



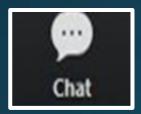




### Getting the Vaccine to the communities that need it most

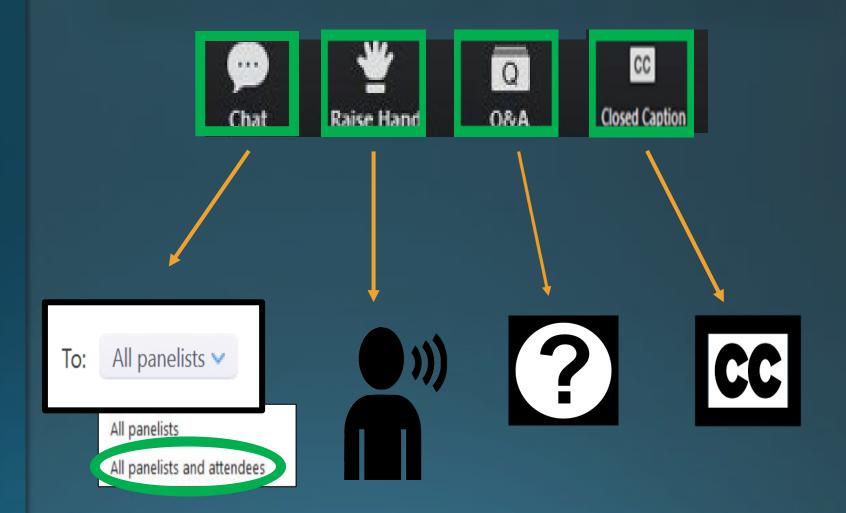
If you lose connectivity during the session, simply re-click your join link to re-access the webinar.

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**Enjoy the session!** 

## Technical Notes and Support











### WELCOME AND INTRODUCTION

Lauren Pongan, National Director Diverse Elders Coalition







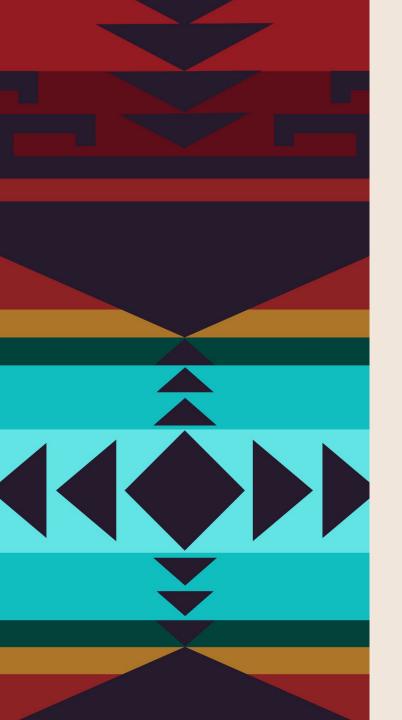


### **WELCOME REMARKS**

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**

1999 (ongoing) YMCA Group Fitness Instructor, 2000 Exercise Conference of America (ECA) Training, 2002 Bikram 900 hr, 2003 ACE Certification, 2003 American Red Cross Certification Water Safety Instructor, 2005 Alternative Health Supplement Basics, Swanson Health, 2007 Phlebotomy, GCP, and CLIA Waive, 2009 Open Door Yoga Certification, 2010 IFA Instructor Certification, 2010 YQPA, Youth Quality Programming Assessment and Nurtured Heart Training, 2011 Pranashama Yoga Institute 300 hr Certification, 2011 IMIC Instructor Certification, 2012 Suicide Prevention and Crisis Intervention, 2012 NETA Cycling Instructor, 2013 Zumba Basics Certification, 2015 Keiser Cycling Certification, 2015 First Aid/CPR Certification (Renewal), 2016 NACF Personal Training Certification, Float/Boga 2018, Holistic Nutritionist 2020, Microbiology 2020,



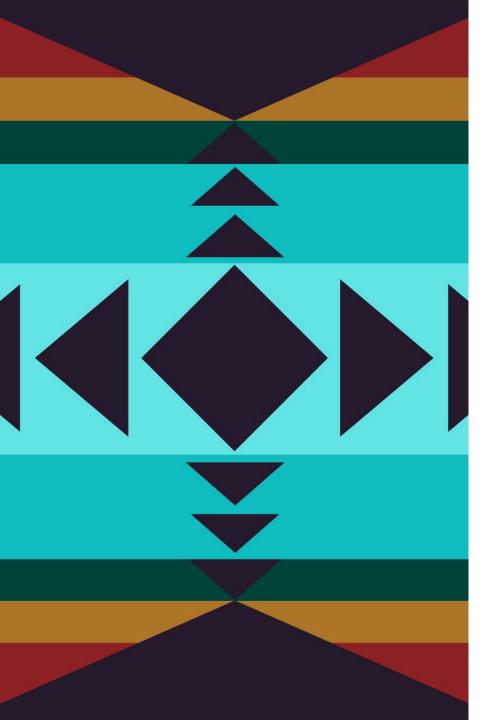
### Introduction to NICOA

The National Indian Council on Aging non-profit organization began in 1976 by members of the National Tribal Chairman's Association.



### NICOA Mission

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!!!

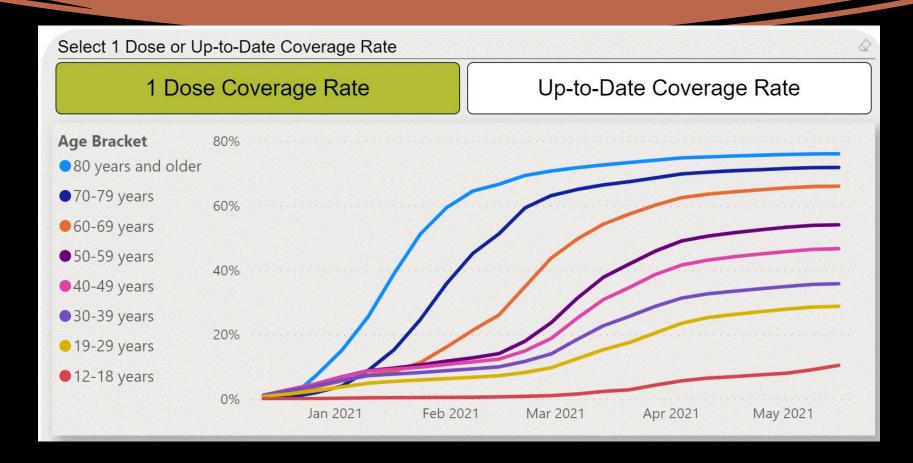




# Getting the Vaccine to Communities that need it most Part 2

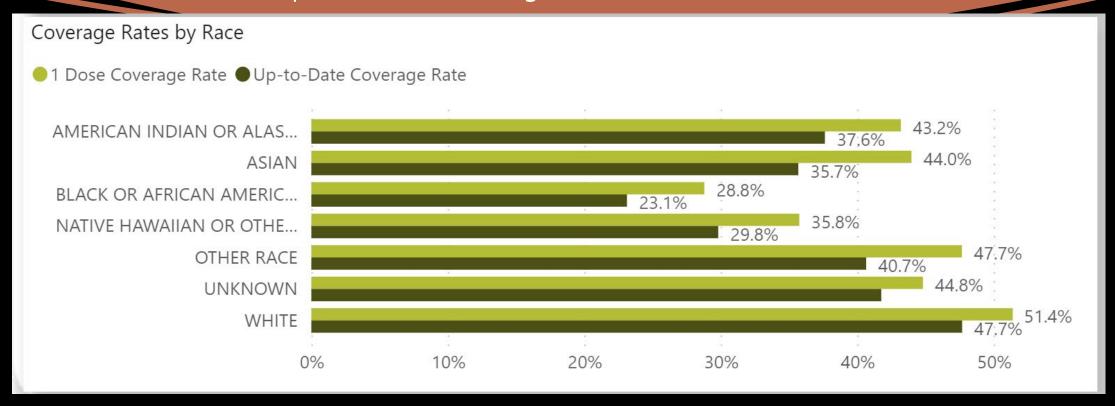
### Vaccine Statistics in North Dakota

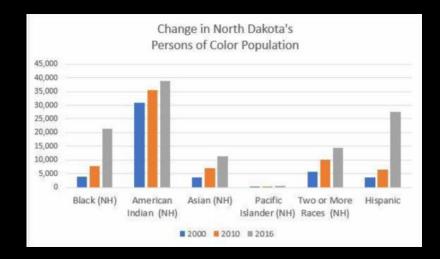
https://www.health.nd.gov/covid19vaccine/dashboard

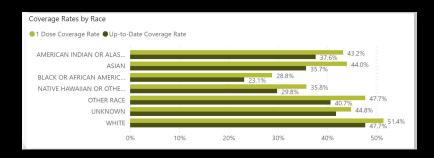


### Vaccine Statistics in North Dakota

https://www.health.nd.gov/covid19vaccine/dashboard

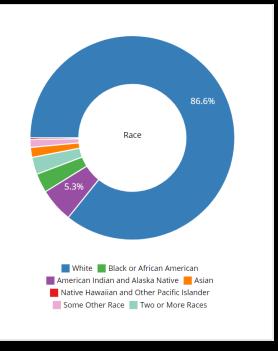






# Vaccine Statistics in North Dakota

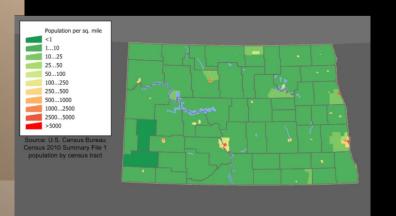


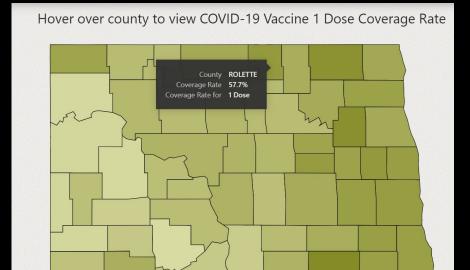


- <a href="https://www.health.nd.gov/covid19vaccine/dashboard">https://www.health.nd.gov/covid19vaccine/dashboard</a>
- <a href="https://www.commerce.nd.gov/uploads/26/CensusNewsletterAug2017.pdf">https://www.commerce.nd.gov/uploads/26/CensusNewsletterAug2017.pdf</a>

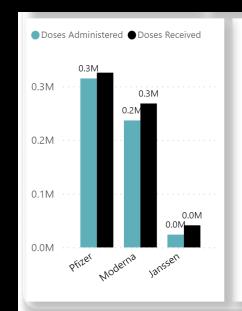
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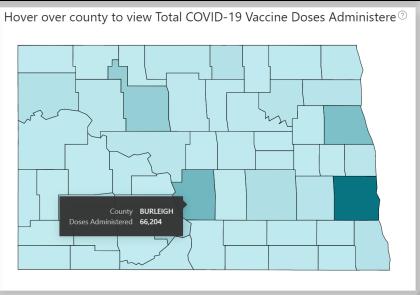
# Vaccine Statistics in North Dakota





### **Population Density**







### 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



Hotlines

**Health Care Providers** 

**Family** 

members



**Local Radio Stations** 



Senior Services helping seniors maintain independence since 1971



By dialing 1-800-232-0233 from any phone, people in search of a vaccine can be talk to a call center representative who can provide information about location in the Assistance is provided in English, Spanish and many additional and Community Leaders

The are hearing impaired. CARE COORDINATORS

https://www.npr.org/2021/05/09/994885742/tobridge-the-digital-divide-biden-administration-launches-vaccine-hotline

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/covidva

Residents are also encouraged to watch healthcare providers, and to visit provider web

opportunities will be provided for residents in to-date information.

Vaccine Clinics (None) Published: Apr. 5, 2021 at 7:08 PM CDT OZYO E

will be given at the former Gordman's site, with options ranging 17 2nd 7.2n A M - 7 P.M. Thursday Wednesday 4/7 and 7:30 A.M. - 7 P.M. Thursday /8

FARGO, N.D. (Valley News Live) - There are several more options to receive a COVID-19 vaccine in Fargo this week. The vaccines Copyright 2021 KVIX AM. - 7 P.M. Tuesday 4/6, 1 P.M. - 7 P.M.

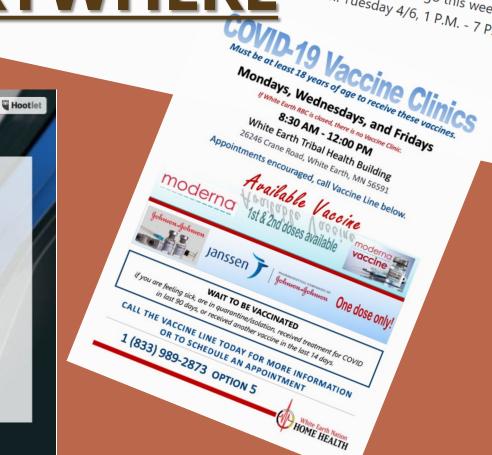
**COVID-19 VACCINATION PLAN** 

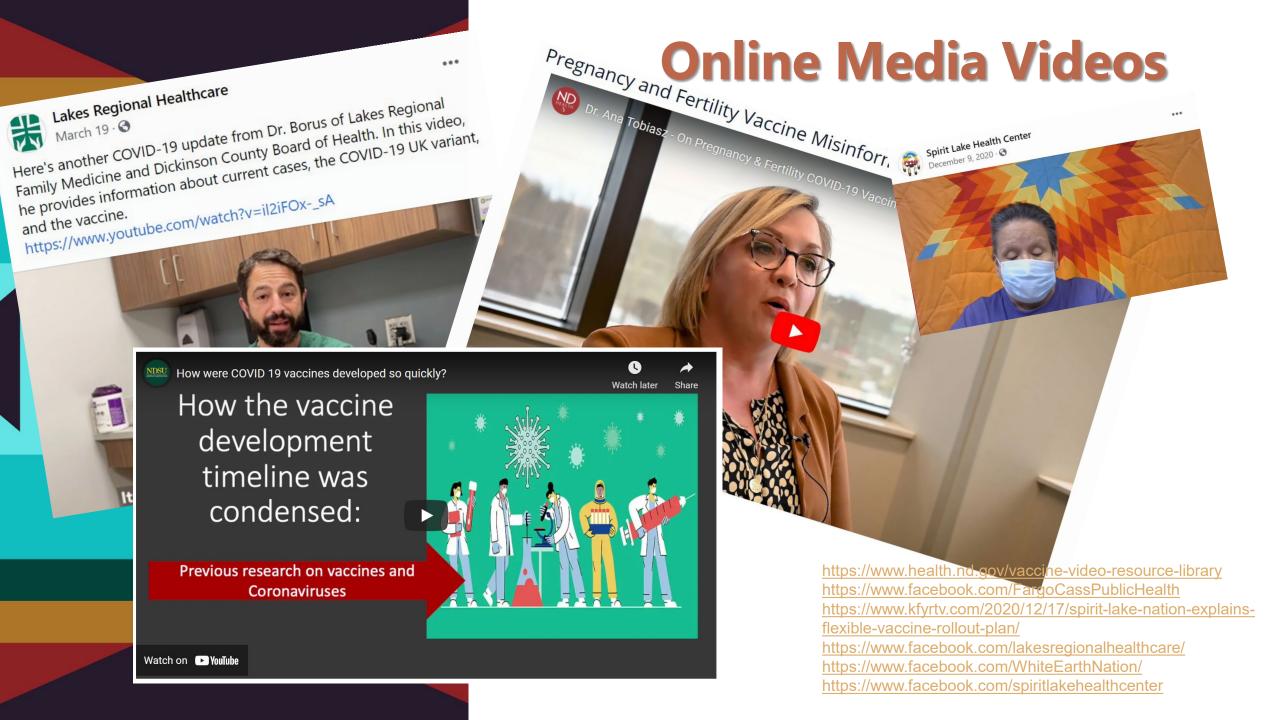
SPIRIT LAKE NATION





- ELDERLY & VULNERABLE **MEMBERS**
- NO ONE UNDER AGE 16
- TRIBE IMMUNIZATION TEAM
- PLANS TO EXPAND IF NEEDED

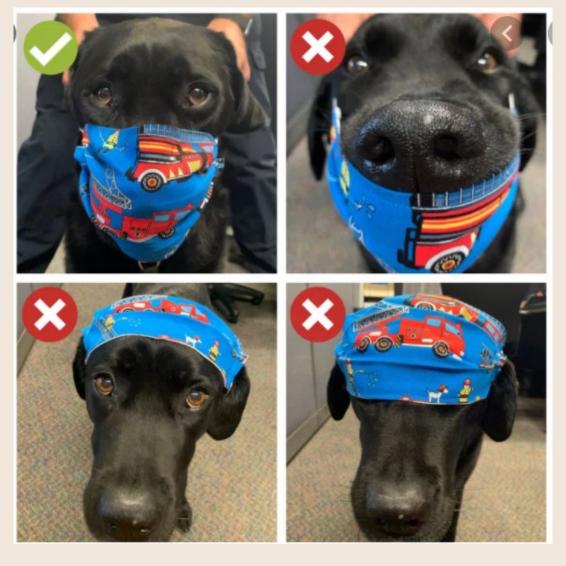








CARE COORDINATORS



**Creative Strategies** 



https://www.clickorlando. com/news/local/2021/05/ 20/seminole-countylooking-to-incentivizevaccinations-withcoupons-beer/

https://www.usatoday.co m/story/money/shopping/ 2021/04/13/covidvaccine-incentive-freekrispy-kreme-donut-samadamsbeer/7146901002/

https://www.cbsnews.co m/news/covid-vaccinefreebies-donutscannabis-laminate-cards/ Vaccine Distribution Partnerships
The Space

**Event Centers**Grocery and Retail Stores
Health Centers



# **Vaccine Distribution Partnerships** The Transportation

### MATBUS Offering Free Rides for COVID-19 Vaccine Appointments

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.

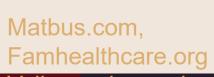
Transportation Services



helping seniors maintain independence since 1971

ROLL UP YOUR SLEEVES, MINNESOTA





Valleyseniorservices.org Health.state.mn.us

### Communication



**The Mountain of Trial and Error** 



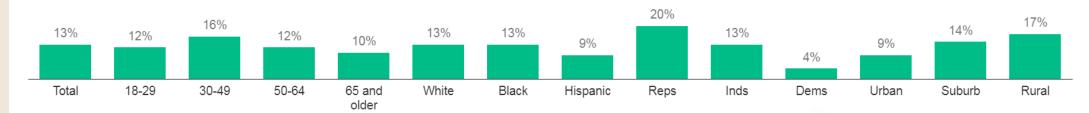
### Managing Burnout and Motivating Self-Advocacy

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%2Opercent%20of%20human%2Odecisions,are%20made%20based%20on%20facts

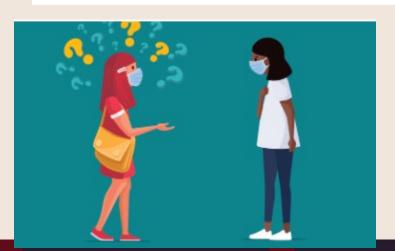


https://brightside.me/wonder-animals/17photos-proving-animals-can-do-theimpossible-796091/ Click on the buttons below to see the share of each demographic group by vaccination intentions: Already got/ASAP Wait and see Only if required Definitely not



NOTE: See topline for full question wording

SOURCE: KFF COVID-19 Vaccine Monitor • Download PNG



### **Vaccine Hesitancy**

Empathy is the door that opens your voice to the information that you want to communicate. So if people can perceive that You actually care about them in a genuine, human way, I think they're much more willing to listen to anything else that you have to say. If you don't do that, you have really lost your audience because people won't listen to you.

KFF COVID-19

https://www.cdc.gov/coronavirus/2019-ncov/vaccines/tal.

www.tacebook/targocs chealth

https://www.kff.org/coronavirus-covid-19/dashboard/kff-covid-19-vaccine-monitordashboard/?gclid=EAlalQobChMlysuWv6XZ8AlVCGpvBB2AvQZwEAAYASAAEgJ6nvD BwE



### **Motivate Self Advocacy**

### Value – just because you exist





### **NICOA** contact information

Sarah Piersol, ND Program Manager 4265 45<sup>th</sup> Street S Suite 111-39 Fargo ND 58104

spiersol@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

### Latino 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\*

<sup>\*</sup> Source: Covid -19 Vaccination Uptake Behavioral Science Task force Report Feb 23, 2021

### 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 1<sup>st</sup> 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 coexiting 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!

Thank You!



# Accessing the COVID-19 Vaccine with Limited Transportation

Gelila Selassie, Staff Attorney

### JUSTICE IN AGING FIGHTING SENIOR POVERTY THROUGH LAW

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.

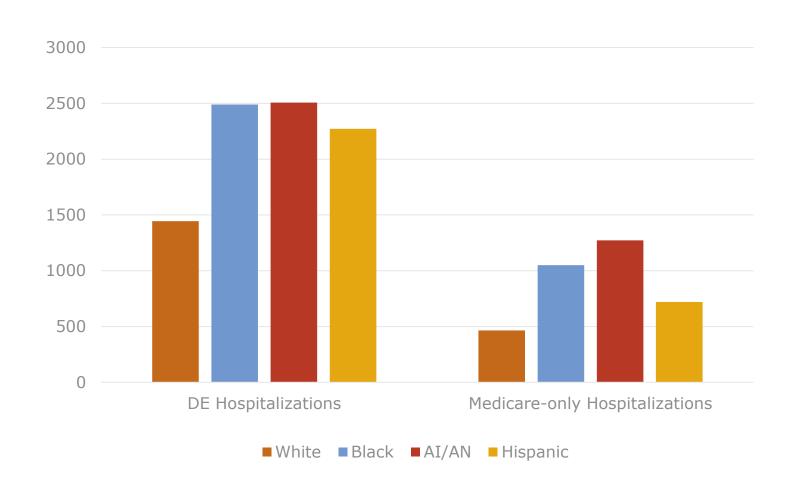
Since 1972 we've focused our efforts primarily on fighting for people who have been marginalized and excluded from justice, such as women, people of color, LGBTQ individuals, and people with limited English proficiency.

### 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

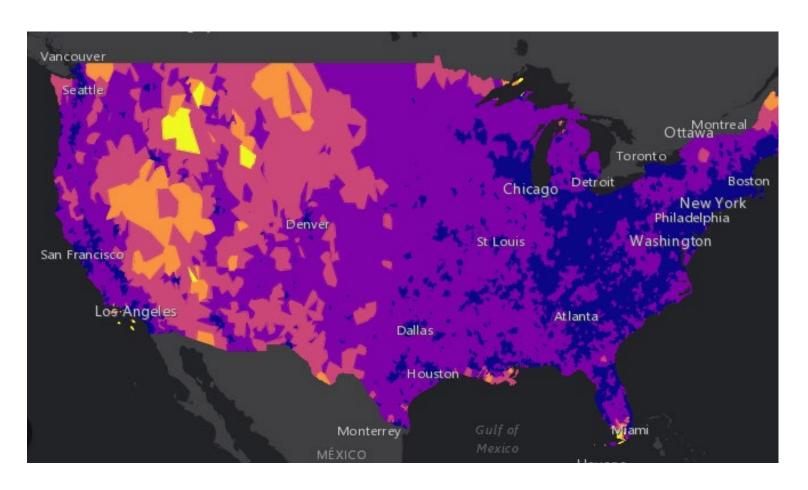


### Avoiding the Mistakes from Centralized Testing Sites

- COVID tests were usually given in centralized, drivethru 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





### 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

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