

# COVID-19 Vaccine Resources for Local Governments

USDR  ELGL

U.S. Digital Response | January 29, 2020



# Introductions

**Big Challenge #1: Scheduling websites don't work**

**Big Challenge #2: People can't figure out where to get vaccinated**

**Big Challenge #3: Jurisdictions without tech staff have a hard time setting up and updating websites**

**Big Challenge #4: Reaching the public with accurate information**

**Help from USDR (and community)**



**Big Challenge #1:**  
**Scheduling websites don't work**

Scheduling websites don't work

**Tell us about your experiences  
trying to schedule a vaccine  
shot.**



Hi [REDACTED]

---

Your appointment has been confirmed.

When: 02-16-2021, 11:00 AM - 11:30 AM

Where: Yaounde Health Unit 6.050 Avenue Rosa Parks, Yaounde, Virginia, Cameroon, BP817

Please remember to bring your confirmation, a valid photo ID & your QR code to the appointment.

QR Code

[Click here to see your appointment page.](#)

\*\* If you are no longer able to make your appointment, please use the following link to [cancel your appointment](#).

[Unsubscribe](#) to stop receiving all emails from VAMS.

(Please note, unsubscribing will prevent VAMS from sending two-factor authentication emails during login and will prevent future access to VAMS. If you run into this problem, contact your organization administrator for help reactivating your profile.)

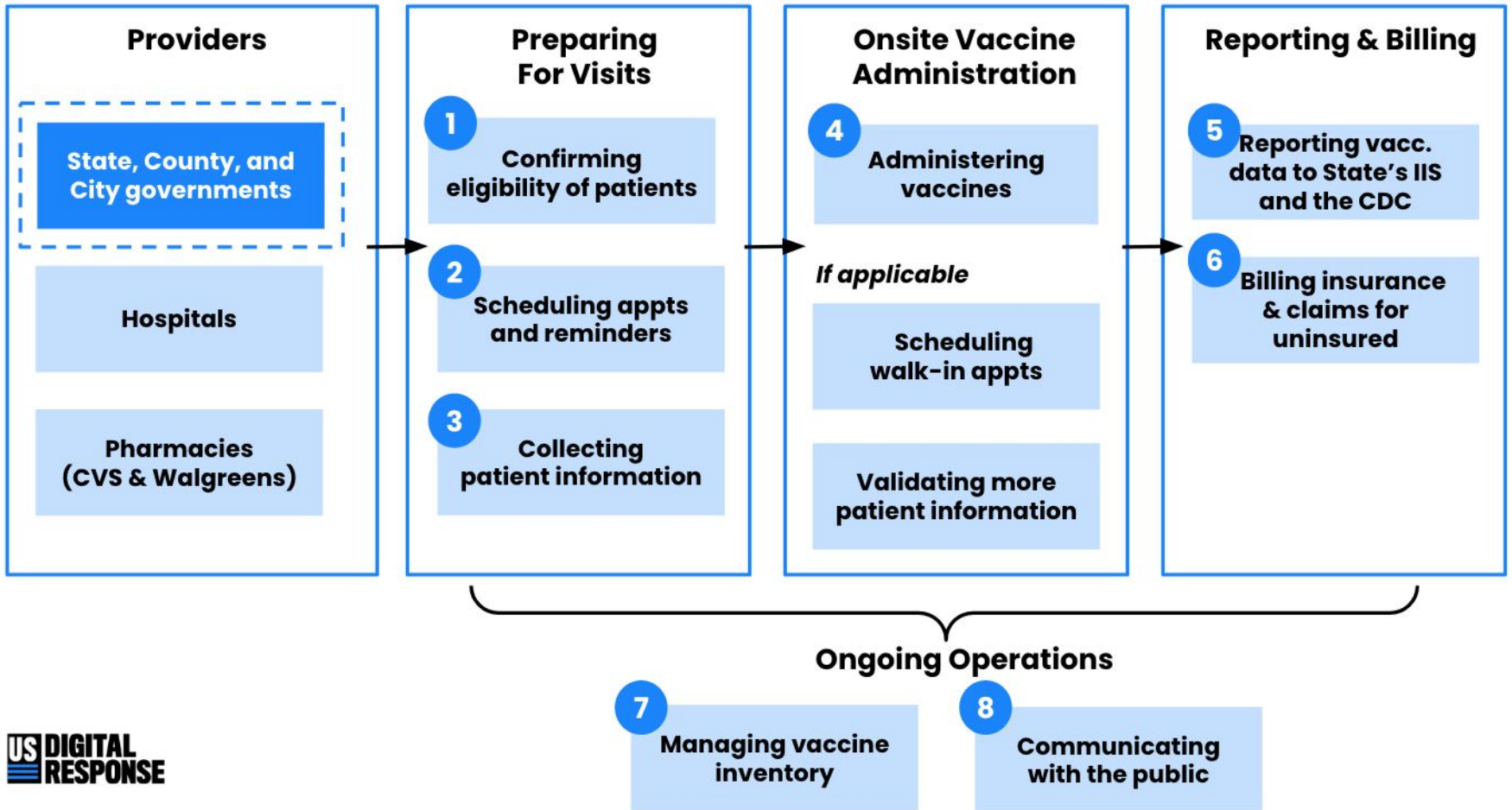
## What do we hear when we talk to local governments?

“The state is promising a solution, but we don’t know when it will arrive, and our residents are asking for guidance right now.”

“When I buy tickets to see a movie, after one ticket is sold, no one else can buy the same ticket. Why is it so hard to do the same thing with vaccines?”

“We spend a lot of time de-duplicating the same people who sign up multiple times to get vaccines. Part of this might be malicious, but mostly we think it’s people who aren’t very Internet savvy—plus our site is pretty confusing even under the best of circumstances.”

“What scheduling tool is everyone else using? What would you recommend to us?”



Scheduling websites don't work

# Possible solutions and directions





COVID-19 Vaccine Provider Guide: A Technology Lens

VACCINATION ROLLOUT

Background

Key Areas



TECH TOOLS

Tool Categories

Vendor Categories

How to Evaluate Vendors



What are your goals and constraints?

Which vendors to evaluate?

Key questions

Scheduling / queue management tool - Questions



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# COVID-19 Vaccine Provider Guide: A Technology Lens

Frameworks for rollout and tips for evaluating tech tools



Download PDF

Vaccine provider guide USDR.pdf - 896KB

## Summary

This guide provides frameworks for vaccination rollout and tips for evaluating tech tools, with the goal of helping vaccine providers continue making life-saving decisions, faster and easier.

The information in the guide distills what we've learned and the trends we've seen through 1) working with multiple government vaccine providers across the country, 2) evaluating major tech vendors in the vaccination ecosystem, and 3) our collective decades of experience in the tech industry directly building and evaluating tech tools ourselves.

*This is a living document.* We will continuously update it as we learn more from government and public health officials, other vaccine providers, and tech vendors.

## Who is this guide for?

CONTENTS

Summary

Who is this guide for?

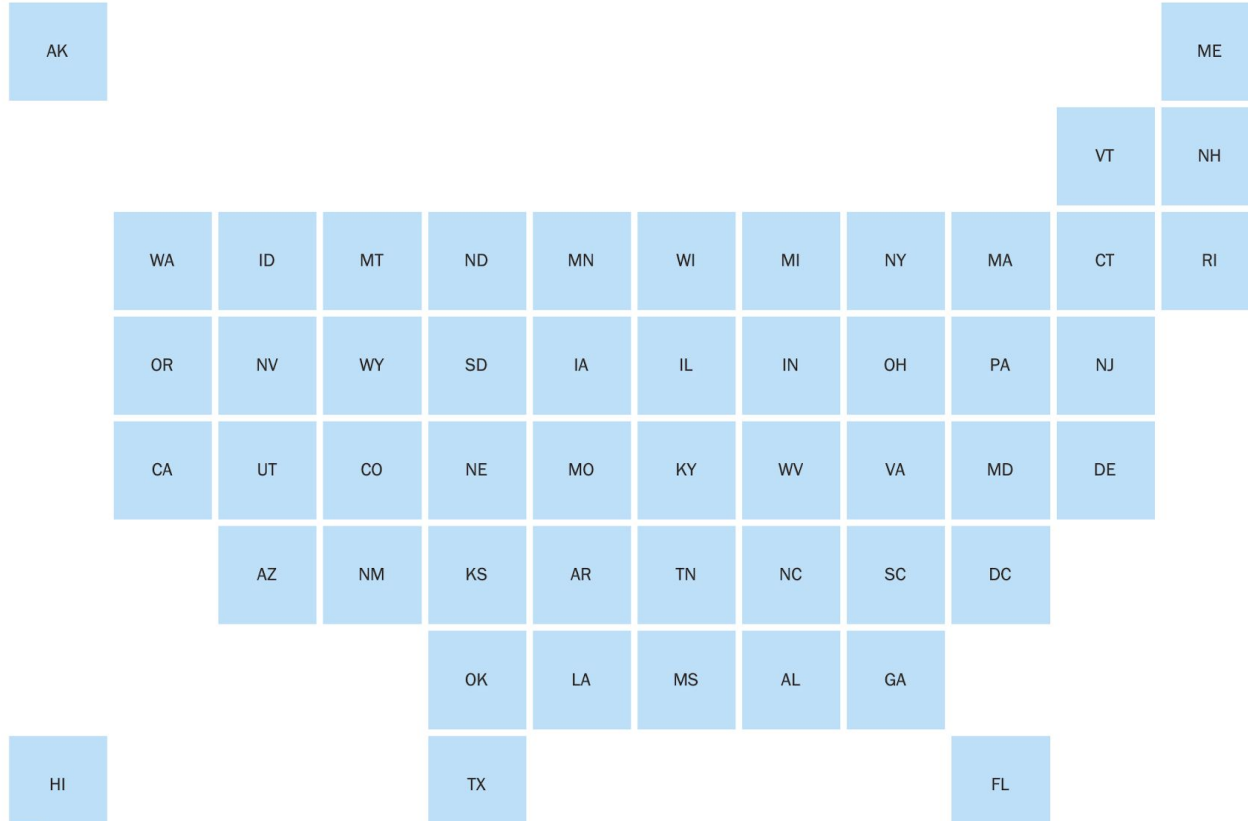
How is this guide different?

What's in this guide?

Who created this guide?


Next steps after reading this ...

# EXPLORE STATE DISTRIBUTION PLANS

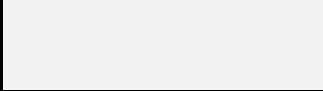




# Next steps

- Read through our [Vaccine Provider Guide](#) to understand key considerations for vendor selection
- [Reach out to USDR](#) for the inside scoop on our vendor recommendations (coming soon as an open resource for the public, but reach out to us anyway)



**Big Challenge #2:**  
People can't figure out where to  
go to get vaccinated



People can't figure out where to go to get vaccinated

**What resources do you check  
when you want to know where  
vaccines are available?**

IMPORTANT UPDATES ABOUT COVID-19 VACCINATION

**Vaccines to protect against COVID-19 are now available in limited quantities in the United States and recommended for specific groups.**

VaccineFinder will be updated once COVID-19 vaccination is widely available to the public to help direct people to find a vaccine provider near them.

LEARN MORE ABOUT COVID-19 VACCINATION →

## Three Levels of “Vaccine Finder Solutions”

1. An accurate list of all vaccination sites
2. An accurate list of all vaccination sites, **with the next action spelled out for each**
3. An accurate list of all vaccination sites, **showing current availability**, with the next action spelled out for each

Schedule appointment Directions

Gotham Health, Gouverneur Hospital-Based Health Center/Clinic 1.4 mi 227 Madison Street, Manhattan, 10002 Appointment required COVID vaccine offered: Moderna

Schedule appointment Directions

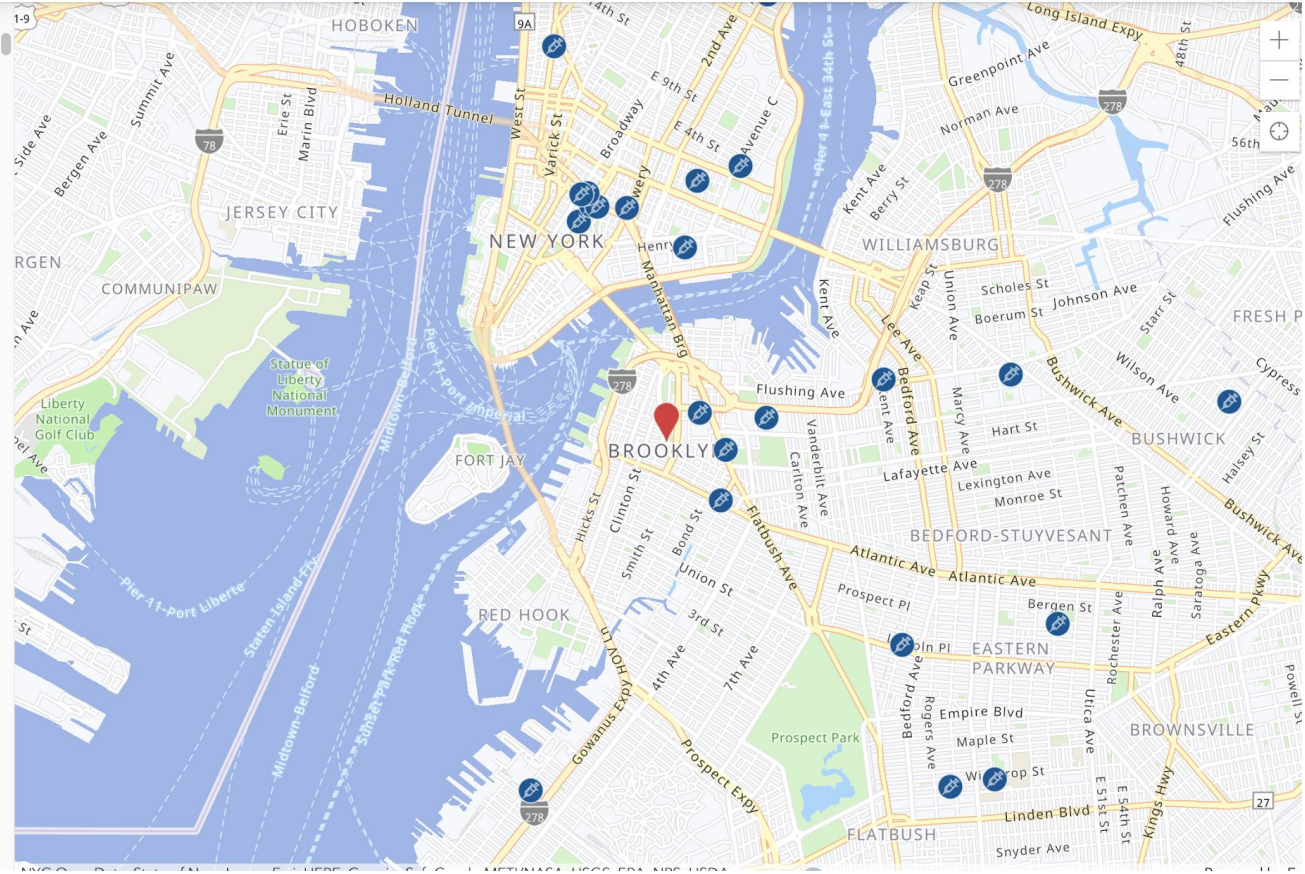
ODA Primary Healthcare Network Community Health Center/Clinic 1.7 mi 74 Wallabout Street, Brooklyn, 11249 (718) 260-4600 Appointment required COVID vaccine offered: Moderna

Call for appointment Directions

RendrCare: Chinatown Medical Physician Primary Care 1.7 mi 86 Bowery, 4 Floor, Manhattan, 10013 (646) 601-6229 Appointment required COVID vaccine offered: Moderna

Call for appointment Directions

NYC Health Dept. - Downtown Clinic Community Health Center/Clinic 1.7 mi





We call hospitals, pharmacies, and other health providers across California every day to find out if they are currently administering vaccines. The medical professionals working at these providers tell us about their current vaccination programs and we report what they say here. While we do our best to verify all information we receive, we strongly encourage you to check with your doctor or local officials if you have questions about a vaccination site.

### Alta Bates Campus – Berkeley

Alameda County

Updated 7 days ago

**Vaccines available** 75 years old and up

**Appointment required** online at <https://www.sutterhealth.org/for-patient...>

**Latest info** Schedule online appointment by calling (844) 987-6115 – Please know of long waiting time on the phone.

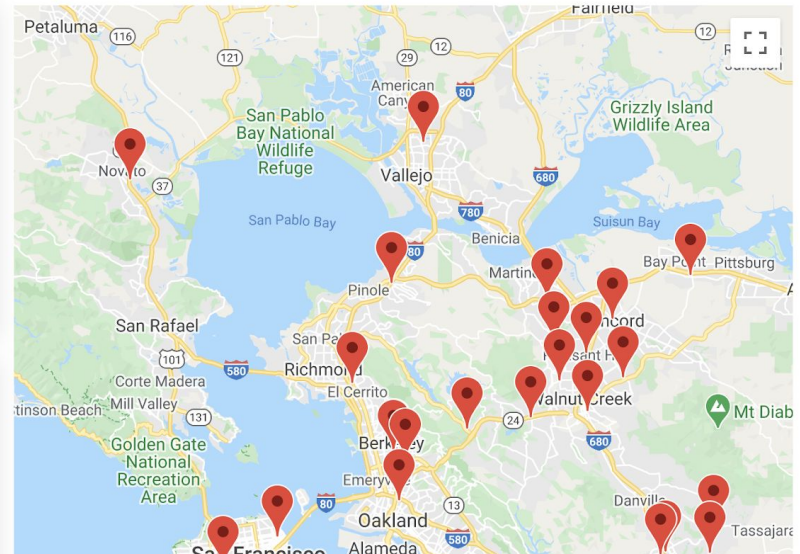
### Sutter Pacific Medical Foundation

San Francisco

Updated 13 days ago

**Vaccines available** 75 years old and up Current patients only

**Appointment required** Sutter patients only. Log in to My Health Online



People can't figure out where to go to get vaccinated

## Possible solutions and directions

🔍

Find Vaccine

▼
Sites with reported doses

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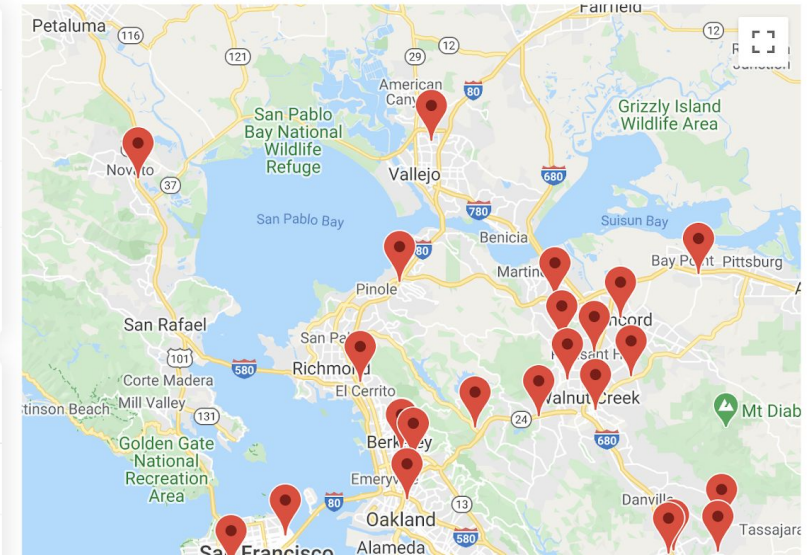
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## COVID-19 Vaccine Find

This is a list of community projects designed to find available appointments. Because vaccination is handled differently in different parts of the U.S., it can be hard for people to get a clear sense of where to go. These projects aim to fill that gap.

Our goals here are to:

1. Help people find good tools to get appointments.
2. Get technologists working together and collaborating. Ideally we can have as few tools in any given area as possible.

## Projects by State

### Alaska

[anchoragecovidvaccine.org](#) lists available appointments in Alaska.

- Data source: The state's PrepMod system.
- Developed by: [Municipality of Anchorage's Innovation Team](#)
- Source repo: <https://github.com/MunicipalityOfAnchorage/prepmod-scrape>
- Social Media: -

### California

[VaccinateCA](#) lists sites with and without available vaccines by region and county, and zip code.

- Data source: Manual volunteer legwork and phone banking.
- Developed by: [Ad-hoc community group](#)
- Social Media: [Twitter @ca\\_covid](#)

### New York

[TurboVax](#) lists sites and availability in **New York City**.

- Data source: Scraping NYC Vaccine Hub, NYC Health & Hospitals, NYS Vaccination Centers
- Developed by: [Huge Ma](#)
- Social Media: [Twitter @turbovox](#)

[NYC Vaccine List](#) lists covers **New York City**.

- Data source: Scraping (no full list published, but at least includes New York State Department of Health, Vaccinend, and Statcare) and possibly phone banking (but needs confirmation)

## Next steps

- If your jurisdiction is dealing with the “vaccine finder problem”, [reach out to USDR](#) for help.
  - We can work with your existing systems and enrich them with additional functionality...
  - ... or we can design a bespoke experience specific to your jurisdiction.
- Consider engaging with a civic-hacker led effort in your state. This is an investment of your time as a government leader into public intellectual property.



## **Big Challenge #3:**

**Jurisdictions without tech staff  
have a hard time setting up and  
updating websites**



Jurisdictions without tech staff have a hard time setting up and updating websites

**What do your technical teams look like?**



## Early voting is open to all registered voters in California

This year, all registered voters in California will receive a mail-in ballot. Instead of going to the polls on Election Day, you may vote using the vote-by-mail ballot that will be sent to you. You can use the link below to track your ballot.

[Track my ballot](#)



Registration



Vote by Mail



View Election Results



What's on the Ballot



Where to Vote in Person



Become an Election Worker



Campaign Resources



News & Press Releases



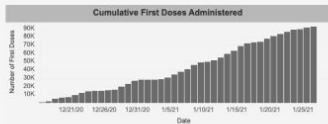
Vaccines are arriving.

## Learn where and when you'll be eligible.

Where can I get the vaccine?

### Status February 2021

Information about vaccine availability and distribution in COUNTY is rapidly changing. County is administering all the vaccines as they are received. County relies on the state for the doses and is awaiting an increased supply.



Last Updated 1/12/2021  

## Our Impact in Phase 1a

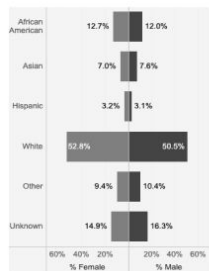
**25k** vaccines      **10k** vaccines

Total number of vaccines (dose 1) administered in Phase 1a in Doe County

Percentage of the total population vaccinated in Doe County

## Vaccinations in Doe County

BY RACE    BY SEX



## Phase 1 Eligibility Doe County

Our COVID-19 Vaccine Plan includes different phases of vaccine distribution and administration. The first phase is divided into three sub-phases outlined by the CDC's Advisory Committee on Immunization Practices (ACIP) to focus on rapidly reaching targeted populations, including people at high risk of hospitalization, illness, and death from COVID-19, healthcare personnel, and critical workers.

### 1a

**NOW**

Covers healthcare personnel, medical first responders, and long-term care facility residents.

### 1b

**3-7 MONTHS**

Covers front line essential workers, individuals 75 years of age and older, and all other congregate settings such as homeless shelters, group homes, prisons, detention centers, schools and workplace

### 1c

**7-8 MONTHS**

Covers individuals 65 years of age and individuals between the ages of 16 and 64 with certain conditions and disabilities.

English | Español | 中文 | Deutsch

Last Updated 1/12/2021

## Your top questions about Covid-19 vaccines

### Am I eligible for the vaccine?

The CDC recommends that initial supplies of COVID-19 vaccine be allocated to healthcare personnel and long-term care facility residents. This is referred to as Phase 1a. In the next phases (Phase 1b and Phase 1c), vaccination should be offered to people in the following groups.

Phase 1b: Frontline essential workers such as fire fighters, police officers, corrections officers, food and agricultural workers, United States Postal Service workers, manufacturing workers, grocery store workers, public transit workers, and those who work in the educational sector (teachers, support staff, and daycare workers, manufacturing workers, grocery store workers, public transit workers, and those who work in the educational sector (teachers, support staff, and daycare workers.)

– People aged 75 years and older because they are at high risk of hospitalization, illness, and death from COVID-19. People aged 75 years and older who are also residents of long-term care facilities should be offered vaccination in Phase 1a.

### Where can I get the vaccine?

### How does the vaccine work?

### [Are there side effects to the vaccine?](#)

### Is the vaccine safe?

### Is the vaccine effective?

### How can I start to make a vaccine plan for myself and my family?

Was this page helpful?

Yes     No

Share this page

## Contact Us

Email     Name

County     Message Type

Message



How can I help?

# Verify you're ready to go

USDR's technical team will run best practice checks to assess the security and performance of your election website, so it's ready to meet any surge in demand. We'll provide findings in a format that's actionable and easy to understand — and our engineers can partner with you to resolve urgent issues quickly.

## Security

- Admin access uses multi factor authentication.
- All web pages use HTTPS.
- DNS and Web servers are resilient to DDoS attacks.

## Accessibility


- Everything works with just the keyboard.
- Top task content is presented in text-based form. If not, the special format uses accessible features.
- The site responds to browser-based website translators.

## Performance

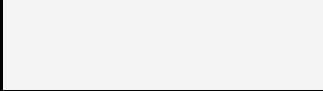


- Page load time under 2000ms.
- Web server activity instrumentation in place.
- Website can hold up to high levels of use.

## Next steps

- **[USDR can help](#) design, deploy, and update informational websites about COVID-19 and vaccines.**
  - **If you don't already have a website, we'll quickly spin up a Wordpress-based site for you.**
  - **If you do already have a website, we can offer content or visuals to enhance the experience.**
  - **We can perform user experience audits to find opportunities for improvement, load test it to make sure it stands up to surges in traffic, or assess its accessibility for the visually impaired.**
  - **We can also provide translation services to help you reach subcommunities in your area.**



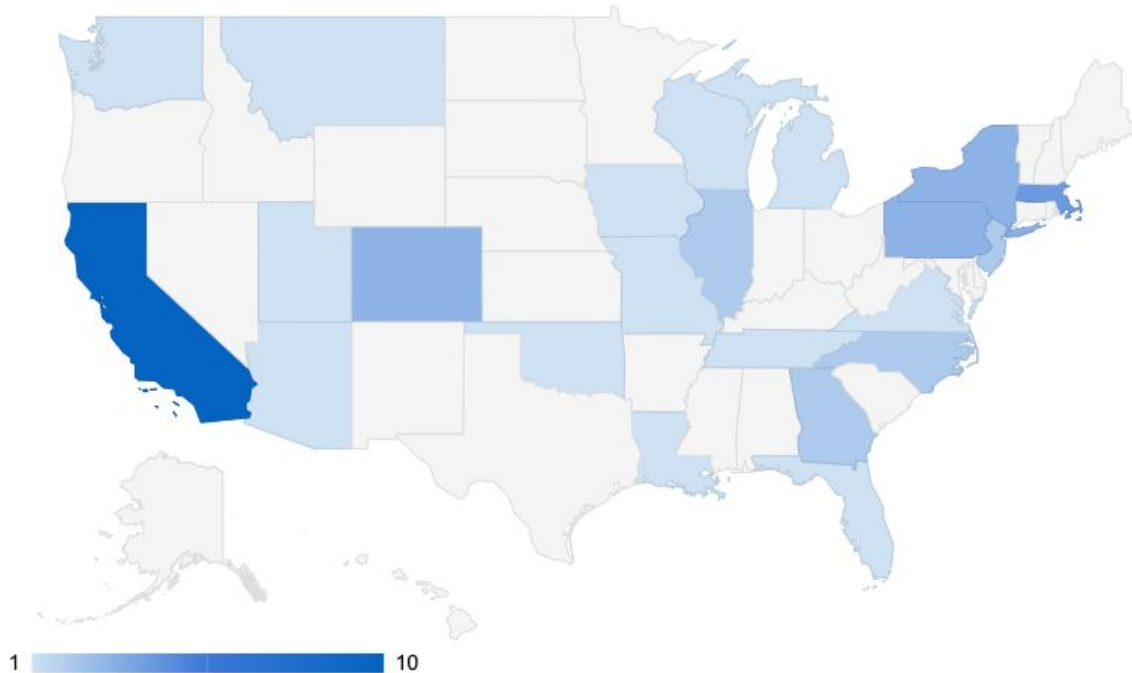
**Big Challenge #4:**  
**Reaching the public with  
accurate information**



Reaching the public with accurate information

**What are some beliefs your communities have about the COVID-19 vaccine?**

# 46 Voices: the team recruited individuals from a geographically diverse population across 22 states in the US



*“Let someone else get it first.*

*The history of racial injustice towards Black communities in public health needs to be addressed, first. If you want them to take it serious, you need to address it on a one-on-one basis.”*

— Executive Director of non-profit serving homeless communities in California



# Trust Model

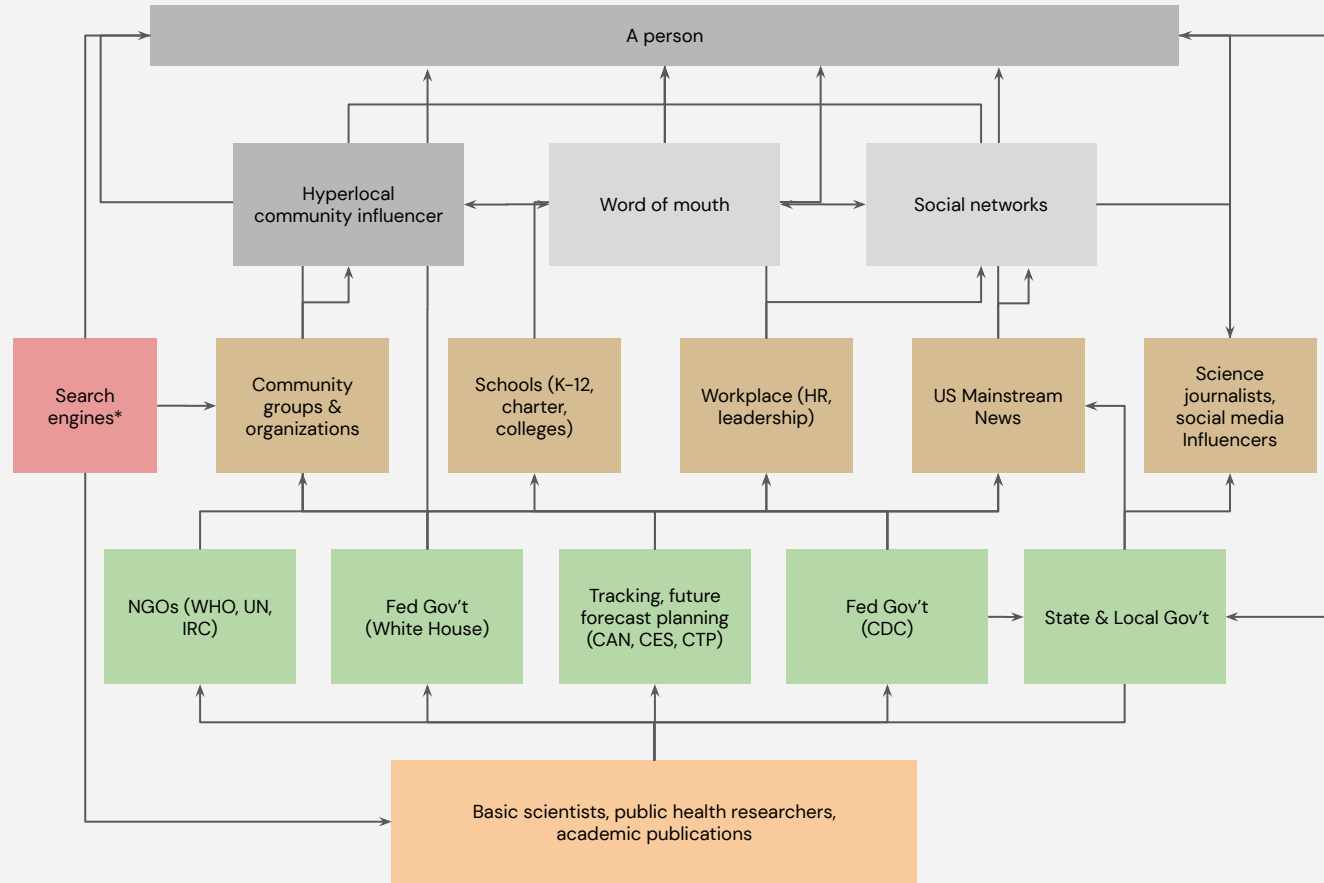
Based on the stakeholders we heard in the interviews, we mapped out a communication trust diagram to show how information flows from and to key sources.

**Community:**  
Follow, act on, use or implement in some way

**Translators:**  
Interpret rules, target, and share info to specific groups

**System curators:**  
Deliver rules and guidance to operate safely

**Generators:**  
Understand COVID science



\*Search engines are a unique actor in this, operating and sharing info from and to many layers of stakeholders.

# Trust Model

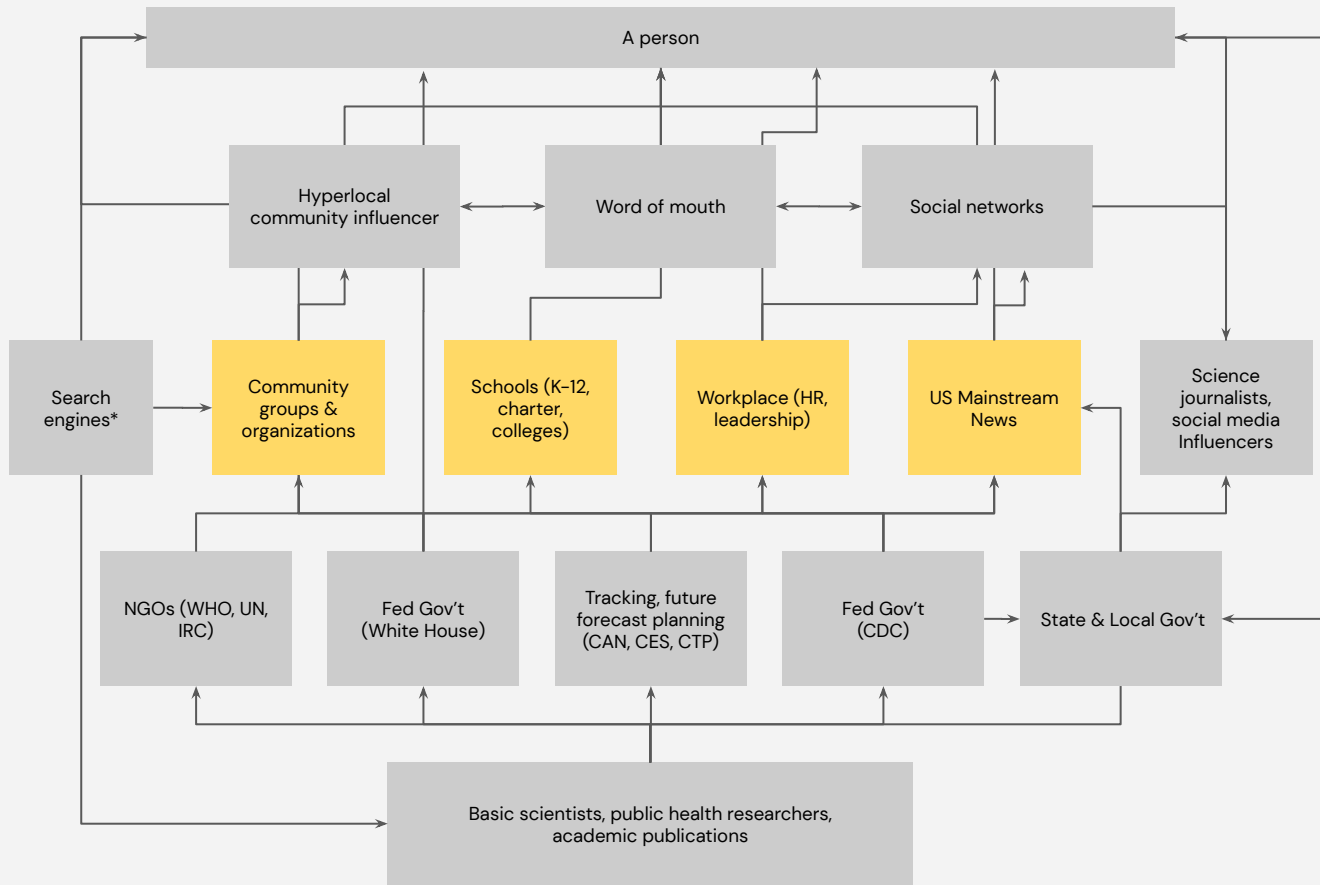
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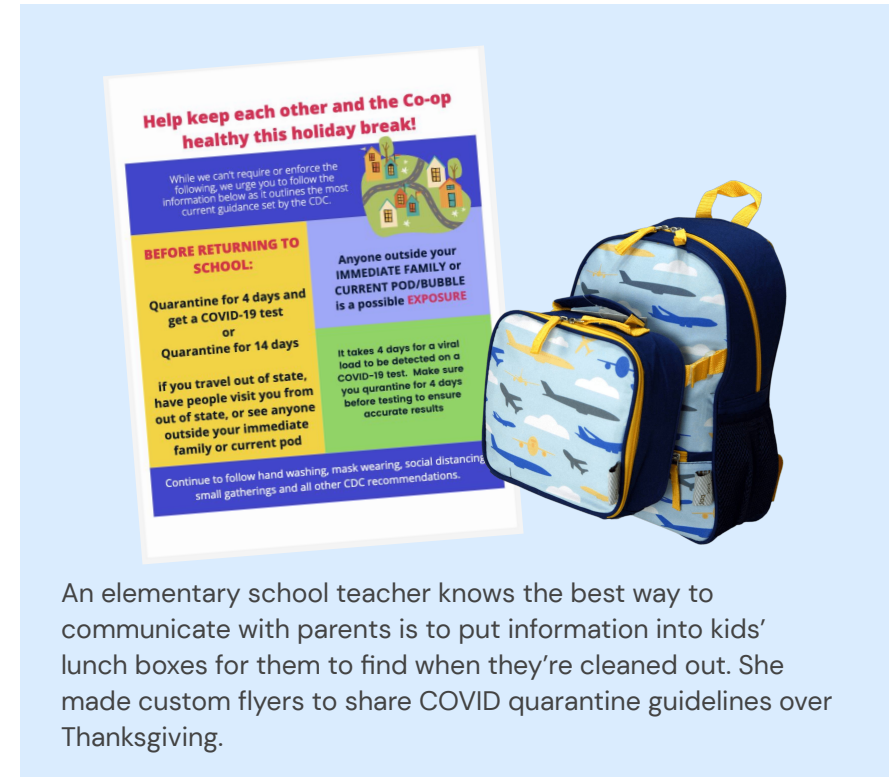
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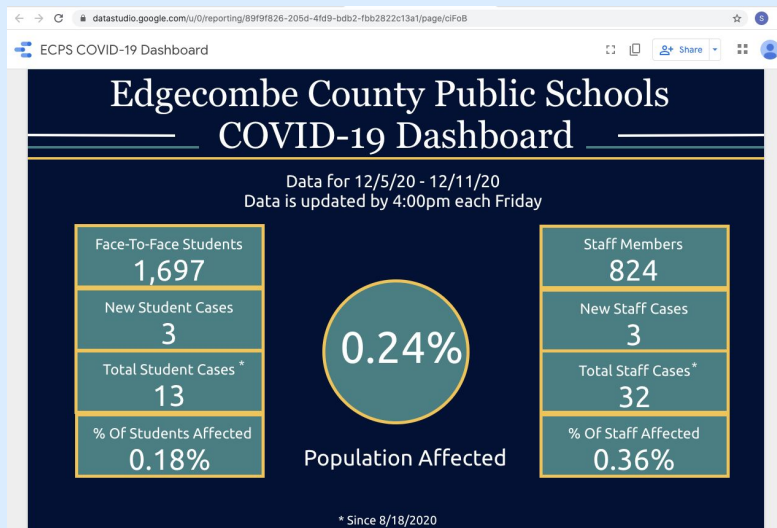
# Translators employed creative workarounds to **rise above the noise** amidst all of the other news about COVID

- Farmer's Market organizer printed out a giant red "face masks required" sign and had someone hold it up
- Asst. Principal and CEOs made their own videos targeted for their community
- Spanish-language YouTube video used a frog-boiling metaphor and culturally specific references
- Homeless director created their own "meme" posters by copying text from the CDC and adding pictures of that looked like her community



An elementary school teacher knows the best way to communicate with parents is to put information into kids' lunch boxes for them to find when they're cleaned out. She made custom flyers to share COVID quarantine guidelines over Thanksgiving.

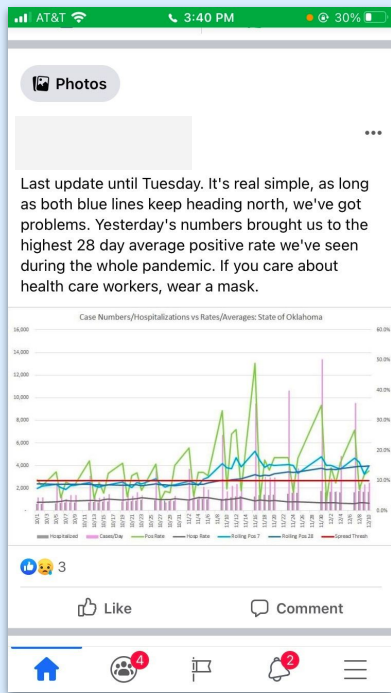
# Translators employed creative workarounds to fill knowledge gaps in their community's understanding of COVID



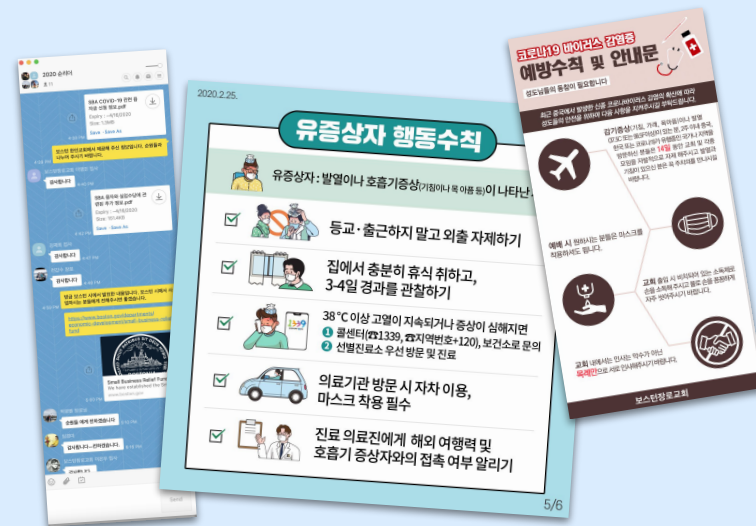
A school administrator used Google Data Studio to create a custom dashboard for Edgecombe County Public School to report COVID numbers and updates to the community.

- Individuals created their own graphs and stats to share when they couldn't find trackers they needed
- State Farm agents and School administrators called individuals to make sure they were okay.
- Principal dropped off PPE and food at students' homes.
- Church using FB live to convey new rules and regulations before returning to in-person services

# Translators employed creative workarounds to speak to their community in their own language.



A former farmer with data science experiments creates their own COVID data charts for the community, and offers a “translation” of what the graph is saying so even those with limited understanding can read the graphs.



A Korean Pastor downloaded posters from Korean CDC and disseminated information on KakaoTalk to ensure information reached their communities.

## Next steps

- **People listen to their community leaders, so reach out to your community-based organizations and equip them with accurate and timely information.**
  - **Consider how they engage with their communities and give them digital assets that they can cut, paste, and remix.**
- **[USDR's](#) content strategists, graphic designers, social media experts, and health equity experts, would love to help you design these materials. Plus, if we solve it for your city, we're probably solving it for other cities, too!**



**Help from USDR (and  
community)**



# Reach out to discuss how we can work with you.

USDR volunteers can work within defined or ambiguous scopes — we're here to help problem-solve together.

While we have a variety of replicable, “off-the-shelf” solutions, we are committed to partnering directly with governments on the specific issues facing your communities.

No issue is too big or too small.

## **Get Started:**

[www.usdigitalresponse.org/request-help](http://www.usdigitalresponse.org/request-help)

## **Learn more about USDR's health program:**

<https://www.usdigitalresponse.org/our-offerings/health-program/>

## **Follow USDR:**

Twitter - @USDResponse





**Thanks for joining!**

**Questions?**

