



CROOK COUNTY HEALTH & HUMAN SERVICES DEPARTMENT

Health and safety for everyone in Crook County

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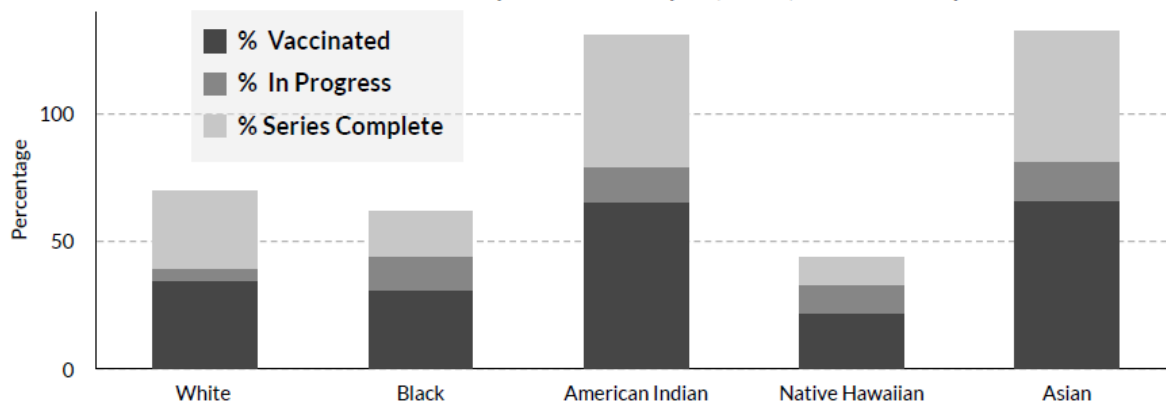
COVID-19 Vaccine Equity Plan

1. Race and ethnicity data for Crook County will only be available as part of a region on the OHA website and is currently in progress. The following are key data sets from local epidemiology reports that are conducted weekly to monitor vaccination rates by race, ethnicity, age, and geographic location.

Crook County COVID-19 Vaccination rates by Race and Hispanic Ethnicity

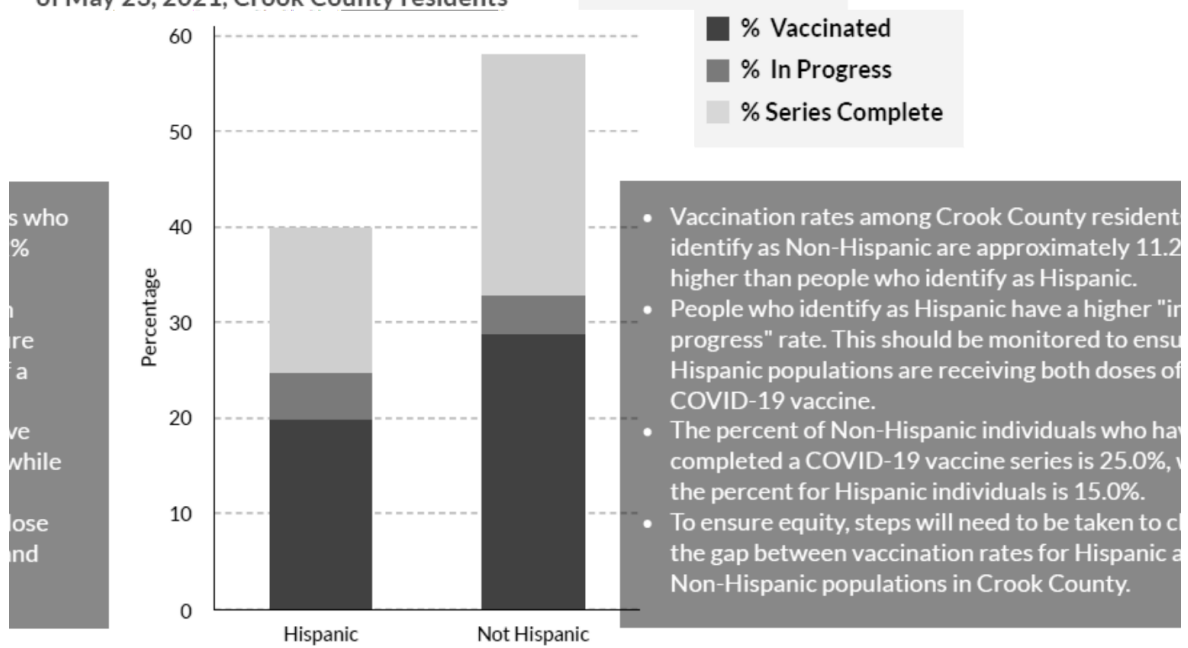
In Oregon and across the nation, people of color are experiencing higher rates of COVID-19 infection. Due to the difference in infection rates between people of color and white populations, we need to ensure equity with vaccine distribution. According to the American Community Survey 2019 five-year population estimates, about 93% of people living in Crook County identify as white and 7% identify as Hispanic or LatinX.

COVID-19 vaccination status by race as of May 23, 2021, Crook County residents



- Crook County residents who identify as Native Hawaiian have the lowest vaccination rates, with about 78.2% not having a dose of a COVID-19 vaccine. Black populations are also lower than other races, with 69.0% not having a dose of a COVID-19 vaccine.
- Black populations did have an increase in the the percent of people "in progress" (11.1% to 13.5%) from 5/16/21 to 5/23/21.
- White populations have the lowest "in progress" rate. This will need to be monitored among other racial groups to ensure all people have the opportunity to receive both doses of a COVID-19 vaccine.

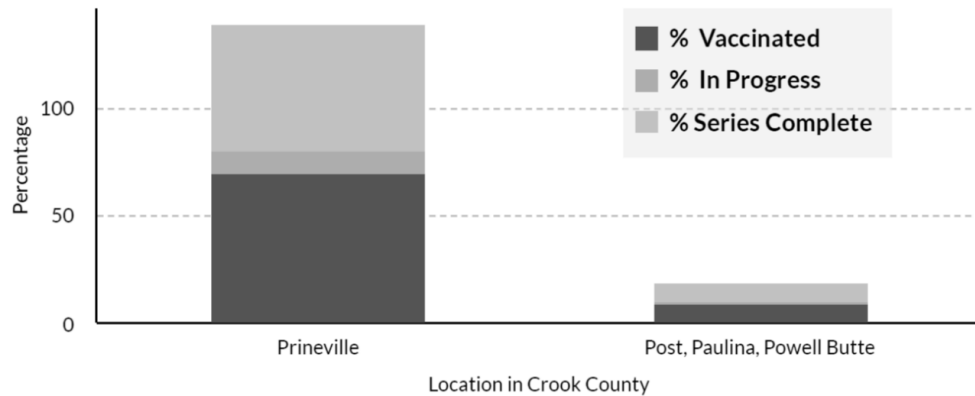
COVID-19 vaccination status by Hispanic Ethnicity as of May 23, 2021, Crook County residents



Vaccination rates for persons who have received a vaccine

Crook County		
Report Date	12/17/20 - 5/23/21	
	Hispanic	Not Hispanic
15 to 17	11.54%	10.93%
18 to 19	16.13%	20.88%
20 to 29	18.32%	14.18%
30 to 39	16.73%	15.80%
40 to 49	27.16%	19.56%
50 to 59	38.74%	25.59%
60 to 64	45.95%	34.41%
65 to 69	69.44%	47.11%
70 to 74	36.11%	57.27%
75 to 79	107.14%	61.00%
80 or older	40.91%	65.17%
18+	27.90%	33.08%
20+	28.53%	33.33%
40-64	34.41%	25.86%
65+	57.41%	56.13%

COVID-19 vaccination status by location in Crook County
as of May 23, 2021, Crook County residents



Location	% Vaccinated	% In Progress	% Series Complete
Prineville	69.5%	11%	58.5%
Post, Paulina, Powell Butte	9.3%	0.9%	8.5%

The **operational** factors reflected in these data include:

Limiting Factors	Promoting Factors
Limited access to Pfizer until May 18, 2021	Three Spanish-speaking staff providing interpretation and translation services These staff plan, conduct outreach, promote, and support implementation of vaccine events Contracted translation services are used for larger and/or technical documents/booklets/info guides and forms; available in multiple languages
No current physical presence with vaccine outside of Prineville	Video interpreting services and language line available for more options to best serve client needs
Sign-ups for vaccine appointments have been largely online. This has been a limitation for the majority of senior Crook County residents.	124 community volunteers have supported weekly mass vaccine clinics at Crook County Fairgrounds February 26-May 25, 2021
	Crook County residents could access vaccine at the Central Oregon Vaccine

	clinic at Deschutes County Fairgrounds in Redmond.
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The **policy** factors reflected in these data include:

Limiting Factors	Promoting Factors
Community resistance to public policies that would promote vaccine uptake	The ability of medical systems in Crook County to advocate for policy exceptions that best serve the local community
Larger medical systems are less nimble to provide quick, large-scale response in Crook County	
Restricted access to medical offices (especially for non-English speaking clients) made access to vaccine in those settings challenging	

The **systemic** factors reflected in these data include:

Limiting Factors	Promoting Factors
FQHC and hospital system resources tend to be pulled to regional hub in Bend (larger population center)	Ongoing implementation of ICS response structure to coordinate across Crook County and Central Oregon
Larger medical systems are less nimble to provide quick, large-scale response	Good functional communication processes between the school district and school nurses
Systems have been operating at or above capacity for months; facing burnout, staffing shortages, and decreased resilience	Local Public Health maintained clinical emphasis prior to the pandemic, allowing us to set up vaccine clinics quickly and adeptly
Staffing turnover in key local public health positions in Central Oregon	Increased resources that could be accessed by community members and local public health through state public health and community-based organizations
Exponential growth and transition in State systems that were challenging to navigate at the local level	Coordination and leveraging of regional and state resources to provide hotlines, scheduling help, and vaccine promotion
Inconsistent or no communication with CBOs about services being offered or services available in Crook County	

2. Crook County Public Health and our partners have already taken several steps to address specific racial and ethnic vaccination inequities in the county, including:
 - Vaccine information is available in Spanish on our social media
 - Evening appointments and walk-in access for vaccine
 - Our website (<https://co.crook.or.us/health>) can be translated to multiple languages
 - Promotion of regional mass vaccination clinic at Deschutes County Fairgrounds that includes on-site video remote interpreting for over 35 languages, signage in Spanish, on-site interpreters, and specialized “fast tracking” for individuals with special needs
 - Spanish radio ads promoted mass vaccine clinics
 - Spanish-language vaccine event planned in partnership with Latino Community Association, Oregon Child Development Coalition, and Oregon Health Authority June 11 and July 9

3. To continue to address inequities in our jurisdiction, Crook County Public Health will regularly and consistently offer and/or promote additional hours for vaccinations, assuring evening and weekend availability. We will continue to partner with our local and regional health systems and providers to coordinate and promote access to vaccine and information regarding it’s effectiveness. We will continue to partner with community based organizations in Crook County and Central Oregon and seek to foster new relationships that would best serve our most vulnerable and/or disproportionately affected populations. We will actively explore and act on opportunities for pop-up clinics that make vaccinations easily accessible to those experiencing inequities.

4. Plan to close vaccine equity gaps among specific racial and ethnic populations, including migrant/farm workers:

Objectives	Goals	Activities	Partners/Stakeholders
Close COVID-19 vaccination equity gap among Hispanic/Latinx population in Crook County	Increase education and awareness among the Hispanic/Latinx population in Crook County about the COVID-19 virus and vaccines	Develop population-specific outreach and education materials Promote in Spanish: locations with extended hours, information about pop-up	Oregon Child Development Coalition (OCDC) Latino Community Association (LCA) Mosaic Medical Juntos Oregon Health Authority NeighborImpact/HeadStart Thrive Wildhorse Mesa Apartment Complex

		clinics, information about the vaccines and providers who are administering Canvas neighborhoods, businesses, and other gathering places for Hispanic/Latinx families to provide print and verbal information in Spanish Pop up outreach events focused on education and awareness about the COVID-19 vaccine Review website, social media, promotional and educational materials for readability using plain language tools	Ochoco Apartments Crooked River Open Pastures (CROP) Farmer's Market Volunteers in Medicine Clinic of the Cascades
	Increase the vaccine rate among Hispanic/Latinx population in Crook County	Fiesta y Vacunas	Oregon Child Development Coalition (OCDC) Latino Community Association (LCA) St. Charles Health System Oregon Health Authority

		Conduct or partner to conduct pop-up clinics at/near neighborhoods, churches, gathering spaces with high percentages of Hispanic/Latinx population	Oregon Child Development Coalition (OCDC) Latino Community Association (LCA) Mosaic Medical St. Charles Health System Oregon Health Authority St. Joseph's Catholic Church BestCare Treatment Services
		Extend hours for vaccine clinics (i.e. Saturdays, evenings) and/or work with other providers to do so	Mosaic Medical St. Charles Health System Local pharmacies (Rite Aid BiMart, Clinic, Mosaic,
Close COVID-19 vaccination equity gap among migrant/farm workers	Increase education and awareness among the migrant/farm workers in Crook County about the COVID-19 virus and vaccines	Develop population-specific outreach and education materials Messaging out to farmers & ranchers Pop up outreach events focused on education and awareness about the COVID-19 vaccine Review website, social media, promotional and educational materials for readability using	Oregon Child Development Coalition (OCDC) Latino Community Association (LCA) Mosaic Medical OSU Extension St. Charles Health System Crooked River Open Pastures (CROP) Farmer's Market

		plain language tools	
	Increase the vaccine rate among migrant/farm workers in Crook County	Go to the people – especially those experiencing inequity - utilize mobile and pop-up vaccine clinics Offer and/or promote Saturday clinics and extended hours	
Close COVID-19 vaccination equity gap among Crook County population living outside of incorporated Prineville	Increase education and awareness among Crook County residents living outside of Prineville about the COVID-19 virus and vaccines	Develop population-specific outreach and education materials Pop up outreach events focused on education and awareness about the COVID-19 vaccine Review website, social media, promotional and educational materials for readability using plain language tools	Fire houses OSU Extension Thrive Oregon Health Authority Churches Crooked River Open Pastures (CROP) Farmer’s Market Central Oregon Disability Support Network, Inc Mosaic Medical Volunteers in Medicine Clinic of the Cascades Crook County School District
	Increase the vaccine rate among Crook County residents living outside of Prineville	Go to the people – especially those experiencing inequity - utilize mobile and pop-up vaccine clinics	

		Offer and/or promote Saturday clinics and extended hours	
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5. Crook County Public Health has reviewed the CBO Outreach Plans submitted by five OHA-funded community-based organizations based on their preferred involvement in vaccination efforts. Crook County Public Health and our partners have held coordination calls with these organizations, shared information and opportunities for promotion, jointly planned events, and cross posted information online via social media in order to increase meaningful, culturally-responsive, low-barrier access to vaccines.

Maintaining a consistent point of contact with each CBO and navigator is critical so that Crook County Public Health and our partners can ensure awareness of vaccine events. A vaccine coordination taskforce will be convening in Crook County to create a platform for information sharing and event coordination between local public health, partners, and community-based organizations.

6. Crook County did not have any results from the agricultural employer survey. The majority of farms and ranches in Crook County employ few if any workers; often times relying on family to operate their businesses. Crook County Public Health is working with our OSU Extension Office to outreach with agricultural workers through their robust network of interpersonal relationships and communication channels. We are also planning a mobile vaccine clinic in partnership with Oregon Health Authority, that will make vaccine available in our most rural communities.

7. Crook County Public Health participates in the Central Oregon Vaccine Confidence Coalition helping to assess and build vaccine confidence in the region. Radio spots, social media ads, and other communications have been developed by this coalition to address vaccine confidence. Crook County Public Health shares this messaging via local media and communication channels.

In addition to a survey conducted regionally regarding vaccine confidence, Crook County Public Health adapted and conducted the same survey with Crook County residents in order to get a larger sample size. Analysis of survey results informed messaging and promotion of vaccine events.

8. Vaccine confidence is something that Crook County Public Health will be addressing on an ongoing basis. We plan to work with our partners and community-based organizations to assess and respond to confidence levels and the driving forces behind them. The vaccine coordination taskforce referenced in question 5 will provide input and support for vaccine confidence efforts. We will continue to engage with the Central Oregon Vaccine Confidence Coalition and support confidence-building efforts applicable to rural communities across the region.

- 9.** Crook County shares many of the same media outlets as Deschutes and Jefferson Counties, therefore we participate in regional communication strategies and campaigns for large-scale messaging and then curate very specific messages for local communications. Engagement in the Central Oregon Vaccine Confidence Coalition allows Crook County Public Health staff to help inform and leverage resources developed by that group.

Regional:

- Leveraging of rural messaging developed by Deschutes County in partnership with Boost Oregon. Campaign runs on local radio and television on English and Spanish language channels, streaming television, social media, and streaming radio.
- Leveraging of communication campaign for Latinx community members that includes Latinx community leader involvement shared widely on Facebook and YouTube. Facebook Live events with experts and community leaders address vaccine questions and misinformation. The campaign also involves video stories and testimonials from Latinx community members.
- Use of video campaign developed by Central Oregon Health Council featuring local physicians dispelling myths and endorsing the vaccines.

Local:

- Facebook Live events in Spanish that share facts about the vaccines prior to events that are culturally and linguistically focused on our Hispanic population.
- Regular meetings with Public Health liaisons and community leaders in a variety of sectors (faith, schools, business, et cetera) to share vaccine facts and information.
- Regular meetings with Public Health staff and local health care providers to coordinate messaging and referrals to health care professionals for more information about the vaccines.
- Videos and social media posts that address vaccine misinformation are developed in response to trending myths in the community and posted on the Crook County Public Health Facebook and Instagram accounts, and the website.
- Information pop-up tabling and canvassing to educate about the vaccines and refer community members to their health care providers.
- Local press releases and spotlights on community members and medical providers on the importance of the vaccines and where to get reliable information about them.

- 10.** Crook County Public Health and our partners has and will continue to ensure language accessibility at vaccine events with bilingual staff and volunteers, and the use of video and phone interpreting services. Crook County Public Health has three English/Spanish bilingual staff members who provide interpretation services before and during vaccine events. In addition to our staff members, we work with several bilingual volunteers and staff from Community Based Organizations such as Latino Community Association and Oregon Child Development Coalition.

Crook County School District has provided language access services in support of vaccine events by translating documents and promoting events via word of mouth and social media. Print materials are available in English and Spanish at vaccine events, courtesy of Oregon Health Authority, CDC, and Crook County Public Health's contract with Professional Interpreters, Inc. Community Based Organizations also provide print materials at vaccine events in a variety of languages as needed.

Interpreting services via phone have historically been available at Crook County Public Health, and will continue. Crook County Public Health has recently added access to more than 200 languages via video interpreting services through AMN HealthCare that will be available in clinic and remotely at off-site vaccine events. All staff have had introductory training to the service and in-depth training is being offered in team meetings and to individuals who will be using the service most often.

- 11.** In order to decrease transportation barriers to accessing vaccine, Crook County Public Health is promoting medical transportation resources for those who receive Oregon Health Plan benefits. Public transportation is limited to non-existent for the majority of Crook County, so we have and will continue to make vaccine available via mobile and pop-up clinics. Mobile and pop-up clinics will be neighborhood or geographic-specific based on low access and low vaccine rates. They will also be planned for locations that people already frequent, such as grocery store parking lots and other places that people go for regular errands. Gas cards are also being offered as incentives at vaccine clinics to offset transportation costs.
- 12.** Crook County Public Health and our partners work closely to promote vaccine opportunities for youth. There is one location in Prineville that serves as the distribution hub for Pfizer (St. Charles) and Crook County Public Health coordinates with them to be able to secure and administer Pfizer vaccine onsite or during pop-up or mobile events as needed. Bilingual/bicultural vaccine events will always offer Pfizer in order to ensure meaningful, low-barrier vaccine access for minority youth who experience inequities in COVID-19 disease, death and vaccination.

Vaccine education and outreach includes information about minors rights to consent in Oregon. Crook County Public Health regularly works with student advocates and will have vaccine information available for them to promote as applicable. Crook County youth see medical providers across the Central Oregon Region, so Crook County Public Health regularly communicates with Mosaic Medical, Central Oregon Pediatric Association, St. Charles Health System and other providers through Central Oregon Health Council and a variety of other channels to promote access to vaccine for youth, and especially those from communities experiencing inequities.

Crook County School District (CCSD) has been an active and reliable partner throughout the COVID-19 pandemic. Crook County Public Health has promoted vaccine events via their social media, website, and other communication channels. The CCSD website links to the Health Department website from their COVID-19 Resource page, making it accessible for students and their families to access information about the vaccines, how and where to go to get them. The school nurses and administrators are in regular communication with Crook County Public Health to identify opportunities for supporting and promoting access to vaccine, especially for those experiencing inequity. The Health Department also has open lines of communication with school board members, the School Based Health Center, and Spanish language groups within the schools to collaborate on evaluating and improving access to the vaccines.

- 13.** Crook County Public Health will be convening a Vaccine Equity Taskforce to include community leaders from communities of color to regularly review progress on our vaccine equity plans and reassess strategies as needed. Leaders from CBOs including Latino Community Association, Thrive, NeighborImpact, and the Central Oregon Disability Support Network. In addition to the taskforce, regular communications about our equity work are shared out at community meetings, on social media and our website, and in press releases. When sharing progress, opportunities will be available for input and involvement in the planning and implementation processes.



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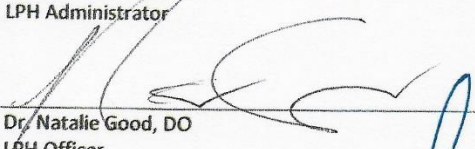
July 26, 2021

We have each reviewed the attached responses to all questions and affirm that the LPHA jurisdiction will continue to make meaningful efforts to offer culturally-responsive, low-barrier vaccination opportunities, especially for populations in our jurisdiction experiencing racial or ethnic vaccine inequities. We commit to implementing this plan to close the racial and ethnic vaccine inequities in our jurisdiction.

The LPHA and its partners will continue to ensure that vaccine sites are culturally-responsive, linguistically appropriate and accessible to people with physical, intellectual and developmental disabilities and other unique vaccine access needs.


Katie Plumb, MC
LPH Administrator

7/26/2021
Date


Dr. Natalie Good, DO
LPH Officer

8/11/21
Date


Judge Seth Crawford
Chair of LPHA governing body

8-4-21
Date