

Update: Reaching the Remaining Unvaccinated Residents

A top priority of our overarching plan to mitigate COVID-19's impact on San Mateo County residents is to maximize reach of vaccine. [See our overarching plan [here](#), and our vaccine plan [here](#).] Safe and effective vaccines are our most powerful tools to end the COVID-19 pandemic. Each time a San Mateo County resident gets vaccinated, we are all safer and better able to engage in school, work, and being with friends and family.

While our aim is to vaccinate as close to 100% of the county as possible, it is important that none of our communities are left behind. In charting this update to our plan for the rest of the calendar year, **our goal is to achieve: 90% vaccination County-wide** (dashboard [here](#)), prioritizing County focus on the least reached communities to achieve at least **80% vaccination for every community** (see various dashboards [here](#)) **for all eligible (12+) San Mateo County residents by 12/31/2021.**

Understanding the Unvaccinated

What do we know about the estimated ~74,000 eligible but unvaccinated San Mateo County residents? Our [vaccination dashboards](#) help us understand the communities that are under-vaccinated by neighborhood, race/ethnicity and age. These estimates will not tie to the overall unvaccinated population as percentages are combined across categories.

Communities under our goal of 80% vaccinated: [See Dashboard Here](#) (or [here](#) for census tracts)

Community	% 10+ vaccinated	Estimate # eligible unvaccinated
Broadmoor	67.1%	1,555
East Palo Alto	72.7%	6,729
El Granada	63.6%	2,024
Loma Mar*	66.3%	58
Moss Beach	51%	1,519
North Fair Oaks	74.7%	3,043

Data as of 7.26.2021 Population estimates are only available for ages 10+ and are less precise for towns* with small populations.

Race/Ethnicity Groups under our goal of 80% vaccinated:

Race/Ethnicity	% 12+ vaccinated	Estimate* # eligible unvaccinated
Black/African American	59.5%	6,883
Hispanic	52.5%	83,156
Multiracial	43.5%	13,724
Native Hawaiian/Pacific Islander	58.9%	3,938

Data as of 7.25.2021 *See [Vaccination Demographic Data - San Mateo County Health \(smchealth.org\)](#) for data caveats.

Age Groups under our goal of 80% vaccinated:

Age Group	% vaccinated	Estimate # eligible unvaccinated
12-15	66.3%	13,547
85+	63.5%	9,051

Data as of 7.25.2021

County Health Division clients under our goal of 80% vaccinated:

County Health Division	% vaccinated	Estimate # eligible unvaccinated
San Mateo Medical Center	62.8%	20,901
Aging and Adult Services	77%	912

Behavioral Health and Recovery Services	62%	3,342
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Data as of 7.25.2021

Reaching the Unvaccinated

To reach those eligible but yet unvaccinated San Mateo County residents we have a comprehensive and multi-faceted approach that relies on two separate but related categories to overcome barriers:

1. Radically Convenient Vaccination Opportunities
2. Increasing Confidence in Vaccines and Willingness to be Vaccinated

Each of these strategies includes leadership and responsibility by County and partner teams that together have achieved 89% vaccination of the eligible population to date (as of 7/25) and have led us to prioritize the above geographic, racial/ethnic and age groups in closing gaps in reach.

The County is leading the multipronged effort to close gaps in reach, prioritizing communities with <80% vaccination. Our collaborative and data driven approach includes staff leads within County Health for the umbrella strategies for radically convenient vaccination and increased confidence/willingness among the under-reached with a network of contractor and vaccinator provider partners. Each strategy prong has metrics and pathways for feedback to evolve and adapt our approach in making a collective impact.

	Geographic Impact				Age Impact		Race/Ethnicity Impact			
	North County	Central County	South County	Coastside	Youth	65+	Latino	Pacific Islander	Multi-racial	Black/African American
Radically Convenient Vaccination										
Reliable Community Vaccine Clinics	X	X	X	X	X		X	X	X	X
Pop up Clinic Program	X	X	X	X	X	X	X	X	X	X
Vaccine Provider Support Program	X	X	X	X						
Homebound vaccination Program						X				
Halo-vaccination campaign	X	X	X	X	X	X	X	X	X	X
Increasing Willingness										
Use of Trusted Messengers	X	X	X	X	X	X	X	X	X	X
Outreach to Unvaccinated County Health Patients/Clients	X	X	X	X	X	X	X	X	X	X
Second Dose Follow Up	X	X	X	X	X	X	X	X	X	X
Homebound Follow Up						X				
Vaccination Education Taskforce	X	X	X	X	X	X	X	X	X	X
Enhanced Outreach and Support Program	X	X	X	X	X		X	X	X	X
Health Equity Team	X	X	X	X	X	X	X	X	X	X
Broad Vaccine Communication Strategy	X	X	X	X	X	X	X	X	X	X

Key metrics we are monitoring for County activities include (described in more detail below):

	August	September	October	November	December
# of vaccine clinics/ week	14	14	14	TBD based on Aug-Oct	TBD based on Aug-Oct
# of outreach contacts	12,000	12,000	12,000	12,000	12,000
# of direct mail items	TBD based on contract with media company.				

References

Additional Details About Our Programs to Reach the Remaining Unvaccinated Residents

Radically Convenient Vaccination

Making the vaccine as easy to access as possible with the goal of 90% vaccination County-wide and 80% vaccination for every community for all eligible (12+) San Mateo County residents by 12/31/2021.

- **Reliable Community-Based Vaccination Clinics:** We host weekly, barrier-free clinics in each region of the county in physically accessible locations and at times most convenient for communities with lowest reach.

Region	Vaccine Clinic
North County	<ul style="list-style-type: none"> • South San Francisco Clinic- South San Francisco • Daly City Youth Health Center- Daly City
Central County	<ul style="list-style-type: none"> • San Mateo Medical Center- San Mateo
South County	<ul style="list-style-type: none"> • KIPP High School- East Palo Alto • Woodland Apartments- East Palo Alto • Fair Oaks Health Center- Redwood City • WIC program office- East Palo Alto • East Palo Alto Retail Center Parking Lot- East Palo Alto
Coast	<ul style="list-style-type: none"> • Coastside Clinic- Half Moon Bay

Pop-Up Clinic Program: Anyone can request a pop-up vaccination clinic to come to their neighborhood, center, event, worksite, etc. Events have been hosted by a range of organizations with vital connections into under-reached communities across the county. Partnering groups have included local governments, community-based organizations, churches, mosques, schools, recreational centers, food distributions sites, worksites, sports events, and community festivals. Places we have hosted pop-up clinics:

Region	Vaccine Clinic
North County	<ul style="list-style-type: none"> ▪ Fiji Jamaat Ul Islam of America- South San Francisco ▪ Church of Latter-Day Saints- Daly City ▪ Tongan Interfaith Group- San Bruno ▪ City of Daly City- Daly City ▪ City of South San Francisco- South San Francisco
Central County	<ul style="list-style-type: none"> ▪ Yaseen Foundation Center- Burlingame ▪ One Life Counseling Center- San Carlos ▪ St. Matthew Catholic Church- San Mateo ▪ St. James AME Zion Church- San Mateo
South County	<ul style="list-style-type: none"> ▪ East Palo Alto Apostolic Church- East Palo Alto ▪ St. Francis of Assisi Church- East Palo Alto ▪ EPA Center- East Palo Alto ▪ Boys and Girls Club of Mid-Peninsula- East Palo Alto ▪ Palm Park Neighborhood Assoc.- Redwood City ▪ Siena Youth Center-North Fair Oaks
Coast	<ul style="list-style-type: none"> ▪ Cunha's Country Store- Half Moon Bay ▪ Puente de la Costa Sur- Pescadero ▪ Spectrum Schools- Pacifica ▪ Coastside Hope – El Grenada (event scheduled for 8/6) ▪ Half Moon Bay Library – Half Moon Bay (event scheduled for 8/14)

- **Supporting Community Providers:** Many residents receive healthcare services from providers or community clinics not affiliated with larger systems like Kaiser or Sutter. County Health provides vaccine and other support to these trusted members of the community.
- **Homebound Vaccination Program:** We offer in-home vaccination to residents in our community.
- **School Based Vaccinations:** We have partnered with the San Mateo County Office of Education and several school districts to provide on-site vaccinations for youth and their families.
- **Halo-vaccination Campaign:** If someone tests positive for COVID-19, we offer in-home vaccination to everyone they might have come in contact with, as well as anyone they might know.

Measure	Status
# vaccinated per week	867 (Week of 7/11)
# unvaccinated 12+ residents	73,288 (as of 7/28)
# vaccination clinics per week	14 (Week of 7/11)
Gap between % County 16+ Vaccinated and % HEQ 16+ Vaccinated	11.8 percentage points (as of 7/28)
% Homebound Individuals Vaccinated	79.4% (as of 7/13/21)
# of Pop-Up Clinics approved	37 (as of 7/28)

Increasing Confidence in Vaccines and Willingness to be Vaccinated

Understanding and addressing the reasons people are unvaccinated (or under-vaccinated) with the goal of 90% vaccination county-wide and 80% vaccination for every community for all eligible (12+) San Mateo County residents by 12/31/2021.

- **Use of Trusted Messengers:** What is said is almost as important as who says it. We have engaged a cadre of linguistically and culturally diverse residents throughout the County. Trusted messengers are influencers within their community and serve as credible sources of information. They include medical providers, faith leaders, teachers and school leadership, community leaders, family, and friends. These ambassadors utilize their deep community relationships to deliver accurate vaccine information and connections to vaccination clinics as well as other vital resources.
- **Outreach to Known Un(der)vaccinated Members of the Community:** In many cases, we know which residents are unvaccinated or under-vaccinated and we are able to engage in individualized outreach to each person.
 - **Outreach to Health Patients/Clients:** County Health is a known and trusted partner to all of our members of San Mateo County. Through our connections with our patients and clients, we are able to proactively engage in vaccine outreach and support.
 - San Mateo Medical Center (SMMC) Efforts/Strategies:
 - Working with contracted CBOs for vaccine outreach using an application that is being developed by Health IT.
 - Having individual clinics reach out to their unvaccinated patients via phone and email.
 - Behavioral Health and Recovery Services (BHRS) Efforts/Strategies:
 - \$10,000 One Time MHSA Funding added to OneEPA and HR360 as fiscal agents for initiative and lead the North County Outreach Collaborative as well as EPAPMHO.
 - Each contract (2) has deliverable of 1,000 attempts and 200 registered in 3 months.
 - Fund local neighborhood residents as outreach workers.

- Aging and Adult Services (AAS) Efforts/Strategies:
 - Have made calls to 1,500 unvaccinated residents.
 - Running focus groups with frontline staff to understand how they can reach more patients.
- Health Plan of San Mateo (HPSM) Efforts/Strategies:
 - With County Health support, created dedicated vaccine supply pathways at Stanford and North East Medical Services (NEMS) for HPSM members.
 - Social Media, mailings and staff outreach through text messaging are being utilized to notify members of specific vaccine opportunities.
- **Outreach to school communities:** Working in partnership with the San Mateo County Office of Education and various school districts, we have provided vaccine education and vaccination clinics at numerous school-based sites.
- **Second dose follow up:** Through California’s Immunization Registry, we are able to follow up with each San Mateo County resident who is overdue for their second dose of the vaccine series.
- **Homebound follow up:** Similarly, we are able to outreach to anyone we might know/believe is homebound to ensure they are offered the opportunity to participate in our homebound vaccination program.
- **By Healthcare provider/coverage provider:** Working with the healthcare providers within the county to support them in vaccinating as many of their patients as possible and give residents more opportunities to be vaccinated by their regular providers.
 - Health Plan of San Mateo, CGI Group and Health Coverage Unit doing outreach calls to any unvaccinated HPSM member
 - Kaiser South San Francisco and Redwood City
 - Sutter
 - Dignity
 - Small private practices
- **Targeted Community Engagement and Outreach:** Our data allows us to know which communities (by age, geography, race/ethnicity) are under-reached, and we are able to tailor our approaches to meet the specific needs of each group.
 - **Enhanced Outreach and Support Program:** We have contracted \$414,575 in funds with five Community Based Organizations (CBOs) to promote and encourage vaccination in targeted communities. These organizations provide outreach and education to address vaccine hesitancy, high-touch support to negotiate structural barriers to participating in vaccination. In addition, they provide onsite linguistic, social, and cultural support and guidance at our community-based vaccination clinics.
 - **By Geography** The Office of Community Affairs and CBOs work to provide enhanced outreach and support under assigned “territories.”:

Region	CBO Providing Enhanced Outreach & Support	Additional Key Partners	Key Focus Areas
North and Central County	Bay Area Community Health Advisory Council (BACHAC)	Daly City Partnership, North East Medical Services, Gellert Health Services, Peninsula Conflict Resolution Center, Faith in Action, Pilipino Bayanihan Resource Center, Taulama for Tongans, City of Daly City, and City of South San Francisco.	San Mateo, San Bruno, South San Francisco, and Daly City



Region	CBO Providing Enhanced Outreach & Support	Additional Key Partners	Key Focus Areas
South County	<ol style="list-style-type: none"> One East Palo Alto, Inc. <ul style="list-style-type: none"> Anamatangi Bread of Life Evangelistic Center El Concilio Nuestra Casa, Inc. Belle Haven Action 	Umoja Health, Youth Community Services, Casa Circulo, Boys and Girls Club of Mid-Peninsula, Ravenswood Family Health Center, Stanford Health Care, Stanford Children’s Health, and Redwood City Together	East Palo Alto, East Menlo Park, Belle Haven, North Fair Oaks, and Redwood City
Coast & County-wide	El Centro de Libertad (ECL)	Coastside Hope, ALAS, Coastside Clinic, Puente, San Mateo County Office of Education	Countywide, and focused work targeting East Palo Alto, North Fair Oaks/Redwood City, San Mateo, South San Francisco, Daly City, and Pescadero/La Honda

- Enhanced efforts on the Coast-** To improve our reach into under-vaccinated communities on the Coast, our epidemiological team will continue to reconcile mapping data to ascertain actual reach in populations not captured through geo-mapping, and refine population estimates. Additionally, the Health Equity Team will utilize vaccination data to proactively mobilize community partners and assets to stand-up Regional Vaccine Education Community Chats followed by co-located offers of COVID-19 vaccination and testing. We will also reach out to Mid-Peninsula Housing to identify areas where condensed residential locations may offer opportunities to provide services. We have enlisted the following partners and are beginning to receive more requests for pop-up micro-events:

- Coastside Hope (event upcoming)
 - Half Moon Bay Library (event upcoming)
 - City of Half Moon Bay (also COVID testing partner)
 - ALAS (vaccine outreach partners)
 - Mid-Peninsula Housing Properties

- By Age**

- Youth**

- Partnership with Youth Ambassadors: hosted “Youth-Vaccine Week” in July.
 - School Partnerships: middle school, high school and community college clinics.
 - Partnership with Belle Haven Action (CBO) to support tailored outreach and engagement for Youth and Young Adults (12-26 yrs).
 - San Mateo County Office of Education enlisted to amplify positive communication about the vaccine through existing communication channels reaching youth, parents.
 - Plan to learn from and act on Centers for Disease Control and Prevention (CDC) Rapid Community Assessment on youth vaccination to respond to any additional findings.

Note: In anticipation of the <12 population becoming eligible in the coming months, we continue to work closely with the San Mateo County Office of Education and pediatric providers.

- Older-adults
 - Aging and Adult Services efforts to focus on In-Home Supportive Services (IHSS) providers and clients, home-bound.
 - San Mateo Medical Center Ron Robinson Senior Care Center
 - Health Plan of San Mateo outreach
 - Public Health, Policy and Planning team pathway to reach any skilled nursing facility (SNF) resident who is unvaccinated.
- **By Race/Ethnicity** Focused efforts with under-reached groups:

Organization	Race/Ethnicity
Bay Area Community Health Advisory Council	African American, Pacific Islander, Latinx
El Centro de Libertad	Latinx, Experiencing homelessness
One East Palo Alto, Inc. <ul style="list-style-type: none"> • Anamatangi • Bread of Life Evangelistic Center • El Concilio 	Pacific Islander African American Latinx
Nuestra Casa, Inc.	Latinx
Belle Haven Action	Youth (0-26 yrs old), All priority pops

- **Health Equity Team (HET)** - This team works both within County Health and with external stakeholders to guide our pandemic response to ensure our strategies are focused on reducing and eliminating inequities within our community.

As we work to reach those still unvaccinated, the HET conducts data analysis of vaccination trends in under-reached regions and populations; identifies barriers and facilitators to vaccination; and creates effective and targeted public health communication materials. To address emerging needs that are regional- and/or population- specific, there are several ongoing subgroups:

- **Vaccination Education Taskforce** - Comprised of local government, private, and community partners, this group develops resources to build local capacity to effectively communicate information about COVID-19 vaccines to the public. This taskforce has served to establish a structure for health education engagement and deepen relationships amongst internal and external partners. They have created and shared resource materials including:
 - Web-based training modules covering :
 - basic science on the COVID-19 virus and vaccines
 - motivational interviewing, cultural humility, and health coaching techniques
 - Revised informational vaccine handouts as updates are needed.
 - Resource toolkits for community workers with effective communication strategies about vaccine-related concerns, as well as messaging about testing and masking.
 - Regional vaccine education community chats to target vaccine education efforts among under vaccinated communities.
- **Vaccination Branch Micro-event Site Review**- reviews pop up vaccine event submissions to prioritize areas of higher need and recommend tailoring of event submissions to meet identified needs.

- **Targeted Toward Health Grantees**- Supports a network of local community-based organizations (Bay Area Community Health Advisory Council, North East Medical Services, and Ravenswood Family Health Center) funded by the Public Health Institute’s initiative to create and amplify public education and outreach efforts to reduce the spread of COVID-19 through testing, mitigation, and vaccination. This space is used to discuss the following 1) Data Review- Using our internal data resources looking at the progress as well as under vaccinated areas for focus during outreach. 2) What we have been hearing in the community- includes community wisdom about the vaccine as well as myths that arise. 3) Innovative strategies- Best practice sharing, and successes that partners have found ranging from incentives, to school collaborations.
- **Silicon Valley Community Foundation Grants**: These grants were designed to reach the Latinx and Pacific Islander community. Organizations were selected on trusted reach in healthy places index geographies that have high COVID-19 rates, existing in County Health supported COVID-19 testing sites, as well as staff capacity. The strategies for reach included; registration support, door to door outreach, coordinating transportation. The partners included: Faith in Action- North county, Nuestra Casa- East Palo Alto, Casa Circulo- North Fair Oaks, ALAS and Coastside Hope- Mid-Coast, Bellehaven Action- Bellehaven, Taulama for Tongans- Central and South county.
- **South County Collaborative** – Community-led, weekly meeting that supports community partners coordinating outreach efforts focused in East Palo Alto, Menlo Park, North Fair Oaks and Redwood City.

Organization	Race/Ethnicity	Region	Goals	Status
Bay Area Community Health Advisory Council	African American, Pacific Islander, Latinx	San Mateo, San Bruno, Daly City, South San Francisco	Contacts: 5,000 Registered: 500 Clinics Supported: 72	**
El Centro de Libertad	Latinx, Experiencing homelessness	Countywide	Contacts: 9,600 Registered: 3,360 Clinics Supported: 144	**
One East Palo Alto, Inc. <ul style="list-style-type: none"> • Anamatengi • Bread of Life Evangelistic Center • El Concilio 	Pacific Islander African American Latinx	South County	Contacts: 42,000 Registered: 1,800 Clinics Supported: 72	**
Nuestra Casa, Inc.	Latinx	South County	Contacts: 4,998 Registered: 498 Clinics Supported: 72	**



Belle Haven Action	Youth (0- 26 yrs old)	Menlo Park, East Palo Alto	Contacts: 1,680 Registered: 168 Clinics Supported: 32	**
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***Contractors are currently in first reporting period with monthly report due in mid-August.*

Performance Measures for these agreements	GOAL	STATUS
Outreach Contacts	63,278	**
Assisted with Vaccine Registration	6,326	**
Onsite Support for Vax Clinics	392	**

- [Broad and Targeted Vaccine Communication Strategy](#) - To combat misinformation and distrust about the vaccine throughout the county our county-wide campaigns are designed to provide accurate information and promote the benefits of vaccination.

Implementation of a new paid advertising campaign in mainstream and community media (including TV and radio) and direct mail will build from the significant community outreach and targeted communications to date to reach unvaccinated residents and residents who may influence them. This is under development.

Your comments can be sent to HS_Chief_Feedback@smcgov.org .