

Date: June 23, 2021

To: Thomas B. Modica, City Manager *T.M.*

From: Kelly Colopy, Director of Health and Human Services *KC*

For: Mayor and Members of the City Council

Subject: **REVISED Vaccine Outreach Update**

The Department of Health and Human Services (Health Department) and many community-based partners in Long Beach have been conducting focused and comprehensive outreach strategies to educate community members about vaccine safety, answer questions, enroll people in vaccine appointments, and promote local walk-up vaccine opportunities. This memorandum serves to provide an update on these efforts.

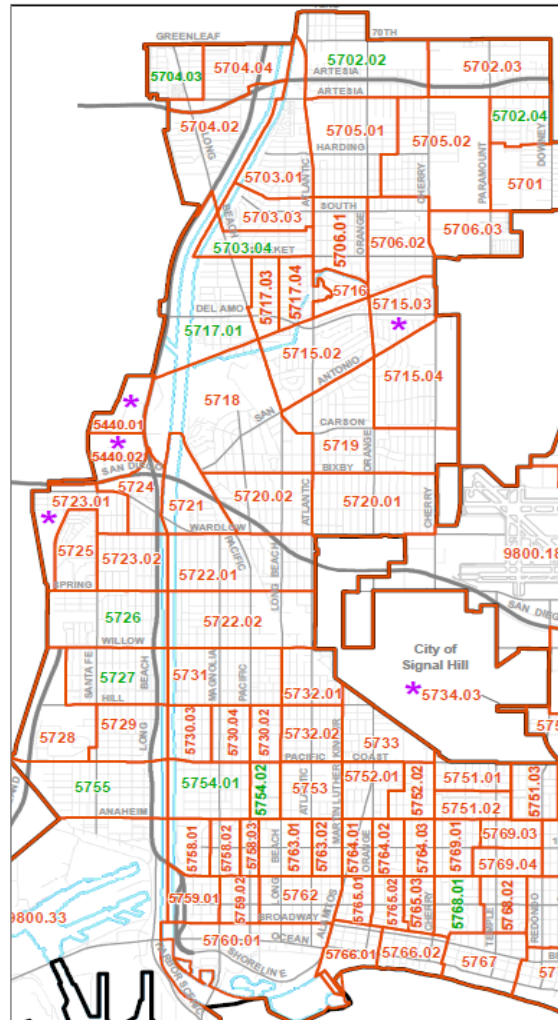
Community-Based Mobile Efforts

The Health Department has implemented vaccine clinics in many of the neighborhoods most impacted by COVID-19 at trusted community locations such as parks, schools, churches, and local organizations. At this time, vaccine clinics are offered two times per week at MacArthur Park, Houghton Park, Admiral Kidd Park, Washington Middle School, and Grant Middle School, as well as Saturdays at Cabrillo High School. The Health Department also recently implemented evening clinics, Monday to Friday from 5:00 p.m. to 8:00 p.m., at Long Beach City College Pacific Coast Campus. This provides at least two community-based clinics per day, in addition to the Convention Center site. In total, the City has provided more than 100 community-based clinics since the mobile clinic program began. The total number of doses administered at each clinic can be found in Appendix A. These sites were selected utilizing COVID-19 demographic data and neighborhood-level mapping to determine need for increased access in our city. The mobile clinic program has provided more than 15,800 vaccines in community clinics and at nearly 60 facilities and 400 vaccines at private residences for people with limited mobility.

Outreach Efforts

Throughout the implementation of the mobile clinics, community-based organizations have worked to address vaccine hesitancy, educate people on COVID-19 safety practices as well as the safety and efficacy of the vaccine, enrolled people in vaccine appointments, and met people at vaccine sites to support the efforts. It has been an essential partnership.

Beginning in March 2021, five community-based organizations (Long Beach Center for Economic Inclusion, Long Beach Forward, Long Beach Immigrant Rights Coalition, Days Long Beach, and Success in Challenges) were funded by the Public Health Institute, in partnership with the Health Department, to conduct education and outreach around COVID-19 safety, testing and vaccine. They focused on census tracts 5704.03, 5755, 5745.01, 5745.02, 5768.01, 5702.04, 5703.04, 5727, 5702.02, 5762, and 5717.01, which are highlighted in green in the map below.



As of early May 2021, these organizations had contacted more than 27,200 families and 24,360 individuals through door-to-door canvassing, phone banking, texting, social media, and educational events. They assisted more than 6,000 people to access vaccines through assisting with vaccine appointments and participating at vaccine clinics. They focused on the census tracts most impacted by COVID in central, north, and west Long Beach. To date, they have engaged race/ethnic populations in English, Spanish, Khmer, Samoan, and Tongan.

In addition, several community-based organizations have partnered with the Health Department to increase vaccine readiness and uptake. They have gone door-to-door, volunteered at vaccine sites, enrolled people in appointments, sent vaccine newsletters, and developed COVID-19 vaccine videos. This has led to more than 10,000 door-to-door visits, 10,000 people signed up for vaccines, and another 20,000 people reached through culturally-appropriate materials and interactions.

In May 2021, the Health Department implemented a new Community Outreach team comprised of six bilingual speakers in Spanish, Tagalog, and Khmer. They are conducting outreach in conjunction with mobile clinics at local parks, grocery stores and bodegas, and other locations where people shop or congregate. They address questions and provide information on vaccine

clinic locations. Initial outreach efforts focused on the Santa Fe, Willow, and Pacific Coast Highway corridors as well as the Washington Middle School Neighborhood. Information on additional outreach sites can be found in Appendix B. The Health Department also has bilingual staff supporting the call center to answer questions and assist in making vaccine appointments for community members in Spanish, Khmer, and Tagalog.

The Health Department has implemented a Vaccine Equity Subcommittee that is comprised of City staff and community-based partners to coordinate vaccine opportunities. This group meets every other week to discuss progress, accessibility concerns, strategies to address vaccine hesitancy, and to plan for next steps.

Outcomes

The community-based vaccine clinics and outreach have been effective in reaching our Latinx and Black communities. The percentage of those who have received at least one dose has doubled since the implementation of the program, from 15.6 percent to 35 percent for our Latinx residents and from 15.3 percent to 32 percent for our Black residents. These numbers remain below the 59 percent for our White and Native Hawaiian/Pacific Islander residents and 57 percent for our Asian residents but are increasing at a higher rate. During this time period, as a result of this focused effort, new doses for Latinx residents grew the most, followed by Native Hawaiian/Pacific Islander and our Black population.

First Dose Growth Rate As a Result of Equity Outreach	Percent Increase
Latinx	124%
Native Hawaiian/Pacific Islander	119%
Black	109%
White	88%
Asian	76%

When we look only at our adult population (18+), a more consistent comparison with surrounding jurisdictions¹, we see a similar pattern of growth but higher vaccine rates. The percentage of adults who have received at least one dose has more than doubled since the implementation of the program, from 22.3 percent to 52.8 percent for our Latinx adults and from 18.7 percent to 41.4 percent for our Black adults. These numbers remain below the 67 percent for our White and Asian adult population and 71 percent of our Native Hawaiian/Pacific Islander adult residents.

¹ Other County Jurisdictions are posting 16+ vaccination status. The 2019 ACS estimates for the City to allow for race/ethnicity breakouts are only available for 18+.

First Dose Growth Rate Among 18+ As a Result of Equity Outreach	% Increase in # Vaccinated
Latinx	137%
Native Hawaiian/Pacific Islander	131%
Black	122%
Asian	96%
White	73%

Long Beach has had an incredibly successful model of implementing vaccines and was an early Statewide leader in vaccinating all groups. As vaccines became more prevalent in mid-March, Long Beach and Los Angeles County have had nearly identical numbers of people vaccinated. Long Beach focused early on getting seniors vaccinated as they are most at-risk of hospitalization and death due to COVID-19. The Health Department deployed mobile teams to long-term care facilities and home-bound visits early in the mobile clinic program, and as seen in the comparison below, has had the best results among seniors of any of the surrounding jurisdictions.

Vaccinated Population by Jurisdiction & Age Group

Jurisdiction	Population	Vaccinated % (1+ Dose)	Fully Vaccinated %
Long Beach			
16+	373,461	65%	52%
65+	53,311	99%	83%
All	466,776	53%	42%
Los Angeles			
16+	7,632,601	65%	54%
65+	1,260,131	90%	77%
All	9,496,962	53%	43%
Orange			
16+	2,548,382	68%	57%
65+	455,105	96%	84%
All	3,168,044	55%	46%

Next Steps

The Health Department and its partners are making progress but recognize that a continuing and intentional focus is needed on Latinx and Black communities, as well as people under the age of 34 (the percentage of those vaccinated between the ages of 18 to 34 is only 47 percent, compared to more than 62 percent for each older age group). The Health Department has resources through multiple funding streams to further fund community-based organizations to focus on specific census tracts and communities with the lowest vaccine uptake in partnership with mobile clinic opportunities. The Health Department is also further focusing its mobile team

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outreach and social media efforts on communities that have been hard to reach to date. In addition, the Health Department will continue to identify incentive opportunities by engaging local business, located in our communities most impacted by COVID, to partner in increasing interest and uptake in COVID-19 vaccines. We are currently engaging four additional nonprofit organizations--Centro CHA, United Cambodian Community, Project Optimism, and the G.R.E.E.N. Foundation--to help with additional focused outreach in specific areas based on data. They will partner with the Health Department to enhance specific outreach efforts. Additional opportunities for other nonprofit organizations to submit proposals to assist in canvassing and outreach efforts are expected later this month.

If you have any questions, please contact me at kelly.colopy@longbeach.gov or (562) 570-4016.

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DEPARTMENT HEADS

Appendix A: Mobile Vaccine Site and Vaccine Reporting (February 6 through June 2)**COMMUNITY CLINICS HELD**

Date	Location	Total Doses Administered
2/6/2021	Silverado Park (90810)	412
2/10/2021	St. Mark's Baptist Church (90813)	197
2/22/2021	MacArthur Park (90813)	400
2/27/2021	Silverado Park (90810)	402
3/3/2021	St. Mark's Baptist Church (90813)	193
3/5/2021	Gold Star Manor (90810)	82
3/6/2021	Houghton Park (90805)	379
3/8/2021	Belmont Shore Mobile Estates (90803)	109
3/15/2021	MacArthur Park (90813)	412
3/19/2021	Church One Ministries (90805)	320
3/22/2021	Convention Center (90802)	916
3/26/2021	Ability First (90815)	488
4/1/2021	Gold Star Manor (90810)	100
4/2/2021	Ability First (90815)	212
4/3/2021	Houghton Park (90805)	397
4/8/2021	Martin Luther King Jr. Park (90806)	438
4/15/2021	Admiral Kidd Park (90810)	24
4/16/2021	Cesar Chavez Park (90802)	296
4/16/2021	MacArthur Park (90813)	36
4/17/2021	Houghton Park (90805)	55
4/19/2021	Admiral Kidd Park (90810)	24
4/20/2021	MacArthur Park (90813)	36
4/21/2021	Houghton Park (90805)	78
4/22/2021	Admiral Kidd Park (90810)	12
4/22/2021	U.S. Vets (90810)	35
4/23/2021	MacArthur Park (90813)	41
4/23/2021	United Cambodian Community (90804)	106
4/24/2021	Houghton Park (90805)	90
4/26/2021	Admiral Kidd Park (90810)	45
4/27/2021	MacArthur Park (90813)	45

COMMUNITY CLINICS HELD (CONTINUED)

Date	Location	Total Doses Administered
4/28/2021	Houghton Park (90805)	36
4/29/2021	Admiral Kidd Park (90810)	54
4/29/2021	Long Beach Job Corps - Bizzell Group (90810)	36
4/30/2021	Christian Outreach in Action (90802)	10
4/30/2021	First Baptist Church (90813)	11
4/30/2021	MacArthur Park (90813)	42
5/1/2021	Houghton Park (90805)	42
5/3/2021	Admiral Kidd Park (90810)	16
5/4/2021	MacArthur Park (90813)	42
5/5/2021	Houghton Park (90805)	36
5/6/2021	Admiral Kidd Park (90810)	64
5/7/2021	Cesar Chavez Park (90802)	372
5/7/2021	MacArthur Park (90813)	87
5/8/2021	Houghton Park (90805)	77
5/10/2021	Admiral Kidd Park (90810)	56
5/11/2021	MacArthur Park (90813)	62
5/12/2021	Houghton Park (90805)	102
5/13/2021	Admiral Kidd Park (90810)	64
5/13/2021	Century Villages at Cabrillo (90810)	32
5/13/2021	LBMA Downtown (90802)	7
5/14/2021	MacArthur Park (90813)	86
5/14/2021	United Cambodian Community (90804)	143
5/15/2021	Heartwell Park (90808)	31
5/15/2021	Houghton Park (90805)	155
5/15/2021	One Crane & Dallas Express	31
5/17/2021	Admiral Kidd Park (90810)	73
5/17/2021	Saga Voyager	20
5/17/2021	West Side Community Watch Neighborhood Group (90810)	8
5/18/2021	MacArthur Park (90813)	93
5/19/2021	Houghton Park (90805)	69

COMMUNITY CLINICS HELD (CONTINUED)

Date	Location	Total Doses Administered
5/20/2021	Admiral Kidd Park (90810)	68
5/20/2021	Long Beach Job Corps - Bizzell Group (90810)	43
5/21/2021	Christian Outreach in Action (90802)	6
5/21/2021	LGBTQ Center Clinic at Houghton (90805)	7
5/21/2021	MacArthur Park (90813)	68
5/21/2021	Willow Street Church of God (90810)	24
5/22/2021	Colorado Lagoon (90814)	9
5/22/2021	Convention Center Shelter Staff (90802)	38
5/22/2021	Houghton Park (90805)	70
5/23/2021	Convention Center Shelter Staff (90802)	25
5/24/2021	Admiral Kidd Park (90810)	55
5/25/2021	MacArthur Park (90813)	51
5/26/2021	Houghton Park (90805)	38
5/27/2021	Admiral Kidd Park (90810)	45
5/27/2021	Grace Memorial Baptist Church (90806)	5
5/27/2021	MOLAA (90802)	21
5/28/2021	Cesar Chavez Park (90802)	82
5/28/2021	MacArthur Park (90813)	64
5/29/2021	Bixby Park (90802)	11
5/29/2021	Houghton Park (90805)	47
6/1/2021	MacArthur Park (90813)	37
6/1/2021	Migrant Children's Shelter Staff (90802)	21
	TOTAL:	9,172

SCHOOLS VISITED

Date	Location	Total Doses Administered
2/20/2021	Washington Middle School (90813)	320
3/13/2021	Washington Middle School (90813)	381
3/23/2021	Cabrillo High School (90810)	339
3/25/2021	Cabrillo High School (90810)	812
5/8/2021	Cabrillo High School (90810)	23
5/12/2021	Tucker Elementary (90815)	21
5/15/2021	Cabrillo High School (908110)	128
5/18/2021	Washington Middle School (90813)	24
5/19/2021	Grant Elementary (90805)	33
5/19/2021	Tucker Elementary (90815)	15
5/20/2021	Washington Middle School (90813)	22
5/21/2021	Grant Elementary (90805)	22
5/22/2021	Cabrillo High School (90810)	64
5/25/2021	Washington Middle School (90813)	15
5/26/2021	Grant Elementary (90805)	9
5/26/2021	Tucker Elementary (90815)	6
5/27/2021	Washington Middle School (90813)	5
5/28/2021	Grant Elementary (90805)	5
5/29/2021	Cabrillo High School (90810)	47
6/1/2021	Washington Middle School (90813)	3
6/2/2021	Grant Elementary (90805)	7
TOTAL:		2,301

FACILITIES VISITED

Date	Location	Total Doses Administered
3/21/2021	Pacific Palms	
	Colonial Care Center	
	Beachside Acute Care	
	Country Villa Bay Vista	
	Villa Serena Healthcare Center	113
3/23/2021	Shelter for People Experiencing Homelessness	53
3/31/2021	Pacific Care Nursing Center	
	Vista Del Mar Senior Facility	25
4/7/2021	Atlantic Memorial	
	Royal Care Skilled Nursing Center	
	Long Beach Post Acute	40
4/14/2021	Long Beach Atlantic Bridge Community	
	Long Beach Winter Homeless Shelter	
	Serenity Recuperative Care	
	Alamitos Belmont Rehab Hospital	30
4/21/2021	Regency Palms Long Beach	
	Redondo Plaza	
	Long Beach Healthcare Center	
	Long Beach Care Center	
	Bixby Knolls Towers HC & Rehab Center	52
4/28/2021	Project Home Key	
	Country Villa Bay Vista	
	Adobe Communities (x2)	
	Intercommunity Care Center	
	Park Pacific Tower	
	Del Amo Garden Apartments	
Scherer Park Apartments	112	
5/5/2021	Palmcrest Grant Assisted Living	
	Tichenor Clinic for Children	
	Long Beach Winter Shelter	
	Bel Vista Healthcare Center	22

FACILITIES VISITED (CONTINUED)

Date	Location	Total Doses Administered
5/5/2021	Palmcrest Grant Assisted Living Tichenor Clinic for Children Long Beach Winter Shelter Bel Vista Healthcare Center	22
5/12/2021	Serenity Recuperative Care Alamitos Belmont Rehab Hospital Malora Post Acute Rehab Hospital Shoreline Healthcare Center Redondo Plaza Long Beach Healthcare Center Regency Palms Bixby Knolls Tower Mental Health America	83
5/19/2021	Country Villa Bay Vista Project Home Key Orange Community Care Adobe Communities (x2)	71
5/26/2021	Del Amo Garden Apartments Salvation Army Scherer Park Apartments Palm Crest Pacific Villa Tichenor Clinic for Children Revive Church Edgewater Skilled Nursing Broadway by the Sea	63
6/2/2021	Alamitos Belmont Heights Marlora Post-Acute Rehab Hospital Shoreline Healthcare Center Hilton Hotel	21
	TOTAL DOSES:	685

LONG BEACH CITY COLLEGE PACIFIC COAST CAMPUS NIGHT CLINICS

Date	Total Doses Administered
5/24/2021	10
5/25/2021	23
5/26/2021	17
5/27/2021	10
5/28/2021	28
6/1/2021	11
TOTAL:	99

PRIVATE RESIDENCES

Total Number of Private Residents	Total Doses Administered
414	531

PORT UNIT

Date	Total Doses Administered
5/18/2021	42
5/19/2021	21
5/20/2021	20
5/22/2021	43
5/24/2021	52
5/25/2021	118
5/26/2021	86
5/27/2021	62
5/28/2021	87
6/1/2021	78
6/2/2021	75
TOTAL:	684

Appendix B: Health Department Outreach Team

Date	Location (streets, areas, business)	Staff	Languages	# of Businesses	# of People Outreached to	Materials
5/21/2021	Santa Fe & PCH CA 1	6	English/Spanish/Tagalog	20	24	Mobile Clinic Flyers
5/24/2021	Pacific Ave & Willow St	3	English/Spanish/Tagalog	29	34	Mobile Clinic Flyers
5/27/2021	Alamitos Ave & E Broadway	5	English/Spanish/Tagalog	27	25	Mobile Clinic Flyers
5/28/2021	Westside/ Santa Fe/ Willow	5	English/Spanish/Tagalog	25	34	Mobile Clinic Flyers
6/2/2021	PCC area: lemon and 20th, MLK park area, PCH, Atlantic, motels, parks, and cars off walnut	5	English/Spanish/Tagalog	20	30	PCC Clinic Flyers
6/3/2021	E Artesia Blvd & Cherry / Cherry Ave & E 68th st / E Artesia & Atlantic	6	English/Spanish/Tagalog	23	28	Mobile Clinic Flyers