Vaccine Eligibility, Availability, Distribution, and Employers as Vaccinators

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Wisconsin Department of Health Services
COVID-19 – Local Public Health
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The public health system in Wisconsin protects and promotes the health of people where they live, work, and play.

Wisconsin’s 86 local health departments are guided by Wisconsin State Statutes, along with community health assessments and improvement plan.
Milwaukee County Local Health Departments

- Cudahy
- Franklin
- Greendale
- Greenfield
- Hales Corners
- Milwaukee
- North Shore Health Department
- South Milwaukee
- Wauwatosa
- Oak Creek
- West Allis
COVID-19 Vaccine Resources

- **VaccineFinder** – Will help identify local places currently offering vaccine

Wisconsin Department of Health Services has a COVID-19 Vaccine Provider Map.

- **HealthyMKE.com** – Local resource for information on local vaccine information

Local Health Departments
Health Care Systems
Pharmacies
Local Health Departments can help answer questions about:

- Vaccine Eligibility
- Vaccine Availability
- Differences in COVID-19 vaccine types
- Expected side effects
- Vaccine contraindications and clinical implications
- Vaccine ingredients
- Clinic set up needs

Individual medical questions should be directed to employees’ own health care providers
HOW TO GET YOUR CHILD TO TAKE MEDICINE
CAN WE MANDATE? YES BUT...

- Yes
  - Especially if job-related
  - Reasonable accommodations

- Can I ask if vaccinated?
- Can I require proof?
- Can I ask why not vaccinated?

- Legal Exceptions
  - Health issues
  - Sincerely held religious beliefs

- Practical Issues
  - Qualify to get vaccinated now?
  - If many/most quit or were terminated?
YOUR OPTIONS

Mandate  Penalize  Cajole  Incentivize  Encourage  Facilitate  Educate
BUILDING VACCINE CONFIDENCE WITH YOUR EMPLOYEES

Mara Lord, MBA
Vaccine Communications, Outreach, Community Mobilization
Unified Emergency Operations Center
GOAL #1: PROGRESS TOWARD (HERD) COMMUNITY IMMUNITY THIS SUMMER and ERADICATE COVID-19

Herd immunity occurs when enough people in a population have developed long-lasting immunity.

80% of population needed to be vaccinated

3.7M WISCONSIN ADULTS VACCINATED

578K MILWAUKEE COUNTY ADULTS VACCINATED

GOAL #2: HONOR PEOPLE & PERSONAL CHOICE

LIMITATIONS

AVAILABILITY OF VACCINES
ACCESS TO VACCINATORS
HESITANCY TO GET VACCINE
EQUITY IN ACCESS TO VACCINE
VACCINE INTENT

based on Ad Council national survey (n=1,992)

Vaccination intent has changed over time, demonstrating that vaccine intent is fluid and dynamic.

U.S. population willing to get the COVID-19 vaccinate – historical view:

72% - May 2020
51% - September 2020
60% - November 2020
63% - March 5, 2021*

*17% received at least one dose as of 3/5/21

Movable Middle

- NOT INTENDING 20%
- QUESTIONING 20%
- OPEN 30%
- INTENDING 30%

Mistrust
Wait and See

Sources: Ad Council; Funk C, Tyson A. Intent to get a COVID-19 vaccine rises to 60% as confidence in research and development process increases. Washington, DC: Pew Research Center; Kaiser Family Foundation Vaccine Monitor Survey.
A large amount of hesitancy (questioning and open, but uncertain) is based on a “wait and see” attitude and mistrust.

Mistrust of vaccine in communities of color has been characterized as due to disproportionate harm in the pandemic, including higher mortality and hospitalization rates for Black, Hispanic, Asian and Native American people, and historical and current experiences with health and structural inequities.

VACCINE INTENT by Race/Ethnicity and Age (U.S.)

Sources: Ad Council; Societal Experts Action Network (SEAN); National Academies of Sciences, Engineering and Medicine (NASEM)
The “movable middle” is a group of people who are neither very likely nor very unlikely to make a certain choice. In relation to the COVID-19 vaccine, the “movable middle” is made of those who are questioning and open, but uncertain. These demographic and psychographic data were collected by the Ad Council in January 2021 and have been validated through surveys conducted by Kaiser Family Foundation and Pew Charitable Trust.

## MOVABLE MIDDLE SNAPSHOTs

<table>
<thead>
<tr>
<th>WHITE</th>
<th>HISPANIC</th>
<th>BLACK</th>
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<tbody>
<tr>
<td><strong>Demographic Skews</strong></td>
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<tr>
<td>Women</td>
<td>Women</td>
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</tr>
<tr>
<td>Age 35 – 59</td>
<td>Age &lt;50</td>
<td>Age 35 – 54</td>
</tr>
<tr>
<td>Employed as essential worker</td>
<td>Employed as essential worker</td>
<td>Employed as essential worker</td>
</tr>
<tr>
<td>Resides in predominantly White neighborhood</td>
<td>Resides in multi-generational household</td>
<td>Resides in predominantly Black neighborhood</td>
</tr>
<tr>
<td>High school education, maybe some college</td>
<td>Limited access to high quality healthcare</td>
<td>Limited access to high quality healthcare</td>
</tr>
<tr>
<td><strong>Psychographic Skews</strong></td>
<td><strong>Psychographic Skews</strong></td>
<td><strong>Psychographic Skews</strong></td>
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<tr>
<td>Low trust in government</td>
<td>Low trust in government</td>
<td>Low trust in government</td>
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<tr>
<td>No personal experience with serious case of COVID-19 (self or others)</td>
<td>Regularly attends religious services</td>
<td>Suspicious of being guinea pigs</td>
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Sources: Ad Council; Pew Charitable Trust; Kaiser Family Foundation
People’s hesitancy is driven by five key areas largely based on misinformation.

Reasons behind mistrust and distrust vary by race, ethnicity and political affiliation.

WHY PEOPLE ARE HESITANT ABOUT COVID-19 VACCINE

1. Concerns about safety and side effects
2. Speed of the clinical development process and concern about long-term effects
3. Mistrust because of disproportionate harm from pandemic and legacy of discrimination, exploitation and unconsented experimentation
4. Distrust in political and economic motives; established conspiracy theories
5. Hassle of getting the vaccine

Sources: Ad Council; Societal Experts Action Network (SEAN); National Academies of Sciences, Engineering and Medicine (NASEM)
MESSAGING ELEMENTS THAT RESONATE ACROSS AUDIENCES

1. Acknowledge concerns, approach with empathy
2. Reflect on moments missed
3. Emphasize protection for self and others
4. Use a positive tone

These messaging elements were REJECTED across audiences

Negativity and fear
Reminders of how difficult the year has been
The right thing to do
Overpromising, not being honest
Getting “back to normal”

Sources: Ad Council
CHECKLIST

Step 1 – Make a Plan. Evaluate the needs of your business and your employees. Consider policies, communications, and actions that might be necessary.

Step 2 – Consider Human Resources and Legal issues. Access a curated list of online resources as a starting point for these decisions.

Step 3 – Build Vaccine Confidence. Tools and strategy for helping employees learn about the vaccine, including ready to use materials and a slide deck you can co-brand for presentations.


Step 5 – Understand who is eligible for the vaccine. Eligibility continues to expand and your employees may have questions about their eligibility. These resources are updated on an ongoing basis. All adults are anticipated to be eligible by May 1.

Step 6 – Understand where your employees can get vaccinated. There are options for employers to become a vaccination site, partner with others, or refer to sites within the community.

Sources: Ad Council; Societal Experts Action Network (SEAN); National Academies of Sciences, Engineering and Medicine (NASEM)
EMPLOYER TOOLKIT

Download resources: https://www.mmac.org/employer-vaccination-resources.html