



maryland
health services
cost review commission

COVID-19 Community Vaccination Funding Program

June 24, 2021

Agenda

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

Supply Update

Best Practices & Opportunities for Improvement

- What things are working well?
- Have you changed the focus of your target audience as more Marylanders get vaccinated?
- 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 10th of the following month
 - First report should cover May and June activities and is due **July 10th**
 - All future reports should reflect monthly reporting periods (1st – 31st of month)
- Email reporting questions to hscrc.grants@maryland.gov

CMS - COVID-19 Vaccine Campaign Toolkit Webinars

The Centers for Medicare & Medicaid Services (CMS) is partnering with the “We Can Do This” campaign to offer several webinars to walk through toolkits, resources, and training for community organizations, local voices, and trusted leaders to use the campaign tools for vaccine outreach efforts to diverse communities.

Webinar dates and registration links are below:

- Thursday June 24th, 1:00-1:30 pm ET: Healthcare workers Toolkit - Register [Here](#)
- Tuesday, June 29th, 1:00-1:30 pm ET: Faith-Based Toolkits - Register [Here](#)
- Thursday, July 1st, 1:00-2:00 pm ET: Toolkits for Racial and Ethnic Minority Communities – Register [Here](#)
- Thursday, July 8th, 1:00-1:30 pm ET: Older Adults Toolkit - Register [Here](#)

More information on regarding the “We Can Do This” campaign can be found here:
<https://wecandothis.hhs.gov/>

If you have questions regarding the webinars, please contact : Partnership@cms.hhs.gov

BHA/MedChi Behavioral Health Webinar Series

The Maryland Department of Health (MDH) Behavioral Health Administration (BHA) and MedChi are jointly sponsoring a webinar series, the BHA/MedChi Behavioral Health Webinar Series: Helping the Helpers and Those They Serve.

These webinars are for Maryland's behavioral health and medical health care workers of all disciplines, whether working in community or hospital settings. They are designed to enhance both health care worker self-care and resultantly the care they provide, as health care workers combat numerous stressors including the COVID-19 pandemic, social justice issues, and other stressors that can potentially impact delivered care.

The below webinars are open for registration. All webinars are from 5-6pm. Registration for future webinars, which will be on the 2nd and 4th Thursdays of each month, will be posted on the BHA/MedChi webinar webpage, where webinar recordings and slides are also archived.

- June 24: Grief in the Workplace.
Beth Hewett, PhD. Moderator: Chaplain Dennis DuPont.
Register for this webinar at this link:
https://us02web.zoom.us/webinar/register/WN_G0h1S9SYSYyudPouonqfHw
- July 8: Relaxation Techniques.
Hinda Dubin, MD and Amanda Robinson, MS.
Register for this webinar at this link:
https://us02web.zoom.us/webinar/register/WN_eSRIjRPPT1aAGG9v0hDZwQ
- July 22: Stretching and Exercise for Stress Reduction.
Cathy Mahon, PT, MS. Moderator: Kelley Stefancik, CRNP.
Register for this webinar at this link: https://us02web.zoom.us/webinar/register/WN_ery01IKHRH2lc0Q7j238pQ

For more information on upcoming topics and to register please visit : <https://health.maryland.gov/bha/Pages/bhamedchi-behavioralhealthwebinarseries.aspx>

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 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?
