaccine Equity Outreach Coordinator  
-Link to apply is in the chat!



**Marlo Alston -**  
City Councilwoman,  
City of Centennial,  
Colorado and  
member of the  
Colorado Vaccine  
Equity Taskforce





**Oswaldo (Ozzie)  
Grenardo, MD, MBA,  
MSHA – Family  
Medicine Physician at  
Centura Health and  
chair of the Community  
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**Michele Ames –**  
Principal Consultant  
and Communications  
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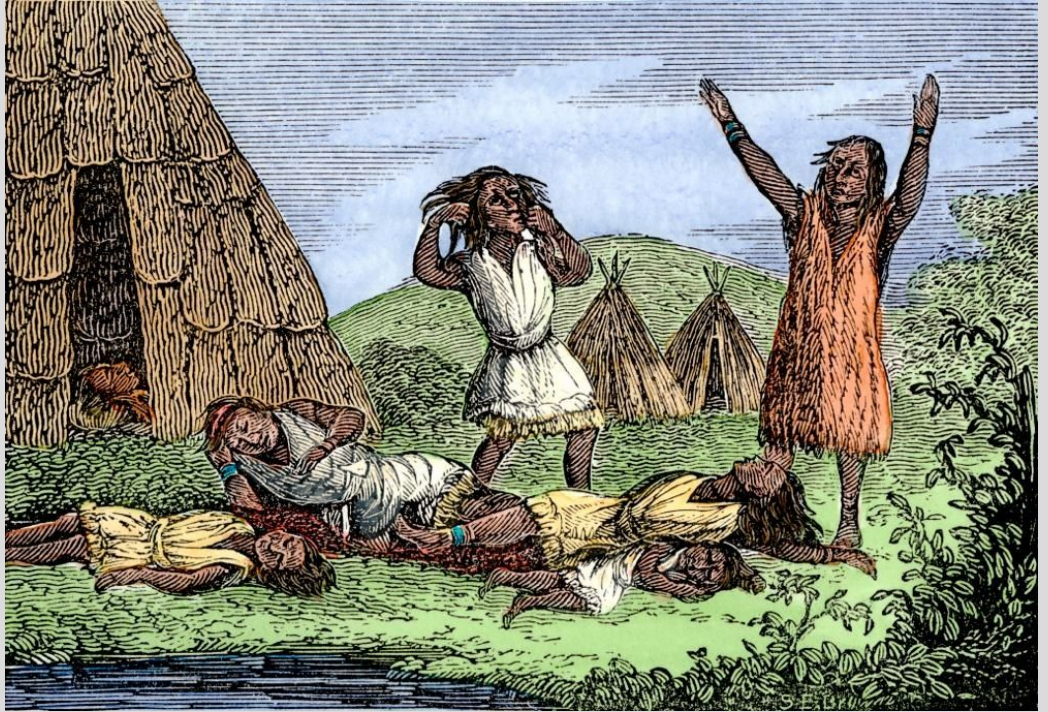


**Dr. Oswaldo (Ozzie) Grenardo**

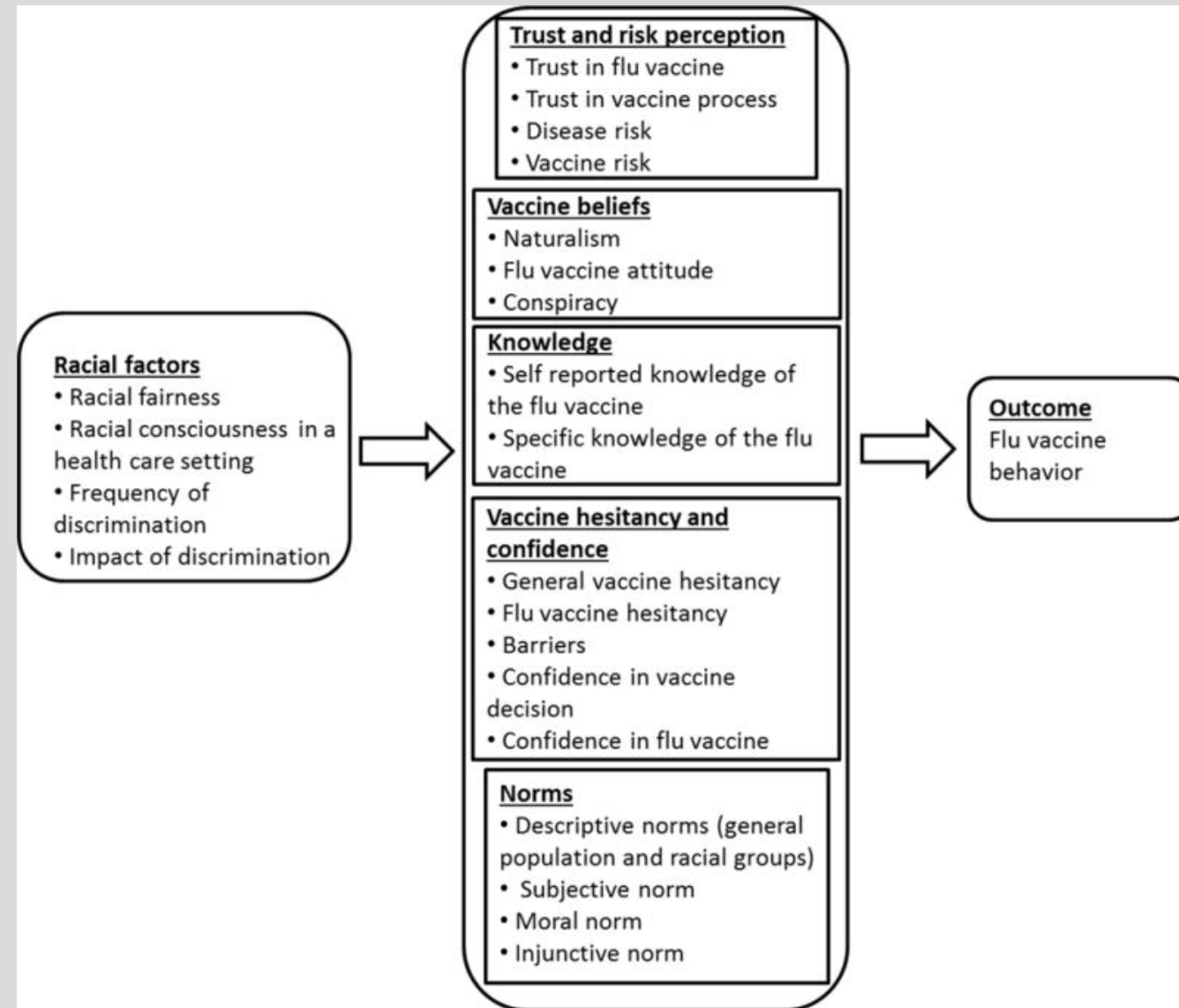




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# Getting to Yes



Vaccine. 2017 Feb 22; 35(8): 1167–1174. Published online 2017 Jan 17. doi: [10.1016/j.vaccine.2016.12.046](https://doi.org/10.1016/j.vaccine.2016.12.046)

Exploring Racial Influences on Flu Vaccine Attitudes and Behavior: Results of a National Survey of African American and White Adults

Sandra Crouse Quinn, Ph.D.,\* Amelia Jamison, M.A., M.P.H., Vicki S. Freimuth, Ph.D., Ji An, M.A., Gregory R. Hancock, Ph.D., and Don Musa, Dr.P.H.



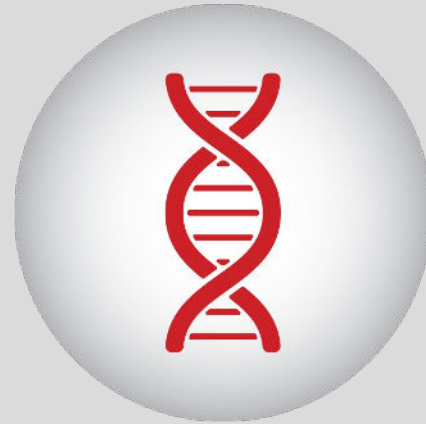
# Differences Make a Difference





**City Councilwoman Marlo Alston**

# Why has COVID-19 disproportionately hurt our communities?



- There is **NO** genetic or biological predisposition.
- Systemic racism that has created a chronic lack of access to quality, affordable health care, which leads to underlying health conditions that put individuals at higher risk.
- Higher percentages of individuals in jobs which do not allow them to work from home.



# What the coronavirus has meant for our communities

## People who are BLACK



**3.7 x**  
the hospitalizations



**2.8 x**  
the deaths

## People who are LATINX



**4.1 x**  
the hospitalizations



**2.8 x**  
the deaths

## People who are NATIVE AMERICAN



**4 x**  
the hospitalizations



**6 x**  
the deaths

*As compared to non-ethnic people who are white, CDC data as of Jan. 1, 2021*

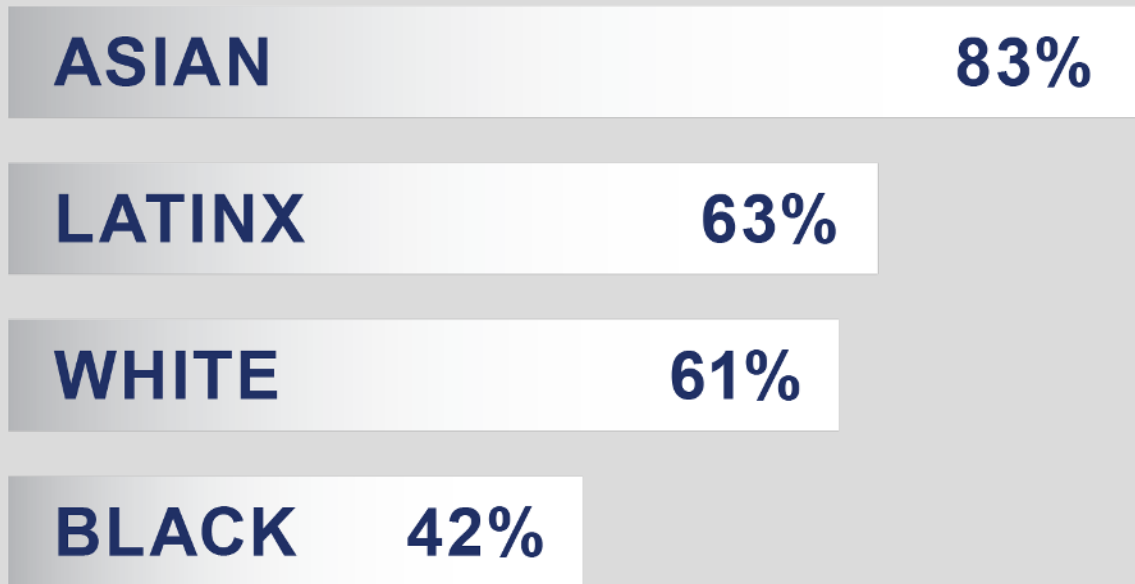
# Slaves

## Smallpox and the Vaccine

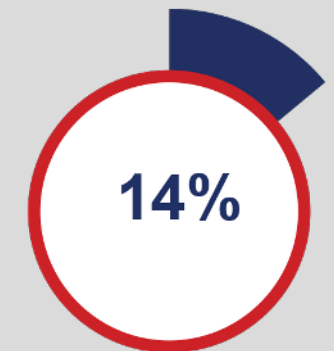
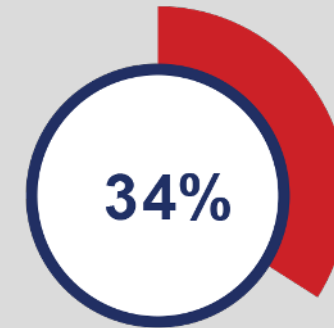


# Polls show many in our communities don't trust the vaccine is safe or that it will work.

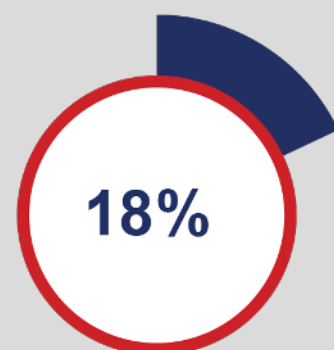
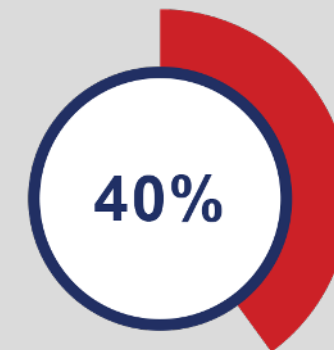
Percentages polled who say they will take the COVID-19 vaccine:



Trust the vaccine's safety



Trust the vaccine's efficacy



Pew Research poll conducted Nov. 18-19, 2020. n = 12,648 American adults (Asian Americans surveyed were English-speaking only)



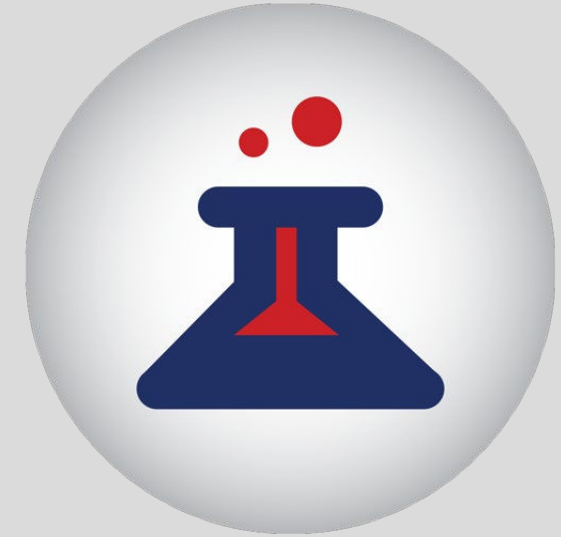
# Systemic Racism in Healthcare



Studies have shown that people who are Black, Latinx and Native American are **routinely under treated for pain** and **report lower quality of care** from medical professionals.



People of color are widely underrepresented in the medical field; in the US, **just 5% of practicing physicians are Black**, 5.8% are Latinx, and 56.2% are white.



Traditionally, our communities have been **underrepresented in clinical trials**, despite the results being generalized to larger populations.

# Clinical Trial Participation by Race and Ethnicity

Phase 3 Clinical Trial	White	Black or African American	Hispanic or Latinx	American Indian or Alaskan Native	Asian	Native Hawaiian or Other Pacific Islander	Other	Multiple Races
Pfizer-BioNTech	81.90%	9.80%	28%	0.60%	4.40%	0.20%	<3%	2.50%
Moderna	79.40%	9.70%	20%	0.80%	4.70%	Not reported	<3%	2.10%

# The Tuskegee Experiment



Officially called the “Tuskegee Study of Untreated Syphilis in the Negro Male,” the federal government oversaw an experiment in which about **400 black men** with syphilis were deliberately left untreated so doctors could study the disease.



**45 years ago, the nation learned about the Tuskegee Syphilis Study. Its repercussions are still felt today.**



<https://www.statnews.com/2016/06/16/mistrust-tuskegee-black-men/>

# Doing My Part!



**Centennial Councilwoman Marlo Alston gets her first injection of Moderna vaccine**, administered by Natalie Herod, RN. "The only way we're going to get this under control," Alston said, "is if everyone does their part."

**The community vaccine clinic was held Saturday, Jan. 23, 2021** at the Jurisdiction of Colorado Temple Headquarters, Church Of God In Christ in Aurora, Colo.

*Photo by Sonya Doctorian for Colorado Vaccine Equity Taskforce*



**Michele Ames**





The **Colorado Vaccine Equity Taskforce** exists to ensure that all groups – regardless of race, ethnicity, ability and other factors – have all the facts to make informed decisions about the safety of vaccines for their families, and to hold leaders accountable for ensuring access to these vaccines for all. Taskforce members include individuals from different races, ethnicities and nationalities.

# Framework and Resources

## Communications Resources

- Community-specific messaging
- Websites
- Factsheets
- Social media posts to share
- Media outreach

## Policy

- Policymaker engagement

## Outreach

- Ongoing presentations
- Small group conversations
- On-the-ground outreach



HOME WHO WE ARE GET THE FACTS SPREAD THE WORD IN THE NEWS FAQs EVENTS REACH OUT  
EN ESPAÑOL

COLORADO VACCINE EQUITY TASKFORCE

ACCESS TO VACCINATIONS FOR ALL

**THE WORK OF THE TASKFORCE**

The Colorado Vaccine Equity Taskforce exists to ensure that all groups – regardless of race, ethnicity, ability and other factors – have all the facts to make informed decisions about the safety of vaccines for their families, and to hold leaders accountable for ensuring access to these vaccines for all. Taskforce members represent a diverse collection of Coloradans working to ensure all communities have



# Social Media



"Please, get the vaccine. It's so important for many generations in Denver. Our elders need to be around to make sure they continue carrying the stories of where we came from."

Amanda Sandoval,  
Denver Council Woman



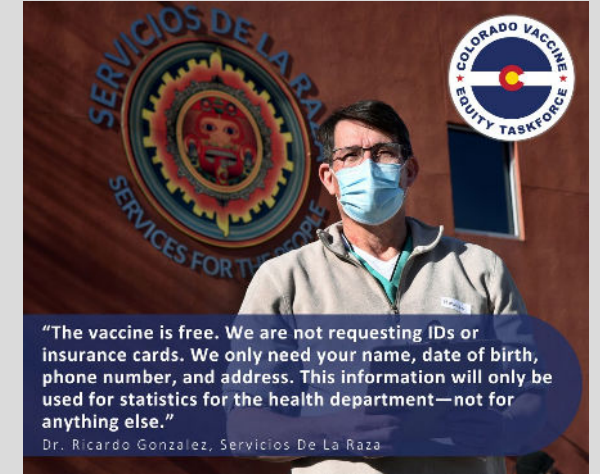
"I would feel safer if more people got vaccinated. I've got friends who got sick, ended up in the hospital, and within six, seven days, they were dead. They were gone."

Richard Casias, Denver Resident




"It is extremely important that we get our vaccinations. It's an actual question of life and death in our community. The pandemic has laid bare the economic, social and educational disparities for our community."

Rudy Gonzales, Executive  
Director of Servicios De La Raza



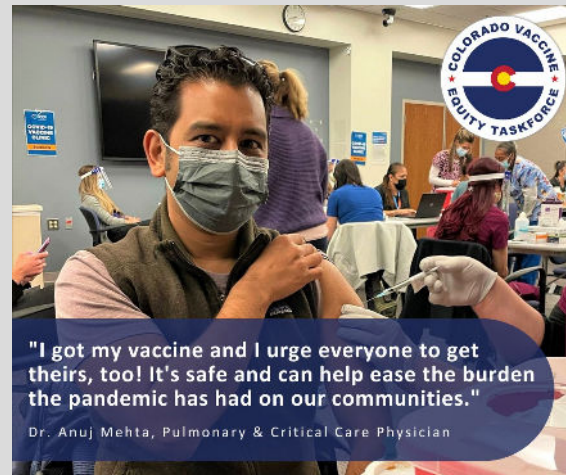
"The vaccine is free. We are not requesting IDs or insurance cards. We only need your name, date of birth, phone number, and address. This information will only be used for statistics for the health department—not for anything else."

Dr. Ricardo Gonzalez, Servicios De La Raza




"I was one of the lucky ones. I was able to get out of the hospital and recover at home from COVID-19 back in November. I got my vaccine today to keep my family and loved ones safe."

Janie Ledes Mason, Aurora Resident



"I got my vaccine and I urge everyone to get theirs, too! It's safe and can help ease the burden the pandemic has had on our communities."

Dr. Anuj Mehta, Pulmonary & Critical Care Physician



"After I got my vaccine, I texted my son and daughter. They sent me notes, 'Hurray, hurray, hurray, mama! You did it!'"

Barbara Shannon Banister,  
Aurora Resident



"Today we are very excited that my father got his first dose of vaccine. There is a sense of relief, a sense of hope."

Dr. Sandhya Ayyar and her  
father, Chandashekhar Ayyar





# Social Media

## COVID-19 VACCINES ARE SAFE.



The COVID-19 vaccines underwent the same rigorous safety approval process as all other vaccines.



## THE VACCINE IS FREE FOR EVERYONE.



The vaccine will be free for everyone, regardless of insurance status.



## COVID-19 VACCINES ARE EFFECTIVE.



In clinical trials, both vaccines (Moderna and Pfizer) were found over 90% effective, which is excellent.



## YOU DO NOT NEED TO BE A U.S. CITIZEN TO GET THE VACCINE.

You will not need to prove U.S. citizenship to get a COVID-19 vaccine in Colorado. Public health will never share your information for any immigration or law enforcement purposes.



## TRIALS INCLUDED VOLUNTEERS FROM MANY BACKGROUNDS.

About 40% of vaccine trial volunteers identified as Black, Latinx, Asian and Native-American. The trials had positive results, showing that the vaccines are safe and effective for our communities.



## NO CORNERS WERE CUT, DESPITE SPEED.

To respond to the health and economic crisis of the pandemic, medical researchers worked quickly, building on decades of vaccine science, to get safe vaccines to us.



## MILD SIDE EFFECTS ARE COMMON.

Vaccine reactions are possible but usually mild - like arm pain, low fever and body aches. This is common and means the vaccine is working. Talk to your doctor if you are allergic to a component in the vaccine.



## STOPPING THE VIRUS WILL TAKE ALL OF US.

As with all vaccines, the success of this effort depends on us all. If we join together to get vaccinated, we can protect ourselves, our communities and our state.



# Social Media

Black Americans are almost **3 times** as likely to die from COVID-19 than non-Latinx White Americans.



Latinx Coloradans make up **29.5%** of total COVID-19 cases, but only **20%** of the state's population.



Native Americans in Denver County make up **2.4%** of total COVID-19 cases, but only **0.4%** of the county's population.





[coloradovaccineequity.org](https://coloradovaccineequity.org)

[equidadvacunacolorado.org](https://equidadvacunacolorado.org)





# Q&A

**Please put your questions on the chat!**

