



Oregon Health Authority
Latina/o/x Vaccine Strategy
Goals and objectives

Goal 1: Ensure there is a clear and published culturally responsive plan to support increased vaccination rates in the Latina/o/x population

Objectives:

- Create a Latina/o/x vaccination strategy project plan
- Vaccinate 80% of the Latina/o/x population by August 31, 2021

Goal 2: Cocreate benchmarks and strategies

Objectives:

- Ensure transparency in our data reporting
- Prioritize allocations to move toward equity
- Determine the unvaccinated Latina/o/x population by county and review data with counties and community
- Engage statewide Latina/o/x leaders to regularly review progress and reassess strategies as needed
- Allocate enough doses to specific Latina/o/x and BIPOC community vaccine efforts to move toward equity
- Build smaller throughput and more culturally responsive vaccination sites in partnership with community-based organizations (CBOs)
- Prioritize Latina/o/x zip codes in existing sites
- Work with community to better understand what data needs exist and what would be most meaningful to community with the goal of supporting trusted voices for conversations around vaccination

Goal 3: Maximize federally qualified health center (FQHC) pathways that are working

Objectives:

- Supply all FQHCs with Pfizer via full trays from the Health Resources and Services Administration (HRSA) or via local vaccine hub distribution center
- Work with all FQHCs to reach out individually to established patients who are unvaccinated

- Successfully operate Mobile Vaccine Units from HRSA starting May 30 – one in Tri-County and one in Wasco-Hood River for cherry harvest
- Enroll all school-based health centers and higher education student health services, with focus and outreach to campuses serving large numbers of Latina/o/x students and families
- Ensure collaboration between Vaccine Planning Unit and local public health agency (LPHA) branch communications liaisons

Goal 4: Set up Spanish language telephone line for registration

Objectives:

- Facilitate Vive NW and Oregon Worker’s Relief Fund collaboration to assist community with vaccine navigation and access
- Connect contractor(s) to master calendar and give input on how it can be edited to fully support their goal of vaccine navigation and access for community members
- Connect contractor(s) with opportunities for training/support
- Connect Vive NW to COVID Response and Recovery Unite (CRRU) external partner for vaccine call center calls

Goal 5: Fund CBOs for vaccine specific work

Objectives:

- Support community-driven vaccine events across the state promoted and hosted by newly funded and previously funded CBOs and other community partners

Goal 6: Increase communications and battle misinformation

Objectives:

- Develop an integrated communications plan aligned with the outreach plan that results in increased vaccine confidence and vaccination rates in Latina/o/x population
- Increase confidence in the COVID-19 vaccine among the Latina/o/x community
- Promote and market vaccine clinics and events
- Develop culturally responsive resources for COVID-19 prevention, vaccination and mental health in collaboration with our internal equity partners and trusted community partners

Goal 7: Ensure existing vaccination sites are culturally responsive and prioritize equity

Objectives:

- Ensure local vaccine providers have the resources and knowledge to provide culturally responsive services
- Ensure FEMA recommendations are fully implemented and best practices amplified

- Deploy and track accessibility kits and form community of practice for recipient organizations to build inclusive disaster response and public health event practices
- Use OHA's interpretation contracts when needed to support language access at COVID vaccination events that are based in the community
- Ensure people are able to access vaccines without encountering barriers related to disability or language access
- Develop and implement internal comms plan (OHA, CRRU, VPU, ODHS) to ensure staff are aware of resources and can point partners in the right direction
- Develop and implement communications plan for partners to ensure they have needed resources for community-driven events

Goal 8: Expand culturally responsive vaccine sites

Objectives:

- Have consistent, culturally responsive vaccine sites in every county serving priority populations
- Recruit a Public Information Officer (PIO) for VOTE

Goal 9: Enable pathway for community health workers (CHWs) as vaccinators

Objectives:

- Ensure trained CHW vaccinators can provide services at community vaccination events or generally in the community
- Facilitate ongoing culturally responsive vaccinator training
- Create mechanism to pay THW to vaccinate (not just volunteer)

Goal 10: Address transportation barriers to vaccination

Objectives:

- Ensure individuals can call 211 and get connected to the right transportation resource for their needs, so that they have no-barrier transportation to vaccines.
- Communicate transportation resources and options internally to CRRU, VPU, PHD and ODHS staff to ensure all are aware of the resources available

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