



Covid19 Community Vaccination: An OHSU Down Payment on Health Equity

National Minority Health Month Lecture

Donn Spight, MD, FACS, FASMBS
April 29th, 2022

Objectives

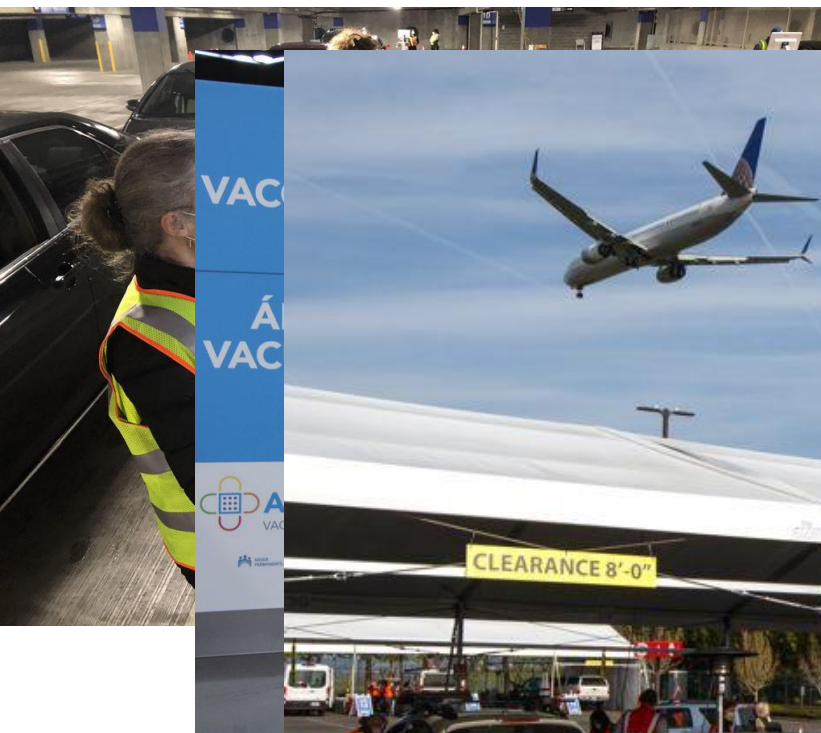
- Understand the disproportionate impact that COVID19 has had on underserved communities.
- Understand the efforts that OHSU has taken to promote equity in the treatment of COVID19.
- Learn some of the lessons of 14 months of VEC community vaccination.
- Recognize the opportunity for OHSU to transition the work of vaccine equity into an enduring legacy of health equity and justice.

The background of the image is a vibrant blue sky filled with numerous white, fluffy clouds of varying sizes. The clouds are scattered across the frame, creating a dynamic and airy atmosphere. The text "REDEFINING" is centered in the middle of the image, rendered in a dark blue, bold, sans-serif font. The quotation marks are also in the same dark blue color and font style, framing the word.

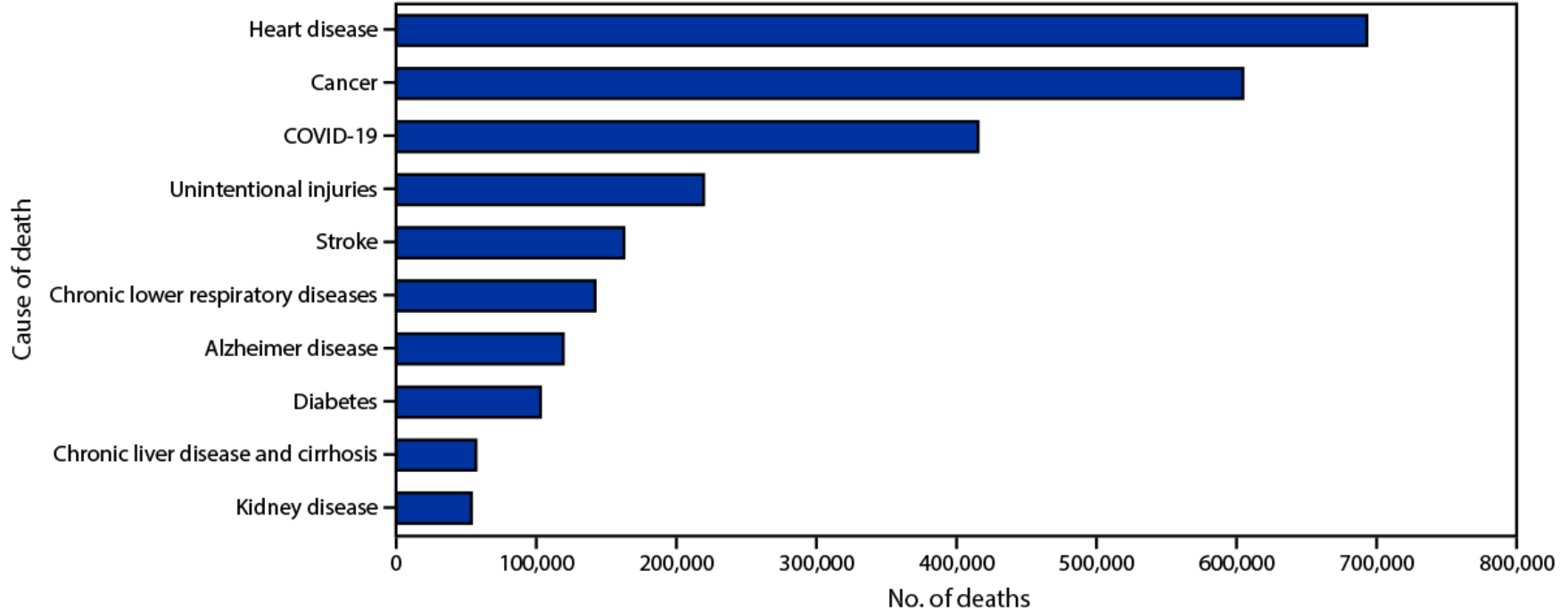
“REDEFINING”





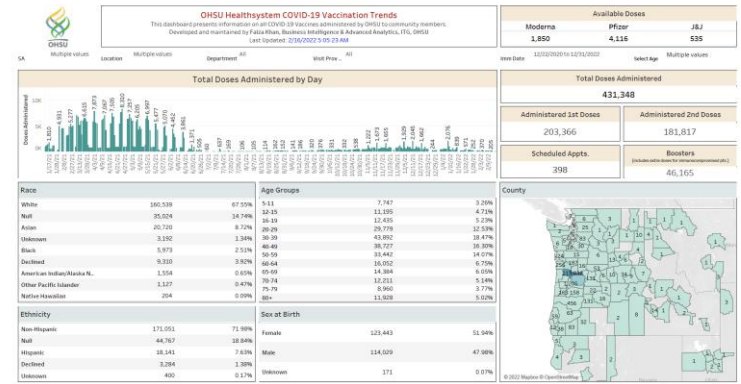


Leading Underlying Causes of Death in United States 2021



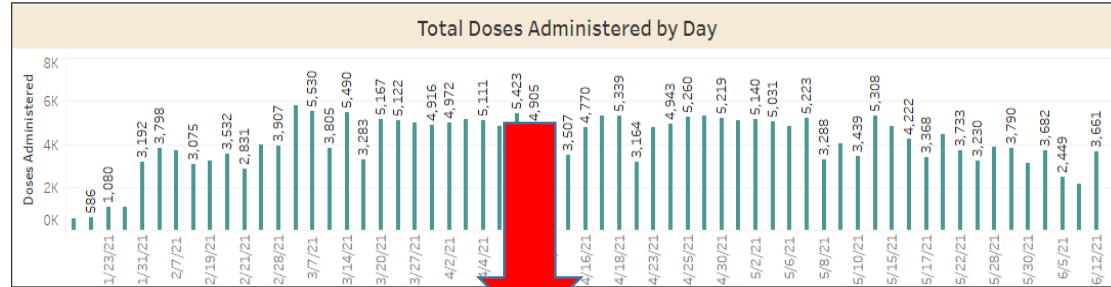
OHSU's Covid 19 Pandemic Response

- Since January 2021, OHSU has hosted 9 mass vaccination sites and over 134 community based vaccine clinics.
- To date, ~439 K vaccines have been administered at OHSU vaccine sites and another 532K in conjunction with the All4Oregon collaborative (~**971,000 total!**)
- 19% of OHSU employees have worked at an OHSU vaccine site
- OHSU's website related to vaccine information has received >3.2 million unique visits.*
- 14 video PSAs on vaccine deliberation in 9 languages have been created
- www.ohsu.edu/vaccinefacts



PDX Mass Vaccination Site

SA (Multiple valu... Location COMMUNITY SITES Department VACCINATION AIRPORT Visit Prov ... (All)



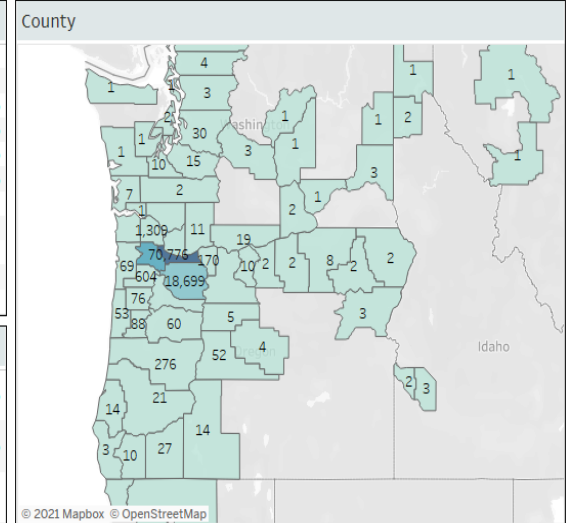
Total Doses Administered	
251,714	
Administered 1st Doses	Fully Vaccinated Members
125,385	126,329
Scheduled Appts.	New MRNs Created
1,803	23,880

Race		
White	94,097	68.98%
Null	20,502	15.03%
Asian	11,558	8.47%
Unknown	1,939	1.42%
Black	2,893	2.12%
Declined	4,015	2.94%
American Indian/Alaska N..	679	0.50%
Other Pacific Islander	613	0.45%
Native Hawaiian	114	0.08%

Age Groups		
12-15	4,587	3.36%
16-19	7,115	5.22%
20-29	16,710	12.25%
30-39	25,210	18.48%
40-49	22,489	16.49%
50-59	19,952	14.63%
60-64	9,706	7.12%
65-69	8,630	6.33%
70-74	7,884	5.78%
75-79	6,405	4.70%
80+	8,803	6.45%

Ethnicity		
Non-Hispanic	99,009	72.58%
Null	28,804	21.12%
Hispanic	8,474	6.21%
Declined	86	0.06%
Unknown	37	0.03%

Sex at Birth		
Female	70,099	51.39%
Male	66,185	48.52%
Unknown	126	0.09%





COVID-19 vaccine countdown is a wake-up call. Will Black and brown Americans be left behind?

If we do not design science and health care that benefits everyone, the enduring legacy of the pandemic will continue to be its terrible racial inequities.



Aug. 14, 2020, 1:41 AM PDT

**By Dr. Donn Spight, Delvin Akins, Dr. Letisha Wyatt and Dr. Esther Choo,
professor of emergency medicine at Oregon Health & Science University**

Claim Yours: Donn Spight MD



Vaccine Equity Committee: Charge

(vaccineequity@ohsu.edu)



Convened February 2021 : Now 22 members

- To ensure every Oregonian has access to Covid 19 vaccine regardless of race, ethnicity, language, mobility, zip code, education level, occupation, technology access, socioeconomic or immigration status.
- To be a resource for all OHSU Covid 19 vaccine processes to ensure accountability, cultural humility and mission based education, advocacy and outreach.
- To operationalize data driven vaccination clinics wherever needed.

Definitions: Equity

- Equity: the consistent and systematic fair, just and impartial treatment of all individuals including individuals who belong to underserved communities that have been denied such treatment, such as Black, Hispanic/Latino, Indigenous and Native American persons, Asian Americans, Pacific Islanders and other persons of color; members of religious minorities; lesbian, gay, bisexual, transgender and queer (LGBTQ+) persons, persons with disabilities, persons who live in rural areas; and persons otherwise adversely affected by persistent poverty or inequality.

Executive Order on Advancing Racial Equity and Support for underserved communities through the Federal Government.

-Joseph Biden January 20,2021

Definitions: Underserved

- Populations sharing a particular characteristic, as well as geographic communities that have been systematically denied a full opportunity to to participate in aspects of economic, social, and civic life.

Executive Order on Advancing Racial Equity and Support for underserved communities through the Federal Government.

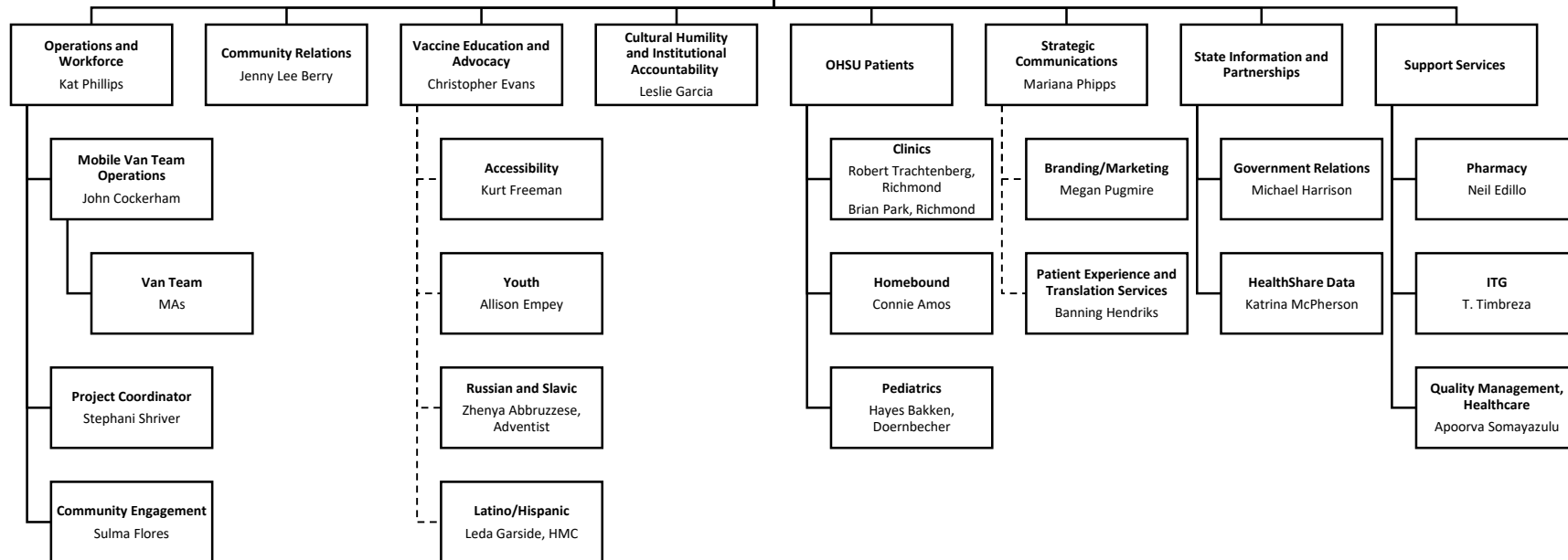
-Joseph Biden January 20,2021

Vaccine Equity Committee (VEC)

Chairs: Donn Spight and Derick Du Vivier

VEC Admin Support
Lisa Huynh

VEC reports to:
Dr. John Hunter,
EVP & CEO, OHSU Health
System

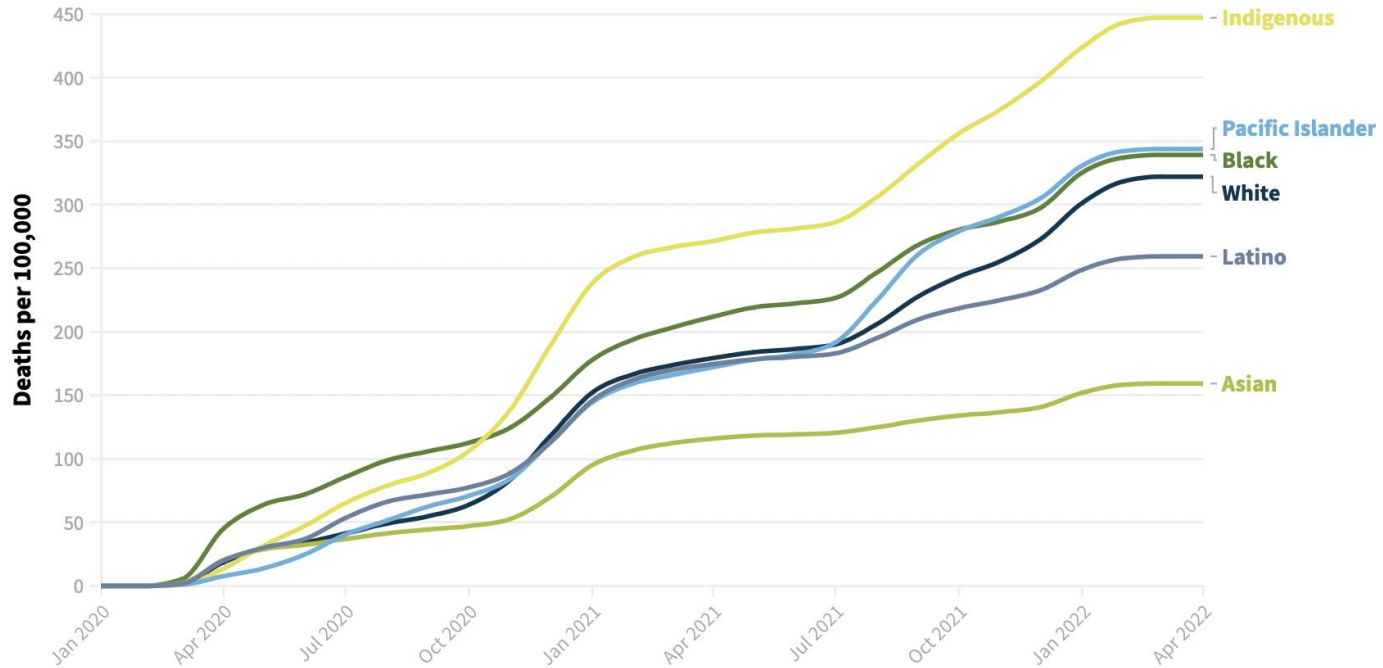


VEC Advisors:
Eric Herman, Kevin O'Boyle, David Robinson
and Abby Tibbs



COVID-19 Cumulative Crude Death Rates in the U.S.

Number of COVID-19 deaths per 100,000 persons as of April 6, 2022



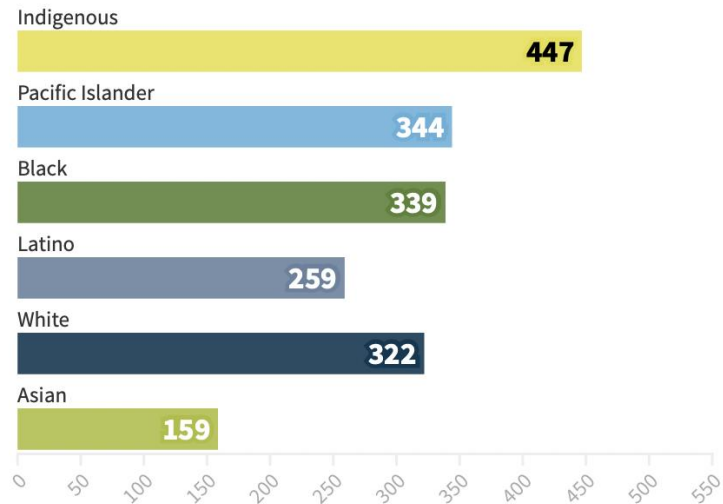
Source: Data from Centers for Disease Control and Prevention, [Analysis by APM Research Lab](#), [Share/embed this graph](#). • Crude death rates are the actual number of deaths per 100,000 within the given race/ethnicity group and are not adjusted for age.

APM
RESEARCH
LAB

Indigenous Americans have the highest COVID-19 mortality rates in the U.S.

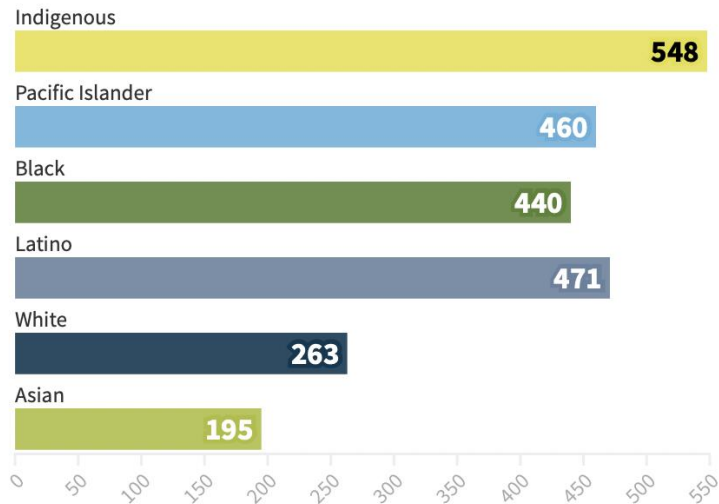
As of April 6, 2022

Crude Rate



COVID-19 Mortality Rate (deaths per 100,000)

Age-Adjusted Rate



COVID-19 Mortality Rate (deaths per 100,000)

Source: Data from Centers for Disease Control and Prevention, [Analysis by APM Research Lab](#), [Share/embed this graph](#).

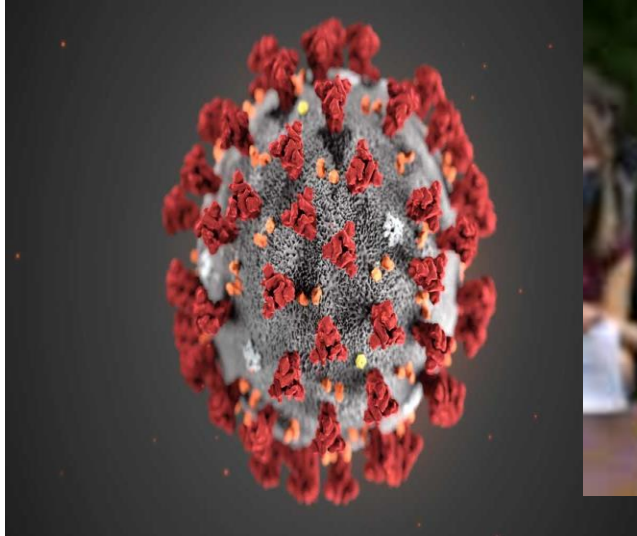
Age adjustment at the national level uses a direct age adjustment method, with 2020 used as the standard population. Details in our [GitHub repository](#).

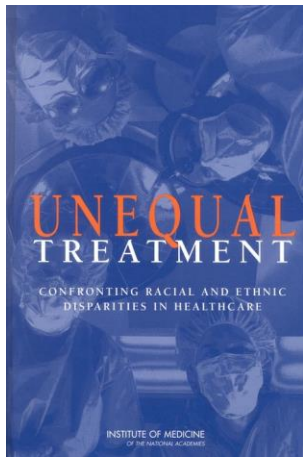


The disparities that led to the disproportionate burden of COVID-19 disease in underserved communities existed long before the pandemic.



Syndemic





“Unequal treatment: Confronting Racial and Ethnic Disparities in Healthcare.”

- Black, Indigenous, Hispanic, Asian and other people of color:
 - Less likely to receive preventative health services
 - Often received lower quality care across the continuum
 - Have poorer health outcomes including lower health quality of life and higher incidence of functional impairment and mortality than white counterparts

How did we get here...

- Underlying comorbidities, such as hypertension, diabetes, and asthma, put people at higher risk for severe acute respiratory syndrome.
- BIPOC often employed in essential worker settings such as healthcare facilities, farms, factories, grocery stores, and public transportation, placing them in higher risk settings and in positions where working from home was not an option.
- Underlying comorbidities on a background of social and economic disparity, combined with barriers to accessing healthcare, exacerbates the adverse effects of each separate disease or social condition and increases morbidity.

Social determinants of Health

- The conditions in the environment where people are born, live, learn , work, play, worship, and age that affect a wide range of health, functioning, and quality of life .

“Leading Health indicators for Healthy people 2030”. Consensus Study Report of the National Academies of Sciences, Engineering, Medicine. 2020

National strategy: Healthy people

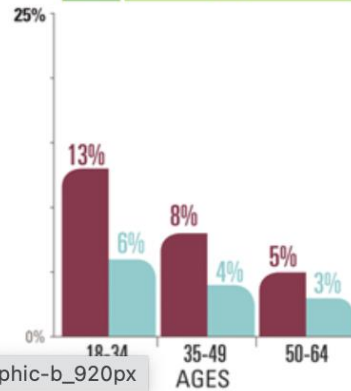
- 2000: Reduce Health Disparities
- 2010: Eliminate health disparities
- 2020: Achieve health equity and eliminate health disparities
- 2030: Expand Health equity focus to consider social determinants of Health

“Leading Health indicators for Healthy people 2030”. Consensus Study Report of the National Academies of Sciences, Engineering, Medicine. 2020

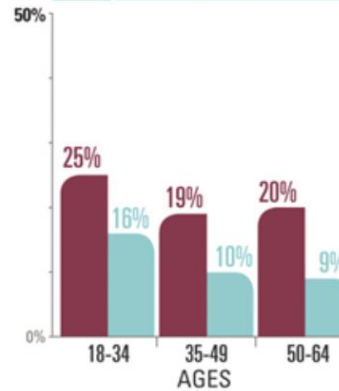
Some social factors and health risks affect African Americans at younger ages.

African American
White

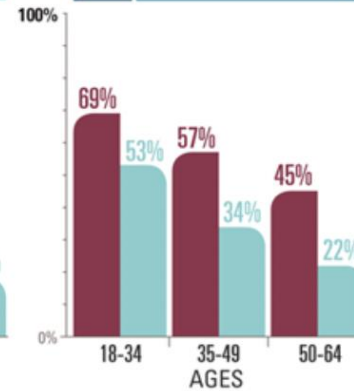
Unemployment



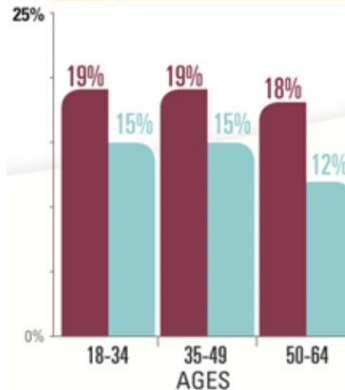
Living in poverty



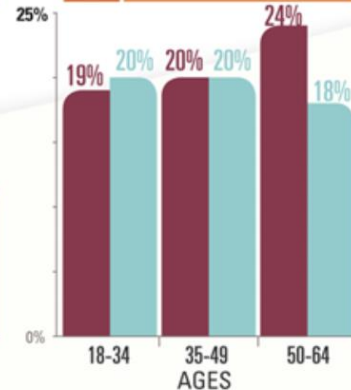
No home ownership



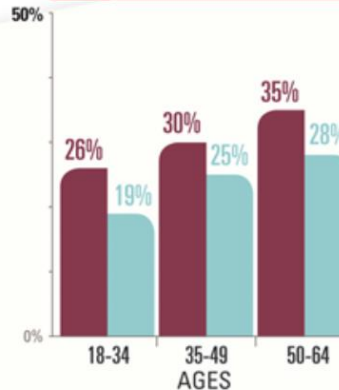
Could not see an MD because of cost



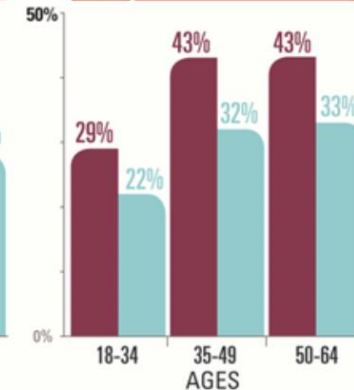
Smoking



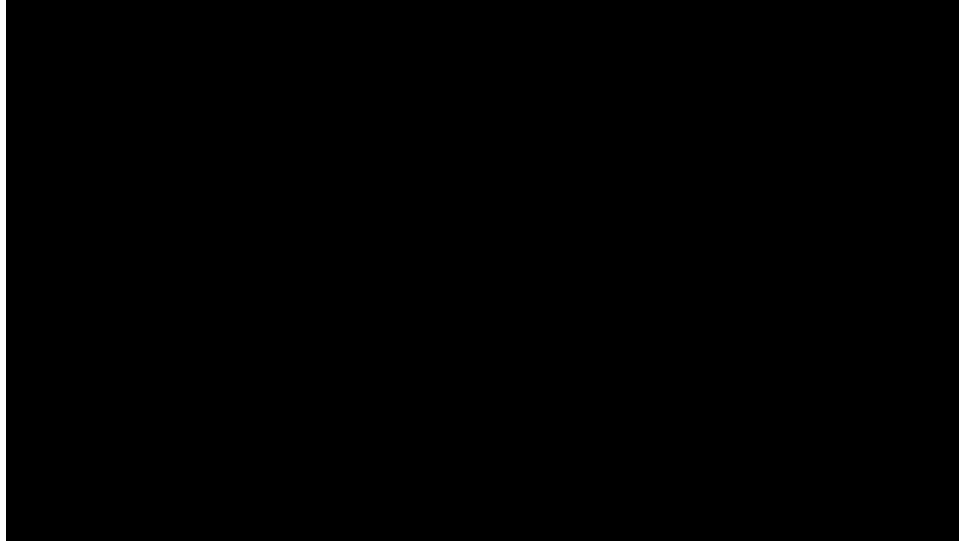
Not active



Obesity



The complex history of medical mistreatment, structural racism, and transactional exploitation creates profound mistrust of health entities in general.



Claim Yours: Charlene McGee, Program Manager Multnomah County REACH

Mistrust is not unfounded...



Ayah Nuriddin, et.al. "Reckoning with histories of medical racism and violence in the USA" Lancet

October 03, 2020 DOI: [https://doi.org/10.1016/S0140-6736\(20\)32032-8](https://doi.org/10.1016/S0140-6736(20)32032-8)

Mistrust/hesitancy only part of the story...

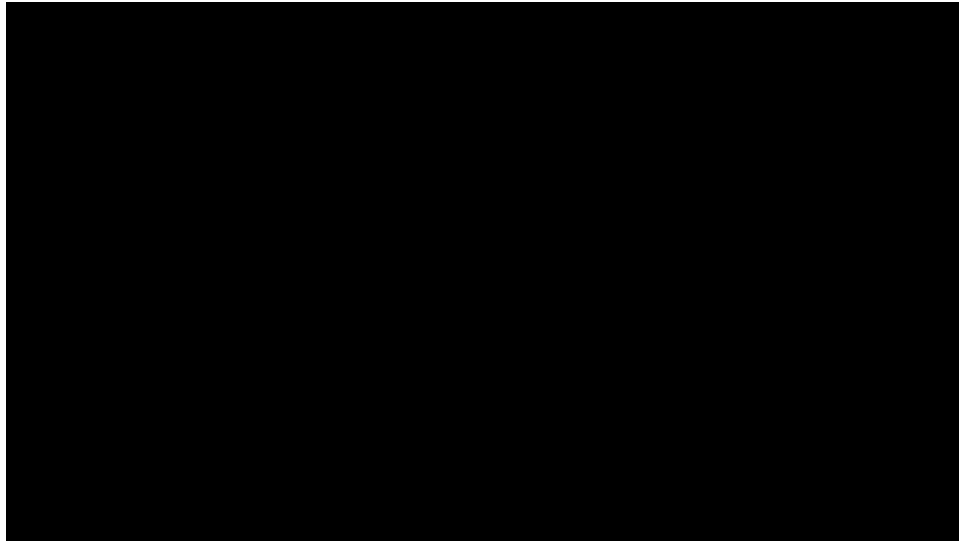
- Lack of opportunity is a major reason racial and ethnic minorities do not participate in clinical trials.
- The way that research is structured disproportionately excludes communities of color.
 - Distance to established research sites
 - Lack of effective outreach and messaging by study teams
 - Lack of culturally and linguistically appropriate recruitment materials

Wendler D, Kington R, Madans J, et al. Are racial and ethnic minorities less willing to participate in health research?. *PLoS Med.* 2006;3(2):e19.
doi:10.1371/journal.pmed.0030019

Table 2 Rationale expressed for COVID-19 vaccine hesitancy by population group, June 2020 to April 2021

Population group	Rationale
Overall population	<ul style="list-style-type: none"> • Lack of trust in government • Vaccines developed too quickly • Vaccine safety • Wait and see • Fear of injection • Lack time and money • Low risk, so do not need it
Black	<ul style="list-style-type: none"> • History of medical abuse • Government cannot be trusted • Experience of racism in medical settings – treated different • Probably cannot get vaccine from a place they trust • Time off from work to get the vaccine • Lost time from work because of side effects • Catch COVID-19 from the vaccine
Hispanic	<ul style="list-style-type: none"> • History of medical abuse • Implicit bias against Hispanics • Not sick, perceive self to be healthy • Insufficient information in Spanish • Concern about possible deportation from data collected
Immigrants	<ul style="list-style-type: none"> • Concern about possible deportation if vaccine is defined as a public charge • Cost of vaccine • Side effects may affect ability to work • DNA alteration that forces sterilization • Language barrier

The messenger is as important as the message to **build trust**



Claim Yours: Apostle Levell Thomas, Oasis of Praise Ministries



Language is everything.
(needs to be inclusive, appropriate, accurate, accessible)



Carlos Quesnel Melendez, lead Consulate of Mexico in Portland

Data (as of June 6, 2021)

Languages >55% vaccinated

Language	% vaccinated	Increase past month
Korean	81%	7.3%
Vietnamese	80%	6.0%
Chinese (Mandarin, Cantonese)	78%	8.7%
Punjabi	75%	0.0%
Hindi	77%	3.9%
Tagalog	76%	6.3%
Nepali	80%	13.6%
Laotian	77%	8.9%
Farsi	74%	7.1%
Hmong, Mong, Mien	74%	5.8%
Cambodian	72%	4.4%
Thai	61%	5.5%
Bosnian	63%	9.1%
Burmese	67%	20.8%
Oromo	60%	13.2%

Average vaccination rate for ***Health Share*** patients (all >16y) at time: 47%

Languages 40-55% vaccinated

Language	% vaccinated	Increase past month
Amharic	54%	4.1%
Tigrinya	58%	14.7%
Arabic	54%	12.3%
Spanish	52%	13.1%
English	47%	8.2%
Armenian	44%	0.0%
Somali	45%	14.0%
Afghan, Pashto	46%	12.7%

Languages <35% vaccinated

Language	% vaccinated	Increase past month
Karen	37%	16.2%
Romanian	16%	1.8%
Swahili	23%	9.1%
Russian	7%	1.8%

Language Barriers Hinder COVID-19 Vaccination in Hispanic/LatinX community

- Ease of accessing vaccine information in English is dramatically different than in Spanish.
- Information is not straightforward—there are multiple pages, multiple links people have to go through
- Online Spanish resources require 1-1.5 more clicks to access COVID-19 information.
- The community faces preexisting barriers to technology access.
- Often no scheduling available in Spanish

OHSU's VEC approach to Hispanic/LatinX community

- Development of Cultural Specific Plan for Latino Community
- Development of 8 scripts for 00:30 spots
- Development of questions for "Ask a nurse" sponsored content
- Implementation of a media strategy with Mkt/Media Relations/Social Media
- Provided prioritized list of media outlets to Marketing
- Allocation of budget for a 3-month radio campaign
- Media buy agency secured spots
- Creation of video snippets with marketing
- Recommendations to increase awareness of OHSU clinics to Latino Community Organizations.
- Media Relations to develop sponsored content
- Creation of content calendar - matching spot/clinics to each week of March through May
- Recording of the spots
- Development of other outreach efforts
- Scheduling vaccine clinics with community organization/churches to vaccinate in Latino/Hispanic Community

Community centered, Community focused events

Talaalka COVID-19

Looma baahna inaad balan qabsato

Si aad xog uga ogaato COVID ama aad u hesho munaasabada talaalka oo kuu dhow boogo ama wac:
www.ohsu.edu/vaccineevents
833-647-8222



Juun 27
Luuliyo 24
10 a.m. - 4 p.m.

Historic Parkrose Pop-Up Market
10750 NE Sandy Blvd Portland, OR 97220

Munaasabad bilaash ah oo bulshada loo qabanaayo

- Talaalada Pfizer ee dadka waawayn iyo carruurta 12+ jirada ah
- Talaal amaan ah oo bilaash ah
- Shaqaaale labo luuqadood ku hadla ayaa jooga goobta
- Ballanso kuuradaada 2aad adoo goobta jooga

Qasab maaha:
• lambarka Social Security
• Aqoonsiga Oregon
• Caymiska Caafimaadka
• inaad tahay bukaan ka tirsan OHSU

Taageerayaasha Portland Trail Blazers ee qaata kuuradooda koobaad ee talaalka COVID-19 ayaa heli doona funaanado, boorar, ama tigilhadada munaasabada eediyarta 2021-22 preseason.



接种 COVID-19 新冠疫苗 无需预约

要了解新冠 或查找您附近的接种安排，
请访问或致电：
www.ohsu.edu/vaccineevents
833-647-8222



6月21日
7月12日
3 - 7 p.m.

Harrison Park School
2225 SE 87th Ave, Portland, OR 97216

社区免费接种

- Pfizer (辉瑞) 疫苗，面向成人和 12 岁以上儿童
- 疫苗不仅安全，而且免费
- 现场有双语工作人员
- 现场预约接种第二剂疫苗

无需：
• 社会安全号码 (SSN)
• 俄勒冈州身份证
• 医疗保险
• 是 OHSU 的患者

Portland Trail Blazers (波特兰开拓者队) 的球迷在接种第一剂新冠 新冠疫苗后，将获得 2021-22 季前赛的 T 恤、海报或活动门票。



833-647-8222

Call us to get your COVID-19 vaccination appointment or register at <https://www.ohsu.edu/health/vaccine-scheduling-bsxc>

4 - 7 p.m.	May 11 & 13	Hillsboro Stadium Pfizer (12+)
11 a.m. - 7 p.m.	May 16	Hillsboro Stadium (Español) Pfizer (12+)

Vaccination for 12+ year-olds available
Safe and free vaccine
Bilingual staff on-site
Schedule your 2nd dose on-site

Not required to have a social security number, an Oregon ID or insurance.
Not required to be an OHSU patient.



*OHSU 2025: Enhance Health and Healthcare in every Community

OHSU Inclusive language Guide

- Released February 2021
- Intended to be an evolving tool to help OHSU members learn about and use inclusive language in institutional communications, patient care (including chart notes), instruction and presentations around descriptors of:
 - Race and ethnicity
 - Immigration status
 - Gender and sexual orientation
 - Ability (including physical, mental and chronological

https://www.ohsu.edu/sites/default/files/2021-03/OHSU%20Inclusive%20Language%20Guide_031521.pdf

Cultural humility must be continuously centered in all aspects of community engagement to achieve true bidirectional partnership.



“Being able to understand another person’s culture...can be a key element of providing quality care”

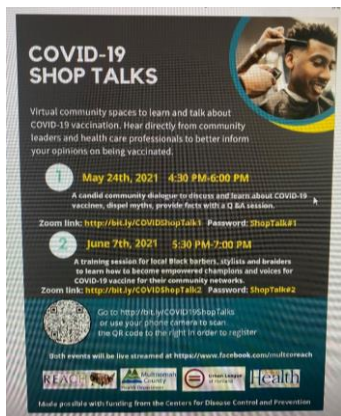
National Alliance for Hispanic Health





We share space with Cultural Humility

- Cultural Humility is about recognizing that there are things we don't know and should approach learning of other cultures respectfully- A life long goal and process of self reflection.
- We must show humbleness, and ask questions so that we can better understand.
- Show respect toward the cultures of others
- Push ourselves to challenge our own cultural biases
 - communication styles
 - cultural identities
 - practices
 - Use of reference terminology
- Recognize and challenge power imbalances for respectful partnerships
- Develop mutually beneficial partnerships with communities - Not one sided
- Make ourselves feel vulnerable and not seek to control
- Advocate and maintain institutional accountability (Data, Trends, Outcomes for diverse representation) to better serve and respond to different community members.

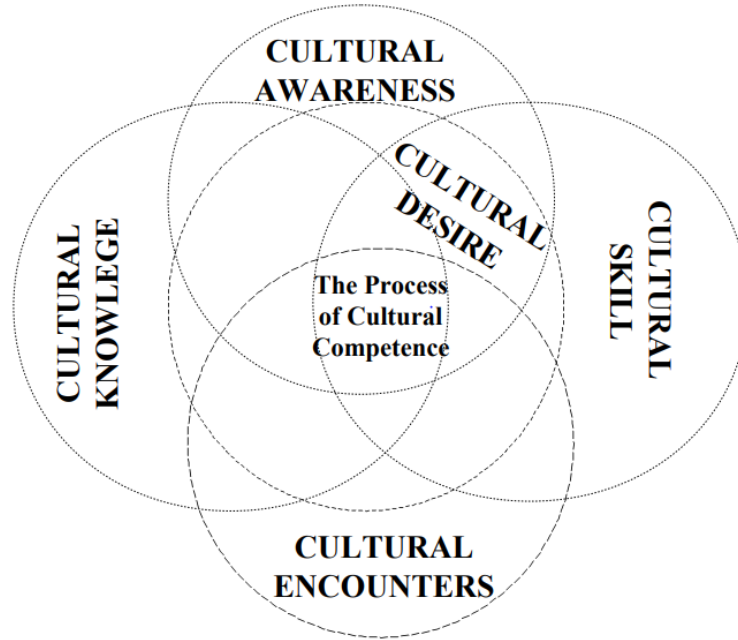


Definition for Cultural Humility –3 Dimensions:

A humble and respectful attitude toward individuals of other cultures that:

- pushes one to challenge their own cultural biases,
 - realize they cannot possibly know everything about other cultures,
 - and approaches learning about other cultures as a lifelong goal and process.
- Cultural humility was established due to the limitations of cultural competence.
 - Cultural humility encourages an active participation in order to learn about a patient's or clients personal and cultural experiences. Every encounter is unique.

Process of Cultural Competence



Practicing Cultural Humility: The 5 Rs

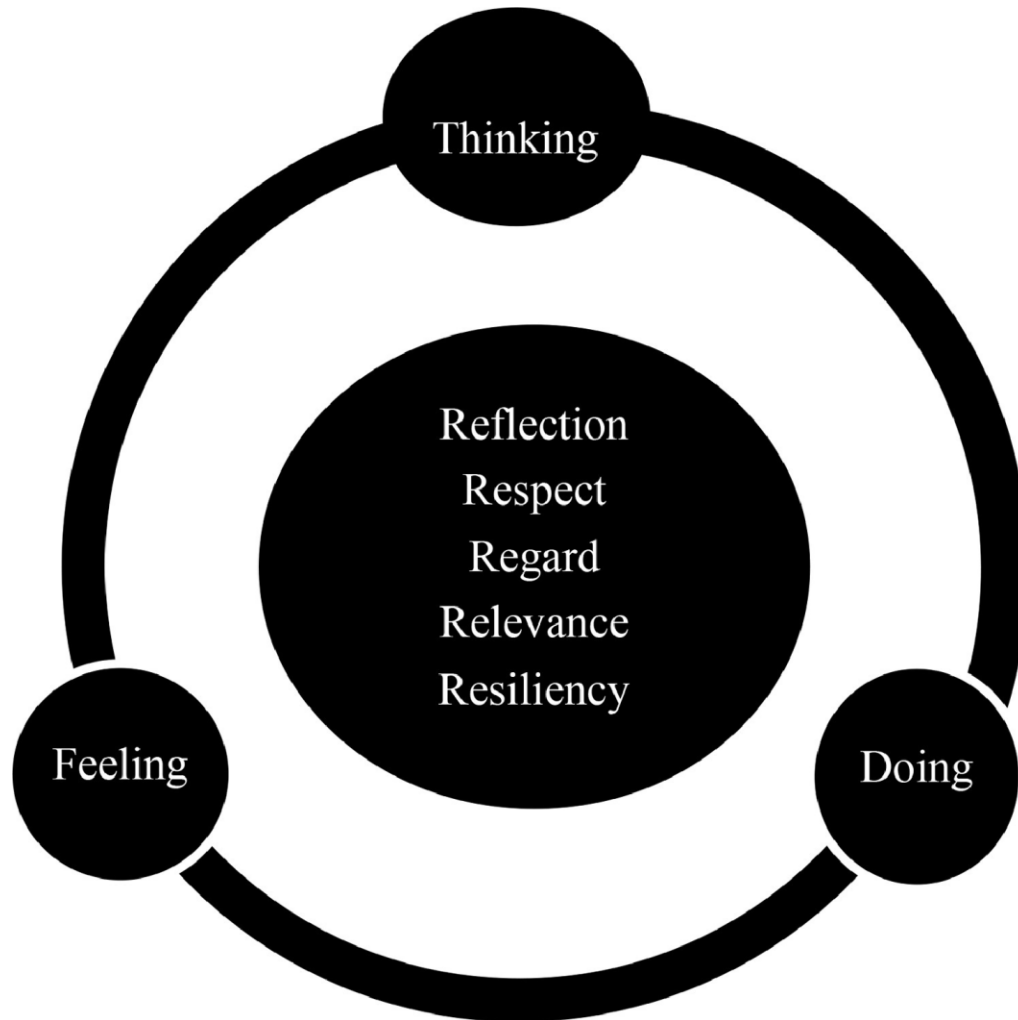
Reflection – Approach every encounter with humility and always try to learn from others. *Be open minded.*

Respect – Treat every person with the utmost respect and strive to preserve dignity at all times. *What you say and what you do will have an impact.*

Regard – Hold every person in their highest regard and don't allow unconscious bias to interfere in an interaction. *Slow down your thinking, actions, words and/or expressions.*

Relevance – Seek to understand every encounter. *Consider every encounter as unique.*

Resilience – Increase your personal/community resilience (*give it another attempt*).
Exercise empathy and compassionate at every encounter.



Communities want and need an **authentic, enduring partnership** with OHSU that goes beyond a transactional relationship.

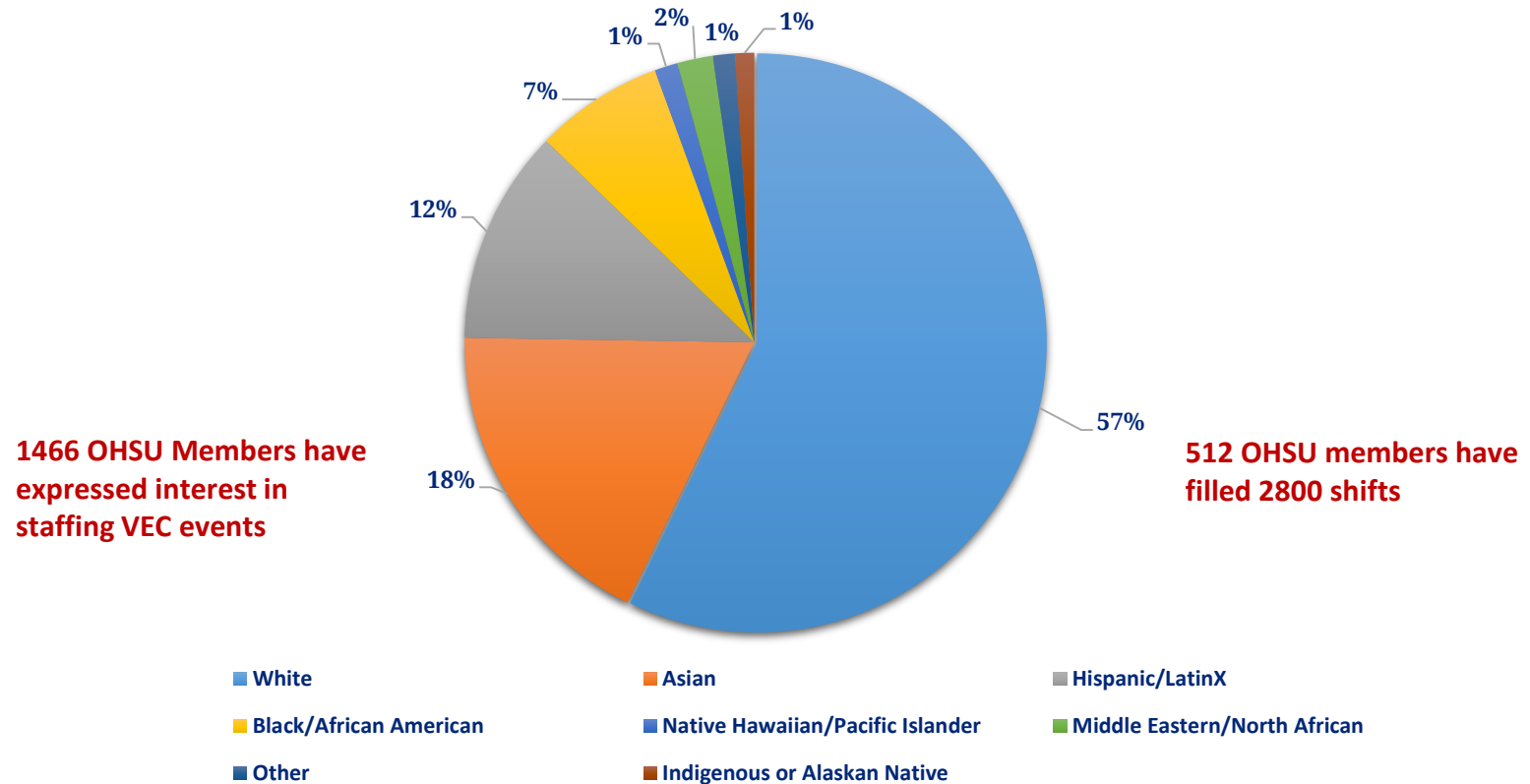


OHSU VEC Community Partners (100)

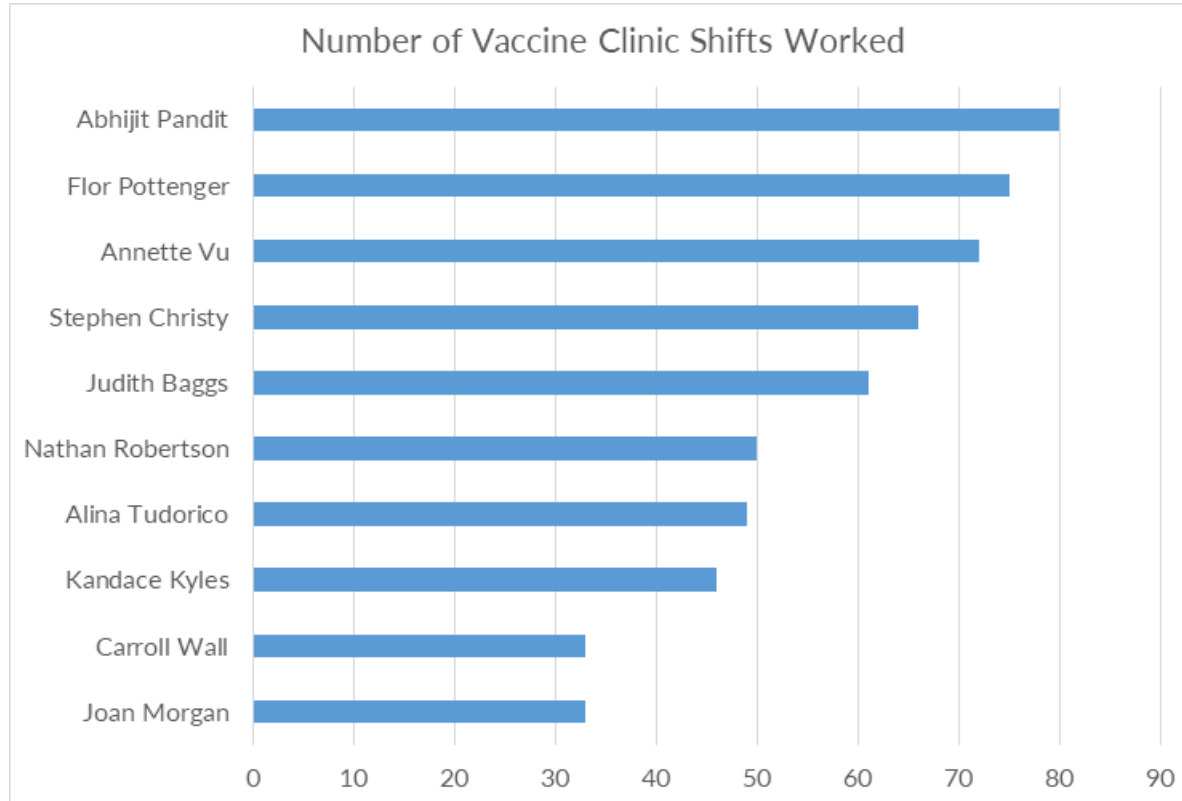
March 2021 to present

- 4D Recovery
- Adelante Mujeres
- African Communities Behavioral Health Collaborative
- APANO
- Asian Health and Service Center
- Banks Middle School
- Banks School District
- Bienestar
- Blazers Boys and Girls Club
- Bridges Collaborative Care Clinic
- Bridges Pamoja
- Carewell SEIU 503
- Centro Cultural de Washington County
- Centro de Prosperidad
- Chinese Friendship Association
- City of Maywood Park
- Common Ground Church
- Confederated Tribes of the Grand Ronde
- Earl Boyle Elementary School
- Emmanuel Central Church
- Free Orchard Elementary School
- Friends of the Children
- Gobierno de Guatemala
- HAKI Community Organization
- Harrison Park K-8 School
- HB Lee Middle School
- Hillsboro Medical Center Salud Program
- Hillsboro School District
- Historic Parkrose
- Hmong American Community of Oregon
- Imago Dei – Eastside
- Immigrant Refugee Community Organization
- Immigration Counseling Services
- Islamic School of Portland
- Jade District Association
- League of United Latin American Citizens
- Life Change Church
- Lincoln Street Elementary School
- Lot Whitcomb Elementary School
- Lu Mien Association
- Lu Mien Fellowship Baptist Church
- Lutheran Community Services NW
- Markham Elementary School
- McDaniel High School
- Metro Sanitation Workers
- Mexican Consulate
- Moda Health
- Mt. Olivet Church – Westside
- Multnomah County Corrections Health
- Multnomah County Dept of Community Justice
- Multnomah County REACH Program
- Multnomah Educational Service District
- Muslim Community Center
- National Association of Health Service Executives
- National Coalition of Black Health Services Executives
- Ngoc Phuoc Pagoda
- North Clackamas School District
- NW Educational Service District
- Oasis of Praise
- OHSU Adventist Health Portland's Slavic Navigation Program
- OHSU Partnership Project
- OHSU Transgender Health Program
- Oregon Chinese Coalition
- Oregon Health Authority
- Oregon Home Care Commission
- Oregon Latino Leadership Network
- Oregon Pacific Islander Coalition
- Parkrose Middle School
- Parkrose School District
- Portland City Blessings Church
- Portland Community College Dreamer Resource Center
- Portland Community College SE Campus
- Portland Public Schools
- Portland Refugee Support Center
- Portland Trailblazers
- Prescott Elementary School
- Project Access Now
- Quest Integrative Center for Health
- Reedville Elementary School
- Reynolds School District
- Roca de Luz Eterna
- Scott Elementary School
- Self Enhancement Inc
- Slavic Community Center of Northwest
- Slavic Media
- St. Elizabeth Ann Seton Catholic Church
- St. Peter Catholic Church
- Sweethearts of Portland
- Togo Community Organization of Oregon
- Trillium Family Services, Parry Center
- Vietnamese Community of Oregon
- Witch Hazel Elementary School

Race/Ethnicity of VEC Workforce



VEC Community Vaccination Champions



The battle to promote Health equity is uphill. It requires not only desire but commitment, innovation, appropriation and often reallocation of resources across the entire system to be attainable.



Centers for Medicare and Medicaid Service' (CMS)

Pillar: Health Equity, 2022 Strategy

- Health Equity
 - The attainment of the highest level of health for all people, where everyone has a fair and just opportunity to attain their optimal health regardless of race, ethnicity, disability, sexual orientation, gender identity, socioeconomic status, geography, preferred language and other factors that effect access to care and health outcomes.

Oregon Health Authority (OHA) Definition: Health Equity

- Oregon will have established a health system that creates health equity when all people can reach their full health potential and well-being and are not disadvantaged by their race, ethnicity, language, disability, gender, gender identity, sexual orientation, social class, intersections among these communities or identities, or other socially determined circumstances.
- Achieving health equity requires the ongoing collaboration of all regions and sectors of the state, including tribal governments to address:
 - The equitable distribution or redistributing of resources and power; and
 - Recognizing, reconciling and rectifying historical and contemporary injustices

OHSU Community Vaccination Events (134)

• 3/28: Emmanuel Central	• 6/24: Prescott Elementary School, Parkrose School District	• 9/19: Reynolds High School, Reynolds School District	• 1/5/2022: Harrison Park K-8, Portland Public Schools
• 3/29: Emmanuel Central	• 6/26: Common Ground Church	• 9/22: PCC SE Campus	• 1/6: Reedville Elementary, Hillsboro School District
• 4/17: Portland City Blessings Church	• 7/6: Trillium Family Services, Parry Center	• 9/23: McDaniel High School, Portland Public Schools	• 1/7: Friends of the Children
• 4/18: Quest Integrative Center for Health	• 7/10: IU Mien Association	• 9/26: Parkrose Marketplace	• 1/8: Witch Hazel Elementary School, Hillsboro School District
• 4/18: Emmanuel Central	• 7/10: VNCO Vietnamese Buddhist Temple	• 9/29: Parkrose Middle School, Parkrose School District	• 1/11: Free Orchard Elementary School, Hillsboro School District
• 5/11: Latino/Salud (extended hours) at Hillsboro Stadium Drive-Through	• 7/11: Life Change Church	• 10/1: Banks Middle School, Banks School District	• 1/12: HB Lee Middle School, Reynolds School District
• 5/13: Latino/Salud (extended hours) at Hillsboro Stadium Drive-Through	• 7/11: St. Peter Catholic Church	• 10/2: Scott Elementary School, Portland Public Schools	• 1/14: PCC SE Campus
• 5/15: Portland City Blessings Church	• 7/12: Harrison Park K-8 School, Portland Public Schools	• 10/3: OHSU Health Equity Fair	• 1/21: Markham Elementary School, Portland Public Schools
• 5/16: Latino/Salud (extended hours) at Hillsboro Stadium Drive-Through	• 7/15: Mt. Olivet	• 10/9: Roca de Luz Eterna, Cornelius	• 1/22: Lincoln Street Elementary School, Hillsboro School District
• 5/16: Muslim Community Center, Mult Co. REACH	• 7/24: Parkrose Marketplace (canvassing/outreach only)	• 10/10: Reynolds High School, Reynolds School District	• 1/25: Emmanuel Central/Rise Partnership/Carewell SEIU 503
• 5/19: Mt. Olivet Church – Beaverton/Aloha	• 7/25: Parkrose Marketplace	• 10/13: PCC SE Campus	• 1/26: Emmanuel Central/Rise Partnership/Carewell SEIU 503
• 5/20: Mt. Olivet Church – Beaverton/Aloha	• 7/31: IU Mien Association	• 10/14: Mult Co. Community Corrections	• 1/27: Mult. Co. Community Corrections
• 5/22: Emmanuel Central Church	• 8/1: Reynolds High School, Reynolds School District	• 10/15: Slavic Community Center of NW	• 2/4: PCC SE Campus
• 5/23: Quest Integrative Center for Health	• 8/2: Harrison Park School, Portland Public Schools	• 10/16: 4D Recovery on MLK	• 2/5: Life Change Church/Carewell SEIU 503/Oregon Home Care Commission
• 5/26: Chinese Friendship Association (Hillsboro Stadium Drive-Through)	• 8/3: National Night Out at Maywood Park (gift card allocation)	• 10/20: Parkrose Middle School, Parkrose School District	• 2/9: HB Lee Middle School, Reynolds School District
• 5/29: Common Ground Church – Central Beaverton	• 8/7: 1 st Annual Pacifica Unity Festival (gift card allocation)	• 10/22: Banks Middle School, Banks School District	• 2/11: Markham Elementary School, Portland Public Schools
• 6/2: Lutheran Community Services NW	• 8/7: Roca De Luz Eterna, Cornelius	• 10/23: 4D Recovery in Hillsboro	• 2/12: Lincoln Street Elementary School, Hillsboro School District
• 6/3: Prescott Elementary School, Parkrose School District	• 8/14: Local Lounge/Sweethearts of Portland	• 10/29: APANO/Hmong American Community of Oregon	• 2/16: Mt. Olivet West Campus, Beaverton
• 6/6: Muslim Community Center, Mult Co REACH	• 8/21: Mult. Co/Hacienda CDC at Cully Park (vaccinator only)	• 11/4: Mult Co. Community Corrections	• 2/20: Blazers Boys and Girls Club/ Project Access Now
• 6/7: Latino/Salud (extended hours) at Hillsboro Stadium Drive-Through	• 8/22: Parkrose Marketplace	• 11/6: 4D Recovery on MLK	• 2/24: Emmanuel Central/Rise Partnership/Carewell SEIU 503
• 6/11: Bridges Collaborative Care Clinic (gift card allocation)	• 8/24: McDaniel High School, Portland Public Schools	• 11/10: PCC SE Campus	• 2/25: Emmanuel Central/Rise Partnership/Carewell SEIU 503
• 6/12: Vietnamese Community of Oregon	• 8/25: McDaniel High School, Portland Public Schools	• 11/14: 4D Recovery in Hillsboro	• 3/1: Lot Whitcomb Elementary School, North Clackamas School District
• 6/13: Life Change Church	• 8.26: McDaniel High School, Portland Public Schools	• 11/19: APANO/Hmong American Community of Oregon	• 3/4: Roca de Luz Eterna/Project Access Now, Cornelius
• 6/13: St. Peter's Catholic Church	• 8/28: Roca De Luz Eterna, Cornelius	• 12/1: PCC SE Campus	• 3/5: Life Change Church/Carewell SEIU 503/Oregon Home Care Commission
• 6/15: Trillium Family Services, Parry Center	• 8/29: Reynolds High School, Reynolds School District	• 12/8: Harrison Park K-8 Peds Clinic, Portland Public Schools	• 3/7: Moda Health/Trailblazers/Mult. Co REACH
• 6/16: Chinese Friendship Association (Hillsboro Stadium Drive-Through)	• 8/29: Mult. Co. Potluck in the Park (vaccinator only)	• 12/10: Friends of the Children	• 3/11: Earl Boyles Elementary School, David Douglass School District
• 6/16: Mt. Olivet Westside	• 9/1: Parkrose Pedal at Parkrose Middle School	• 12/11: Witch Hazel Elementary School, Hillsboro School District	• 3/13: Blazers Boys and Girls Club/ Project Access Now
• 6/17: Mt. Olivet Westside	• 9/11: Scott Elementary School, Portland Public Schools	• 12/14: Free Orchard Elementary School, Hillsboro School District	• 3/16: Mt. Olivet West Campus, Beaverton
• 6/21: Harrison Park K-8 School, Portland Public Schools	• 9/16: Portland Trailblazers	• 12/15: HB Lee Middle School, Reynolds School District	• 3/19: St. Elizabeth Ann Seton Catholic Church/Project Access Now
• 6/23: Lutheran Community Services NW	• 9/18: Roca de Luz Eterna, Cornelius	• 12/16: Reedville Elementary, Hillsboro School District	• 3/29: Lot Whitcomb Elementary School, North Clackamas School District

Evolving Landscape of Vaccination 2021

Vaccine availability

Motivated/Eager

Willing but
without
information or
access

Willing but
lacking
confidence

Willing but
lacking
motivation

Unwilling

Opposed

Mandated

Jan/Feb

March/April

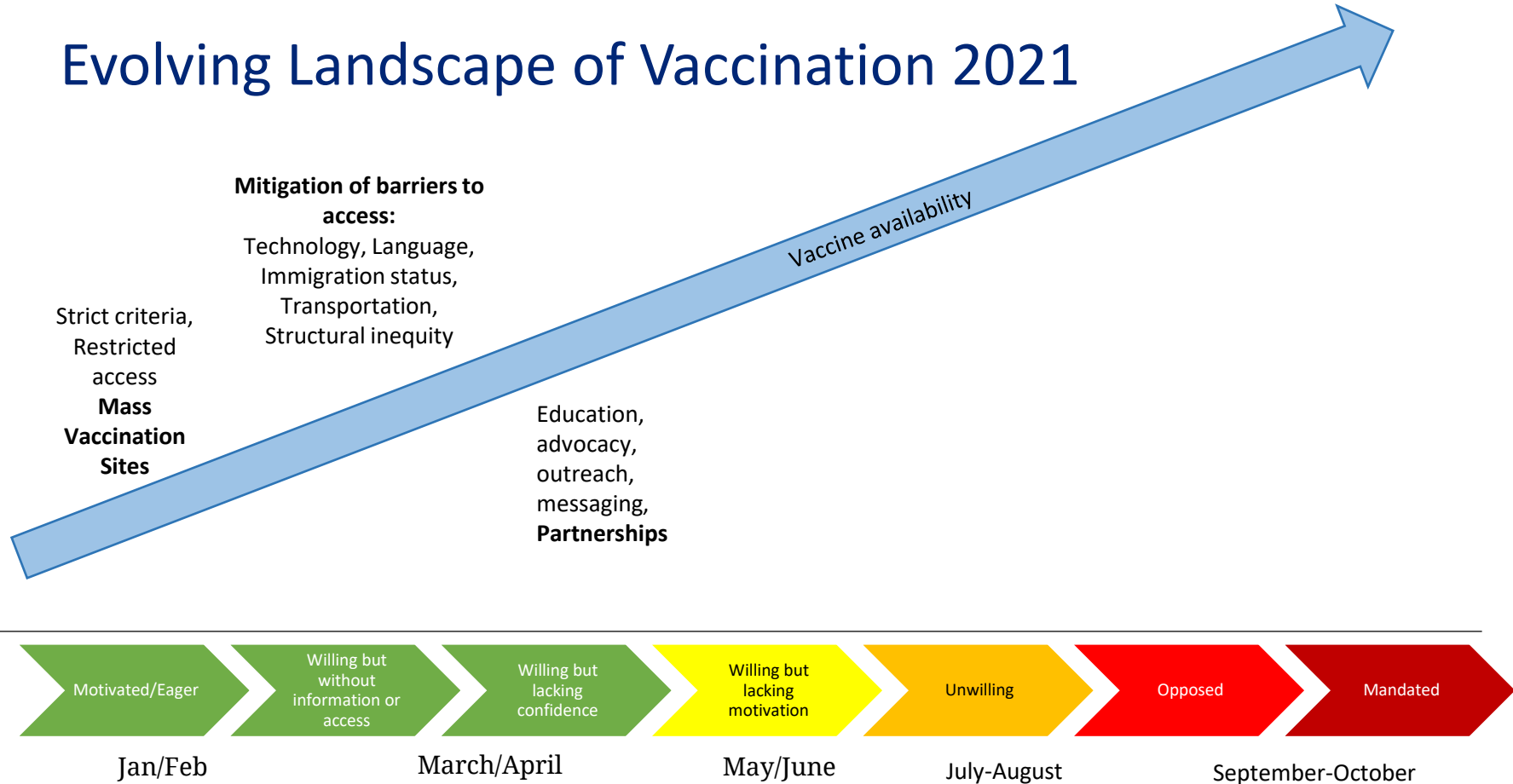
May/June

July-August

September-October

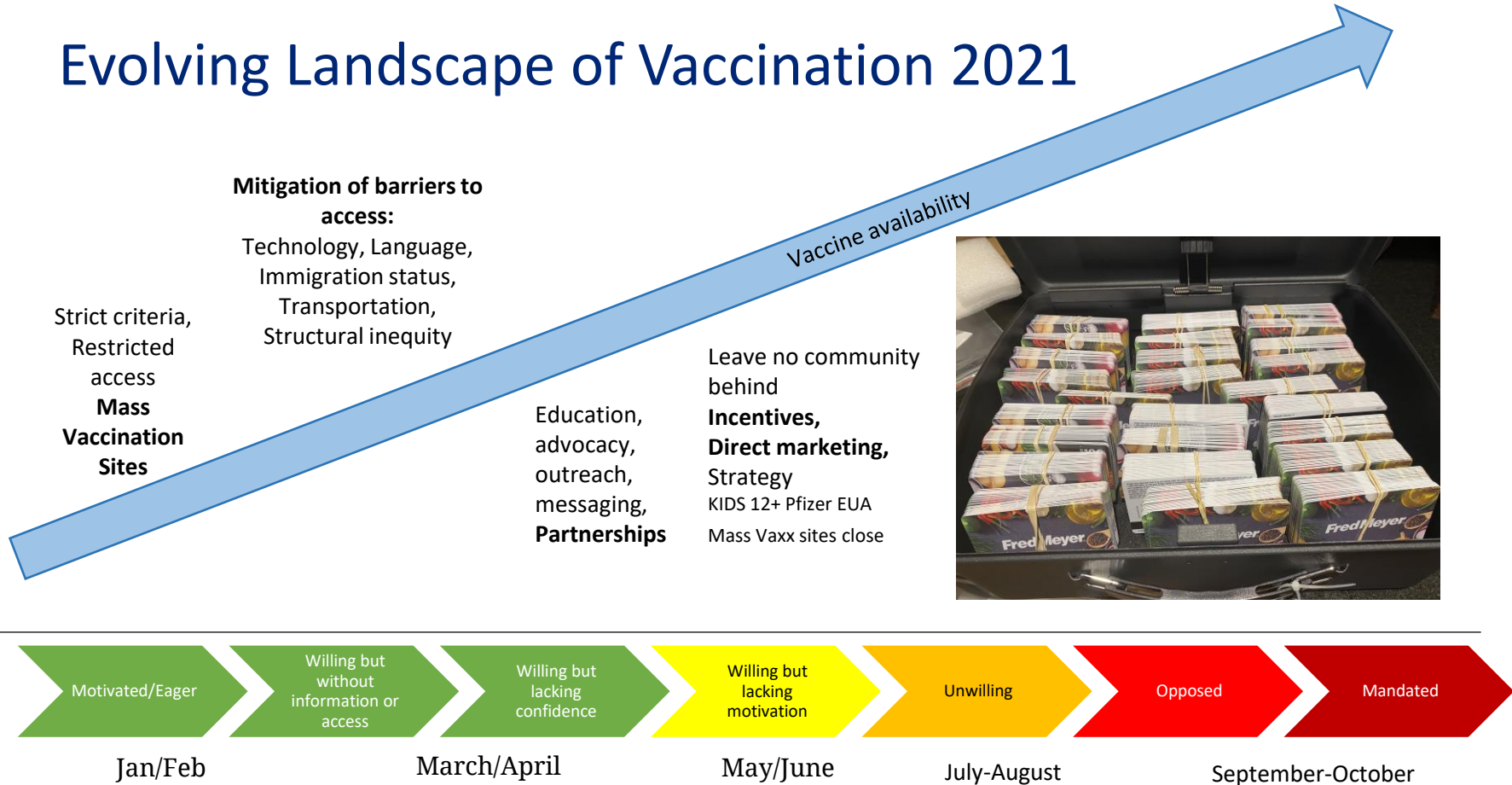
Unvaccinated patients found in the community

Evolving Landscape of Vaccination 2021



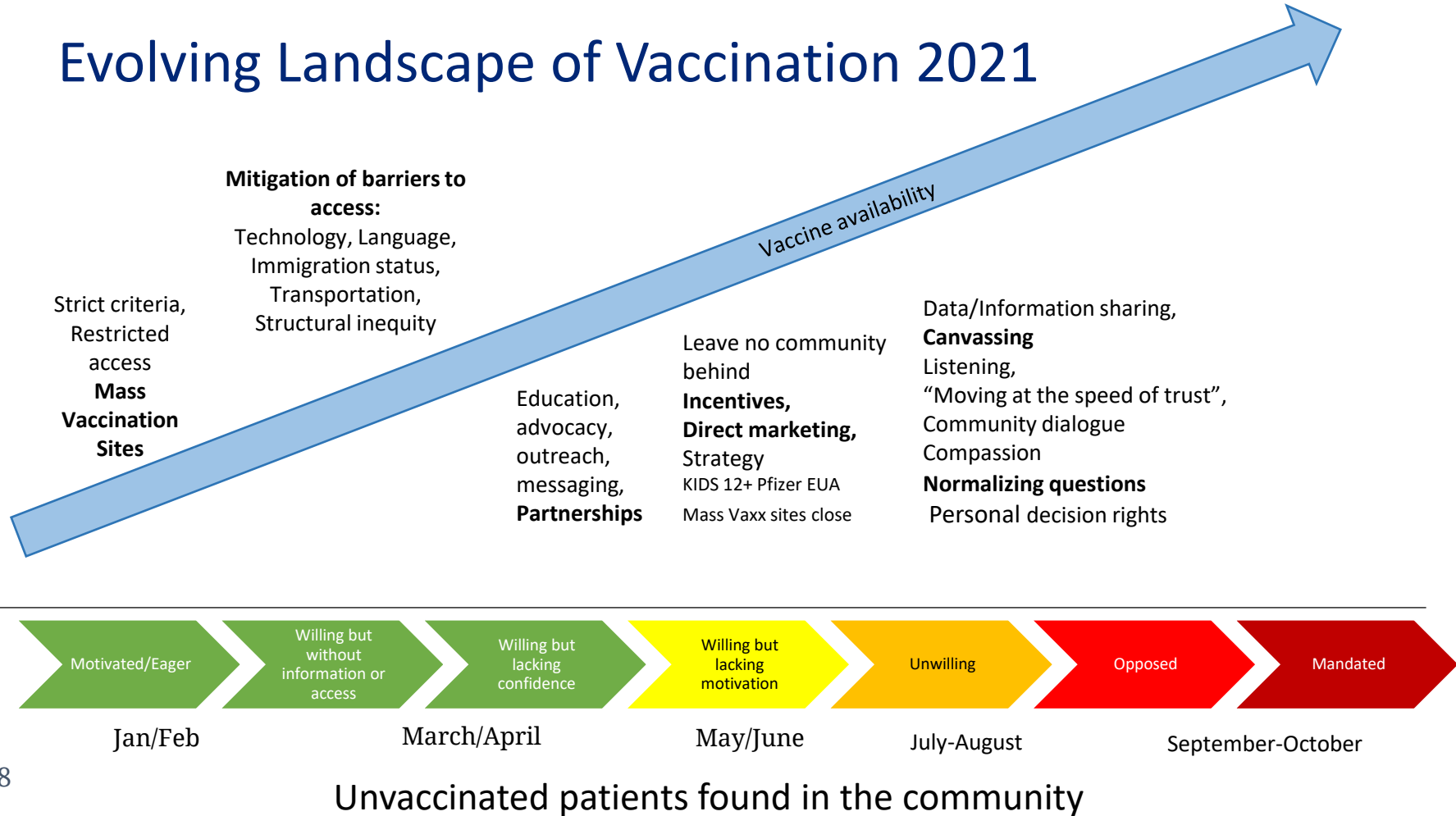
Unvaccinated patients found in the community

Evolving Landscape of Vaccination 2021

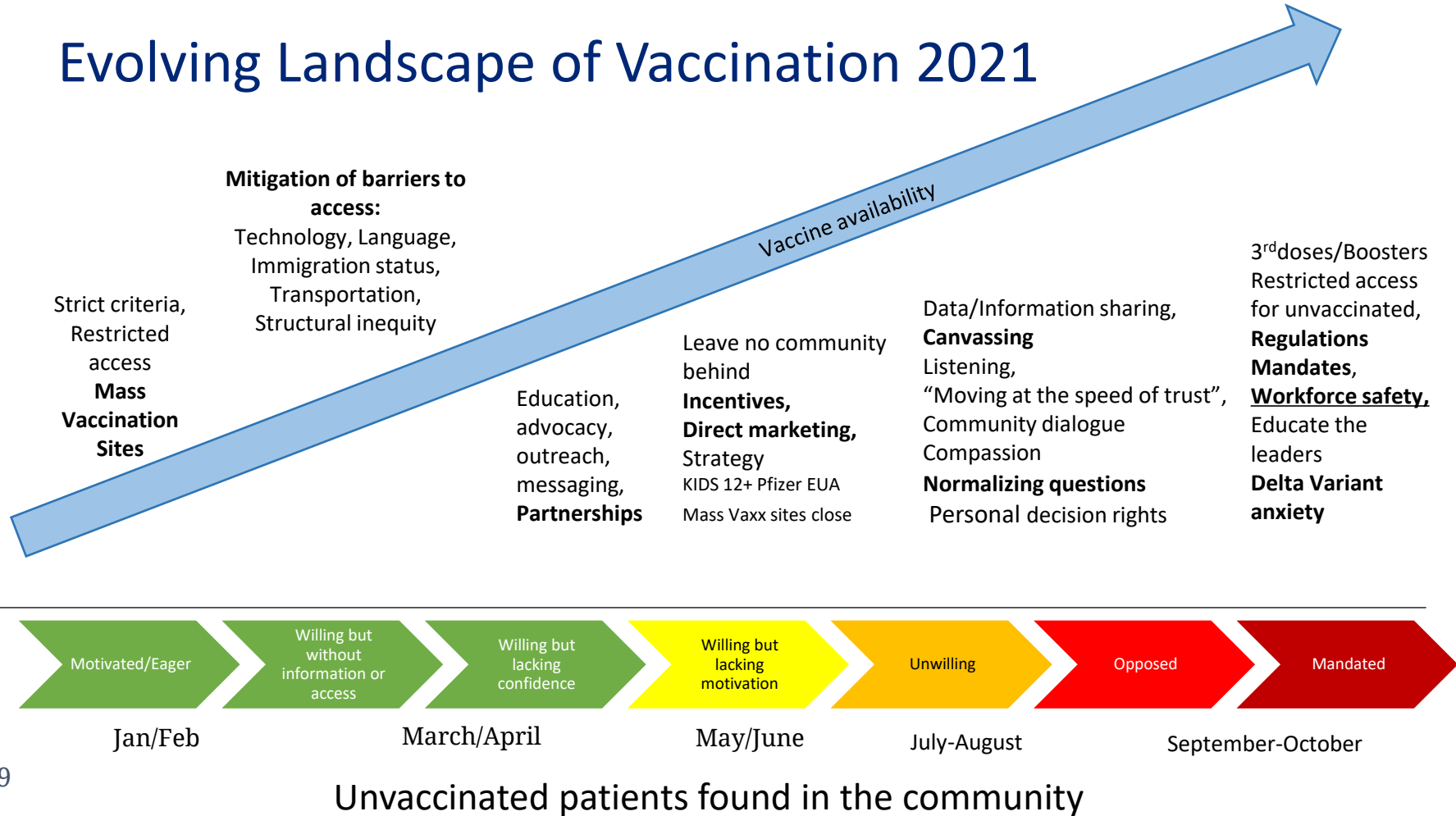


Unvaccinated patients found in the community

Evolving Landscape of Vaccination 2021



Evolving Landscape of Vaccination 2021



Evolving Landscape of Vaccination

Adult Vaccine availability

Kids EUA 5-11,
Restricted
access
**Mid Mass
Vaccination
Sites**
**Parental
decision
making**

3rd Doses & Boosters
Elementary School focus
Emphasis on testing
Ensuring best
practices at DCH

*Peds Vaccine available



Motivated/Eager
Parents

Omicron fear and
anxiety

Strong desire for
Boosters

Low motivation

??

??

??

November-December
2021

January-February
2022

March-April

May-June

July-August

Evolving Landscape of Vaccination

Adult Vaccine availability

Kids EUA 5-11,
Restricted
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**Mid Mass
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Ensuring best
practices at DCH

Return to high
volume
vaccination
efforts
Partnerships
Leave no
community
behind

*Peds Vaccine available



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Evolving Landscape of Vaccination

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Kids EUA 5-11,
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3rd Doses & Boosters
Elementary School focus
Emphasis on testing
Ensuring best
practices at DCH

Return to high
volume
vaccination
efforts
Partnerships
Leave no
community
behind

Hyper-local hyper-
accessible
vaccination efforts
2nd Booster for 65+
Battle of mixed
messages

Emphasis on access to oral
COVID19 treatments

*Peds Vaccine available

Motivated/Eager
Parents

Omicron fear and
anxiety

Strong desire for
Boosters

Low motivation

??

??

??

November-December
2021

January-February
2022

March-April

May-June

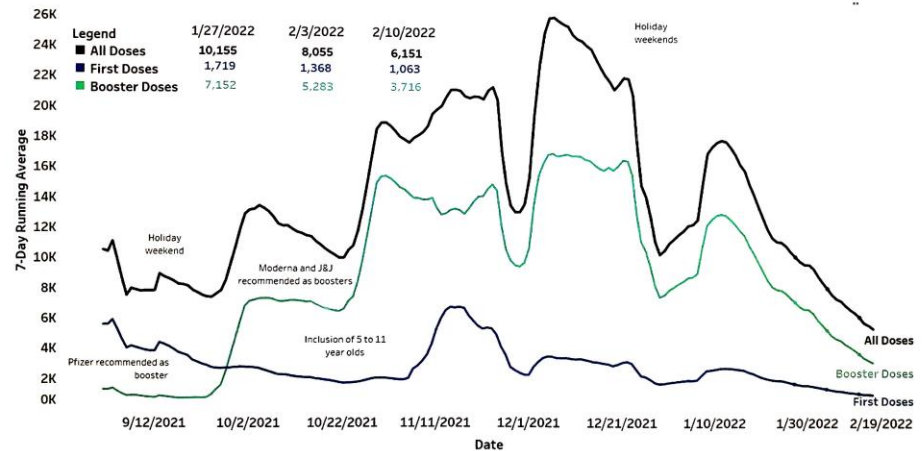
July-August

Current Picture

- Large scale pandemic fatigue
- Unclear messages: Masking, “vaccinated”
- Waning interest in public safety measures
- Entrenched anti-vax positions
- Uncertainty around long term vaccine effectiveness
- High levels of hesitancy among parents of vaccine eligible children
- Anxiety over when children 6mo-4yrs will become eligible
- Strong desire for return to “normalcy”
- Need for “Recovery” that addresses pre-existing inequities, severe limitations in access to mental health services

7-Day Running Averages: Total Doses Administered and First Doses and Extra Doses

ALERT IIS, All Ages



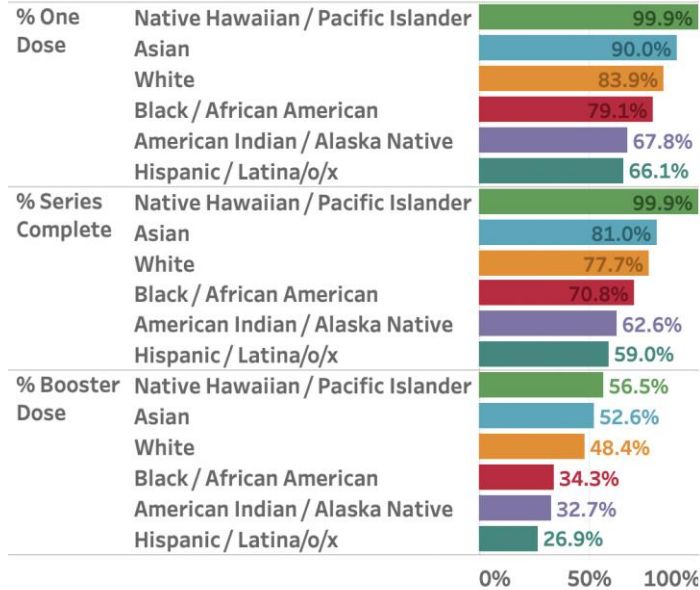
Data current as of 12:01am 2/14/2022

View dose administrations online [here](#) and [here](#)
View averages of people initiated online [here](#)

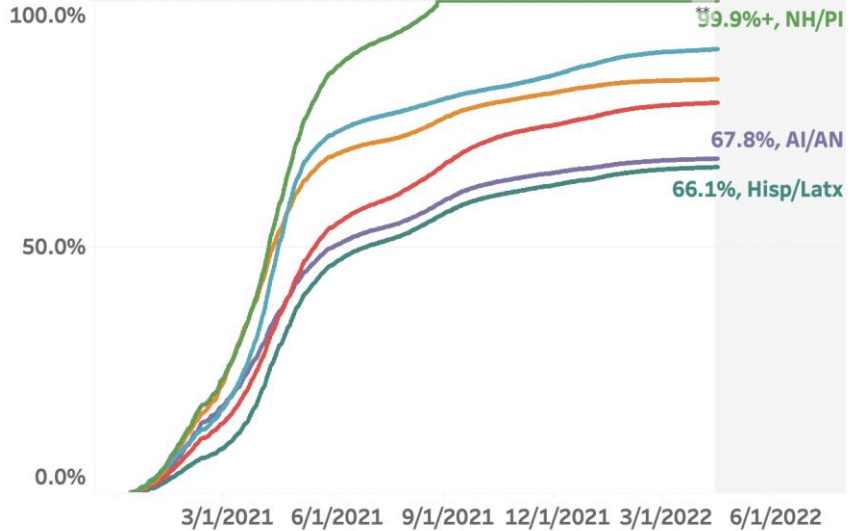
Shifting National Demographics of Covid19 Death

- Overall death rates still remain highest for Indigenous, Pacific Islander and Black peoples.
- However, [disparities in Covid-19 death rates](#) decreased significantly for most racial and ethnic groups compared to the first year of the pandemic
 - About 13% of Covid-19 deaths were among Black people in 2021, down from about 16% in 2020.
 - Similarly, 16.5% of Covid-19 deaths were among Hispanic people in 2021, down from about 19% in 2020.

Work remains to be one!



People ages 18 years and older



<https://public.tableau.com/app/profile/oregon.health.authority.covid.19/viz/OregonCOVID-19VaccineEffortMetrics/RaceandEthnicityData>

OHSU sits at an inflection point in which the narrative defining it's place in the community can be re-written



Community Vaccination Events



OHSU Healthsystem COVID-19 Vaccination Trends

This dashboard presents information on all COVID-19 Vaccines administered by OHSU to community members.

Developed and maintained by Faiza Khan, Business Intelligence & Advanced Analytics, ITG, OHSU

Last Updated: 4/27/2022 5:34:18 AM

SA

(Multiple valu... ▼

Location

COMMUNITY SITES ▼

Department [Visit Prov ...](#)

Multiple values

Imm Dat

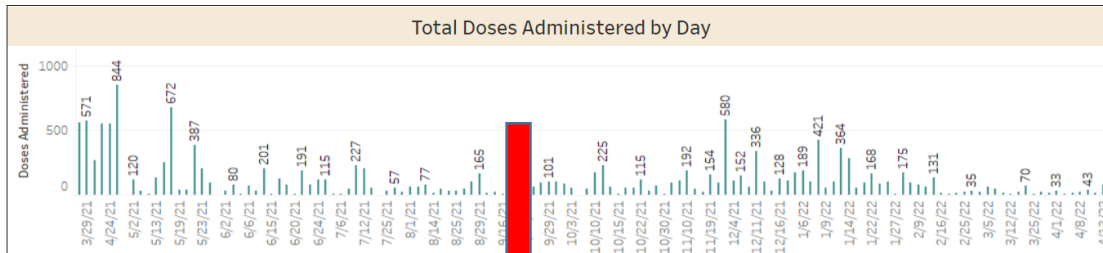
12/22/2020 (

12/31/2022

Select Age

(Multiple values)

239



Race		
White	4,287	36.60%
Null	4,630	39.53%
Asian	1,173	10.01%
Unknown	316	2.70%
Black	677	5.78%
Declined	494	4.22%
American Indian/Alaska N..	77	0.66%
Other Pacific Islander	47	0.40%
Native Hawaiian	12	0.10%

Ethnicity		
Non-Hispanic	4,715	40.25%
Null	4,394	37.51%
Hispanic	2,428	20.73%
Declined	151	1.29%
Unknown	25	0.21%

Age Groups		
5-11	832	7.10%
12-15	1,746	14.91%
16-19	1,041	8.89%
20-29	1,705	14.56%
30-39	2,047	17.48%
40-49	2,012	17.18%
50-59	1,372	11.71%
60-64	442	3.77%
65-69	258	2.20%
70-74	136	1.16%
75-79	85	0.73%
80+	74	0.63%

Sex at Birth		
Female	5,890	50.29%
Male	5,815	49.65%
Unknown	8	0.07%

Available Doses		
Moderna	Pfizer	J&J
2,600	6,774	300

Imm Date 12/22/2020 12/31/2022 Select Age (Multiple values)

Total Doses Administered	15,207
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Administered 1st Doses	Administered 2nd Doses
7,025	4,349

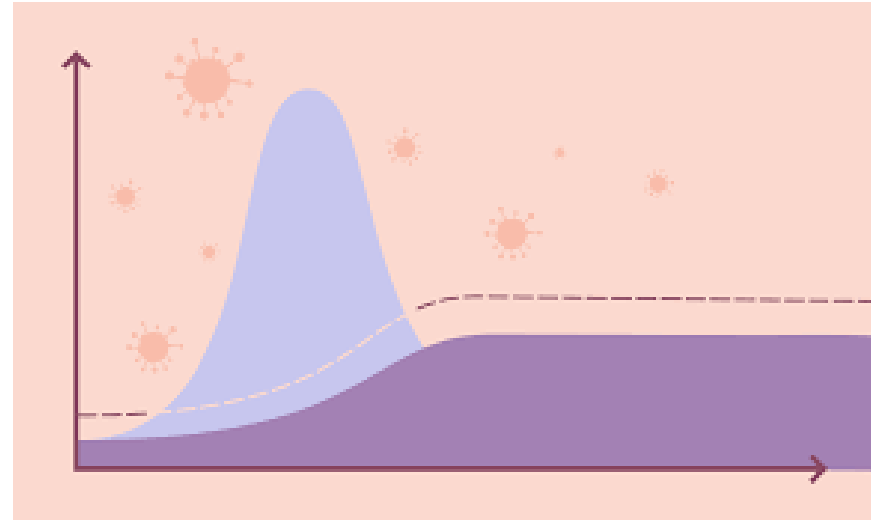
Scheduled Appts.	Boosters (includes extra doses for immunocompromised pts.)
13	3,833

[illegible]

Where are we now

Boosters, expanded child eligibility? Endemic COVID?

- Continued **family-centered** community sites to support distributed model of resource allocation to meet concurrent demands for: testing, vaccination, monoclonal antibody treatment, oral COVID prophylaxis.*
- Continued recognition that Primary vaccination series is as critical as Boosters
- Continued data driven vaccination outreach in critical areas with emphasis on maintaining open access.



*OHSU Sites: OHSU Pharmacies, Primary/Immediate care clinics, Richmond, HMC, Adventist, **Van based community events**

What is next?

- Broadening of resources to provide additional services to communities
 - COVID home test kit distribution
 - COVID education and support (Monoclonal antibodies, medical prophylaxis, “educate the educators”)
 - Long COVID clinic information/access
 - OHP Registration
 - Flu vaccines
 - Traditional health screening
- Transition of VEC operational structure to enable sustainability and pivot to more broad health equity focus.
 - Director of Health Equity Operations
 - Community Health Navigators



The path to “Recovery” is not so simple in the community

- Transition from response to recovery must incorporate numerous lessons learned and address persistent limitations access to mental health and other services.
- More favored perspectives moving forward:
 - Restoration, restitution, reparations, resiliency, re-imagination



From down payment to continued investment

- Continued partnership
- Ensuring culturally responsive care in all facets of OHSU Health care delivery
 - Access to insured care
 - Patient clinical journey
 - Connected Care Center (C3)
 - Patient Centered Primary Care Home
 - Language access plan
 - Digital Health
 - Collecting, monitoring and acting upon disaggregated hospital data (HDRC)
 - Health Literacy: education, advocacy, outreach
 - Research participation
 - OHSU hospital expansion project
 - Mobile screening and care delivery

Centers for Medicare and Medicaid Service' (CMS) Pillar: Health Equity, 2022 Strategy

- 1) Close the gaps in healthcare access, quality and outcomes for underserved populations
- 2) Promote culturally and linguistically appropriate services to ensure understandable and respectful care and services that are responsive to preferred languages, health literacy, and diverse communication needs.
- 3) Build on outreach efforts to enroll eligible people across Medicare, Medicaid/CHIP and the Marketplace
- 4) Expand and standardize the collection and use of disaggregated data across CMS systems
- 5) Evaluate policies to determine how CMS supported safety net providers
- 6) Ensure engagement with and accountability to communities' CMS serves
- 7) Incorporate screening for and promote broader access to health-related social need
- 8) ensure that CMS programs serve as a model and catalyst to advance health equity through nations healthcare system including states, providers, plans and other stakeholders.

Health equity and justice can be timeless aspirations!

- Asynchronous prioritization can mitigate the challenges of limited resources.
 - Necessary for maintenance of both hope and trust
- Let's negotiate the timeline rather than the destination



Lessons learned from 14 months of community vaccination.

- The **disparities** that led to the disproportionate burden of COVID-19 disease in underserved communities existed long before the pandemic and will remain long after without deliberate action.
- The complex history of medical mistreatment, structural racism, and transactional exploitation creates profound **mistrust** of health entities in general.
- The messenger is as important as the message to **build trust**.
- **Language** is everything. (inclusive, appropriate, accurate, accessible)
- **Cultural humility** must be continuously centered in all aspects of community engagement to achieve true bidirectional partnership.





Lessons Learned from 14 months of community vaccination (A Call to Action)

- **Health equity** is an uphill battle that requires not only desire but commitment, innovation, appropriation and often reallocation of resources across the entire system to be attainable.
- Communities want and need **authentic, enduring partnership** with OHSU that goes beyond a transactional relationship.
- OHSU sits at an inflection point in which the narrative defining it's place in the community can be re-written.





Thank you!



OHSU Resources

COVID FAQs

- <https://www.ohsu.edu/health/frequently-asked-questions-covid-19-and-vaccines>

Unsure about COVID vaccines?

- <https://www.ohsu.edu/health/unsure-about-covid-vaccines-information-consider-and-how-learn-more>

“COVID vaccine facts:”

- <https://www.youtube.com/watch?v=FeZEGFjH1VM&list=PLRuImArwyTFjGI-yIJYVWkdRziTzbBs5>
- [“COVID vaccines for the Mexican/Latin American community”](#) Spanish closed captioning.

General Vaccine information and appointments

- <https://www.ohsu.edu/health/covid-19-vaccines-information-and-appointments>

COVID testing Expo Center

- <https://www.ohsu.edu/health/covid-testing-portland-expo-center>

Get a COVID-19 Vaccine:

Events for Black/African American, Asian, Latino, Pacific Islander, Native American and Other Community Members

- <https://www.ohsu.edu/health/vaccine-scheduling-ycuo>
 - English line: 833-647-8222
 - Spanish line: 503-437-9074
 - Russian: 503-386-0673

Vaccine information and appointments (Spanish)

- <https://www.ohsu.edu/espa%C3%B1ol/vacunas-contr-el-covid-19-informacion-y-citas>



Vaccine Equity Committee

Name	Titles
Chairs:	
Donn Spight, MD, FACS, FASMBS	Professor of Surgery, OHSU Department of Surgery Medical Director, OHSU Simulation Staff General and MIS Surgeon, Portland VA Medical Center
Derick Du Vivier, MD, MBA	Senior Vice President for Equity and Inclusion Director, Center for Diversity and Inclusion Assistant Professor, Department of Anesthesiology & Perioperative Medicine
Committee Members:	
Zhenya Abbruzzese	Healthcare Innovator, J Curve Consulting and Enigma Health Vaccine Advisory Committee, Adventist Hospital
Connie Amos, MS	Senior Director, Post-Acute Care
Hayes Bakken, MD	Associate Professor, General Pediatrics, Doernbecher
Jenny Lee Berry	Program Manager, Community Relations, Public Affairs
John Cockerham, MPH	Program Manager, COVID Community Van
Neil Edillo, PharmD	Assistant Director, Information Management and Medication Safety, Pharmacy Services
Allison Empey, MD	Vice Chair of Equity, Diversity and Inclusion Assistant Professor of Pediatrics, School of Medicine
Christopher Evans, MD, MPH	Assistant Professor, General Internal Medicine & Geriatrics and Infectious Diseases
AAHIVS	HIV Clinic Team Lead Physician
Kurt Freeman, PhD, ABPP	Director, Institute on Development and Disability Professor of Pediatrics, School of Medicine
Leslie Garcia, MPA	Assistant Dean for Diversity, Equity, & Inclusion, School of Medicine
Leda Garside, RN, BSN, MBA	Salud Services Manager & Cultural Liaison Clinical Nurse Manager, OHSU Health Hillsboro Medical Center
Michael Harrison, MO	Director, Local Relations
Banning Hendriks, MBA	Director, Patient Experience
Katrina McPherson, MD	Pediatrics, Primary Care Clinic, Forest Grove
Brian FM Park, MD, MPH	Assistant Professor, Family Medicine, Richmond Clinic
Kat Phillips, MHA, PMP	Director, Health Equity Operations
Mariana Phipps, MSc	Senior Communications Specialist, School of Medicine
Megan Pugmire, BA	Director, Brand and Design, Marketing and Communications
Apoorva Somayazulu, BS	Quality Specialist, Quality Management
Robert Trachtenberg, MS	Executive Director, OHSU Family Medicine at Richmond Interim Chief Administrative Officer, OHSU Practice Plan, School of Medicine
Advisors:	
Eric Herman, MD	Chief Primary Care and Population Health Officer
Kevin O'Boyle, MHS	Vice President, Ambulatory Core
David Robinson, PhD	Executive Vice Provost, and Interim Provost
Abby Tibbs, JD	Vice President, Public Affairs & Marketing
Admin Support:	
Lisa Huynh, BSc	Sr. Executive Assistant, Office of the Provost