



presents

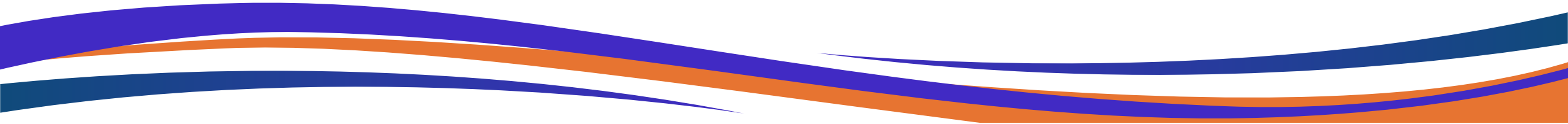
CHW Vaccine and COVID resources you've been looking for!

JANUARY 20, 2022

We will begin shortly.



welcome





Who is **envision**?

- collaboration of CHWs & allies working with CDC to elevate the role of CHWs
- supports CDC recipients to address CCR
- collective experience spans decades
- commitment to equity



WISCONSIN DEPARTMENT
of HEALTH SERVICES



Mobilizing Action Toward
Community Health (MATCH)
University of Wisconsin Population Health Institute
SCHOOL OF MEDICINE AND PUBLIC HEALTH



CENTER FOR
COMMUNITY HEALTH
ALIGNMENT

LSU Health
NEW ORLEANS

Envision equitable healthy communities.



Sheri Johnson, Ph.D
Director, Population Health Institute



**Mobilizing Action Toward
Community Health (MATCH)**
University of Wisconsin Population Health Institute
SCHOOL OF MEDICINE AND PUBLIC HEALTH

Envision equitable healthy communities.



Today's agenda

- CDC COVID updates
- Envision news
- NACHW CHW network and COVID Resources
- Vaccine Equity Collaborative strategies & materials
- Q and A

Envision equitable healthy communities.



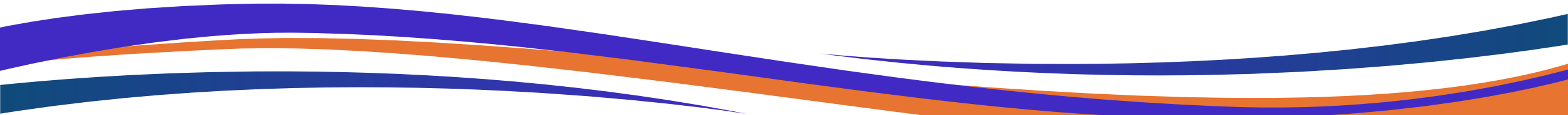
envision news

- Envision is hiring!
- Thank you for completing the Rapid Assessment
- CHW Resource Materials boxes will be going out soon
- Envision and NACHW collaboration

Envision equitable healthy communities.

NACHW

NATIONAL ASSOCIATION OF
COMMUNITY HEALTH WORKERS





NACHW / White House COVID-19 Testing Initiative

NACHW
NATIONAL ASSOCIATION OF
COMMUNITY HEALTH WORKERS



How you can safeguard
your communities by
taking part in this
testing program.

About NACHW

The National Association of Community Health Workers (NACHW) was founded in April 2019 after several years of planning and organizing by CHW leaders and allies across the country to establish a membership driven organization with a mission to unify Community Health Workers to support communities to achieve health, equity and social justice. NACHW is a national voice for CHWs, CHRs, promotores, and [other workforce members](#) promoting values of self-determination, integrity and social justice, facilitating policy discussions and advancing CHW professional identity and best practices, and amplifying CHW leadership and capacity building.

[Role of Community Health Workers](#)

NACHW Amplifies CHW Roles, Capacity and Leadership During COVID-19

During the COVID-19 pandemic, NACHW has been [at the forefront of amplifying the roles and capacities](#) of the CHW workforce nationally.

- NACHW continues its work with the two organizations we confound during the pandemic, the [Community Based Workforce Alliance](#) founded in May 2020 and the [Vaccine Equity Cooperative](#) founded in October 2020 – both of which have become national leaders in principled COVID response, CHW integration best practice and [advocacy for sustainability of community-based organizations](#).
- [The Rockefeller Foundation-US Equitable Vaccine Impact Strategy](#), a historic \$20 million Equity-First Vaccination Initiative to improve the vaccination rate among communities of color, which have been disproportionately impacted by the Covid-19 pandemic.
- The [2110 Community Health Workers for COVID Response and Resilient Communities-Evaluation and Technical Assistance](#) (CCR-ETA) (CDC-RFA-DP21-2110) grant, who deliver training and technical assistance to CCR recipients to ensure they have the knowledge and skills to support the COVID-19 public health response to manage outbreaks and community spread.

NACHW / White House COVID-19 Testing Initiative

The COVID-19 pandemic shows no signs of slowing down, especially given the rise of the Omicron variant. CHWs (including promotores de salud and CHRs) have been on the frontline of this battle since the very beginning, leveraging their collective resources and knowledge for better health outcomes for underserved populations. It is more important than ever for CHWs to have the necessary tools to safeguard their communities against the disease.

NACHW / White House COVID-19 Testing Initiative con't

As a result, NACHW will be supporting the Biden-Harris Administration's rapid test distribution by leveraging CHWs, both due to their skillset and ongoing contributions to public health during COVID-19. The Biden-Harris Administration has committed to equitably distributing over 500 million tests, with the end goal of the initiative being the proliferation of testing and vaccine resources to our hardest-hit and highest-risk communities. Bring your community peace of mind by participating today!

Why you should act now

As tests become available nationally during the rollout, we want to ensure that our stakeholders have access to the testing resources they need.

- [Biden administration to make 500 million at-home Covid tests available for free](#)
- [Remarks by President Biden on the Fight Against COVID-19](#)

NACHW

Ordering Test Kits

1. **Order tests:** Anyone in the US can go to covidtests.gov and order a free COVID-19 test kit with 4 COVID-19 tests
2. **For additional education and resources, you can visit nachw.org/covidtests**
3. **Sign up with us at nachw.org/covidtests to receive updates on future COVID-19 resources and opportunities**

Expand and Improve the Initiative

4. Share this opportunity with others in your community and on social media*

- **Starting on the 19th, social media language will be provided and sharing on social media is encouraged**

5. NACHW wants to advocate for you and your community to have access to at-home tests and KN95 masks. Please take our assessment to improve our knowledge and advocacy!

Tools for Engagement

Register on the NACHW site and you will receive these resources on Friday, January 14th.

1. Webpage (Available in English, Spanish, and Chinese)
2. Email messaging with goals and link to webpage
3. FAQs on webpage (Available in English and Spanish)
4. Slide deck (Available in English and Spanish)
5. Feedback on Access to COVID-19 Testing and Masks (Available in English and Spanish)
6. Telehealth Community Navigation Call Center - English and Spanish
7. Helping others to order tests 1 pager (Available in English and Spanish)
8. Educating your community about this opportunity 1 pager

Telehealth Community Navigation Center



NACHW has partners with Dia de la Mujer Latina to assist CHWs in ordering kits for themselves and their communities.

A bilingual and community-centered call center for debunking misinformation, reducing mistrust, and providing navigation services for our underrepresented multicultural communities for health and social services, including information on vaccines, clinical trials and COVID 19. The TCN Center will be manned by Texas Certified Community Health Workers and Promotores statewide.


Call 281-801-5285 for English and/or Spanish.

Call 281-801-9590 for Spanish

<https://www.diadelamujerlatina.org/our-programs/>

Helping Others to Order Tests 1-Pager

- **Use Your Medicaid, CHIP or Private Health Insurance Coverage** Read a statement on the Biden-Harris Administration's requirement for insurance companies and group plans to cover testing
- **Visit a Community-Based Free Testing Site in Your Community**
- **Enroll Your Facility into Operation Expanded Testing Today** OpET provides no-cost testing to childcare centers, K-12 schools, historically black colleges and universities (HBCUs), under-resourced communities, and congregate settings, such as homeless shelters, domestic violence and abuse shelters, non-federal correctional facilities, and other qualified sites



NACHW CHW AND PARTNER ACCESS TO FREE COVID-19 AT-HOME RAPID TESTS

Four Ways to Help People Get Free Rapid At Home COVID-19 Tests

- 01 Order a Free Package to Your Home**
Visit the [NACHW website](#) to get more information about the White House initiative, order a free covid-19 test package with 4 free tests to your home and help others order their free tests
- 02 Use Your Medicaid, CHIP or Private Health Insurance Coverage**
Read a [statement](#) on the Biden-Harris Administration's requirement for insurance companies and group plans to cover testing, [frequently asked questions](#), and [requirements](#).
- 03 Visit a Community-Based Free Testing Site in Your Community**
Find your nearest [community-based testing site](#) for COVID-19
- 04 Enroll Your Facility into Operation Expanded Testing Today**
[OpET provides](#) no-cost testing to childcare centers, K-12 schools, historically black colleges and universities (HBCUs), under-resourced communities, and congregate settings, such as homeless shelters, domestic violence and abuse shelters, non-federal correctional facilities, and other qualified sites

WHAT TO SAY WHEN CALLING SOMEONE ABOUT THIS OPPORTUNITY

"Hello [name]! [Organization] is contacting you to see if you are interested in ordering a free rapid at-home COVID-19 test kit through a new White House initiative."


[ANSWER]

"Great. Let me share with you more about the White House program. You will be eligible to receive 1 package for your household, which will contain a total of 4 test kits. To place an order using the White House order webpage you will need to provide your FIRST AND LAST NAME, FULL MAILING ADDRESS, AND ZIP CODE. Your information will not be shared with any other government agencies and will not be used to determine any social benefits, nor to determine immigration status. Do I have your permission to use this information and place this order?"

[ANSWER]

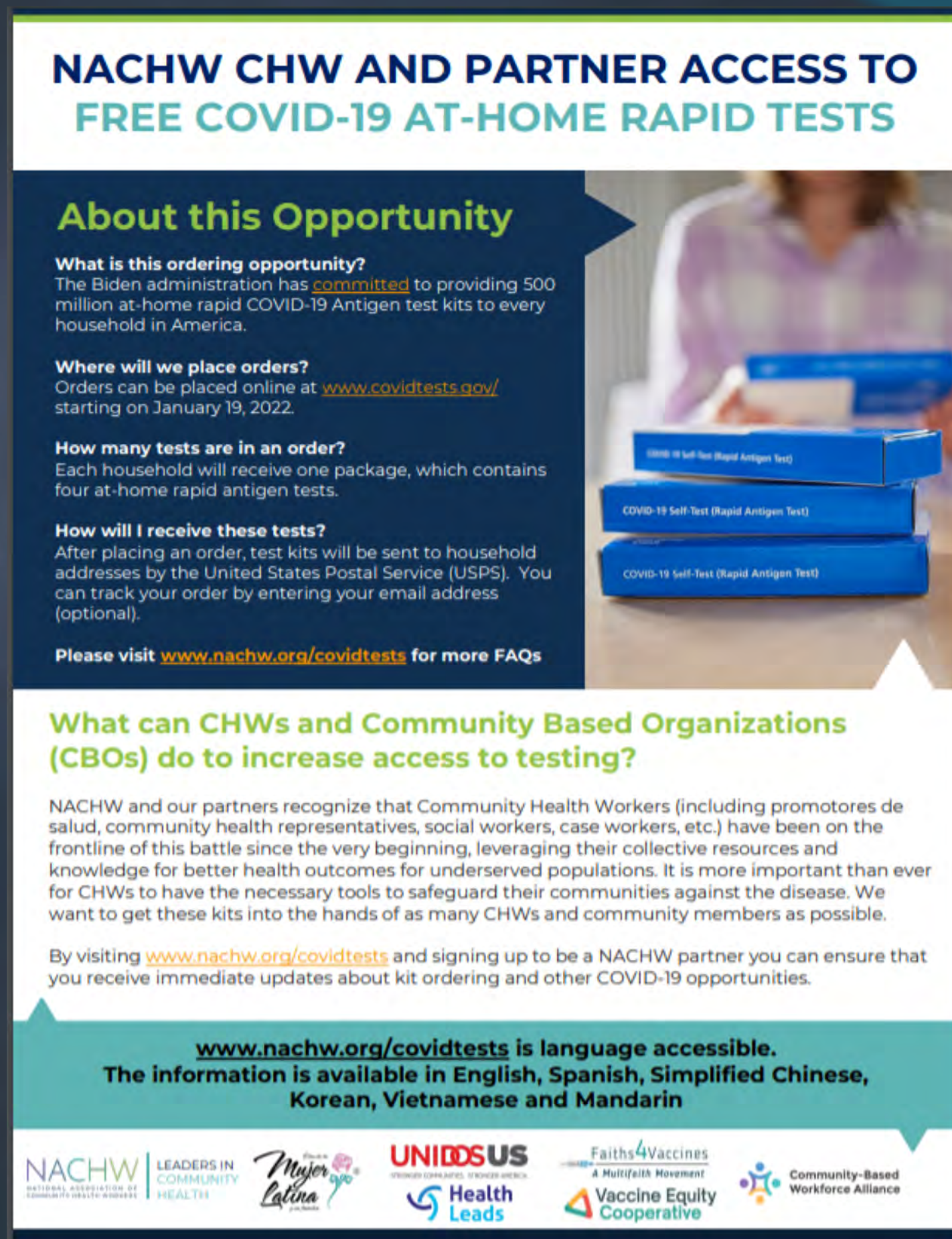
"Great! Finally, I can help you track your package by providing me with an email address to associate with your order. Do you have an email address that you want to share?"

NACHW has partners with [Dia de la Mujer Latina](#) to assist CHWs in ordering kits for themselves and their communities. If you are a CHW in need of assistance, please call Dia de la Mujer Latina at 281-801-5285



Educating your community about this opportunity 1-Pager

- FAQs about this opportunity and announced White House link
- What CHWs and CBOs can do to increase access
- Language accessibility notice
- Growing list of partners



NACHW CHW AND PARTNER ACCESS TO FREE COVID-19 AT-HOME RAPID TESTS

About this Opportunity

What is this ordering opportunity?
The Biden administration has [committed](#) to providing 500 million at-home rapid COVID-19 Antigen test kits to every household in America.

Where will we place orders?
Orders can be placed online at www.covidtests.gov/ starting on January 19, 2022.

How many tests are in an order?
Each household will receive one package, which contains four at-home rapid antigen tests.

How will I receive these tests?
After placing an order, test kits will be sent to household addresses by the United States Postal Service (USPS). You can track your order by entering your email address (optional).

Please visit www.nachw.org/covidtests for more FAQs


What can CHWs and Community Based Organizations (CBOs) do to increase access to testing?

NACHW and our partners recognize that Community Health Workers (including promotores de salud, community health representatives, social workers, case workers, etc.) have been on the frontline of this battle since the very beginning, leveraging their collective resources and knowledge for better health outcomes for underserved populations. It is more important than ever for CHWs to have the necessary tools to safeguard their communities against the disease. We want to get these kits into the hands of as many CHWs and community members as possible.

By visiting www.nachw.org/covidtests and signing up to be a NACHW partner you can ensure that you receive immediate updates about kit ordering and other COVID-19 opportunities.

www.nachw.org/covidtests is language accessible.
The information is available in English, Spanish, Simplified Chinese, Korean, Vietnamese and Mandarin

NACHW | LEADERS IN COMMUNITY HEALTH | *Major Latinas* | **UNIDOS US** | **Health Leads** | **Faiths4Vaccines** | **Vaccine Equity Cooperative** | **Community-Based Workforce Alliance**

The background features a group of hands of various skin tones reaching towards the center, holding a globe. The word 'NACHW' is faintly visible in the background, with 'N' in blue, 'A' in green, 'C' in blue, 'H' in green, and 'W' in blue. The overall color palette is dark blue and teal.

**Please check our
website for latest
FAQ updates.**

[Nachw.org/covidtests/](https://nachw.org/covidtests/)



Vaccine Equity
Cooperative

OUR APPROACH

Aim: to help our nation rebuild from the pandemic in a way that sets us up to begin to overcome deeply-rooted racial health inequities and better address future crises

The VEC's work is focused in three areas:



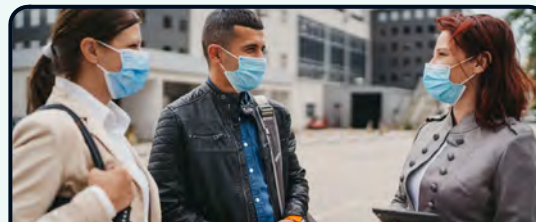
1

Democratizing information, research, data, & best practices, and ensuring access to trusted resources



2

Convening, collaborating and facilitating learning to expand funding and support to local community-based organizations



3

Advocating and capacity building locally, including strengthening policy in support of community-based & public health workforces

COLLECTIVE SCOPE AND REACH

Partners, Collaborators, Co-Conveners Include:



Collective Practice & Expertise:

- Active involvement in local vaccine distribution & public health efforts
- Leaders & practitioners from communities most impacted by COVID-19
- Decades of experience leading national & local community health and health equity programs
- Global leaders in vaccine hesitancy research & community health
- Leading innovators in digital engagement, design, and data

Combined Membership & Reach:

2,000+ local community health workers & embedded public health professionals

450,000 combined social media followers

Tens of thousands of combined members, alumni, & volunteers

Member/programmatic footprint in **50 states from coast to coast**

Relationships/network from **hyper-local to municipal, state, & federal gov't**

THE VACCINE EQUITY COOPERATIVE RESOURCE HUB

Vaccine Equity Cooperative

Resources Events News About Get Involved Search Select Language

Resources to support vaccine readiness in your community.

Join our effort to share trusted resources, funding, and strengthen policy – all in support of community-based and public health work.

COMMUNITY ENGAGEMENT RESOURCES LATEST COVID-19 VACCINE UPDATES

Community Engagement Resources

Tailored tools and vetted resources to support vaccine decisions in your community.

VIEW ALL COMMUNITIES AND RESOURCES

- AAPI / Asian Communities View Resources
- Black Communities View Resources
- Care Providers View Resources
- Refugee, Immigrant and Migrant Communities View Resources
- Indigenous Communities View Resources
- Latina Communities View Resources

Vaccine Equity Cooperative

Resources Events News Advocacy About Get Involved Search Language

Community Type

- General Public (69)
- Care Providers/Community Based Workers (40)
- Latinx Communities (26)
- Black Communities (23)
- Immigrant Communities (23)
- Indigenous Communities (20)
- Youth/Schools (18)
- AAPI/Asian Communities (15)
- Faith Communities (15)
- Mothers and Parents (15)
- Rural Communities (13)
- 65 year old+ Communities (9)
- Bright Spots (7)
- Other Community (7)
- People with Disabilities (5)
- People Experiencing Homelessness (3)

Resource Type

- Toolkit/PDF (55)
- Images-Infographics (29)
- Campaign (24)
- HTML/text (24)
- Video (22)

HTML/TEXT

Omicron Surge Talking Points and FAQs

Tags: [General Public](#), [HTML/text](#), [Toolkit/PDF](#)

TOOLKIT/PDF

Access, Data, Power, and Resources: A Roadmap to Health Equity

Tags: [65 year old+ Communities](#), [AAPI/Asian Communities](#), [Black Communities](#)

HTML/TEXT

Answers to Tough Questions – Omicron Variant, Boosters, Children...

Tags: [65 year old+ Communities](#), [AAPI/Asian Communities](#), [Black Communities](#)

IMAGES/INFOGRAPHICS

Shareable Graphics: Omicron Variant

Tags: [Care Providers/Community Based Workers](#), [General Public](#), [Images/Infographics](#)

TOOLKIT/PDF

A Waypoint on the Path to Health Equity: COVID-19 Vaccination at Mo...

Tags: [65 year old+ Communities](#), [AAPI/Asian Communities](#), [Black Communities](#)

IMAGES/INFOGRAPHICS

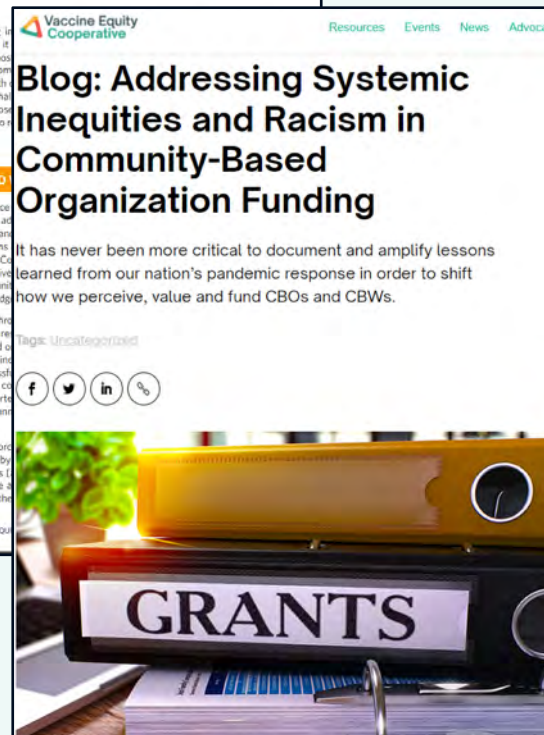
Toolkit: Children and COVID-19 Vaccination

Tags: [General Public](#), [Images/Infographics](#), [Toolkit/PDF](#)

ADVOCACY

The Vaccine Equity Cooperative is committed to supporting national, local and institutional policies designed to:

- **Increase investment and improve funding systems and processes for community-based organizations**
- **Strengthen and sustain community-based workforces**
- **Build better connected, more transparent public health data infrastructure**



WHAT IS NEEDED RIGHT NOW: PROTECTING CHILDREN UNDER 12

Advancing Children's Health: Promoting COVID-19 Vaccination and Mitigation Measures

The report outlines 10 detailed recommendations to protect children under age 12 and their families and communities.

- 
- ✓ Center on **racial health equity**
 - ✓ Prioritize outreach in the context of **whole families and communities**
 - ✓ Build on existing proven infrastructure with a “**no wrong door approach**”
 - ✓ Engage all sectors across **health policy, communities, schools and private sector**

Top Recommendations

(Italics indicate direct connection to racial health equity)



Vaccine Distribution

Most children across racial and ethnic populations, income levels, and payer types receive their routine vaccinations at one of three sites: Medical homes (pediatricians, family med or med peds clinics, FQHCs), schools and school-based clinics, or public health departments. *As a result, the community-based vaccination sites that were critical to advancing racial equity among the adult population, may not be as integral to equitably vaccinate 5-11 and 12-17 year olds.*



Critical Role for Schools and School Based Clinics

The robustness of the national school health infrastructure (school based clinics, school nurses etc.) varies by district and state. But given the core role schools play in the lives of families and communities, they are a crucial site to partner with in the vaccination effort - for disseminating information about vaccines and delivering vaccines. *Schools are also important to bridge access gaps for underserved communities who lack a medical home.*



Increased Support for Public Health Departments at All Levels

Public health departments, at the local and state level, are the backbone of targeted public health responses and in many jurisdictions the main site of vaccination for children and families who lack medical homes, are recent immigrants, or lack insurance coverage. Ensuring health departments are equipped and resourced to: support linkages between schools and medical homes, coordinate local efforts to proactively provide patients with information about vaccination, and offer vaccination, will be a necessary complement to the broader effort to vaccinate families.



Maximizing the Use of VFC

The backbone of the national effort to provide routine immunizations to the pediatric population is the Vaccines for Children program (VFC), which since its inception has helped narrow and sometimes even close gaps in routine vaccination by racial and ethnic group and across income levels. *Maximizing and optimizing use of the VFC program will be critical to equitably and effectively vaccinating 5-11 and 12-17 year olds.*



Reimburse and Incentivize Vaccine Counseling

Families will likely have questions for their pediatrician/primary care provider regarding vaccines even when they are not a vaccination site. There is no current mechanism to pay for this counseling in current billing and coding systems. *In addition, some families will require several rounds of counseling before they are ready to receive a vaccine even from their primary care provider, but the primary care provider can only receive payment when the actual administration happens. Payment systems must encourage appropriate vaccine counseling.* This is an urgent problem for CMS, state Medicaid programs, and private insurance to address. A couple of places have added reimbursement for counseling, including North Carolina Medicaid and New York City.



Vaccine Equity and Access to Resources

PANELISTS

Scott C. Ratzan MD, MPA, MA

Editor-in-Chief, Journal of Health Communication: International Perspectives
CONVINCE USA, COVID-19 New Vaccine Information Communication and Engagement
Distinguished Lecturer, CUNY School of Public Health and Health Policy, New York

Venus Ginés, M.A. P/CHWI,

President/Founder, Día de la Mujer Latina® Inc www.diadelamujerlatina.org;
Telehealth Community Navigation Ctr: COVID 19 HOTLINE: 281-801-5285 (Español:281-801-9590)

Cara Romanik

Vice President of Program at Made to Save

Tene Hamilton Franklin,

VP of Health Equity & Stakeholder Engagement

CONVINCE USA



Scott C. Ratzan MD, MPA

Editor-in-Chief

Journal of Health Communication: International Perspectives

Distinguished Lecturer

City University of New York (CUNY) Graduate
School of Public Health & Health Policy

As the data abound, the approach to build vaccine confidence and address hesitancy is a challenge

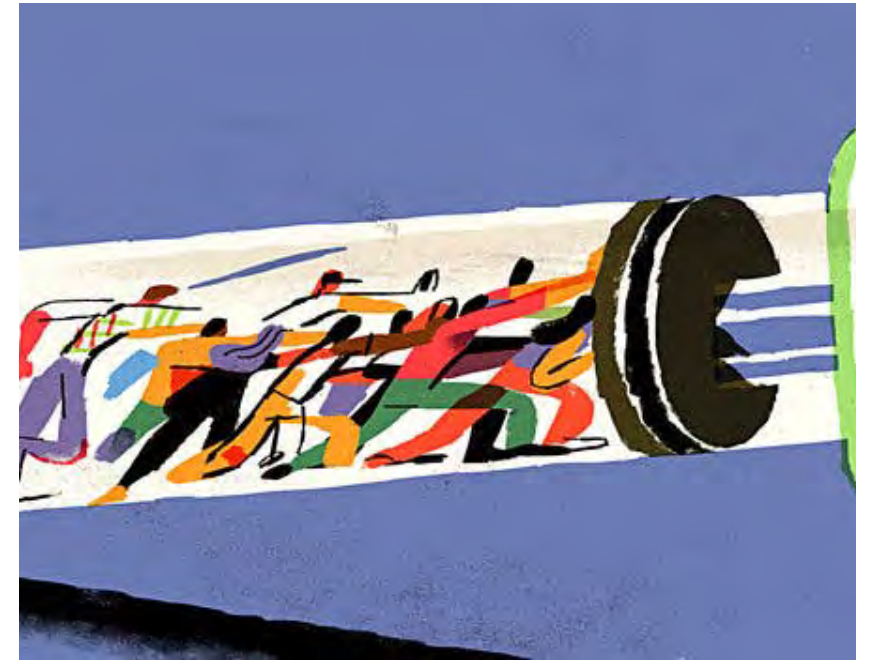


Sifting the evidence for sound studies with a take home message is laborious and the yield disappointing.

Many Haven't Gotten a Covid Vaccine Yet. But They Aren't 'Hesitant' Either.

Hesitancy makes a better story because you've got controversy," said Dr. Thomas R. Frieden, a former director of the Centers for Disease Control and Prevention.

"But there's a bigger problem of access than there is of hesitancy."



The New York Times
May 13, 2021

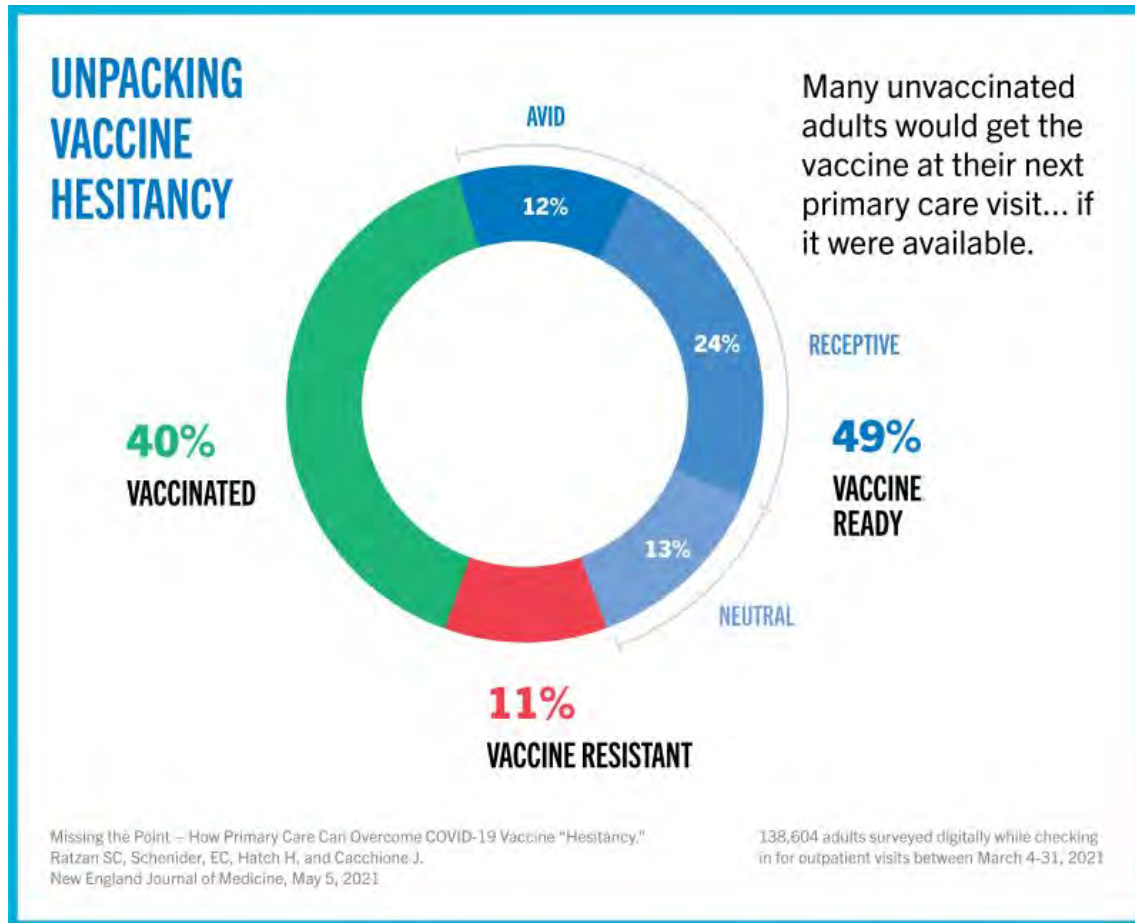
Vaccine Hesitancy – A top ten threat or not?



“They’re showing up,” Biden said. “All this stuff about vaccine hesitancy — the truth of the matter is more and more and more people are getting the vaccine. And so, I’ve never believed that there would be a large percentage of Americans who wouldn’t get the vaccine.”

President Biden said he "never believed that there would be a large percentage of Americans who wouldn't get the vaccine" in an

Vaccine Hesitant- Are we characterizing people wrongfully?



“Policymakers and planners have focused on vaccine-hesitant groups in national polls.

Although this characterization is a useful first approximation, it underestimates variability in stages of readiness, the fluidity of people’s views, and the persuasive power of access to health professionals embedded in the communities where people live and work.”



CONVINCE

The Coalition for COVID-19 New Vaccine
Information, Communication and Engagement



Vaccine Literacy

A framework for acceptance and uptake of coronavirus (SARS-COV-2) vaccination

Vaccine literacy definition

‘Vaccine literacy’ occurs when the skills and abilities of people align with the content, processes and systems needed to access and get vaccinated.

It is knowing how and why vaccines work, the diseases they prevent, and their value to yourself and to society.

Vaccine Literacy—helping everyone decide to accept vaccination Ratzan S. and Parker R., *Journal of Health Communication*, 2021,
www.vaccineliteracy.com

Vaccine literacy is facilitated by eight principles

1. Individual knowledge informed by clear, trustworthy, up-to-date evidence
2. Ability to discern fact from fiction
3. Listening, encouraging questions, and dialogue
4. Providing understandable, trustworthy, up-to-date answers to questions
5. Understanding risks and benefits of vaccination for self and society
6. Successful education, access, and systems for vaccination
7. Prudent policies that incentivize vaccination and equity
8. Transparency, clarity, and confidence in vaccine quality, safety, and efficacy

NY Vaccine Literacy Campaign Community Partner Resources

vaccineliteracycampaign.org

[Tools to Improve Vaccine Literacy for Faith-based Communities](#)

[Customizable Vaccine Flyer for Parents](#)

The NY VLC developed a COVID-19 vaccine information flyer for parents that can be customized with your organization's logo and tailored to meet the information needs of your community, including where to get vaccinated and data on uptake in your neighborhood.

[Conversation Guide for Providers and Healthcare Workers: Promote COVID-19 Vaccine Acceptance](#)

[Key Considerations for Employers Contemplating COVID-19 Vaccine Requirements](#)

Based on their qualitative research, the CUNY SPH team wrote that for some people who remain unvaccinated, a science-based, transparent, and equitable mandate from their employer may be the final push they need to act.

[COVID-19 Vaccine Equity Community Bulletin](#) – available to join at

<https://cuny.us10.list-manage.com/subscribe?u=af086f9d74120dca081e07d08&id=0bf74fa748>



Vaccine Equity and Access to Resources

PANELISTS

Scott C. Ratzan MD, MPA, MA

Editor-in-Chief, Journal of Health Communication: International Perspectives
CONVINCE USA, COVID-19 New Vaccine Information Communication and Engagement
Distinguished Lecturer, CUNY School of Public Health and Health Policy, New York

Venus Ginés, M.A. P/CHWI,

President/Founder, Día de la Mujer Latina® Inc www.diadelamujerlatina.org;
Telehealth Community Navigation Ctr: COVID 19 HOTLINE: 281-801-5285 (Español:281-801-9590)

Cara Romanik

Vice President of Program at Made to Save

Tene Hamilton Franklin,

VP of Health Equity & Stakeholder Engagement

DML's Community Health Worker/Promotores Outreach & Training

Telehealth Community Navigator



Health Fiestas



Patient Navigator



Clinical Trial Community Navigator



Community Health Centers



Venus Ginés, MA P/CHW-I 281-801-5285

www.diadelamujerlatina.org

president@diadelamujerlatina.org

Behavioral Health Community Navigator



Disaster Recovery



Medical Providers



Personal-Care Navigator

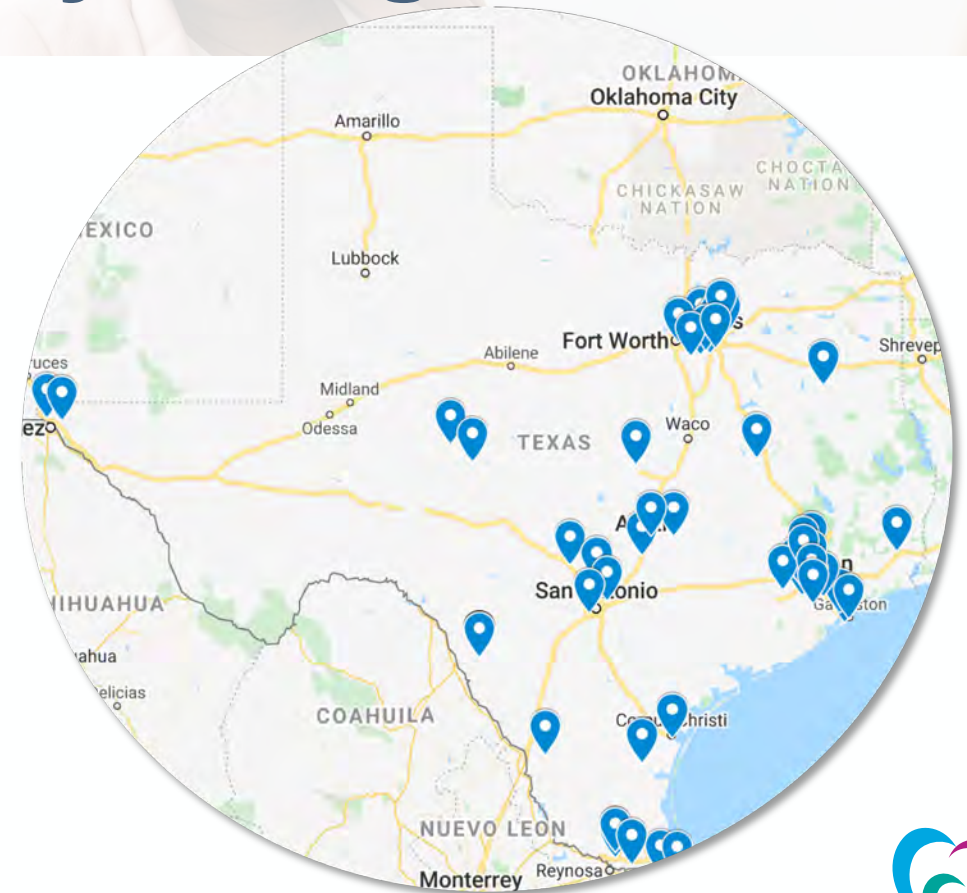


School-based Navigator



Expanding the Role of Promotores and Community Health Workers as “Vaccination Community Navigators”

- Comprehensive training for Community Health Workers and *Promotores* to arm them with the skills they need to:
 - Bolster vaccine confidence
 - Navigate people to vaccination services.
 - Help achieve vaccine equity for marginalized communities.



Promotores & CHWs en Acción



April 9, 2020



June 30, 2020



April 2, 2021



Vaccine Equity and Access to Resources

PANELISTS

Scott C. Ratzan MD, MPA, MA

Editor-in-Chief, Journal of Health Communication: International Perspectives
CONVINCE USA, COVID-19 New Vaccine Information Communication and Engagement
Distinguished Lecturer, CUNY School of Public Health and Health Policy, New York

Venus Ginés, M.A. P/CHWI,

President/Founder, Día de la Mujer Latina® Inc www.diadelamujerlatina.org;
Telehealth Community Navigation Ctr: COVID 19 HOTLINE: 281-801-5285 (Español:281-801-9590)

Cara Romanik

Vice President of Program at Made to Save

Tene Hamilton Franklin,

VP of Health Equity & Stakeholder Engagement



Wrap-up

- Satisfaction poll instructions
- Next Envision webinars:
 - Third Thursday of the month, 1:30pm EST
 - February: Coping with COVID-19: Behavioral Health Trends, Workforce Impacts, & Resources
 - March: CHW documentation & referral systems

Envision equitable healthy communities.



thank you all so much!

