

Baltimore City COVID-19 Vaccination City Council Hearing

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Commissioner of Health*

6/15/2021

Disclaimer slide
Information presented is
accurate as of 6/16/2021

Agenda

1. General Information on the COVID-19 vaccines
 - a. Background
 - b. Side Effects
 - c. Where to access vaccine
2. Overview of BCHD vaccination campaign
 - a. Review vaccination benchmark goals
 - b. Pediatric vaccination updates
3. Shifting strategy and the 'ground game'
 - a. Neighborhood canvassing toolkit
 - b. Supporting community partners through micro-grants

Pfizer Vaccine

mRNA vaccine

2 doses (21 days apart)

12 +

95% efficacy, effective against variants

Reduce risk of severe disease

Moderna Vaccine

mRNA vaccine

2 doses (28 days apart)

18 +

94% efficacy, effective against variants

Reduce risk of severe disease

Johnson & Johnson/Janssen Vaccine

Viral vector vaccine

Single dose

18 +

High efficacy, effective against
variants

**Reduce risk of severe disease and
death**

Common side effects are mild to moderate and last 1-3 days.

In the arm where you get the shot:

- **Pain**
- **Redness**
- **Swelling**

The rest of the body:

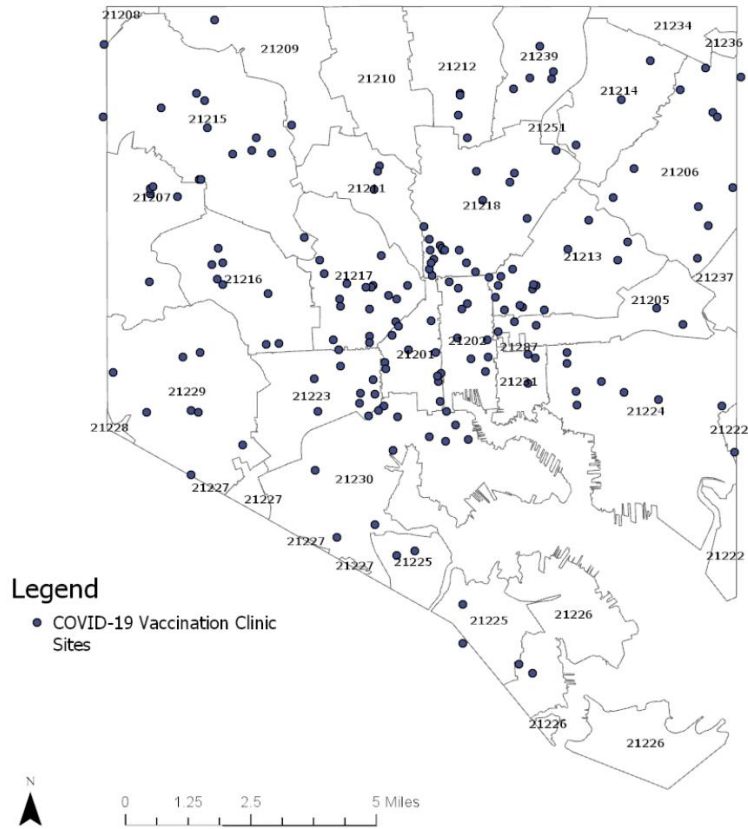
- **Tiredness**
- **Headache**
- **Muscle pain**
- **Joint pain**
- **Fever**
- **Lymph node swelling**
- **Nausea (J&J specific)**

Where can residents get vaccinated?

- There are numerous locations residents can get vaccinated in the city – local pharmacies, community health centers, hospitals, BCHD mobile response team clinics and mass vaccination sites
- BCHD publishes a weekly calendar of community vaccination events on our social media channels and website - [Weekly Schedule of Vaccination Clinics | Coronavirus 2019 Disease\(COVID-19\) \(baltimorecity.gov\)](#)
- Residents can schedule appointments for BCHD partner sites at covax.baltimorecity.gov or call 443-984-8650
- Free transportation to and from vax appointments are available by calling 410-372-3444 or email covidtransport@mjinnoventions.com



Baltimore City Health Department COVID-19 Vaccination Clinics
Updated 6/15/2021



Please note:
-Clinics on the map include BCHD administered vaccine and external clinical partner administered vaccine with BCHD involvement
-Point locations represent both community clinics and facilities vaccinated through BCHD efforts (e.g. senior housing, group homes)
-Multiple clinics may have occurred at a single location
-All clinics not represented on the map as some are street-based outreach

BCHD vaccination efforts

463 clinics as of 6/14

44,549 total doses administered to date as of 6/14

Overarching strategic goals

Goal 1: By February 2022 equitably vaccinate 80% of Baltimore City residents.

Goal 2: Reduce COVID-19 vaccine hesitancy/deliberation among City residents, with emphasis on communities disproportionately impacted by COVID-19 by providing accurate and transparent health information

Goal 3: By March 2021 have a robust data management, monitoring and evaluation system providing transparent reporting to City and all partners.

COVID-19 vaccination dashboard



It's Baltimore versus COVID. Let's win this together.

To learn more, visit coronavirus.baltimorecity.gov/covax



Brandon M. Scott
Mayor

Benchmarks for Goal 1

- Vaccinate 135,000 residents by April 30, 2021
- **Vaccinate 40% of the population by August 31, 2021**
- Vaccinate 60% of the population by November 30, 2021
- Vaccinate 80% of the population by February 28, 2022

Benchmark goals for COVID-19 vaccination for all Baltimore City residents and select populations, for all vaccinations through June 13, 2021, data from Maryland Department of Health ImmuNet

| Goal | Goal for all residents (% towards goal) | Goal for Black or African American residents (% towards goal) | Goal for Hispanic or Latino residents (% towards goal) | Goal for residents 60 years of age or older (% towards goal) |
|--|--|--|---|---|
| Current number of fully vaccinated individuals | 240,667 | 107,080 | 12,458 | 78,180 |
| Fully vaccinate 40% of the population by August 31, 2021 | 237,396 (surpassed goal) | 149,559 (71.6%) | 14,244 (87.5%) | 49,853 (surpassed goal) |
| Fully vaccinate 60% of the population by November 30, 2021 | 356,094 (67.6%) | 224,339 (47.7%) | 21,366 (58.3%) | 74,780 (surpassed goal) |
| Fully vaccinate 80% of the population by February 28, 2022 | 474,792 (50.7%) | 229,119 (46.7%) | 28,488 (43.7%) | 99,706 (78.4%) |

Pediatric Vaccination strategy

- Partnering with City Schools to hold vaccination events at 9 schools geographically spread throughout the city
- Exit survey on parental attitudes, motivation and experience with vaccination
- Working with City Schools to integrate COVAX into back-to-school vaccination campaign; vaccination in school health centers
- Contracting with community partners for pediatric vax education/communication, vaccine administration and recruitment of vaccine peer ambassadors
- Holding pediatric- focused listening sessions
- Future deployment of pediatric VALUE communities peer ambassadors

First or single dose COVID-19 vaccination coverage for children by age, for all vaccinations through June 13, 2021, data from Maryland Department of Health ImmuNet

| Age | 2019 Population Estimate from Maryland Department of Health | Number first or single doses | First or single dose vaccination coverage |
|--------------------|--|-------------------------------------|--|
| 12 | 6,463 | 1,184 | 18.3% |
| 13 | 6,209 | 1,251 | 20.2% |
| 14 | 6,207 | 1,289 | 20.8% |
| 15 | 5,954 | 1,291 | 21.7% |
| 16 | 5,784 | 1,774 | 30.7% |
| 17 | 5,881 | 1,689 | 28.7% |
| Total 12-17 | 36,498 | 8,478 | 23.2% |



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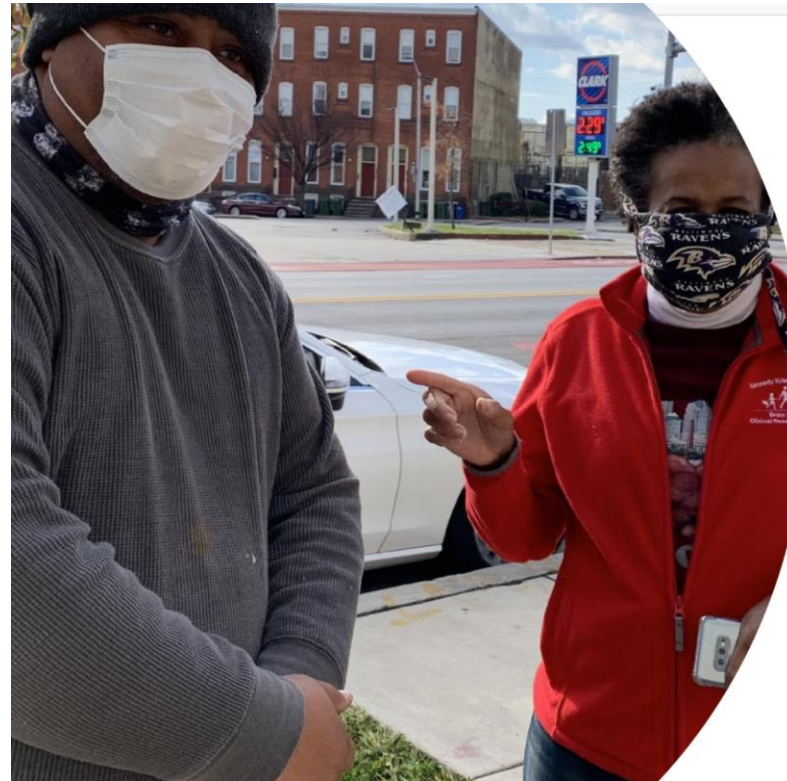
Brandon M. Scott
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Challenges and opportunities to reaching 80% by Feb 2022

- Demand for vaccine is slowing down
- Vaccine is widely available and many are still unvaccinated
- We are refocusing our strategy on direct outreach and education by trusted messengers – “the ground game”
- Now is the critical time to engage the entire City with neighborhood canvassing and door-to-door outreach
- The health department collaborates with the Mayor’s Office of Neighborhoods and community partners for weekly canvassing.

BCHD has developed a neighborhood canvassing toolkit

- **Tool kit:** VALUE Communities materials and resources, self-guided training
- **Purpose:** Empower residents to engage the community and get the word out about COVID-19 vaccines



June 2021

VALUE Baltimore

**Vaccine Acceptance &
Access Lives in Unity,
Education and
Engagement**

Training for Canvassers



BALTIMORE
CITY HEALTH
DEPARTMENT



INTERNATIONAL
VACCINE ACCESS
CENTER



Brandon M. Scott
Mayor, Baltimore City
Letitia Dzirasa, M.D.
Commissioner of
Health, Baltimore City



MICA

ADDRESSING MYTHS & HESITANCY

How to talk to those who are hesitant

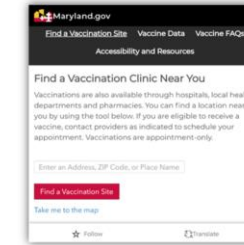
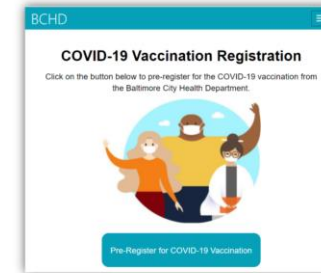
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How to book an appointment?

To book an appointment at a **mass vaccination site** pre-register at covax.baltimorecity.gov or call the Baltimore City Maryland Access point (MAP) at 410-396-2273.

To book an appointment at a **health clinic or pharmacy**:

- Visit coronavirus.maryland.gov/pages/vaccine
- Enter your zip code and view the map



How to respond to misinformation

- 1 Emphasize facts**— Don't repeat the myth as this can just reinforce it. Start with core facts and keep it simple
- 2 Provide warnings**— If you have to refer to the misperception, provide an explicit warning that the upcoming information is false
- 3 Use nudges/defaults**— Use the framing where COVID-19 vaccination is the default behavior
- 4 Focus on the disease**— Pivot the conversation to the disease itself and provide correct explanations

Adapted from Johns Hopkins COVID-19 Training Initiative Module 3

Links to VALUE Materials



General Vaccination Flyer

- Vaccine clinic registration information
- COVID Vaccine Fast Facts



Transportation Information

- Phone number and email to schedule a ride



Brochures for Specific VALUE Communities

- FAQ for each population
- Step-by-step guide for getting the COVID vaccine
- Additional brochures in development

Your voice will help encourage residents to get vaccinated

- The toolkit is available in electronic form and printed copies
- Engage neighborhood associations to use the toolkit and organizing canvassing events
- Share messaging on social media and listserves



**OUR TOP DOC
IN BALTIMORE
IS LEADING THE
FIGHT AGAINST
COVID-19.**

Dr. Letitia Dzirasa got vaccinated so she can safely join the frontline in vaccinating others.



**IT'S BALTIMORE
VERSUS COVID.**
Let's win this together.

Register now: covax.baltimorecity.gov



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Mayor

Supporting community vaccination efforts through micro-grants

- Provides additional financial support for community organizations and leaders conducting COVID-19 vaccine education and outreach, and hosting vaccination clinics
- Proposals focused on education and outreach in low vaccination coverage areas and VALUE community groups will be prioritized
- Grants range from \$500 - \$5000
- Apply at <http://civicworks.com/covaxsmallgrants/>

Questions?

Thank you for your time!

and external clinical partners with BCHD involvement for vaccines administered through June 14, 2021

| Category | Number of clinics | Total number of doses* |
|---|--------------------------|-------------------------------|
| BCHD MassVax PODS/Clinic at 1200 East Fayette | 85 | 25,649 |
| BCHD administered vaccine and external clinical partner administered vaccine with BCHD involvement (e.g. community clinics, senior housing, homeless)** | 378 | 18,900 |
| Total | 463 | 44,549 |

*These numbers include first, single, and second doses

**Numbers provided are subject to change as data entry is ongoing and data are still being confirmed and collected from clinical partners