

Increasing Access to COVID-19 Vaccines for Children Under 5 with Pop-Up Events



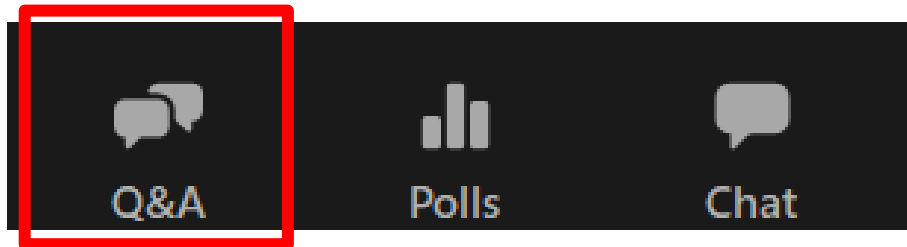
Photo Courtesy Fresno Unified School District

California Department of Public Health (CDPH)
COVID-19 Vaccination Campaign
Monday, May 2, 2022
2:00 PM – 3:00 PM



Early Care and Education Webinar Q&A

During today's session, please use the Q&A panel to ask your questions, so our subject matter experts can respond directly.



Housekeeping

Reminder to Panelists:



Please mute yourself when not speaking.

Please monitor the Q&A panel for questions you may be able to answer.

Reminder to Attendees:



Today's session is being recorded. Access today's slides and archived presentations at:
<https://eziz.org/covid/education/>



For post-webinar-related questions, please email ahana.singh@cdph.ca.gov

Agenda: Monday, May 2, 2022

No.	Item	Speaker(s)	Time (PM)
1	Welcome and Introductions	Leslie Amani (CDPH)	2:00 – 2:05
2	Pop-up Vaccine Event Process Overview	Ahana Singh, Amy Pine, and Crystal Moy (CDPH)	2:05 – 2:25
3	COVID-19 Vaccine Event Vendor: Color	Kevin Ige, Deval Turner, Pallavi Sharma (Color)	2:25 – 2:30
4	COVID-19 Vaccine Event Vendor: Optum Serve	Richelle Garlow (Optum Serve)	2:30 – 2:35
5	Testimonial: Fresno Unified School District	Zuleica Murrillo, Executive Director, Community and Family Services	2:35 – 2:40
6	Resources	Amy Pine (CDPH)	2:40 – 2:45
7	Question and Answers	Leslie Amani (CDPH)	2:45 – 3:00
Thank you!			

Pop-up Vaccine Event Process Overview

Ahana Singh, Amy Pine, and Crystal Moy, CDPH

Overview and Planning

CDPH anticipates that COVID-19 vaccines may be authorized for use in young children as early as this summer.

In preparation, we hope to increase vaccine accessibility for children ages 6 months through 4 years and their families by offering free pop-up COVID-19 vaccine events at California early care and educational settings.



Who will be vaccinated?

- All children ages **6 months and older**
- Their guardians and caregivers
- Any staff or other community member affiliated with the vaccine event venue are eligible to receive vaccine.



Where will the vaccine events occur?

- Early Care and Education Sites:
 - Preschools
 - Head Start
 - Child Care Centers
 - WIC Sites
 - First 5 Agencies
 - Resource and Referral Agencies



When will the vaccine-related events occur?

May 2022

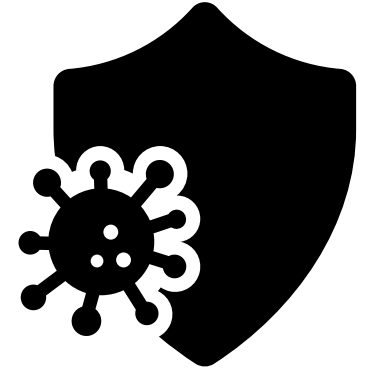
- Recruitment of sites to host vaccination events

June 2022

- Vaccine events for children ages 6 months+ will begin (pending vaccine authorization)

Summer 2022

- Vaccine events for children ages 6 months + continue through series completion



Importance of Vaccinating Children Under 5

COVID-19 vaccine is **one of the most important tools** available to prevent young children from hospitalization or death from COVID-19 disease.

- Ideally, young children would receive their immunizations with their primary medical provider.
 - Not all doctor's offices are able to provide the vaccine.
 - Most pharmacies will not be stocking the vaccine for under 5 and no pharmacies are able to vaccinate children under 3 years of age with any vaccine.

Vaccine Events

- Vaccine events are **free** for all vaccine recipients and host sites.
- Appointments are preferred, but walk-ins are accepted.
- Vaccine events can be multiple days or just a single day.
- Help with scheduling appointments in hundreds of languages is also available by calling the COVID-19 hotline at **833-422-4255**

How to Request Pop-Up Events

To request a pop-up vaccine event in California, please visit the link:

[Request a Pop-Up Event](#)

For Los Angeles County (excluding Long Beach and Pasadena) you can request a pop-up vaccine event with Los Angeles County Department of Public Health (LACDPH) using this link:

[COVID-19 Mobile Vaccine Team Interest Form](#)

[More Information About the Pop-Up Vaccine Event Campaign](#)

How it Works – Before the Vaccine Event

Once the request to host vaccine pop-up events is submitted:

1. The request will be received by CDPH.
2. CDPH will match requestor to vendor providing the vaccine event.
3. The vendor will call early care and education site (i.e., requestor) for details on the event.
4. Once the event dates are finalized, event URLs will be created by the vendor.
5. CDPH will develop and send marketing packets to the early care and education site.
6. The early care and education site will market the vaccine event(s).

How it Works – After the Vaccine Event

After the vaccine event has been conducted:

1. Post-event evaluation will be sent to the early care and education site.
2. Second event will be marketed with any necessary adjustments will be made.
3. Second event will then be conducted.
4. Post-event evaluation will be sent to the early care and education site.
5. Repeat steps 2-4 if the early care and education site is hosting a third vaccine event.

COVID-19 Vaccine Program: Vendor Perspectives

Vendor Perspective: Color

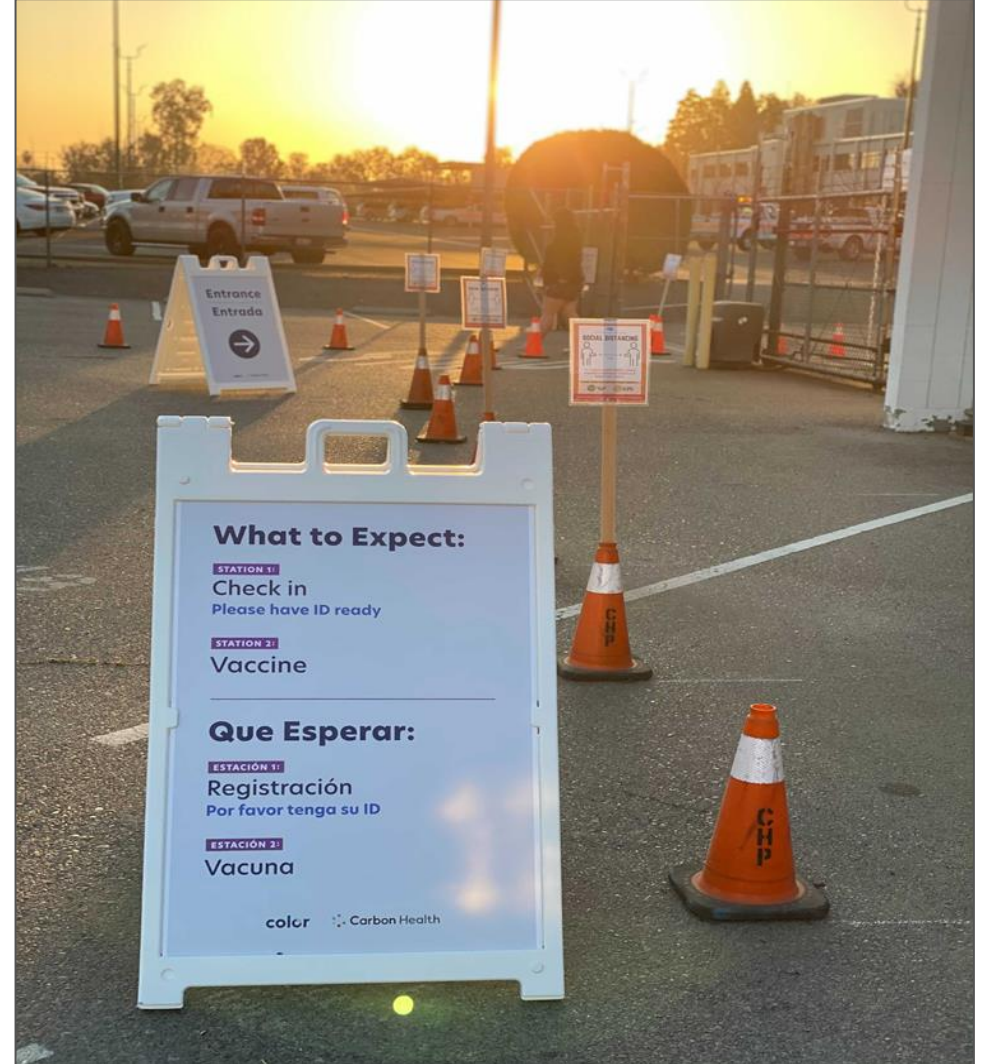
Kevin Ige, Deval Turner, and Pallavi Sharma



Color Vaccine Services

Color partners with public health departments to enable seamless healthcare delivery outside of traditional settings.

By bringing critical services to our communities, workplaces, schools, and homes, Color makes healthcare accessible for populations in their everyday lives.



Color Provides End-to-End Vaccine Services



Site management

- Set up, breakdown, and run daily clinic
- Handle onsite materials and collateral for clinic logistics
- Canvassing support to help spread awareness of the vaccination clinic



Clinical services

- Provide clinical staff for vaccine preparation, administration, and medical counseling
- Coordinate vaccine procurement, storage and delivery



Registration and reporting

- Support online pre-registration before clinic day in 13 languages
- Support walk-in appointments
- Report to immunization records



Program support

- Manage vaccine day onsite logistics
- Provide call center for patient registration and technical support
- Coordinate directly with the organization point of contact

Organizations' Requirements

Site identification

- Identify location for the clinic with access to bathrooms and power source

Pre-registration

- Share the registration link with parents/guardians to schedule appointments

Internal POC support

- Identify an internal contact for Color to coordinate with prior to and during vaccination day

Vaccine Clinic

Available for ages 5+ — No cost
No appointment needed — Pfizer, Moderna, and J&J offered

color



United for Success Academy

2101 35th Ave, Oakland 94601

Saturdays at 9:00am - 1:00pm

May 14, May 21, May 28

June 4, June 11, June 18



Register at:

color.com/vaccine/register/alamedavax

Need help registering? Call us at (650) 525-5621

Hotline hours are every Tuesday & Thursday from 4pm-6pm PST



Vendor Perspective: Optum Serve

Richelle K. Garlow, JD

Program Manager, California Vaccine

Optum Serve®

What Does OPTUM Serve Offer?

- **WHAT WE PROVIDE:**

- Dedicated account management for each event
- Planning and coordination
- Flexible capacity depending on needs and anticipated volume
- Pre-Registration through MyTurn
- All clinical and administrative staff
- Security and interpretation services (if needed)
- Vaccine supplies, tables, chairs, and tents (if needed)
- Secure technology and internet access
- Cold chain management (vaccine storage)
- Site set up and tear down
- Secure data exchange (reporting to CAIR, and VAERS when needed)
- Return for second or subsequent dose events

Site Requirements

- **MUST HAVES**

- A completed Site Request Form and a point of contact
- Site access one hour before start time to one hour after shots end
- Enough space to operate – this varies depending on team size. Our 3 person, 105 dose team requires roughly 300 square feet, or a 10x30 ft room or lot.
- Access to clean bathrooms and running water

- **NICE TO HAVES**

- An 8 hour day, plus set up/tear down time
- Access one hour before start and one hour after shots end
- Electricity (if possible; we can obtain a generator if needed)
- Tables and chairs are a plus: for 3 person team, 3 tables and approximately 10 chairs (for staff and observation). We can supply if needed.
- Ability to ship and store



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School Perspective: Fresno Unified School District

Zuleica Murillo

Executive Director, Community and Family Services



Fresno Unified School District

- 55 Fresno Elementary Schools held pop-up events
- 3,805 doses were administered, >60% of which were to 5-11-yr-olds
- Worked with vendor, worked with CDPH, provided space, marketed events to families

SAMPLE FLYER

MARK YOUR CALENDAR!

Free COVID-19 Vaccine Event!

All children ages 5 and up are now eligible for the Pfizer COVID-19 vaccine! These safe, effective, and free vaccines help ensure your child and family stay safe and healthy. Vaccinating your children limits disruptions to their learning. Fully vaccinated students may remain in school and avoid interruptions to in-person education, even if they are exposed to someone with COVID-19, so long as they remain without symptoms.

To keep our school community as healthy as possible, Centennial Elementary will be hosting a free COVID-19 vaccination event for our students. This is a perfect opportunity to get your student vaccinated. There will be two events.

▶ **WHEN:** 02/08/2022 & 03/01/2022 @ 10am-6pm

▶ **WHERE:** 3830 E. Saginaw Way Fresno, CA 93726


HOW TO REGISTER

This event is open to all students ages 5 and older and staff.

- Step 1: Visit <https://myturn.ca.gov/?config=c064728d-644c-418d-8388-8d214690b010> for ages 12+ or <https://myturn.ca.gov/?config=7b1281f9-26e5-43a4-a52f-eee6e8012eb6> for ages 5-11
- Step 2: Continue to answer all screening questions and choose an appointment time for each student or patient.


Day-of, Walk-In appointments are also accepted. To avoid wait times, advance registration can also be done in multiple languages by calling the COVID-19 hotline at 833-422-4255 -- you will need the name of your school for this option.

12+





Scan the QR Code to register for a vaccine appointment

5-11



Scan the QR Code to register for a vaccine appointment

 Vaccinate ALL 58
Together we can end the pandemic.


 Fresno Unified School District
Achieving our Greatest Potential!

Second Dose COVID-19 Vaccination Clinic

GREENBERG, JACKSON, OLMOS

Due to winter break, second doses will be available at:

OLMOS ELEMENTARY PARKING LOT
DECEMBER 29, 2021
10:00 A.M. TO 6:00 P.M.




Second dose Pfizer vaccines and Flu shots available for students ages 5+ and staff

Parents must be present with students

Please wear your mask and maintain the proper social distance while on campus

*Vaccine clinic in partnership with Optum Serve



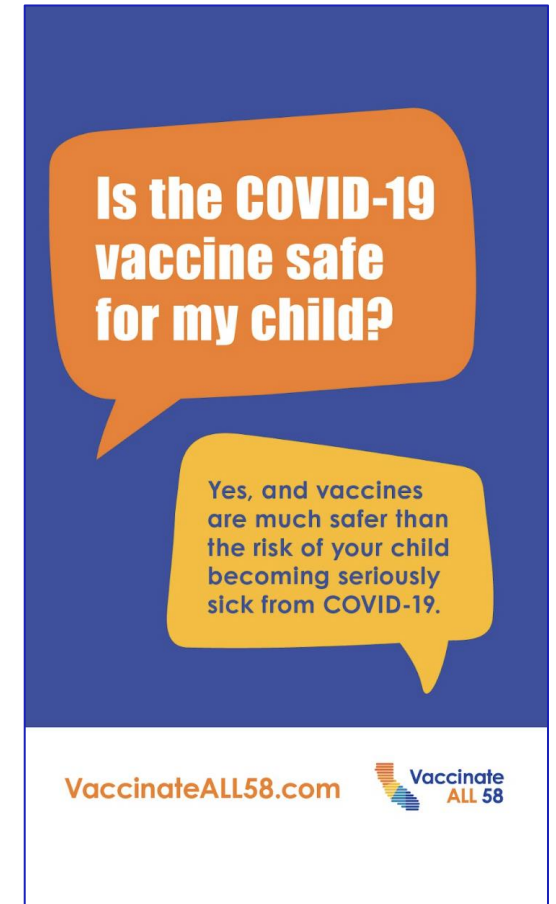
Sample Marketing Materials for Events

CDPH Resources

Amy Pine, CDPH

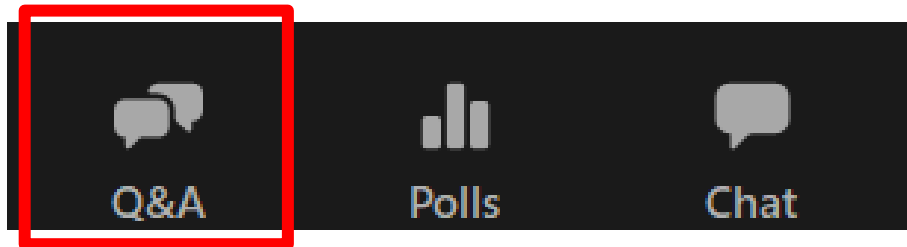
Resources

- Activities for children in [English](#) and [Spanish](#)
- ["It Okay to Have Questions" Customizable flyer](#) for parents with hotline info
- [Social Media posts](#) in English, Spanish, and Chinese



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Thank You!

Please direct further inquiries to SchoolVaxTeam@CDPH.ca.gov.



Photo Courtesy Fresno Unified School District