

# Strategies for Improving Vaccine Equity

A Sub-Community Outreach Approach for COVID-19 Vaccination and other Health Needs: Strategy for Reducing Health Disparities

**Dr. Cynthia Hazel**



# 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

# Updated Immunization Data Resources

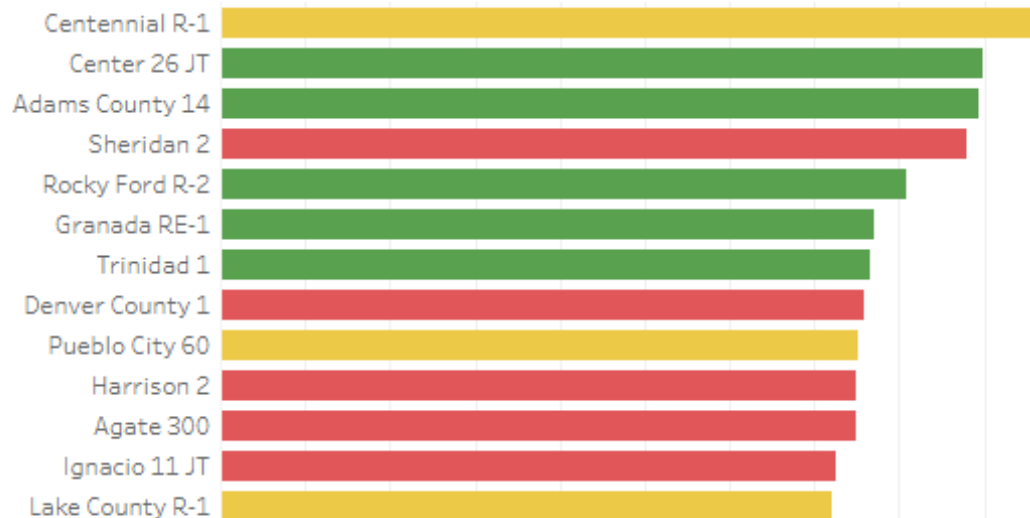
- Immunize Colorado's School Immunization Dashboard and Legislative Dashboard are updated with 2020/21 school data
  - <https://www.immunizecolorado.org/what-we-do/data/school-district-immunization-fact-sheets>
  - School district specific factsheets will be updated shortly

## Percent BIPOC Students in Colorado School Districts

Percent BIPOC numbers are from 2017 Kids Count data. Colors represent high, medium, and low risk of vaccine-preventable outbreak.

Search School District

Highlight School Dist... 



## Outbreak Risk

- High Risk
- Moderate Risk
- Low Risk

## Choose a Vaccine

MMR

## Risk Level by Vaccine

MMR

## Year (Immunization Rate)

2020/2021

**BIG SHOTS**  
• SUPPORTING •  
LITTLE TOTS  
*Un-Luncheon*

Benefitting Immunize Colorado

November 1 – 30



*SAVE THE DATE &  
JOIN US!*

**Big Shots Supporting Little  
Tots Un-Luncheon**

Peer-to-Peer Fundraising Event

- Raise funds to support Immunize Colorado
- Partake in friendly fundraising competition
- Hear from Colorado leaders in vaccine equity
- Celebrate with us during a virtual cooking demonstration
- ...and more!

# AmeriCorps VISTA Program – Now Recruiting!



- Immunize Colorado's AmeriCorps VISTA Program, the Colorado Immunity Corps, places VISTAs at health departments all over Colorado to improve access to and education about immunizations.
  - Currently Recruiting for Gunnison County and Chaffee County – Start Date January, 2022.
  - Email [sarah.waraniak@childrenscolorado.org](mailto:sarah.waraniak@childrenscolorado.org) for more information on how to apply or to host a VISTA!

# Team Updates at Immunize Colorado!

Welcome to Carla Bacon,  
Immunize Colorado's new  
executive director!







*Introducing*  
**Dr. Cynthia Hazel**  
and  
**Dr. Kweku Hazel**





# **A Sub-Community Outreach Approach for COVID-19 Vaccination and other Health Needs: Strategy for Reducing Health Disparities**

Immunize Colorado Education Series  
November 19, 2021

**Cynthia Hazel, DrPH, MSc**  
**Kweku Hazel, MD**



# Who We Are

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- ❑ A grassroots community group dedicated to tackling health inequities in BIPOC communities in the Denver Metro area
- ❑ Had specific focus on Black and African immigrant communities. Expanded to IPOC since pandemic
- ❑ Community outreach and engagement to create awareness about social determinants of health and chronic conditions
- ❑ Mentorship/coaching on equitable and inclusive medical practice (Medicine with Heart program)



# Mission and Vision

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- ❑ “Gyedi” is a Ghanaian Akan word that means “believe”; fundamental to self-efficacy and taking full control
- ❑ Approach is to build individual ownership of community health
- ❑ Our mission is to empower minority and underserved communities to tackle health inequities and improve community well-being.
- ❑ Our vision is to see historically marginalized communities take complete control of their health and realize their full life potential.



# Background

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- ❑ Dr. Kweku Hazel's Barbershop BP program in Lubbock Texas- 2009
- ❑ Dr. Cynthia Hazel's work in Ghana with maternal and child health in rural areas, and geriatric populations- 2012 to 2014
- ❑ Community health education in Black and African immigrant community in CO- 2012 to present
- ❑ The GYEDI Project- grassroots community group

# COVID-19 Pandemic Education

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- ❑ Questions from community members
- ❑ Educational forums on pandemic protocols, and to address misinformation
  - ❖ Remote education forums involving multiple countries
- ❑ Community awareness about COVID-19 vaccines and addressing hesitancies
- ❑ Community feedback on access gaps and equitable vaccine distribution







# Intensifying Outreach

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- ❑ Kweku's vaccination at UCHHealth in December 2020; informational article
- ❑ Invitation to join CVET in January 2021
- ❑ Expanded educational events in Denver Metro and CO Springs
- ❑ Encouraging vaccination- community and individual responsibility
- ❑ CDPHE's invitation for CBO's to support inequitable vaccine access through pop-up clinics





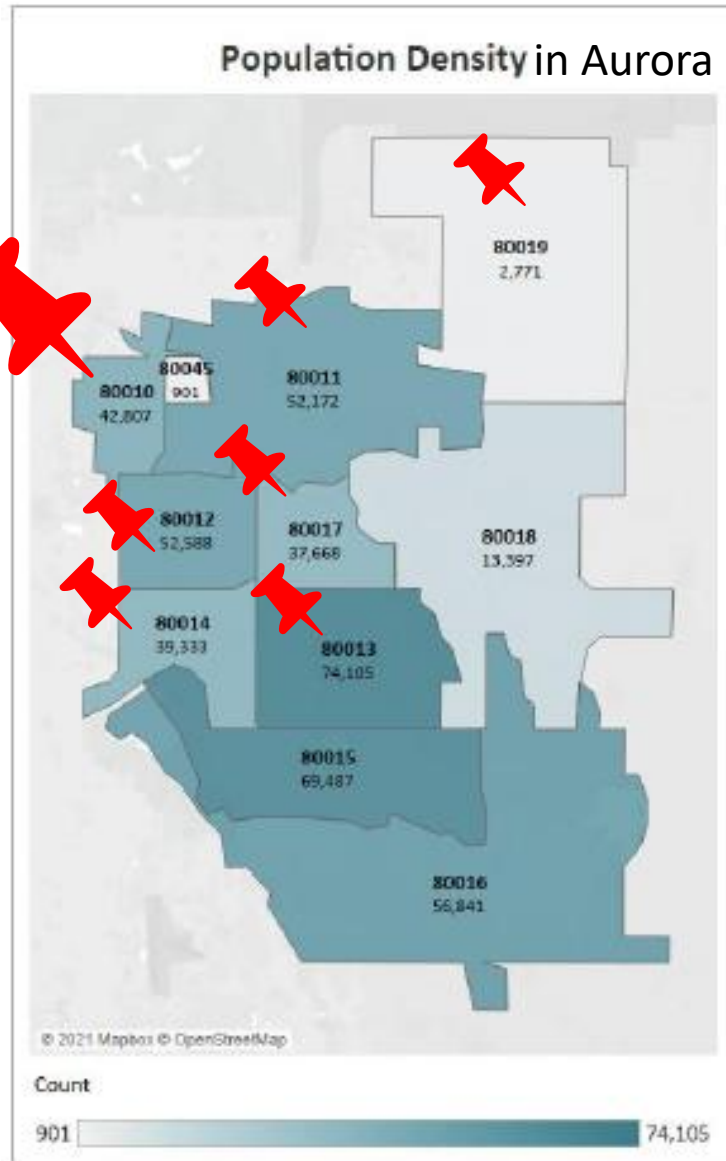
# Planning Equity Clinics

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- ❑ Gauging community interest and vaccination goals
  - ❖ Engaging community leaders and members
  - ❖ Existing channels of communication
- ❑ Learning from Mary Etta and Julia's experience
  - ❖ Leverage community trust
- ❑ Requesting vaccines and support from CDPHE
  - ❖ Planning with CDPHE clinic leads
- ❑ Recruiting volunteers (reflective of community)
  - ❖ Organizing team
  - ❖ Cultural competency training

# Planning Equity Clinics

- Outreach to high density BIPOC communities
- Prioritized vaccination site in Adams County
  - Solid Rock Baptist Church
    - Underserved zipcode/community
    - African immigrant church
    - ADA-compliant
    - Big parking lot
    - Easy access
- Decided on monthly clinics
  - Community capacity
  - Volunteer capacity
  - Resources (Zero funding)



Source: ACS<sup>1</sup>





# Planning Equity Clinics (contd.)

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- ❑ Advertising clinic and patient recruitment
  - ❖ Flyers
  - ❖ Word of mouth
  - ❖ Whatsapp groups
  
- ❑ Choosing collaborating organizations (RISE Colorado)
  
- ❑ Designing and testing clinic flow (cold run)
  
- ❑ Securing funding
  - ❖ Community donations (Ghana Council, churches)
  - ❖ OMNI as admin support and fiscal sponsor
  - ❖ Rose Community Foundation
  - ❖ CFC Together We Protect grant

# COVID-19 VACCINE POP-UP CLINIC



**WHEN:** Saturday, February 20  
9 a.m. - 3 p.m.

**WHERE:** Solid Rock Baptist Church  
9635 E Montview Blvd  
Aurora, CO 80010

Following state guidelines,  
**TO RECEIVE THE VACCINE,**  
you must be:

- ✓ 65 years or older or
- ✓ A school or childcare worker

**SOCIAL DISTANCING AND MASKS WILL BE REQUIRED**

Questions? Call 720-432-0296

## Appointment Needed!

Register at  
<https://forms.gle/nWArzgMptwYXAVAm6>



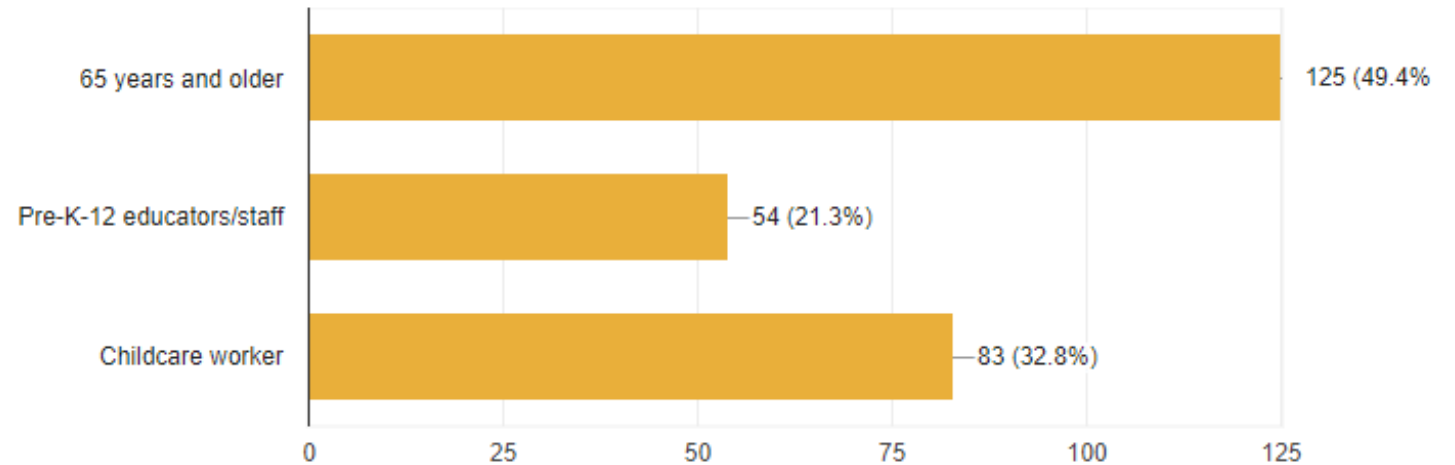
SCAN ME

\*When you arrive,  
please remain in your  
car at the lot and  
someone will come and  
give you next steps

# February Clinic

220

Vaccines administered





# COVID-19 VACCINE POP-UP CLINIC



**WHEN:** Saturday, March 20  
9:30 a.m. - 3:30 p.m.

**WHERE:** Solid Rock Baptist Church  
9635 E Montview Blvd  
Aurora, CO 80010

Following state guidelines,  
**TO RECEIVE THE VACCINE,**  
you must be:

- ✓ 60 years or older
- ✓ A frontline essential worker
- ✓ Ages 18-59 with 2 or more high risk conditions

**SOCIAL DISTANCING AND MASKS WILL BE REQUIRED**  
Questions? Call 720-432-0296

## Appointment Needed!

Register at  
<https://forms.gle/eJp1vYK3ebNPeqUv8>



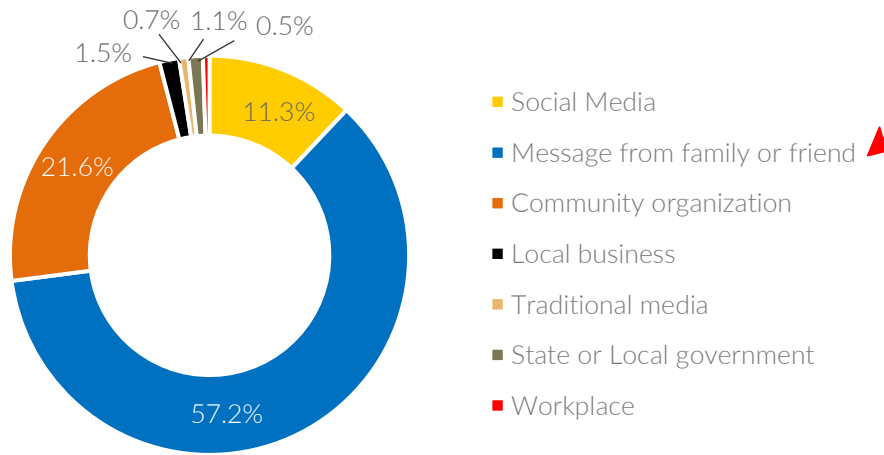
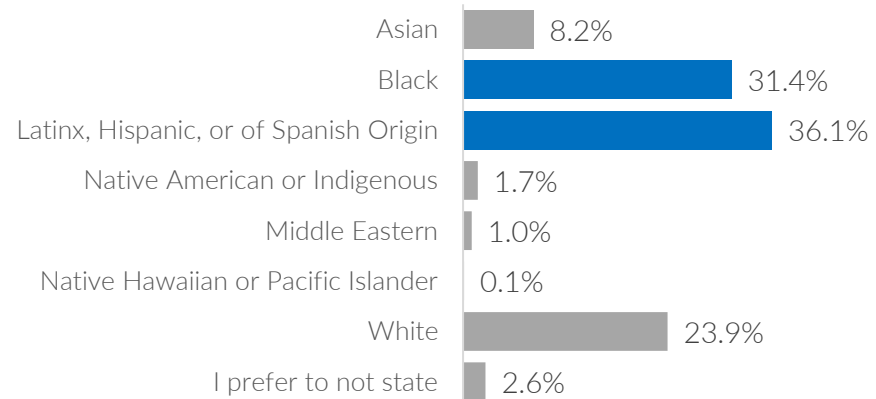
SCAN ME

\*When you arrive, please remain in your car at the lot and someone will come and give you next steps



# March Clinic

**851** Vaccines administered; 92% vaccination completion



**80%**

of vaccine recipients lived in Adams, Arapahoe, or Denver County





# Focus on Latinx Outreach

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- ❑ 21% of the Colorado population is Hispanic or Latinx
- ❑ Accounted for 36% of COVID-19 cases and 8.8% of vaccinations as of April 28, 2021
- ❑ Compared to White population who are almost 68% of the population but made up 70% of vaccinated people
- ❑ Barriers included:
  - Language
  - Limited knowledge of the healthcare system
  - Lack of health insurance
  - Immigration challenges
  - Technology, and
  - Ongoing racial/ethnic discrimination





# Focus on Latinx Outreach

- ❑ Latinx colleagues joined core organizing group
  - ❑ Paola and Ivonne
- ❑ Recruited more Latinx volunteers
- ❑ Cultural competency training (designed by Paola)
- ❑ Focused outreach through community navigators (to reach sub-communities)
- ❑ Expanded language translation services
  - ❑ Registration
  - ❑ Spanish call/text center
  - ❑ Clinic admission team





# Goal: Inclusion

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- ❑ Know the weaknesses of the community, and leverage their strengths
  - Strengths-resilience, community unity and support, strong family systems
  - Weaknesses\* - language; gaps in health literacy; challenges with navigating healthcare system
- ❑ Know and repeat what has worked in the past
  - Avoid reinventing the wheel
- ❑ Experiment new culturally-informed approaches cautiously

# COVID-19 CLÍNICA EMERGENTE DE VACUNAS



**¡Se necesita  
cita!**

Registrarse en  
<https://forms.gle/BTgGeSWDC4MCdS7K6>



SCAN ME

\*Cuando llegues, por favor quédate en tu auto en el lote y alguien vendrá y te dará más información

**CUÁNDO:** Sábado, abril 17  
9:00 a.m. - 4:00 p.m.

**DÓNDE:** Solid Rock Baptist Church  
9635 E Montview Blvd  
Aurora, CO 80010

**TIPO DE VACUNA:** MODERNA

El público en general ahora es elegible para la vacuna. **Para recibir la vacuna de moderna debe ser 18 años o más.**

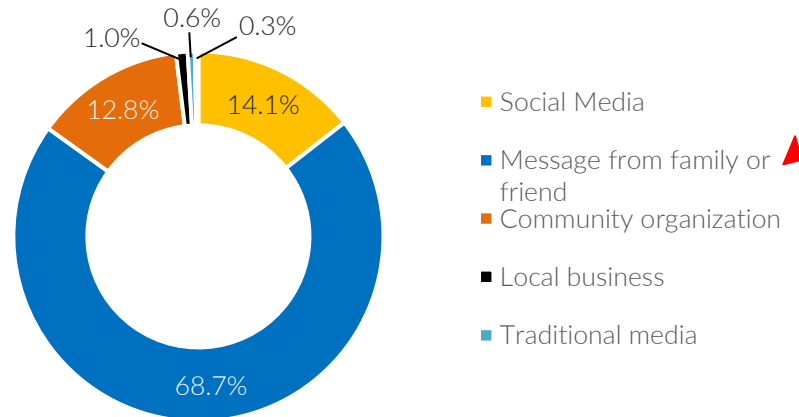
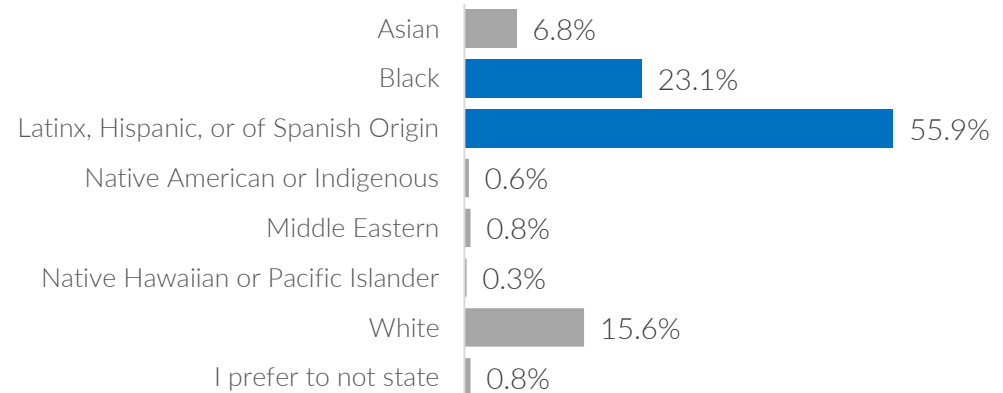
REQUIREDSE REQUERIRÁN DISTANCIAMIENTO SOCIAL Y MÁSCARAS

**¿Preguntas? Call 720-432-0296**



# April Clinic

**1,045** Vaccines administered; 75% vaccination completion



**84%**

of vaccine recipients lived in Adams, Arapahoe, or Denver County





# Subsequent Clinics

**COVID-19 VACCINE POP-UP CLINIC**

**WHEN:** Saturday, May 15  
9:00 a.m. - 4:00 p.m.

**WHERE:** Solid Rock Baptist Church  
9635 E Montview Blvd  
Aurora, CO 80010

**VACCINE TYPE:** Moderna

The general public is now eligible for the vaccine! **To receive the Moderna vaccine you must be 18 years or older.**

**SOCIAL DISTANCING AND MASKS WILL BE REQUIRED**  
Questions? Call 720-432-0296

**Appointment Needed!**  
Register at [bit.ly/3u7MKfy](https://bit.ly/3u7MKfy)



SCAN ME

\*When you arrive, please remain in your car at the lot and someone will come and give you next steps



**May : 447**

Vaccines administered; 65% vaccination completion

THE GYEDI PROJECT & K2B ORGANIZATION PRESENTS



OUTDOOR EVENT  
MASK OPTIONAL

**FAMILY SPORTS, GYAMA, AND DANCE**  
**FREE COVID AND FLU SHOTS; FOOD**

**SPORTS: SOCCER, VOLLEY, TABLE TENNIS, OWARE**

**WHERE: BICENTENNIAL PARK, AURORA**  
13600 E BAYAUD AVE, AURORA, CO 80012

**WHEN: SATURDAY OCTOBER 9, 2021**  
11:00 AM TO 6:00PM

**QUESTIONS?**  
CALL/TEXT 720-432-0296



SCAN ME



**October : 71**

Vaccines administered

**COVID-19 CLÍNICA EMERGENTE DE VACUNAS**

**CUÁNDO:** Sábado, Noviembre 13  
9:30 a.m. - 3:00 p.m.

**DÓNDE:** Solid Rock Baptist Church  
9635 E Montview Blvd  
Aurora, CO 80010

**VACUNAS DISPONIBLE (GRATIS)**  
Moderna y Pfizer  
Influenza/Gripe

**¿QUIÉN PUEDE VACUNARSE?**

- ✓ Niños de 5 años a 11 años\*
- ✓ Adolescentes de 12 años a 17 años
- ✓ Cualquier persona mayor de 12 años que aún no esté completamente vacunado(a)
- ✓ Impulsores Moderna o Pfizer para personas de\*\*:

- 65 años de edad o más
- 18 años de edad o más que tienen afecciones subyacentes
- 18 años de edad o más que viven en establecimientos de cuidados a largo plazo
- 18 años de edad o más que trabajan en entornos de alto riesgo
- 18 años de edad o más que viven en entornos de alto riesgo

\* Tras la aprobación de la FDA; \*\* Si su última vacuna fue hace al menos 6 meses

**Regístrate o llegue sin cita**  
Regístrate <https://bit.ly/3pliOwV>



Escanéame

Tarjeta de regalo de \$50\*  
Gira para ganar regalos\*\*

\*Mientras que hay tarjetas - primero en llegar, primero en ser servido  
\*\*Para niños menores de 18 años

**REQUERIRÁN DISTANCIAMIENTO SOCIAL Y MÁSCARAS**  
¿Preguntas? Call o text 720-432-0296



**November : 700**  
**Pediatric: 320**  
Vaccines administered



# Vaccine Referral System

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263

Referrals and counting

81

Through online registration

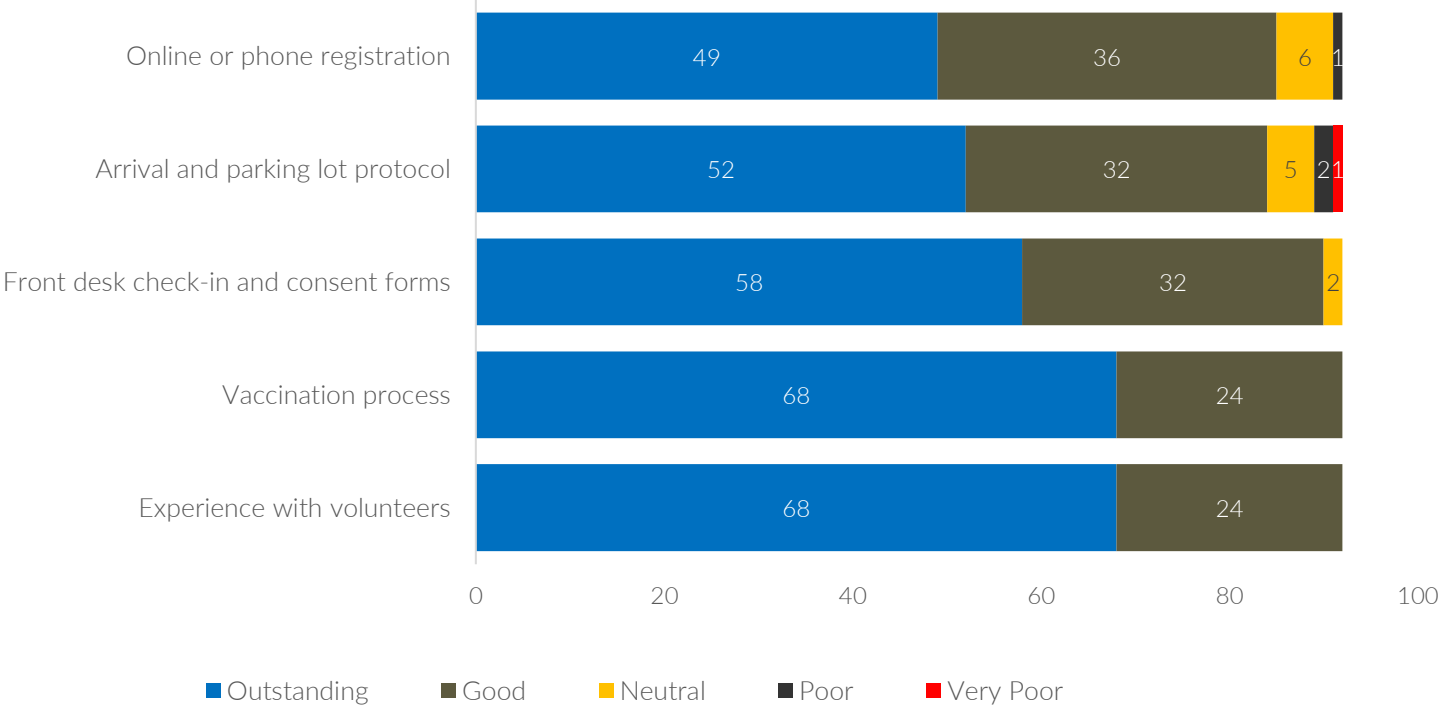
182

Through phone call

# Community Feedback

Overall experience at the Solid Rock Baptist Church COVID-19 Pop-Up Vaccination Clinic (N=92)

At least **84** people out of 92 indicated their experience with vaccination was outstanding or good.



# Community Feedback

As a Black woman, I was so pleased to be treated by Black health care practitioners. I felt welcomed, seen and heard. Moreover, the environment was so comfortable. I knew I would be well taken care of.

I had an overall amazing experience! My father and I were both able to get fully vaccinated and we are beyond happy that the process was simple and safe!

Although not a member of your church community, I received the info from a friend. The level of organization was amazing and I was in and out in 20 minutes. What stood out most to me was the absolute friendliness of all involved, particularly one physician who was acting almost like the host of a party wanting to make sure everyone was doing well... thank you for that.

# Community Feedback

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Great community atmosphere!


We felt very welcomed with the volunteers doing an exceptional job of keeping everything running smoothly.

Everything was quick and fast paced I was basically in and out minus the 15 min observation time, great friendly people. They made it an outstanding experience.



# Kids Feedback





Tell us about your experience.

I felt like a bee  
stinging me. BUT I  
have to admit it was  
quick

Yes, you may publish my comments <sup>picture</sup>  
*age 10*

Gabe Jones     Sal M/M 11/15/21

Print Name                      Signature/Date



## Engaging Diverse Communities

COVID-19 Vaccine Pop-Up Clinic

Solid Rock Baptist Church Site

Welcome and thank you for supporting our COVID-19 Vaccine Pop-Up Clinic! This event is an exciting day, as it is the culmination of hard work and planning so that we can help reduce vaccination disparities that are particularly pronounced in communities of color. Although we have outreached to communities of color in particular, we value all forms of diversity and want to create a safe, welcoming, and inclusive environment across all forms of difference – such as race, ethnicity, gender identity, sexual orientation, religion/faith, neurological diversity, ability, and more. We can create an inclusive space that values everyone by practicing the below guidelines.



### SHOW RESPECT AND HAVE PATIENCE

It is important to remember that volunteers and community members arriving for a vaccine may have different language, literacy, learning, and cultural needs. We need to make sure that we are being respectful, patient, and professional, as well as abiding by cultural norms to the extent possible.

### LANGUAGE ACCESSIBILITY

Clinic materials (e.g., flyers, registration forms, etc.) are translated into English and Spanish, and there will also be interpreters the day of the clinic. Connect with Isaac to learn what languages in addition to Spanish may be available for interpretation the day of the clinic.

Further, it may be challenging to hear with the added barrier of masks. You may need to ask community members to repeat themselves – that is okay. It may also be helpful to have community members write down their name or information directly if you are struggling, so keep a pen and paper with you.

### EXPLAIN AND REINFORCE CONFIDENTIALITY

Many communities have concerns about the information they are providing, who will be looking at it, and how it will be presented. If community members are in the country without documentation, there may be additional concerns about how their information may be used. If needed, assure the community that their information will not be used by anyone to enforce immigration laws.

### PRACTICE SELF CARE

Remember to practice self-care throughout the day! Make sure you are eating, hydrating, and taking breaks. We must take care of ourselves in order to care for others!

### CENTER HEALTH EQUITY

Finally, remember that the purpose of this COVID-19 Vaccine Pop-Up Clinic is to help reduce vaccination disparities so that everyone – regardless of where they live, learn, work, and play – can be healthy. Please treat everyone with compassion and dignity!

# Lessons Learned

- ❑ Planning with the community is critical
- ❑ Volunteer cultural competency training
- ❑ Continuous improvement to provide best quality services and welcoming atmosphere
- ❑ Constant communication with vaccine providers to avoid mishaps
- ❑ Partnering with other individuals/CBOs is a good use of resources, and improves community engagement



Our community. Our health.





# Lessons Learned

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- ❑ Funding, funding, funding!
- ❑ Critical feedback from the community is important and should be welcomed:
  - ❑ Checking birthdates
    - ❑ Ineligible people could unknowingly receive vaccines
  - ❑ Parking lot flow
    - ❑ Congestion
- ❑ More on OMNI Blog: [It Takes Trust](#)





# Questions?

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