



Improving COVID-19 Vaccination: A Compilation of Resources

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A. MCP Current and Proposed Activities to Help Improve Vaccination Rates

A.1. Collaborations and Partnerships

▶ Please see a list of practices on collaboration and partnerships in the table outlined below.

Collaborations/Partnerships
Promising Practices
<ul style="list-style-type: none">▶ Partner with Community Based Organizations (CBOs) and hospitals to find available COVID-19 vaccine open appointments.▶ Provide onboarding support for providers to become vaccinators.▶ Collaborate with county and local chapter of Autism & Neurodevelopmental Disorders for an outreach and service strategy specifically for families with children on the Autism Spectrum. This included appointment and a drive-thru with specific protocols for addressing needs.▶ Collaborate with CBOs that focus on Hispanic populations using television and radio campaign on local news channels, such as Telemundo, Televisa, and Univision.▶ Collaborate with local partners to conduct a bilingual town hall and educational webinars.▶ Collaborate with pharmacy partners including using Rx pickup to identify and target homebound members and bundling of flu/COVID vaccines, as well as vaccines of 12-15 year olds with COVID vaccines.▶ Collaborate with major school events such as homecoming, sporting events etc. to hold pop-up vaccine clinics.▶ Partner with local hospitals, colleges and ambulance providers to provide door to door vaccinations in neighborhoods with low vaccination rates.▶ Collaborate with county agencies to hold a vaccine clinic to boost access for hard-to-reach community members and individuals with disabilities.▶ Two Medi-Cal Managed Care Health Plans (MCPs) collaborated to conduct a live event on social media featuring a celebrity, and a physician from each MCP, for Public Service Announcements (PSAs) with a focus on Spanish speaking population.▶ Encourage more PCP's to be vaccine providers: incorporate into the credentialing/re-credentialing review and will be added to new PCP contracts.▶ Plan to survey network providers in rural areas to assess their needs and share information through collaboration with other MCPs.

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Collaborations/Partnerships

Promising Practices

- ▶ Support school district and local college collaborations:
 - A grant to HealthCorps is to be finalized to support the unified school districts' Wellness Initiative during the 2021-2022 school year through the Teens Make Health Happen (TMHH) program.
 - For Colleges: Grants provided to the county medical society foundation (Champions for Health, CFH) for the purchase of and five-year maintenance for a mobile vaccination unit to facilitate mass vaccination pods in health inequity zip codes and undeserved communities in the county.
- ▶ Coordinate events with CBO for community colleges to engage students 18-25 years of age.
 - Provided grant to a CBO to fund a program to recruit and train three Promotores Community Health Workers (CHWs) for their vaccine information and education program.
 - Donated money for vaccine acceleration activities to Federally Qualified Health Centers (FQHCs) designated as official vaccine distribution centers.
 - Family health centers and community health centers were given financial assistance to help expand their efforts to vaccinate at-risk populations.
- ▶ Collaborate with Walgreens to host multiple walk-in vaccine events in health "equity hotspots".
- ▶ Inform other health care payors of upcoming community events for promotion through their communication channels, and encourage them to do the same.
- ▶ Coordinate with other appointments for administration of COVID-19 vaccine to members, family, and caregivers.
- ▶ Engage and partner with large-scale events and activities of interest for specific communities such as concerts, festivals, events in the park, sports, arts, etc.
- ▶ Partner with school districts with "equity hotspots" to schedule pop-up events.
- ▶ Open mass vaccination hubs that include state colleges and a sports arena.
- ▶ Leverage existing relationships with community partners including Promotoras and community outreach workers at Family Resource Centers.
- ▶ Peers and social media: identify peer vaccine ambassadors and social influencers
- ▶ Collaborate with local medical school to assist with clinics at middle and high schools; outreach to residency programs and nursing schools to help with community-based projects.
- ▶ Partner with County Health Care Services Agency to provide vaccine clinics at jail sites.
- ▶ Collaborate with CBOs to identify potential vaccine pop-up sites for COVID hotspots (YMCA, Trans-Latino Coalition).

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A.2. Data Sharing

- ▶ Please see a list of practices on data sharing/reports in the table outlined below.

Data Sharing/Reports	
Provider Network Promising Practices	Additional COVID-19 Promising Practices
<ul style="list-style-type: none"> ▶ Create a data sheet with member demographics on race, ethnicity and language data as well as low-income subsidy for provider's actionable data on seniors with high needs and coordination of appointments for underserved seniors. ▶ Share aggregate and individual data with providers serving members in zip codes with the lowest rates of vaccination. ▶ Share vaccination data in venues such as leadership forums and physician and employee town halls. ▶ Create a vaccine dashboard that tracks vaccination rates by line of business, geography and various demographics. ▶ Use data dashboards to track ongoing vaccination efforts. ▶ Provide lists of unvaccinated members to the assigned PCP and support member outreach efforts such as mailings that include PCP contact information. 	<ul style="list-style-type: none"> ▶ Share Vaccination Incentive Response with the respective plan partners to ensure collaboration and alignment across the organizations. ▶ Develop stratified maps showing clusters of unvaccinated members and share maps with vaccine sites, such as providers, CBOs, Tribal Partners, other local colleges and community colleges that are performing member outreach. Utilize a tool that performs predictive analytics on claims and authorization data to assess member risk for emergency department visits and/or admissions, to effectively target members with Population Health outreach efforts. ▶ Call Center also collects data on COVID-19 vaccine-related inquiries. Collectively, these strategies allow the MCP to identify and counter local misinformation trends. ▶ Utilize Facility Site Reviews (FSRs) to help track flu/COVID vaccines to address future member vaccination needs.

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A.3. Education and Training

- ▶ Please see a list of practices on education and training in the table outlined below.

Education	
Provider Network Promising Practices	Member Promising Practices
<ul style="list-style-type: none"> ▶ Create scripts for MCP and provider staff to use to assist with dispelling myths and fears for member facing representatives. ▶ Provide Call Center staff with FAQs' to ensure they are equipped to respond to any vaccine-related questions from members. ▶ Post vaccination selfies of employees and member ambassadors to help normalize vaccination and show the diversity of individuals who have already trusted the vaccine. ▶ Join a trusted partner, the American Heart Association, in promoting the "Live Fierce. Take Action. COVID-19" campaign. ▶ Partner with local churches to provide virtual educational talks with our team of Medical Directors to address vaccine hesitancy and address community questions. ▶ Conduct bi-weekly provider webinar events that covered COVID-19 resources, education, and vaccine information. ▶ Develop conversational talking points for front line staff to address most common myths or misconceptions about vaccines. 	<ul style="list-style-type: none"> ▶ Provide library of materials for various ethnic groups including specific messages. ▶ Post FAQ's on the member website ▶ Launch a COVID-19 Vaccine Chatbot, an interactive member communication tool that simulates a conversation between members and unvaccinated friends/loved ones. Tool utilizes motivational techniques to influence patients to get vaccinated. ▶ Display QR code information on vaccine along with COVID-19 specific message on prescription bag. ▶ Utilize videos featuring teens with diverse background that the community can relate to, including Facebook live events. ▶ Marketing and Communications department will develop a series of videos featuring an ethnically/culturally diverse team that provides evidence-based information and addresses perceived risks and misconceptions. The videos will explore life in the hospital and the experience of a COVID-19 patient, and help people to better understand the process and experience of getting the vaccine. These videos will be promoted through existing communication channels and shared with Providers, CBO networks, Tribal

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Education	
Provider Network Promising Practices	Member Promising Practices
<ul style="list-style-type: none"> ▶ County physicians hold “office hours” at specific sites, such as affordable housing and community centers, for members to ask questions and hear from physicians. ▶ Educate unvaccinated members during inbound member calls to the MCP/provider office. ▶ Create a one-stop shop of resources on outreach strategies’ funding. ▶ Utilize the COVID-19 Vaccine Communications Virtual Training Academy, including Activity Guide and FAQ’s for staff developed by UCSF’s Pandemic Initiative for Equity and Action. https://pandemic.ucsf.edu/covid-19-vaccine-communications-training 	<p>Partners, and other local partners as a resource to support their outreach efforts.</p> <ul style="list-style-type: none"> ▶ Conduct several “Teletalks” with Spanish members, to discuss COVID-19 vaccines and answer questions. ▶ Hold and participate in Health Fairs.

A.4. Incentives

- ▶ Please see a list of practices on incentives in the table outlined below.

Incentives	
Provider Network Promising Practices	Member Promising Practices
<ul style="list-style-type: none"> ▶ Tiered incentive approach for PCP’s based on vaccine gap closure. ▶ Potentially offset some of the PCP’s enrollment costs as a vaccinator or offer PCP incentives such as enhanced reimbursements/P4P program for increasing vaccination rates. 	<ul style="list-style-type: none"> ▶ Collaborate with local county organizations and provider networks to promote vaccination and provide a gift card incentive after receiving vaccination. This effort can be used for members experiencing homelessness.

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Incentives	
Provider Network Promising Practices	Member Promising Practices
<ul style="list-style-type: none"> ▶ Provider incentives to a) enroll in CalVax and b) vaccinate members. ▶ Provide an incentive payment to those pharmacies that are successful in vaccinating eligible members. ▶ Closely work with California Medical Association to bring more attention to current grants and incentives for providers to enroll as vaccinators. ▶ Capacity building financial incentive offered to those registered as vaccinators and promote through webinars. ▶ Provider incentive for a PCP visit that includes a COVID-19 vaccine. ▶ Incentivize local physicians to speak at pop-up clinics in communities with low vaccination rates to talk about vaccine efficacy and safety. ▶ Incentivize providers to vaccinate unvaccinated members; help with a refrigerator purchase. 	

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A.5. Outreach Efforts

▶ Please see a list of practices on outreach efforts in the table outlined below.

Outreach Efforts		
Provider Network Promising Practices	Member Promising Practices	Additional COVID-19 Promising Practices
<ul style="list-style-type: none"> ▶ Identify clinicians of color to speak at events, on radio as panelists, and with government officials. ▶ PCP's can record secured messages for members encouraging them to receive their COVID-19 vaccines. ▶ Partner with a local public health department to support the "Community Navigator Project": engaged 10 grassroots organizations to conduct door to door outreach in underserved communities. ▶ Partner with Independent Living Centers, immigration advocacy groups (TODEC), and the local Goodwill Industries to assist with communication content and messaging. ▶ Target households with multiple unvaccinated members with in-home vaccination services. 	<ul style="list-style-type: none"> ▶ Use bilingual care navigators, customer service agents and EMTs to deliver message with a heavy emphasis on vaccine confidence at initial outreach, during and after vaccination events. ▶ RN Care Navigators conduct one-on-one outreach to offer COVID-19 vaccination to eligible members, provide education, and arrange for any support/transportation that may be needed. ▶ Utilize text messages with a link to vendor application to schedule member's in-home vaccination appointments. ▶ Promote messaging through platforms frequented by a target population of 12-18 year olds (TikTok, Reddit, etc.). ▶ PSAs conducted in both English and Spanish and featured on 	<ul style="list-style-type: none"> ▶ Participate in standing meetings with statewide, county and city public health agencies to leverage resources and share best practices. ▶ Listen to member feedback during the quarterly Member Advisory Committee. ▶ Use Community Advisory Committee to identify community organizations serving tribal partners. ▶ Use of geo-mapping and community assets to host community talks and pop-up vaccination events. ▶ Provide a contract to the local United Way that oversee the 211 help line who receive community calls and have them share the vaccine locations with each caller over the phone, including

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Outreach Efforts		
Provider Network Promising Practices	Member Promising Practices	Additional COVID-19 Promising Practices
<ul style="list-style-type: none"> ▶ Coordinate with contracted Health Homes CB-CMEs and partner CBOs specializing in homeless outreach to educate homeless members on the COVID-19 vaccine and help facilitate the distribution of member incentives. ▶ Outreach campaigns to Indian Health Centers to identify local vaccination providers and refer Native Americans to these vaccine providers. ▶ Provide a list of unvaccinated members to the participating pharmacies at which the members have filled one prescription in the last 90 days. <ul style="list-style-type: none"> ○ Pharmacy personnel will reach out to the members to help schedule a vaccine visit and address any vaccination hesitancy concerns. 	<p>television, radio, social medial, billboards, and member newsletter.</p> <ul style="list-style-type: none"> ▶ Utilize new and existing bus shelter signs that specifically promote how to find a vaccine location. ▶ Place a flyer in every single food bag at the foodbank for seniors, people with disabilities, African American, and Latinx populations. ▶ Message in public venues (mall signage). ▶ Community Ambassadors Program where trusted messengers from the community canvas neighborhoods with low vaccination rates. ▶ Utilize current school parent notification tools such as ParentSquare and school newsletters to share information with parents about testing and vaccination sites. ▶ Peer discussion groups; unvaccinated student targeting campaign. ▶ Provide Back to School Safe Starter Kits with informational flyers on how and where to get the COVID-19 vaccine and incentive information, 	<p>assistance with registration as needed.</p> <ul style="list-style-type: none"> ▶ Fund the posting and distribution of information at food distribution sites, ethnic groceries, businesses, restaurants, places of worship, and/or community centers. ▶ Unique media plan called www.getcovidvax.org, integrates bill boards, community ads. ▶ Conduct focus groups with unvaccinated member populations to evaluate hesitancy and strengthen messaging.

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Outreach Efforts		
Provider Network Promising Practices	Member Promising Practices	Additional COVID-19 Promising Practices
	<p>personal protective equipment such as face masks, and hand sanitizer, and school supplies.</p> <ul style="list-style-type: none"> ▶ Table setups at local grocery stores in key neighborhoods with low vaccination rates, canvassing neighborhoods, visiting agricultural fields, farmworker labor centers. 	

A.6. Other MCP Practices that could Potentially Improve Vaccination Rates

- ▶ Please see a list of MCP practices that could potentially improve vaccination rates in the table outlined below.

Other MCP Practices to Improve Vaccination Rates		
Provider Network Promising Practices	Member Promising Practices	Additional COVID-19 Promising Practices
<ul style="list-style-type: none"> ▶ Develop Provider facing COVID-19 webpage with up-to-date and relevant information and guidance. ▶ Expand clinic hours to allow for after business hours care and weekends. ▶ Target the most vulnerable members and arranged for 	<ul style="list-style-type: none"> ▶ Create a member facing COVID-19 information page in multiple languages, including links to additional community and mental health resources. ▶ Partner with ridesharing services to provide transportation to vaccination appointments. 	<ul style="list-style-type: none"> ▶ Provision of COVID-19 supplemental paid sick leave (California Department of Industrial Relations) https://www.dir.ca.gov/dlse/2021-COVID-19-Supplemental-Paid-Sick-Leave.pdf ▶ Kaiser Family Foundation COVID-19 Vaccine Monitor launched on

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Other MCP Practices to Improve Vaccination Rates		
Provider Network Promising Practices	Member Promising Practices	Additional COVID-19 Promising Practices
<p>transportation to COVID-19 vaccine appointments.</p> <ul style="list-style-type: none"> ▶ Provide hands on assistance via phone to schedule COVID-19 vaccine appointments to members with limited computer literacy, and at risk members and their family members who do not have the means to schedule online. ▶ Enhancement of the electronic health record to alert clinicians during a health maintenance visit of all outstanding vaccines, including COVID-19, at all points of care. 	<ul style="list-style-type: none"> ▶ Myth vs. fact list of popular anti-vaccine topics, provide links and references to credible information resources. ▶ Myth-busting videos; Vaccine Ambassador Program; “Ask the Doc” video series, featuring diverse medical experts dispelling common myths and answering the most common questions about the vaccine. ▶ Develop a website dedicated to countering misinformation, lies, mistrust, myths etc., surrounding COVID-19 that inhibit vaccine acceptance. ▶ Establish COVID Advice line to assist with scheduling appointments for members, family, and caregivers. ▶ Create a catalog of all schools offering on-site vaccination. 	<p>December 2020, an ongoing research project tracking the public’s attitudes and experiences with COVID-19 vaccinations.</p> <p>https://www.kff.org/coronavirus-covid-19/poll-finding/kff-covid-19-vaccine-monitor-what-weve-learned-april-2021/</p>

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B. MCP Current and Proposed Activities in Addressing Homebound Members

- ▶ Please see a list of MCP current and proposed activities in addressing homebound members in the table outlined below.

Addressing Homebound Members
Promising Practices
<ul style="list-style-type: none"> ▶ Collaborate with a vendor that utilizes local Mobile Integrated Healthcare and licensed Emergency Medical Technicians (EMTs) in the administration of COVID-19 vaccines to homebound members, caregivers and family members. ▶ Collaborate with pharmacy partners including using Rx pickup to identify and target homebound members and bundling of flu/COVID vaccines, as well as vaccines of 12-15 year olds with COVID vaccines. ▶ Partner with Durable Medical Equipment (DME) providers to get the vaccine to homebound members. ▶ Develop specific criteria to identify homebound members based on age, HCPCS code and ICD-10 Code. ▶ Identify members that are likely to be homebound based on diagnoses codes, and use of specific DME. ▶ Contract with a home health agency to assist with outreach and scheduling for in home vaccinations. ▶ Partner with Department of Aging, as well as other programs providing services to adults and those with disabilities (In Home Support Services, Adult Protective Services) to share data to identify mutual clients who are homebound; develop a shared vaccine response. ▶ Use of Minivax teams in counties to vaccinate homebound patients. <ul style="list-style-type: none"> ○ Minivax teams of 2 and individual home visit vaccinators for homebound members and those who live in remote areas.

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C. California's Other Resources to Address COVID-19 Vaccination

- ▶ Please see a list of other resources in California to address COVID-19 vaccination.

CDPH Resources	
Title	Link to Resource
"30 Conversations in 30 days" Campaign	https://www.dhcs.ca.gov/formsandpubs/Documents/COVID-19-Vaccine-FAQ-for-Providers.pdf
"30 Conversations in 30 days" Learn How to Have Crucial Conversations About COVID-19 Vaccines With Your Patients	https://eziz.org/covid/30conversations/
COVID Response Toolkit/Vaccinate all 58	https://toolkit.covid19.ca.gov/
Employer Vaccination Toolkit	https://saferatwork.covid19.ca.gov/employer-vaccination-toolkit/
My Vaccine Record	https://www.cdph.ca.gov/Programs/OPA/Pages/Communications-Toolkits/My-Vaccine-Record.aspx
Let's Get to Immunity Resources and Tools	Let's Get to Immunity – Resources and Tools Covid19Toolkit (ca.gov)
Pregnancy and the COVID-19 Vaccine	https://www.cdph.ca.gov/Programs/OPA/Pages/Communications-Toolkits/Pregnancy-and-the-COVID-19-Vaccine.aspx

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D. Other Out-of-State Resources to Improve COVID-19 Vaccination

State Medicaid Efforts	
Source: National Governors Association	
State	Promising Practices
Alaska	<ul style="list-style-type: none"> ▶ Used a regionalized model to distribute vaccine shipments. The vaccine allocation is received at the Anchorage airport and then is divided and transferred to smaller depots throughout the state. The packages are reduced to smaller quantities to decrease wastage and then sent to health care facilities and vaccine clinics.
Louisiana	<ul style="list-style-type: none"> ▶ Developed a mapping system with ArcGIS – a mapping and analytics software – using census tract data to identify gaps in vaccination access based on the social vulnerability index (SVI), high COVID-19 case and/or death rates and low vaccination rates. ▶ Using the layers in the mapping system, regional medical directors in the state determined a vaccine allocation formula, sending vaccines to areas highest on the SVI with the lowest vaccination rates, which were typically rural communities. These data were updated weekly to ensure equitable allocation throughout the state. In areas with a dearth of available vaccinators, the state sent “hot shot teams” made up of National Guard members to administer the vaccines. ▶ Using vaccine serial numbers, the mapping system is now incorporating vaccine expiration date data to determine those that can be redistributed by hot shot teams to minimize wastage.
Maryland	<ul style="list-style-type: none"> ▶ Partnered with local barbershops and salons to hold vaccination events and to educate stylists on how to address vaccine concerns by equipping them with accurate medical information and to ensure stylists are equipped with accurate medical information regarding vaccine concerns.
North Carolina	<ul style="list-style-type: none"> ▶ Department of Health and Human Services provided a \$100 Summer Card to those who get their first dose of vaccine from August 4-31, and continues to offer \$25 Summer Cards to those who drive others to their vaccination appointment. A \$25 card is given to driver each time they drive someone to a first dose appointment at the completion of the vaccination. https://www.ncdhhs.gov/news/press-releases/2021/08/03/north-carolina-offers-100-cards-first-time-covid-19-vaccinations-and-25-cards-drivers

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State Medicaid Efforts	
Source: National Governors Association	
State	Promising Practices
South Carolina	<ul style="list-style-type: none"> ▶ Department of Health deployed mobile COVID-19 vaccine vans to rural and underserved parts of the state. The vaccination units were set up at small businesses, recreation centers, parks and in the vehicles themselves, making it convenient to get vaccinated.
Utah	<ul style="list-style-type: none"> ▶ Department of Health partnered with a state-based information technology firm to design a program to collect data from individuals getting tested for COVID-19 to determine why they might be hesitant to get the vaccine. This information will be used to design messaging.
Virginia	<ul style="list-style-type: none"> ▶ Call for volunteers for both medical and non-medical professionals to help coordinate the vaccine rollout. The announcement specified opportunities for further training, such as basic medical skills, transferring to intensive care or medical-surgical units and using ventilators.
Wyoming	<ul style="list-style-type: none"> ▶ Peer-to-peer panel discussions for clinicians led by local clinicians and a statewide provider champion network of school and public health nurses.

Vaccine Taskforce/Workgroups		
Provider Network Promising Practices	Member Promising Practices	Additional COVID-19 Promising Practices
<ul style="list-style-type: none"> ▶ Form a COVID-19 Vaccine Planning workgroup. ▶ Form a Provider Integration Task Force that addresses chronic conditions and social determinants of health to promote and collaborate equitable vaccine distribution efforts. ▶ Form a dedicated team to conduct outreaches to Black, Latinx and Asian members. 	<ul style="list-style-type: none"> ▶ Collaborate with the Latinx COVID-19 Task Force to provide vaccination pop-up clinics throughout the service area. 	<ul style="list-style-type: none"> ▶ Volunteer-staffed subgroups that create messaging and events.