Getting the Vaccine to the communities that need it most
If you lose connectivity during the session, simply re-click your join link to re-access the webinar.

If you experience technical difficulties, send a note using the chat box on your bottom menu bar. We’ll assist you from there.

Enjoy the session!
WELCOME AND INTRODUCTION

Lauren Pongan, National Director
Diverse Elders Coalition
Yanira Cruz, President and CEO
National Hispanic Council of Aging (NHCOA)
What brought you to this webinar?

a. I’m a caregiver who wants to learn more about vaccine access
b. I’m an older adult who wants to learn more about vaccine access
c. I’m here to learn more about resources for vaccine access for my community
d. I just want to learn more about vaccine access
e. I’m looking to learn more about diverse communities and vaccines
National Indian Council on Aging
Sarah Piersol Fargo, ND

**Education**
Biology and English Writing, Concordia College: Exercise Science and Theatre (Dance) Study, Moorhead State University: MBA, University of Phoenix

**Certifications and Training**
Introduction to NICOA

The National Indian Council on Aging non-profit organization began in 1976 by members of the National Tribal Chairman’s Association.
The mission of NICOA is to advocate for improved comprehensive health, social services, and economic well-being for American Indian and Alaska Native Elders.
NICOA & SCSEP

• NICOA is one of the national grantees federally funded by the Department of Labor to administer funds and Set-Aside services to American Indian & Alaskan Native elders.
Goal of SCSEP

- Provide services to local non-profit organizations
- Train for a new career
- Overcome stereotypes of older individuals
- Enhance their abilities, skills, and aptitudes
- Improve their lifestyle by gaining greater income and benefits
- Overcome their barriers
- FIND EMPLOYMENT!!!
Getting the Vaccine to Communities that need it most
Part 2

https://americanindian.si.edu/developingstories/quintero.html
Vaccine Statistics in North Dakota

https://www.health.nd.gov/covid19vaccine/dashboard
Vaccine Statistics in North Dakota

https://www.health.nd.gov/covid19vaccine/dashboard
Vaccine Statistics in North Dakota

- https://www.health.nd.gov/covid19vaccine/dashboard
Vaccine Statistics in North Dakota

https://www.health.nd.gov/covid19vaccine/dashboard
Find COVID-19 Vaccines Near You

www.vaccines.gov

TEXT 438829

 Powered by VaccineFinder

Show COVID-19 Vaccines
- Moderna (age 18+)
- Pfizer-BioNTech (age 12+)
- Johnson & Johnson/Janssen (age 18+)

5-digit Zip Code
Search Radius
Zip Code
25 miles

Search for Vaccines
How do we serve those who need it most?

- Community Partnerships
- Balancing Media – Behind the Scenes Operations
  - Creative Strategies
  - Motivating Good Neighbors
  - Managing Burnout
• Identify organization or personal strengths
  • Delegate tasks according to strengths
    • BE OPEN to creative options
• Recognize Organization/Personal Boundaries
• Public Communication  Would another organization provide a platform more approachable to diverse populations?
Balancing Media and Behind the Scenes Operations
Vaccine Distribution Partnerships

Advocates How to Inform

Social Workers

Care Kits

Tribal and Community Leaders

Family members

Local Radio Stations

Health Care Providers

Hotlines

CARE COORDINATORS

Essentiahealth.org, Sanfordhealth.org, Famhealthcare.org
Kfgo.com, Valleyseniorservices.org
https://www.npr.org/2021/05/09/994885742/to-bridge-the-digital-divide-biden-administration-launches-vaccine-hotline

By dialing 1-800-232-0233 from any phone, people in search of a vaccine can opt to talk to a call center representative who can provide information about locations that offer the shots. Assistance is provided in English, Spanish and many additional languages. In addition, there's a TTY line for callers who are hearing impaired.
Fargo Cass Public Health

Attention: #FCPH has begun contacting Cass County residents in the Phase 1B, age 75+ priority group regarding COVID-19 vaccination opportunities. Residents in Phase 1B priority groups who would like to receive information from FCPH about future vaccination opportunities are encouraged to complete the "COVID-19 Vaccine Phase 1B Resident Contact Form" found here: www.FargoCassPublicHealth.com/covidvaccine.

Residents are also encouraged to watch social media accounts for updates from FCPH and your healthcare providers, and to visit provider websites for up-to-date information. We greatly appreciate our community as we move through this pandemic.

FARGO, N.D. (Valley News Live) - There are several more options to receive a COVID-19 vaccine in Fargo this week. The vaccines will be given at the former Cordmans site, with options remaining on Tuesday and Thursday.

Copyright 2021 KVLY | KVLY.com

COVID-19 Vaccine Clinics

Mondays, Wednesdays, and Fridays
8:30AM - 12:00PM
White Earth Tribal Health Building
2929 State Road, White Earth, MN 56581

Appointments encouraged, call provider line below.

Available Vaccine:
- Moderna
- Johnson & Johnson
- Pfizer

Want to be vaccinated?
Call the provider line below for more information on how to schedule an appointment.

1-833-989-2873 Option 5
Online Media Videos

Here's another COVID-19 update from Dr. Borus of Lakes Regional Family Medicine and Dickinson County Board of Health. In this video, he provides information about current cases, the COVID-19 UK variant, and the vaccine.
https://www.youtube.com/watch?v=ii2iFOX-__A

Pregnancy and Fertility Vaccine Misinformation

Dr. Ann Tobias on Pregnancy & Fertility COVID-19 Vaccine

https://www.health.nd.gov/vaccine-video-resource-library
https://www.facebook.com/FargoCassPublicHealth
https://www.facebook.com/lakesregionalhealthcare/
https://www.facebook.com/WhiteEarthNation/
https://www.facebook.com/spiritlakehealthcenter
Creative Strategies

Clickorlando: Seminole County looking to incentivize vaccinations with coupons, beer.

usatoday: Covid vaccine incentive freebies - donuts, cannabis, laminate cards.

cbsnews: Covid vaccine freebies - donuts, cannabis, laminate cards.
MATBUS Offering Free Rides for COVID-19 Vaccine Appointments

03/31/2021

MATBUS fare collection resumes April 1, 2021, but free rides are still available for those traveling to and from COVID-19 vaccine appointments. Getting riders to vaccine appointments is an important part of working toward a safer community for all.

Riders are welcome to take one free round trip for each of the two vaccine appointments. When boarding, simply tell the driver you are traveling to or from your official vaccine site. These free rides are also available for MAT Paratransit riders.

If you still need to schedule your appointment, or are looking for more information on the vaccine, visit the websites for Fargo Cass Public Health or Clay County Public Health.
Communication

The Mountain of Trial and Error
Managing Burnout and Motivating Self-Advocacy

https://en.wikipedia.org/wiki/Triboelectric_effect
90 percent of decisions

https://start.askwonder.com/insights/want-add-previous-request-made-few-years-ago-want-studies-support-idea-decisions-c22yygpap#:~:text=Ninety%20percent%20of%20human%20decisions,are%20made%20based%20on%20facts

https://brightside.me/wonder-animals/17-photos-proving-animals-can-do-the-impossible-796091/
Vaccine Hesitancy


https://www.kff.org/coronavirus-covid-19/dashboard/kff-covid-19-vaccine-monitor-dashboard/?gclid=EAIaIQobChMIysuWv6XZ8AIVCGpvBB2AvQZwEAAYASAAEgJ6nvD_BwE

www.facebook/fargocasspublichealth
Motivate Self Advocacy

Value – just because you exist

https://brightside.me/wonder-animals/17-photos-proving-animals-can-do-the-impossible-796091/
NICOA contact information

Sarah Piersol, ND Program Manager
4265 45th Street S Suite 111-39
Fargo ND 58104
spierson@nicoa.org
701-314-5100

NICOA Headquarters –
Sue Chapman, SCSEP Director
8500 Menaul Blvd. NE, Ste B470
Albuquerque, NM 87112
505-292-2001
The importance of getting vaccinated, and addressing the challenges of getting the COVID-19 vaccine

Farewell to COVID, Building and Rebuilding
Diverse Elders Coalition
Henry Pacheco, M.D.
NHCOA
January 25, 2021
Facts related COVID-19 pandemic

• The pandemic is the deadliest US public health crisis in more than a century.
• It started in Wuhan China, but exact source not yet known
• Caused by virus of the Corona family of viruses
• Other Corona family viruses have caused significant, but contained infections in the past (MERS, SARS, etc.)
• Scientist have been studying the Corona family of viruses for years
• Modern biotechnology methods of vaccine production have been developed in the past 10 or more years
The impact of the COVID-19 pandemic in the nation

• 32 Million Cases
• 585,000 deaths
• 60% of adults have received at least one vaccination
• 62% non-hispanic whites have received at least one vaccination
• 13% of Latino adults have received at least one vaccination
• 12% of Latinos are fully vaccinated

Source: CDC May 2021
The role of vaccines in public health

• Vaccines are safe, and effective and have been used for decades
• Protect us against serious and deadly diseases
• Prompt the immune system to produce defensive antibodies against a specific germs preventing infection and disease
• Vaccines contain killed, weakened or harmless pieces of these specific germs, they can not cause the disease
• Millions of children and adults are routinely vaccinated annually.
Deadly diseases prevented by vaccines

- Cervical cancer (HPV)
- Cholera
- COVID-19
- Diphtheria
- Hepatitis B
- Influenza
- Japanese encephalitis
- Measles
- Meningitis
- Mumps

- Pertussis (Whooping Cough)
- Pneumonia
- Polio (eradicated in Western world)
- Rabies
- Rotavirus
- Rubella
- Tetanus
- Typhoid
- Small Pox (eradicated)
- Varicella (chicken pox)
- Yellow fever
Latinos Vaccine Hesitancy or Lack of Access?

Issues that have to be addressed/ resolved:

• Fears and doubts about the vaccines a “wait and see attitude”
• Don’t know where and how to get vaccinated
• The young feel healthy and strong
• Unaware that the vaccines are free
• Lack transportation to the vaccine sites
• Vaccine sites open 8-5 pm, not accessible for working Latinos
• Concern about ID and recording of names, a routine vaccine protocol
• Lack a family physician or regular source of health care
• Constant exposure to vaccine conspiracy theories, myths and alarmist reports of side effects via social media, TV, radio, in-print
Overcoming vaccine hesitancy

• Neutralize misinformation with evidence-based facts promoted by credentialed, recognized expert leaders
• All statements are not equal - we need to separate the wheat from the chaff
• Use the full range of methods and media to promote vaccines
• Tune out self-promoting celebrity “experts”, that lack credentials and promote beliefs, opinions and cures without valid evidence
• Rely on credible sources: the CDC, NIH, university-based health centers, local or state health departments, the family physician, Community Heath Centers (FQHC)
• Dismantle the barriers of structural racism
• Promote equity and equality in vaccine programs
Latin American community response

• Mobilization of Latino leadership at national, regional, local levels
• Latino influencers, celebrities, science/medical experts have been promoting the safety, efficacy and benefits of the vaccine for all
• Promotion of vaccines in churches, community centers and other venues
• Provided vaccines or partnered with others to make them available
• Produced/disseminated pamphlets, fact sheets, posters, videos
• Sought to building acceptance, confidence and trust in the vaccines
• Promote individual responsibility and self-reliance among Latinos, as well as care and concern for the welfare of others
• Empower the acceptors and limit the damage of the refusers*

Where and how can a person get vaccinated?

• Google: “Donde puedo encontrar la vacuna contra el COVID en ciudad, estado”
• In your computer browser type “Vacunas.gov” (Español) or Vaccines.gov
• Every Latino/Latino- serving agency should place in the 1st page of their web site the CDC widget “Buscador de vacunas” (vaccine Finder)
• Ask a local pharmacy CVS, Walgreens, Supermarket pharmacies and many others
• Identify obstacles, break them into smaller pieces and surmount each one of them, learn from the experience and share it with others
• Health departments, the CDC, Latino agencies, and other have phone numbers to call for bilingual information

Call 1-800-232-0233, the National COVID-19 Vaccination Assistance Hotline, multilingual
Final facts about COVID

• COVID is deadly, specially among older adults and those with co-existing conditions, such as diabetes, hypertension, obesity, asthma
• COVID affects all ages
• Handwashing, masks and physical distancing are effective in preventing the spread of the virus and preventing the disease
• Those with mild or no symptoms can infect others
• COVID often causes persistent and serious complications among those that survived the disease
• To achieve herd immunity about 70% of the population needs to be immune either due to vaccination or infection.
• COVID vaccines available in the US are safe and very effective
Thank You!
Accessing the COVID-19 Vaccine with Limited Transportation

Gelila Selassie, Staff Attorney

May 25, 2021
Justice in Aging is a national organization that uses the power of law to fight senior poverty by securing access to affordable health care, economic security, and the courts for older adults with limited resources.

Since 1972 we’ve focused our efforts primarily on fighting for people who have been marginalized and excluded from justice, such as women, people of color, LGBTQ individuals, and people with limited English proficiency.
To achieve Justice in Aging, we must:

• Acknowledge systemic racism and discrimination
• Address the enduring negative effects of racism and differential treatment
• Promote access and equity in economic security, health care, and the courts for our nation’s low-income older adults
• Recruit, support, and retain a diverse staff and board, including race, ethnicity, gender, gender identity and presentation, sexual orientation, disability, age, economic class
Staggering COVID-19 Disparities by Race, Ethnicity, and Insurance
Dual Eligible Enrollees Face Additional Hurdles

- Systemic racism and structural inequities not only lead to disproportionate health outcomes for dual eligible POC, but also prevents access to the vaccine
  - Equitably allocating vaccines in early stages
  - Accessibility
    - Scheduling appointments
    - Accommodations at the vaccine site
    - Transportation to the appointments
Transportation Impacts Health Equity

- Millions of people miss or delay medical appointments due to a lack of transportation
  - Medicaid regulation covers non-emergency medical transportation
- Nearly 40% of women over the age of 75 do not drive
- Higher number of POC on Medicaid reported unmet medical care due to a lack of transportation
Avoiding the Mistakes from Centralized Testing Sites

• COVID tests were usually given in centralized, drive-thru sites – assumes everyone has access to a personal vehicle

• D.C. opened five public testing sites, two of which were drive-thru
  • In D.C., 30% of white households lacked access to a vehicle, compared to 40.7% of Black households, and 43.8% of Hispanic households
Mean Travel Times to Testing Sites

https://storymaps.arcgis.com/stories/4719dc5d835641e5adcc187be275169a
Transportation MUST be Accommodating and Reliable

• Older adults and people with disabilities must be transported timely and with relative ease

• Ensure transportation is accessible
  • Ramps/lifts
  • Proper fasteners for chairs, equipment
  • Announcements and messages relayed for people with limited vision or hard of hearing
  • Allow space for support accompanying the traveler
Best Practices to Provide Safe Accessible Transportation for COVID Vaccines

- Home-based vaccines
- Mobile vaccine clinics
- Collaboration with community based organizations
- Recognize the difference between vaccine access from hesitancy
Questions?

Gelila Selassie gselassie@justiceinaging.org
Questions
What other resources regarding vaccine access would be helpful?

a. Information regarding the safety of the vaccine
b. Vaccine eligibility
c. Reliable sources for vaccine information
d. Other (type in chat)
CLOSING REMARKS

Lauren Pongan, National Director
Diverse Elders Coalition