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

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

Richelle K. Garlow, JD
Program Manager, California Vaccine
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
School Perspective: Fresno Unified School District

Zuleica Murillo
Executive Director, Community and Family Services
• 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
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
During today's session, please use the Q&A panel to ask your questions, so our subject matter experts can respond directly.
Thank You!

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