

Covid-19 Taskforce Updates

February 24, 2021



New Resources

New materials available

- Top Ten Facts
- Developing COVID-19 Vaccines infographic
- Social media graphics and content
- Community posters

Materials in English and Spanish

10 FACTS YOU SHOULD KNOW ABOUT COVID-19 VACCINE

1. The vaccines are found to help prevent COVID-19 and are effective in preventing hospitalization and death. Millions of people in the U.S. have already received them.
2. COVID-19 vaccines are built on years of work to develop vaccines for similar viruses.
3. You cannot get COVID-19 from the vaccines.
4. There are no serious side effects. You may have temporary reactions like a sore arm, fever, headache or feeling tired and achy for a day or two after receiving the vaccine.
5. The vaccines teach your body how to create a protein that helps you fight COVID-19. The protein and vaccine leave your body after they are finished and cannot be tracked.
- 6.
- 7.
- 8.
- 9.
- 10.

How Safe and Effective COVID-19 Vaccines Come to You

1. Scientists had a head start.
 - The COVID-19 vaccines were built upon vaccines for similar viruses.
2. Vaccines are safe and work to prevent millions of people in the U.S. have.
 - Trials included diverse participants, including Hispanic/Latino volunteers.
 - Vaccines were found to help prevent COVID-19 hospitalization and death.
3. The Food and Drug Administration (FDA) reviews trials and determines if vaccines are safe and effective.
 - An independent, scientific committee checks the work.
 - Vaccines are authorized and recommended for use.
4. Companies manufacture vaccines and the federal government distributes them.
 - High quality vaccines are manufactured for distribution.
 - The federal government ships the vaccines and vaccination supply kits to vaccine providers each week.
 - Supplies are limited—states don't get all the vaccines they need right away.
5. Safety and effectiveness are continuously monitored.
 - Like all vaccines, the FDA keeps checking safety through its reporting system.
 - Health care providers report serious side effects or serious illness.

NC Department of Health and Human Services • [YourSpotYourShot.nc.gov](#)
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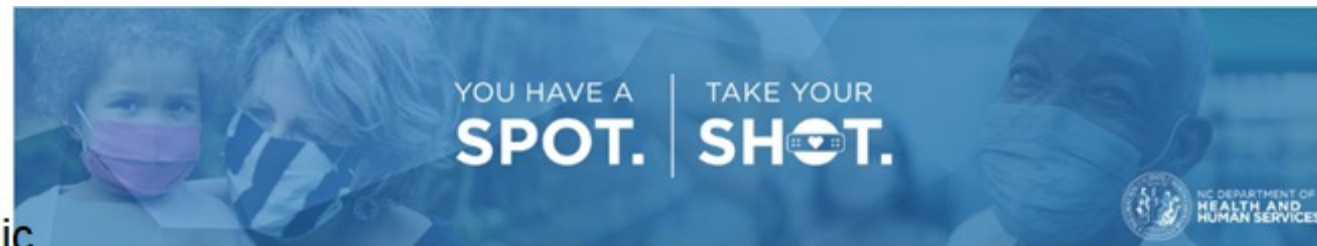
TWO SHOTS are necessary to fight COVID-19

The **SECOND** shot will come **3-4 WEEKS** after the first.

PROTECT YOURSELF, FAMILY AND COMMUNITY.
Get a safe, effective and free COVID-19 vaccine.

Learn more at [YourSpotYourShot.nc.gov](#)
COVID-19 Vaccination Help Center,
toll-free at 888-675-4567

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NCDHHS: COVID-19 Vaccine Communications Toolkit

CAMPAIGN

You Have A Spot. Take Your Shot.

DESCRIPTION

This is your spot for ready-made materials to help you communicate about safe and effective COVID-19 vaccines.

Anyone who is sharing information about the COVID-19 vaccine with their community, including health care professionals, team leaders, community and business leaders and non-profit organizations, can use and adapt the resources here to build confidence in the COVID-19 vaccines. This page will be updated frequently with sample social media posts, graphics and other materials for you and your organization to use.

You can help people in your community find their spot and take their shot.

For more information: [YourSpotYourShot.nc.gov](#)

Version en español: [covid19.ncdhhs.gov/kit-de-herramientas-de-comunicacion-sobre-vacunas-covid-19](#)

HASHTAGS

#FindYourSpotNC | #TakeYourShotNC
#YourSpotYourShotNC | #BestShot
#COVID19NC | #COVID19Vaccine
#StayStrongNC | #StopCOVID19
#ThisIsOurShot | #VaccinesSaveLives

Brand Guidelines

Social Media Graphics

Flyers

Post Cards

Presentation/Reports

Website and Newsletter Graphics

Video Library

FOLLOW THESE GUIDELINES WHEN PRODUCING ANY MATERIALS IN SUPPORT OF THE YOU HAVE A SPOT. TAKE YOUR SHOT. CAMPAIGN

[Brand and Usage Guidelines \(URL\)](#)

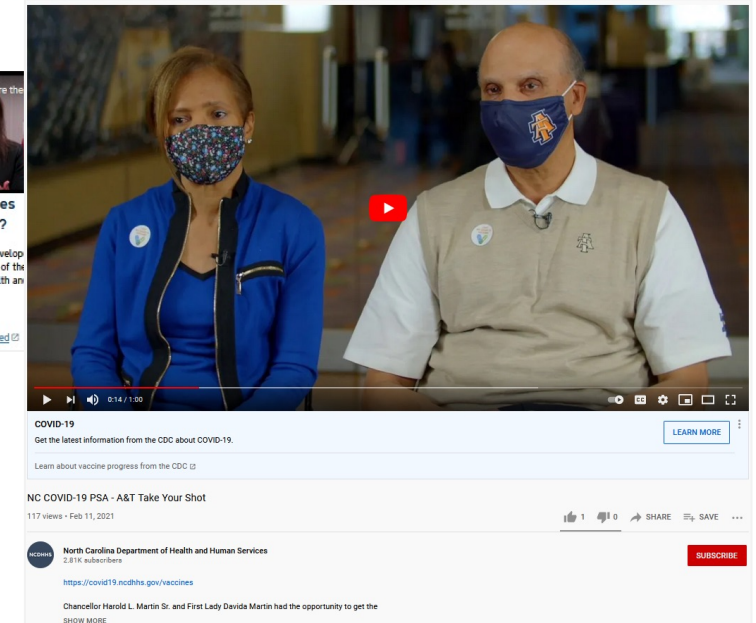
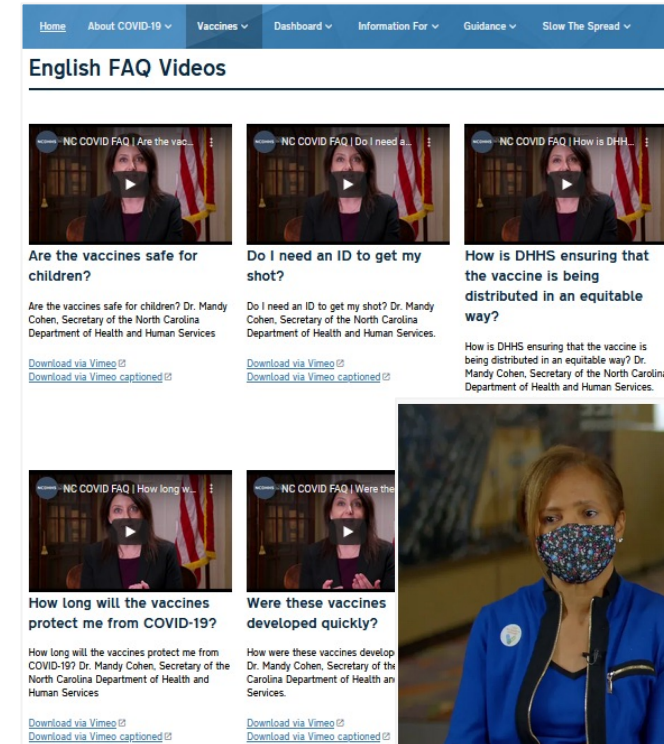
[Brand and Usage Guidelines \(PDF\)](#)

New Easy-to-Use Toolkit

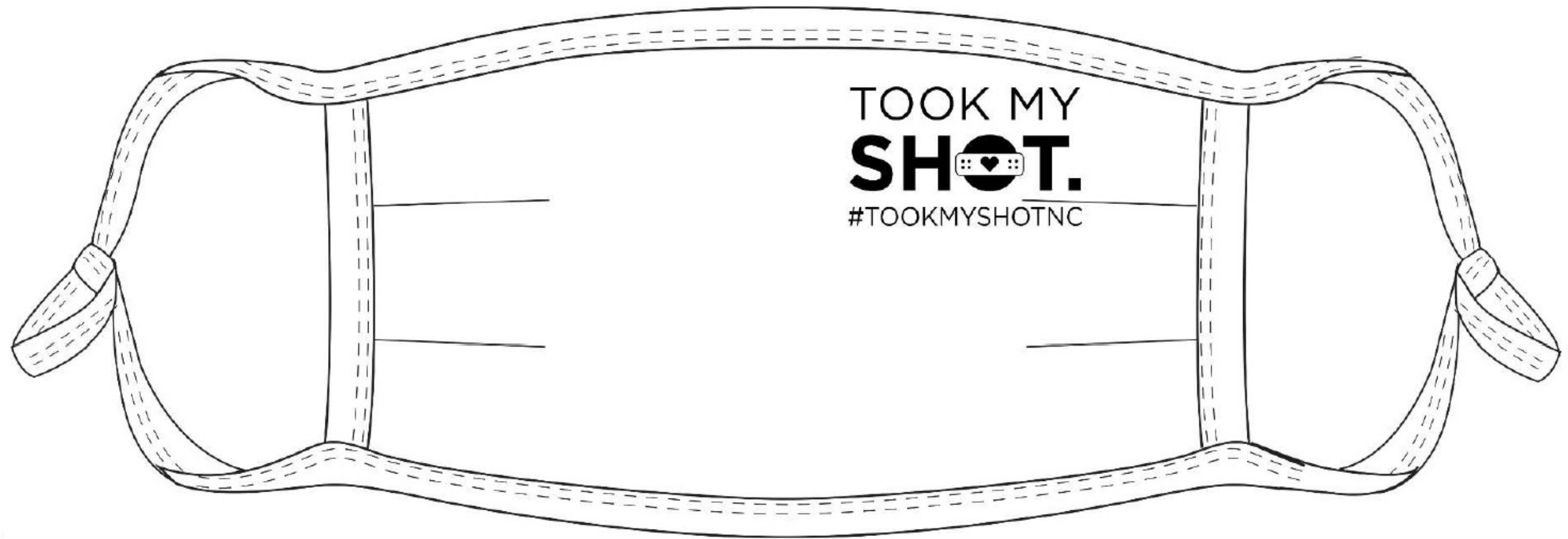


Outreach and Education: Videos

- **6 short FAQ videos w/Sec. Cohen**
 - Are the vaccines safe for children?
 - Do I need an ID to get my shot?
 - How is DHHS ensuring that vaccines are distributed equitably?
 - How long will the vaccines protect me from COVID-19?
 - Were these vaccines developed quickly?
 - What are the side effects?
- **Essential worker PSA**
- **Chancellor Martin, North Carolina A&T**
- **Up next:**
 - Basketball coaches
 - Western NC with frontline workers



Reinforce the 3Ws



Johnson & Johnson

We will soon have another tested, safe and effective vaccine to ~~increase the supply and~~ help us get more people vaccinated quickly.

Johnson & Johnson applied for an Emergency Use Authorization (EUA) from the Food and Drug Administration on February 4, 2021. A hearing is scheduled for February 26 (Today!)

How it Works

- Like the Pfizer and Moderna vaccines, scientists built on decades of previous work on similar vaccines to create the Johnson & Johnson one-shot vaccine.
- It teaches your body to make antibodies (germ-fighting cells) against the COVID-19 virus. These germ-fighting cells are then ready to fight off the real COVID-19 if it ever tries to attack.
- Instead of mRNA, the instructions are carried on a type of virus called adenovirus that cannot make you sick.
- You cannot get COVID-19 from the vaccine

Clinical Trials

- 43,783 participants 18+
- No significant safety concerns. No reports of anaphylaxis
- Similar temporary reactions after vaccination to Pfizer and Moderna: arm soreness, feeling tired, headache, muscle pain, fever

Johnson & Johnson

The Johnson & Johnson vaccine is given in one shot and does not require extreme cold storage, so it can be more easily shipped, stored and administered, providing opportunities to increase the number of vaccination sites and make them more convenient.

Having a third safe and effective vaccine will help North Carolina vaccinate as many people as quickly as possible and meet its goals to provide equitable access to COVID-19 vaccinations in every community in the state.

Getting as many people as possible vaccinated quickly will also help stop the spread of COVID-19 variants—and get us back in control of our lives and back to the people and places we love.

Key Message for All Vaccines

COVID-19 vaccines help prevent COVID-19 and are extremely effective in preventing hospitalization and death with no serious safety concerns.

Questions?

Transparent and Data-Informed Decision Making

Guiding principle: Transparent data builds public trust and fosters rapid-cycle-improvement among providers.

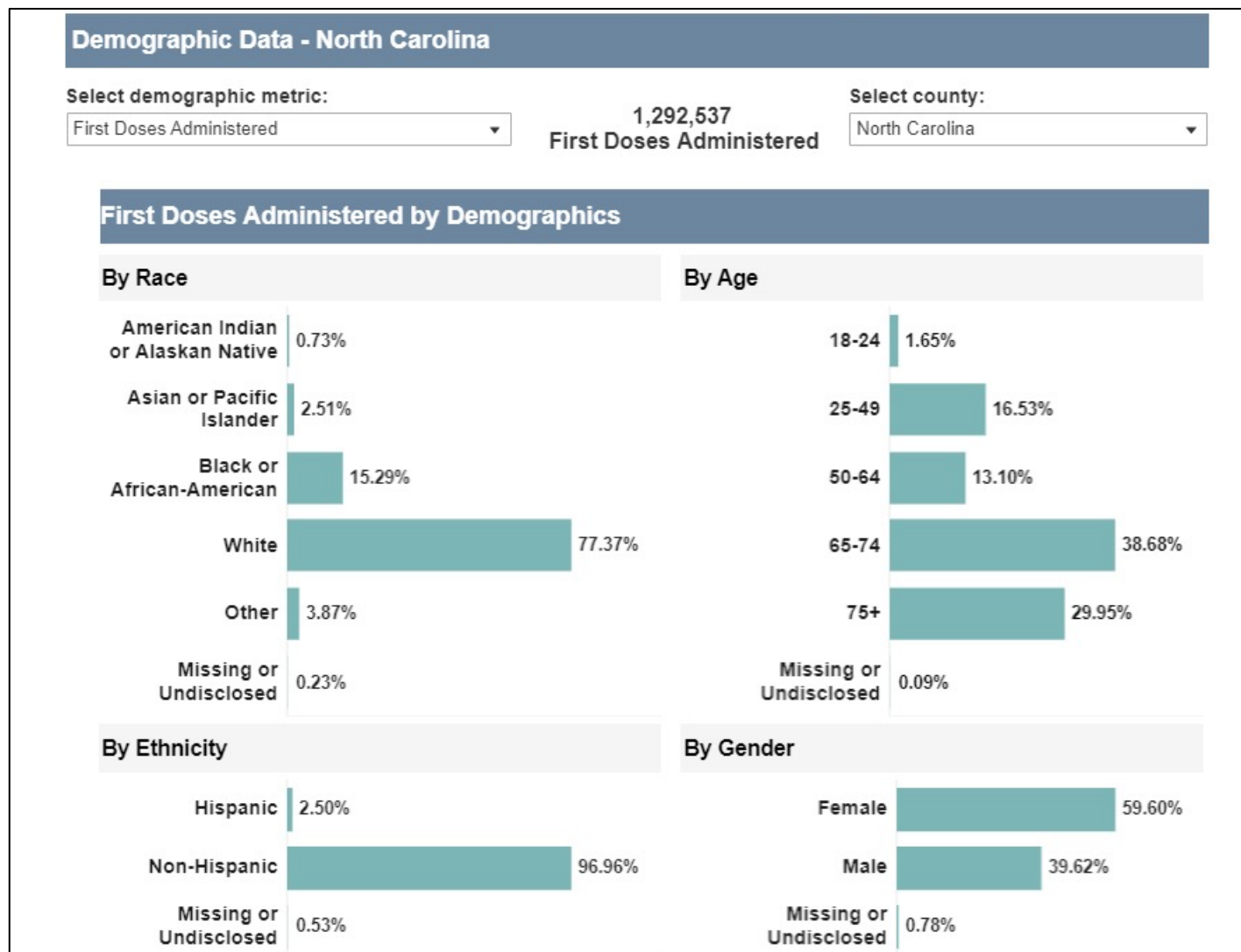
Key components of NC's data strategy:

1. Requiring all vaccine providers collect and report to the state race and ethnicity data.

Advantages	Challenges
<ul style="list-style-type: none">• Helpful to have complete race and ethnicity data for virtually all state-allocated vaccinations to inform operational strategy	<ul style="list-style-type: none">• Errors• CVMS/EHR integration• No option (yet) for those who wish to decline to report their race/ethnicity

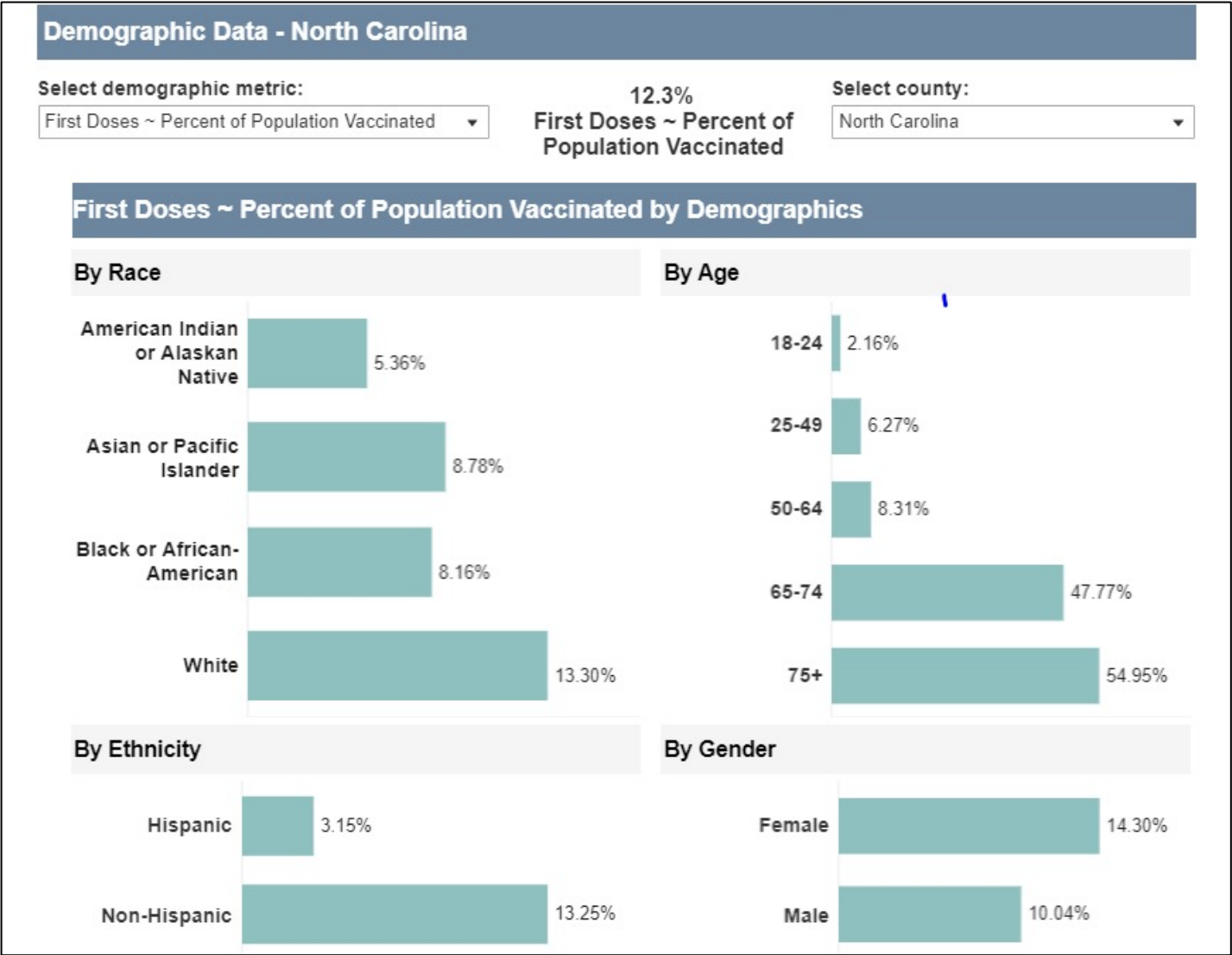
2. Publishing public dashboard that shows vaccine rates by race/ethnicity at state and county level.
 - NC is the only state publicly reporting race/ethnicity data for all state-allocated vaccinations
3. Providing weekly reports to each vaccine provider on their race/ethnicity vaccination rates.

Transparent Data



Bloomberg News just rated North Carolina as being best in the nation for data quality, reporting race and ethnicity data for nearly 100% of people vaccinated in the space.

Transparent Data



Percent of the population by race, ethnicity, age, and gender that has received a first dose.

Using Data to Drive Action

Guiding principle: Vaccinate all North Carolinians as quickly and equitably as possible.

A three-part formula determines each county's first dose allocation.

Baseline Allocation with Equity Increases

- All 100 NC counties get a minimum baseline allocation based on population to ensure geographic equity
- 60 counties with large unvaccinated populations of Black/African American, Hispanic/Latinx, and American Indian residents receive additional “equity doses”

Set-Aside Allocations

- Sending additional doses each week to counties that have received cumulatively fewer doses per population compared to other counties

Community Vaccination Events

- Setting aside doses for weekly community vaccination events that focus on underserved communities
- Examples: partnerships with Black churches, Historically Black Colleges and Universities, Housing Authorities, high schools in low income neighborhoods

Clear Expectations and Accountability

Expectation for vaccine providers: The percentage of vaccine you administer to historically marginalized and minority populations in your county meets or exceeds the population estimates of these communities in their county and region. NCDDHS:

- Monitors providers each week to assess if they are meeting this expectation
- Provides weekly reports to each provider on their race/ethnicity vaccination rates
- Facilitates provider convenings to showcase and share strategies and leverages “soft-competition” through goal setting to drive performance
- Contacts vaccine providers who do not meet this expectation if a provider has at least two weeks of data showing consistent disparities
- Provides technical assistance to help address challenges or opportunity to transfer vaccine to other providers
- Will reallocate vaccines to other providers for sites that are consistently unable to achieve adequate representation

Intentional Action - Examples

- Deploying DHHS-directed testing and vaccination vendors (including HUB vendors) to zip codes with high numbers of HMPs and HMPs >65 years old.
- Directing FEMA mobile vaccination clinics to underserved, high HMP communities.
- Pairing testing/vaccination vendors with community health workers and community-based organizations to facilitate events.
- 449 Community Health Workers employed, including 100+ who are Spanish speaking. 232 CHWs in 39 counties (7/7 vendors) dedicated to vaccine work with vaccine registration, scheduling, and education.
- Prioritizing Old North State Medical Society physicians for on-boarding as vaccinating providers.
- NCA&T and UNC-Pembroke vaccination site open all semester. More HBCUs planned.

Making Progress – And More Work to Do

- For the past three weeks, **more than 20%** of first doses administered in the state have gone to our Black/African American population. The Black/African Americans population is **22.2% of the state's total population**.
- Starting to see some progress in Latinx/Hispanic population. For the week ending February 21st, **3.7%** of first doses administered in the state went to our Hispanic/LatinX population, **up from 1.8%** for the week ending January 17th. The Hispanic/Latinx population is **9.8 percent of the state's total population**

Partnering to Host Vaccine Events

Survey for Organizations Wanting to Host/Support Vaccine Events

<https://docs.google.com/forms/d/e/1FAIpQLScqcUN8JiHO-PnZJ3oRftlmSN3joiJfAOWxgdgz6ww-MQ7Rog/viewform>

~240 responses since 2/12 launch; shared with vaccine providers to facilitate local partnerships; 14 AME Zion Churches enrolled and 28 pending completion

Toolkit for Partner Organizations Supporting NC's Vaccination Efforts

<https://files.nc.gov/covid/documents/guidance/vaccinations/NCDHHS-Toolkit-for-Partner-Organizations-COVID-19-Vaccines.pdf>

Healthier Together

Regional Health Equity Action Network to facilitate local partnerships and match supply with HMP demand. DHHS will contract with a community-based HMP serving organization to employ Regional Health Equity Directors to help match supply and demand in partnership with vaccine providers to serve African American, Hispanic, American Indian communities through events, reserved appointments, selecting appropriate locations for vaccine sites, etc.

Goal: Increase the percentage of historically marginalized populations receiving vaccinations by:

- Building and earning trust between community organizations, vaccine providers, and state partners
- Working with community partners, community media, and grassroots messaging to educate and address concerns of upcoming vaccination groups
- Focused deployment of NCDHHS resources/investments to mitigate barriers to vaccination

Approach:

- Leverage expertise of community-based organizations (CBOs) serving HMP communities, funded by NCDHHS, to support on-the-ground vaccination equity efforts.
- CBOs and vaccine providers to be supported by leads in each region who will help pull vaccine supply into marginalized communities and connect people from these communities to that supply via CBOs