maryland
health services
cost review commission

COVID-19 Community Vaccination Funding Program

May 27, 2021

Agenda

- Welcome/ Opening Comments
- Supply Update
- Best Practices
- Opportunities for Improvement
- Review Reporting Template
- Available Resources and Opportunities

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?

Reporting

Narrative Report Content

- 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)
- Key Content
  - Doses provided under this program by ZIP Code
  - Types of vaccination events and frequency of events
  - Outreach strategies
  - Community collaborator contributions
  - Efforts to address vaccine hesitancy and obstacles encountered
  - Lessons learned
- Reporting template will be sent early next week

Resources and Opportunities

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
- 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 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 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

HSCRC Website

- Visit the HSCRC website for meeting materials and additional content on the program. https://hscrc.maryland.gov/Pages/COVID-19-Community-Vaccination-Funding-Program-.aspx.

Questions?