



maryland  
**health services**  
cost review commission

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# COVID-19 Community Vaccination Funding Program

June 10, 2021

# Agenda

- Welcome/ Opening Comments
- Supply Update
- Best Practices & Opportunities for Improvement
- Reminders and Resources

# Supply Update

# Best Practices & Opportunities for Improvement

- What are things that are working well?
- How are you overcoming vaccine hesitancy?
- What obstacles are you facing?

# Reminders and Resources

## Reminder: Reporting

- Narrative report template emailed to lead program contacts on Wednesday, June 2
- Monthly reports will be due on the 10<sup>th</sup> of the following month
  - First report should cover May and June activities and is due July 10<sup>th</sup>
  - All future reports should reflect monthly reporting periods (1<sup>st</sup> – 31<sup>st</sup> of month)
- Email reporting questions to [hscrc.grants@maryland.gov](mailto:hscrc.grants@maryland.gov)

# Vaccine Hesitancy

- The Maryland Department of Health (MDH) Behavioral Health Administration (BHA) is hosting its third vaccine hesitancy webinar, “Updates on the Vaccines and Vaccine Hesitancy.”
  - Friday, June 11 | 10-11 a.m.
  - Registration Link: [https://us02web.zoom.us/webinar/register/WN\\_D8ngiLp7S7udL\\_tBL6aY9w](https://us02web.zoom.us/webinar/register/WN_D8ngiLp7S7udL_tBL6aY9w)
- This webinar will focus on the following:
  - The latest information on the vaccines
  - How to effectively communicate with those who are vaccine hesitant, including those unsure about the severity of the pandemic or susceptible to misinformation that resonates with their views
- Contact [steven.whitefield@maryland.gov](mailto:steven.whitefield@maryland.gov) with questions.
- April 27 Webinar Recording - <https://www.youtube.com/watch?v=V2BW2irS3Wg>



# Promotional Opportunities for Community Vaccination Sites

- MDH will be selecting a limited number of vaccine clinic events to promote each week.
- If you would like your event to be considered for promotion, please complete the survey found here by this Friday at noon: <https://docs.google.com/forms/d/e/1FAIpQLSdh5FywHX5H3oE9cx8XhN0LyyQj8A6LqRgMYhbBmIRVCQ0yGw/viewform>
- MDH will determine the scope of any promotional support for select events. If your clinic is selected for promotion, a GoVAX communications team member will contact you.
- All promotional activity is time sensitive. All information captured in the survey must be complete, confirmed and received at least two weeks in advance in order to be considered for promotion.
- If you are unable to access this survey, please send an email to [meredith.herzing@maryland.gov](mailto:meredith.herzing@maryland.gov) and include the following information:
  - Event Name and Description
  - Event Date and Time
  - Event Location
  - Web Address and Social Media Handles
  - Targeted Demographics
  - Notable Guests/Dignitaries
  - Event Contact Name and Email
  - Attach any visual assets, graphics or promotional materials





Questions?

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