



**SAN MATEO  
COUNTY HEALTH**  
All together better.



SAN MATEO COUNTY HEALTH  
**BEHAVIORAL HEALTH  
& RECOVERY SERVICES**



**PENINSULA SOLIDARITY COHORT**  
INTERFAITH LEADERS LEVERAGING MORAL POWER FOR THE COMMON GOOD



**COUNTY OF SAN MATEO**  
OFFICE OF COMMUNITY AFFAIRS

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# *Covid 19 Pandemic & Vaccination: Dialogue with Faith Leaders*

1/29/2021

\*Event is being recorded



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# Zoom Housekeeping



- Please raise your hand if you'd like to provide a comment during the open discussion
- Keep yourself muted unless you are speaking
- Keep your video off unless you are speaking
- Select "Speaker View" on the top right corner
- Please use the chat box for general or technical questions
- All presentation slides and resources will be sent out after the meeting

# Dialogue Moderator



Isaac Frederick  
Spirituality Initiative Co-Chair, Pastor  
Mental Health Counselor II  
Pathways, Behavioral Health & Recovery Services

# AGENDA

- ▶ Introduction and general meeting information
- ▶ Outreach updates by Megan Gosch, Office of Community Affairs
- ▶ Covid-19 Vaccination presentation by Louise Rogers, Chief of San Mateo County Health
- ▶ Feedback Session: Learning from one another
- ▶ Closing by Spirituality Initiative

## Intention of today's webinar:

- ▶ Provide information on our San Mateo County (SMC) Covid-19 vaccination efforts
- ▶ Work to build and strengthen our relationships
- ▶ Learn from our SMC faith leaders
- ▶ Spirituality Initiative as a place of gathering together, information sharing, support building and coming together to learn from each other.

# Updates from the Office of Community Affairs



Megan Gosch  
Office of Community Affairs

# Office of Community Affairs

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## **Targeted COVID-19 Vaccine Outreach**

- Culturally and linguistically appropriate messaging
- Use trusted community messengers and other strategies to reach targeted communities
- Align with communication efforts at the federal, state and local levels to ensure consistent, accurate, and timely information

# Targeted Media: New Campaigns



Protect yourself!

¡Protégete!

#DetengaLaPropagación  
#LevánteseLaManga

[www.smchealth.org/covidvaccine](http://www.smchealth.org/covidvaccine)



Protect Your Family!

保护你的家人

#阻止传播高峰  
#撸起袖子

[www.smchealth.org/covidvaccine](http://www.smchealth.org/covidvaccine)



Hope has arrived.

La esperanza ha llegado.

¡La vacuna ya está aquí!

Para más información sobre el plan de distribución de vacunas:

[www.smchealth.org/covidvaccine](http://www.smchealth.org/covidvaccine)

# Targeted Media: New Campaigns

*I'm getting the vaccine because:*

*I want to volunteer  
again at my church.*

— Lisa Tealer, Executive Director  
Bay Area Community Health Advisory Council

#StopTheSurge  
#RollUpYourSleeve  
[smchealth.org/coronavirus](https://smchealth.org/coronavirus)



COUNTY OF SAN MATEO 

*Ako ay magpapabakuna dahil:  
para hindi mahawa  
at makahawa.*

— Dr. Vennie Acebedo, Executive Director  
HealthWays Inc.

#SugpuinAngPaglala  
#IlisAngManggasNngIyongDamit  
[smchealth.org/coronavirus](https://smchealth.org/coronavirus)



COUNTY OF SAN MATEO 

# Trusted Messengers



# Vaccine Communication: Workgroup

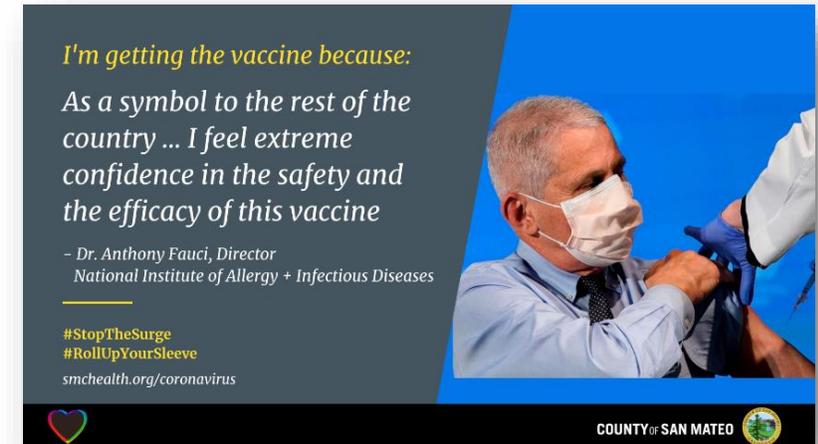
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- Met on Thursday, Jan 28<sup>th</sup>
- This meeting focused on developing messaging for older adults 65+
- Message heard again and again is:
  - Trusted messengers include those from our faith-based communities
  - How can you help disseminate information?
    - Through phone tree efforts
    - Food distribution
    - Videos
    - Weekly bulletins

# How to Join the Campaign

- When it's your turn – take a picture of yourself getting the vaccine OR
- Take a picture of yourself in a colorful mask
- Complete the statement: “I’m getting the vaccine because:”
  - Provide both in English, and translated into another language (if you would like to)

Email photos + quotes or any questions to:  
[communityaffairs@smcgov.org](mailto:communityaffairs@smcgov.org)



# San Mateo County COVID-19 Vaccination



**Louise F. Rogers**  
Chief of San Mateo County Health



# COVID-19 Vaccination

Louise Rogers  
Chief of San Mateo County Health

Dialogue with Faith Leaders  
January 29, 2021



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COUNTY HEALTH**  
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# COVID-19 Update

- State Regional Stay at Home Order Lifted (1/25)
  - Improved projections for ICU bed availability and COVID-19 rates
  - Back in the State-identified “Purple”
- 34,958 COVID-19 positive cases (1/27)
  - Our Latinx population experiences the most disproportional impact
- 356 COVID-19 deaths (1/27)
  - Older adults experience the highest proportion of deaths and severe illness
- Have been in a surge since November
  - Seeing a downward trend in the surge
- Still experiencing high rates
- Important to continue to maintain safety measures



# THE COVID-19 VACCINE IS HERE

STAY INFORMED. KEEP WEARING  
YOUR MASK.

- Validated by the nation's top medical experts to be safe and effective
- Provided at no cost
- Phased distribution plan based on risk and level of exposure
- Widely available later in 2021



  
Vaccinate **ALL 58**

A safe and effective  
COVID-19 vaccine is  
one of the most  
important interventions  
to end the COVID-19  
pandemic.

# Guiding Principles for Vaccine Rollout

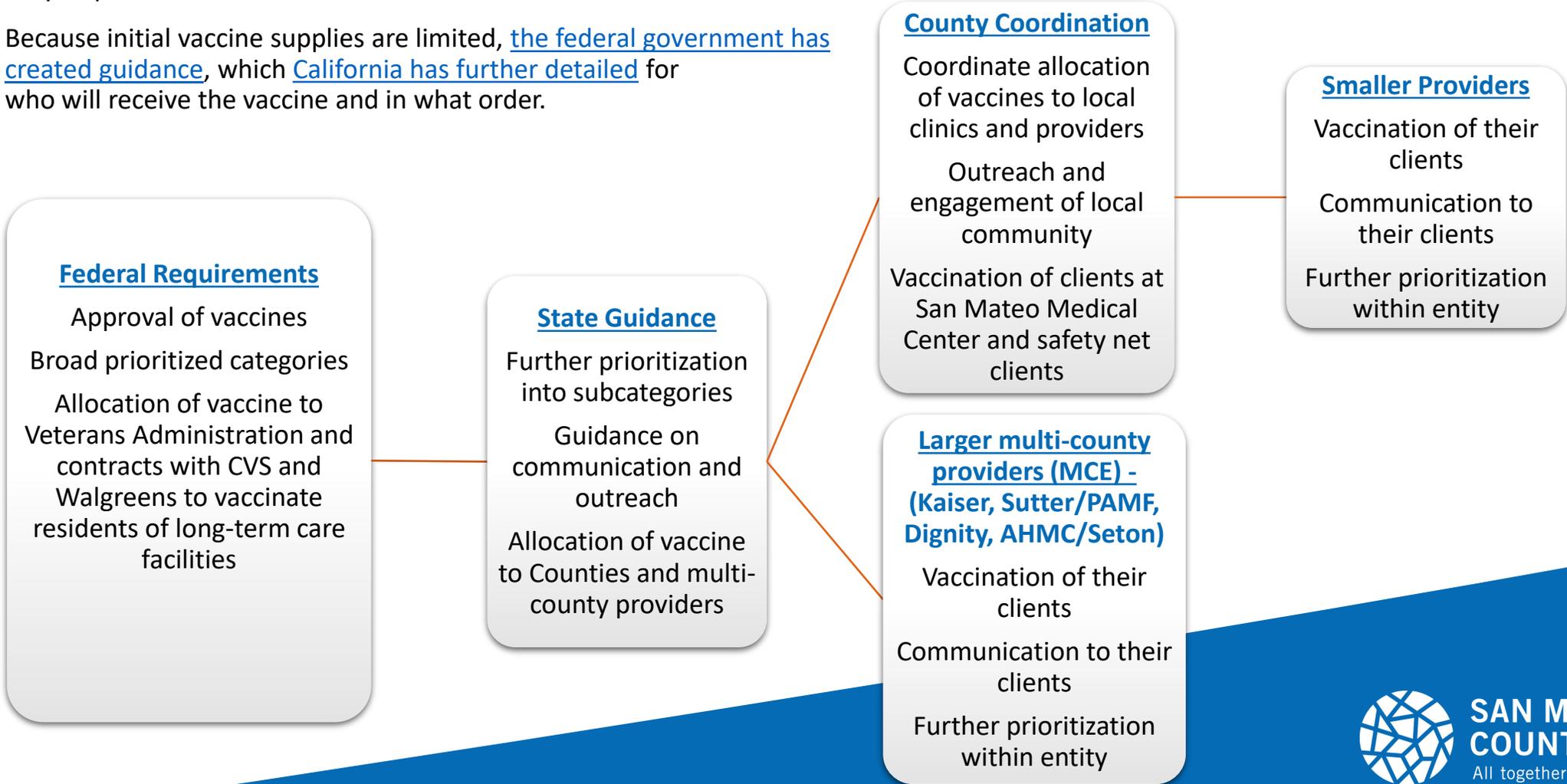
In active partnership with the state and federal government, San Mateo County Health is committed to being **safe**, **transparent**, and above all, **equitable** in providing COVID-19 vaccines to everyone who needs and requests vaccination

**Safety, Transparency, Equity**



# Roles & Responsibilities

- Eventually there will be enough vaccine for everyone who lives in San Mateo County, and we are laying the foundation now to make access as easy as possible.
- Because initial vaccine supplies are limited, [the federal government has created guidance](#), which [California has further detailed](#) for who will receive the vaccine and in what order.



# County Health Key Vaccine Responsibilities

- Coordination
  - Vaccine allocation to local smaller providers and engagement of multi-county entities (Kaiser, Dignity Health, PAMF/Sutter, AHMC/Seton)
- Communication
  - Sharing information, learning from communities, and engaging with our residents and leaders to answer questions
- Vulnerable Communities
  - Focusing on reaching our most impacted communities without providers and those challenged to get the vaccine from their providers
- Data
  - Sharing available data on local vaccine administration and allocation

# Ensuring equitable distribution of the vaccine

- 1) Provide **transparency** in the science, data, and vaccination process.
- 2) Prioritize those that **shoulder the most risk**.
- 3) Acknowledge explicitly **the negative and painful history of health care in the US** in communities of color and current health inequities that have led to distrust in healthcare, research, and government.
- 4) **Engage community and stakeholders** to better understand their concerns and needs and respond to concerns and needs as much as possible.
- 5) **Communicate** effectively in culturally sensitive ways through trusted partners.
- 6) Overcome as many barriers to **accessing the vaccine** as possible – geographic, linguistic, cultural, physical, technological, documentation, mistrust, and more.
- 7) **Learn and improve** as we go.

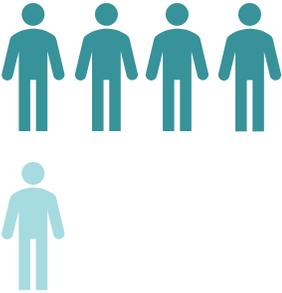


# How will people get the vaccine?

- Vast Majority of People - Existing healthcare provider
  - Kaiser, Dignity Health, PAMF/Sutter, AHMC/Seton
  - NEMS, Ravenswood, local providers
- Residents of Long-term care facilities - Walgreens/CVS/Safeway
- Veterans – Veterans Administration
- Clients of County Health & those experiencing challenges getting vaccinated through providers - County Health as Safety Net Provider
  - San Mateo County Medical Center
  - Vaccination clinics (piloted healthcare vaccination clinic last week)
- Providers are reaching out to their clients/patients on process for vaccination

# Phase 1a

- Health Care Workers & medical first responders
- Long Term Care Residents



[50,000]

# Phase 1b tier 1

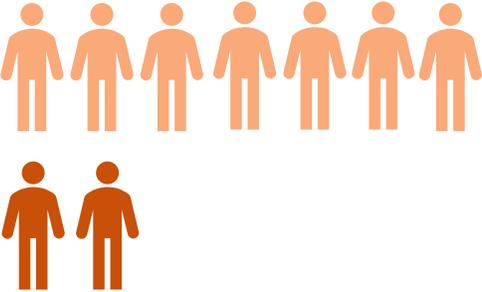
- Adults 75+
- Adults 65+
- Essential workers in:
  - Education/Childcare
  - Emergency Services
  - Food + Agriculture



[167,000]

# Phase 1b tier 2

- Essential workers in:
  - Transportation & Logistics
  - Industrial/Residential/Commercial sectors
  - Critical Manufacturing
- Incarcerated individuals
- Homeless individuals



[72,000]

# Phase 1c

- Adults 50-64 years old
- 16+ w/ underlying health condition or disabilities
- Workers in:
  - Water & waste management
  - Defense, energy & chemical sectors
  - Communications & information technology
  - Financial services & government operations
  - Community service

[TBD]

# Timeline



- Phase 1a
- Phase 1b
- Phase 1c

• To Be Determined

• General Public



Now- February

February- April

April- June

## Estimated Timeframes

# Enforcement of Requirements

- Clear and extensive repercussions for not following the federal and state requirements for vaccine dissemination
- Disciplinary action by the Department of Consumer Affairs' respective licensing boards;
- Preventing the ordering of additional COVID-19 vaccine;
- Redistribution of COVID-19 vaccine to other compliant vaccination providers;
- Legal action by the federal government, state departments, and/or law enforcement agencies.



# Data: Vaccination Estimates

- **Scale** of the operation:
  - Approximately 619,000 adults in SMC
  - Targeting 90% or 557,000 people to reach sufficient population immunity
  - Estimate 6,200 vaccinations per day total across vaccinators
  - Approximate County responsibility: 1,200 vaccinations per day
- **53,493** San Mateo County residents vaccinated as of 1/27, **63,228 vaccines distributed.**
  - 9.6% of 557,000 to reach 90% of adults
  - 6.9% of the total population
- Two new vaccine **dashboards** available
  - <https://www.smchealth.org/coronavirus-health-data>
  - Demographics of SMC residents that have been vaccinated
  - Where residents are getting vaccinated



# SMC Vaccination Efforts – Piloting and Learning

- Large-scale vaccination clinics to reach healthcare workers
- Well underway in our reach of long-term care facilities
- Pilots to reach older adults
- Learning from our pilots
- Exploring many options – pharmacies, mobile options and more



# Vaccine Barriers to Acceptance

- **Operations** of obtaining the vaccine and vaccinating logistics and licensing
- **Distrust** of government, research, and healthcare
  - Painful and shameful history of health experimentation on people of color
  - Current health inequities in healthcare and beyond
- **Misinformation**
- **Safety** concerns
- **Data sharing** concerns: Confidentiality (HIPPA) and immigration status concerns
- **Accessibility** to getting the vaccine
- **Ensuring reach** to those without healthcare providers
- **Messaging and outreach** to our hard to reach populations

# Local Community Engagement & Outreach

- Up-to-date Information on **website**: [www.smchealth.org/covidvaccine](http://www.smchealth.org/covidvaccine)
- **Presentations and forums** sharing vaccine information, learning from community experiences and expertise, and answering questions
- **Partnership** with key community based organizations and clinics to outreach to clients and community members in the BIPOC communities
- **SMC Vaccine Communication Equity Working Group**
  - Targeted and countywide messaging and outreach plan
- **SMC online notification system**
  - Sign up to get notified when you are eligible for the vaccine: [www.smchealth.org/covidvaccine](http://www.smchealth.org/covidvaccine)
  - **Please share with your congregations**

# Key Points to Continue to Emphasize

- The vaccine is our **best chance to overcome this health crisis**
- **The vaccine is safe** and based on sound science
  - We acknowledge the painful history of healthcare experimentation and current inequities that have created mistrust and reservations about the vaccine. We need to find ways to overcome this authentically.
- **Your provider is the best path** to getting vaccinated
  - If you don't have a provider, the County will have options available
- The vaccine is provided **at no charge to you**
- Those **vaccinated can still transmit** coronavirus
  - Continue to mask & social distance
- **There will be enough vaccine for everyone**
  - The supply shortage will not last for long
- **Sign up to get notified** when you are eligible for the vaccine:  
[www.smchealth.org/covidvaccine](http://www.smchealth.org/covidvaccine)
- For more information, visit: [www.smchealth.org/covidvaccine](http://www.smchealth.org/covidvaccine)

THANK YOU



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# Cultural Humility Group Agreements

LISTEN AS IF THE SPEAKER IS WISE; LISTEN  
TO UNDERSTAND  
PRACTICE "I" STATEMENTS WHEN SPEAKING  
OKAY TO RESPECTFULLY DISAGREE  
TAKE RISKS  
NO PRESSURE TO SPEAK  
BE DISCIPLINED ABOUT NOT MAKING  
ASSUMPTIONS  
NO BLAMING, NO SHAMING  
CONFIDENTIALITY IF STORIES ARE SHARED  
COURAGE TO INTERRUPT IF SOMETHING IS  
GOING AMISS OR BEING LEFT UNSAID: MAKE  
THE INVISIBLE VISIBLE  
VOICES, THOUGHTS, IDEAS, EXPERIENCES  
WELCOME  
PAY ATTENTION TO WHAT MOVES YOU: USE  
OOPS AND OUCH



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## Open Discussion

How have you supported your community during this challenging time? Can you share examples?

# How have you taken care of your own emotional and mental health during the pandemic? Can you share examples?



## Spirituality:

*a powerful resource in the wellness and recovery of most people*

Reading an inspiring spiritual text, spending time in nature, enjoying the company of a loved one, going to a place of worship, petting an animal, stretching your body, meditating, praying, dancing, singing, drawing or writing in a journal are some activities which might help you connect with hope, meaning and joy, even when things get difficult.



Consumer-led effort from the San Mateo County Behavioral Health & Recovery Services (BHRS) Spirituality Initiative. For more information about the Spirituality Initiative, visit [www.smchealth.org/spirituality](http://www.smchealth.org/spirituality) or call Jairo Wilches at 650.573.2890



*This chart will help you think about your spirituality. Complete it and, if you want, talk about it with friends, relatives, providers, spiritual leaders and others who contribute to your wellness and recovery.*

How easy is it for me to:	Not easy → → → Easier	Am I fulfilled in this area?
Experience hope	1 2 3 4 5 6 7 8 9 10	Yes / No
Experience gratitude	1 2 3 4 5 6 7 8 9 10	Yes / No
Find meaning in life	1 2 3 4 5 6 7 8 9 10	Yes / No
Experience feelings of love and care	1 2 3 4 5 6 7 8 9 10	Yes / No
Accept love and care	1 2 3 4 5 6 7 8 9 10	Yes / No
Forgive others and myself	1 2 3 4 5 6 7 8 9 10	Yes / No
Feel that I belong	1 2 3 4 5 6 7 8 9 10	Yes / No
Feel good and think well about myself	1 2 3 4 5 6 7 8 9 10	Yes / No
Be of service to others/community	1 2 3 4 5 6 7 8 9 10	Yes / No
Reach out when feeling sad/hurting	1 2 3 4 5 6 7 8 9 10	Yes / No
Be part of a spiritual community	1 2 3 4 5 6 7 8 9 10	Yes / No
Have goals, dreams and aspirations	1 2 3 4 5 6 7 8 9 10	Yes / No
Experience a Higher Power	1 2 3 4 5 6 7 8 9 10	Yes / No

Are there any recommendations that you have, as our faith leaders, for the SMC vaccination roll out?

# Thank you for joining us!

Please complete survey!



▶ Additional Comments or Feedback  
Contact the Office of Diversity & Equity  
(ODE) Email: [ode@smcgov.org](mailto:ode@smcgov.org)

▶ Join our ODE email list:  
<https://www.smchealth.org/office-diversity-equity>

▶ We will be sending out the recording of the this meeting and PowerPoint to all attendees.

▶ Spirituality Initiative:

▶ <https://www.smchealth.org/spirituality-initiative>

▶ **Meeting** 2<sup>nd</sup> Tue. of the month 12:30pm-2:00pm, Meeting ID: 237 297 919, Passcode: SI2020

▶ **Contact Melinda Ricossa-Parker at [mricossa@smcgov.org](mailto:mricossa@smcgov.org) to join email list**