COVID-19 Vaccine Resources for Local Governments

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 [Name],

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?”
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Providers

- State, County, and City governments
  - Hospitals
  - Pharmacies (CVS & Walgreens)

Preparing For Visits

1. Confirming eligibility of patients
2. Scheduling appointments and reminders
3. Collecting patient information

Onsite Vaccine Administration

4. Administering vaccines
   - If applicable
   - Scheduling walk-in appointments
   - Validating more patient information

Reporting & Billing

5. Reporting vaccine data to State’s IIS and the CDC
6. Billing insurance & claims for uninsured

Ongoing Operations

7. Managing vaccine inventory
8. Communicating with the public

US Digital Response
Scheduling websites don’t work

Possible solutions and directions
COVID-19 Vaccine Provider Guide: A Technology Lens

Frameworks for rollout and tips for evaluating tech tools

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?
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?
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
COVID-19 Vaccine Finder

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

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

RendrCare: Chinatown Medical Physician
Primary Care 1.7 mi
86 Bowery, 4 Floor, Manhattan, 10013
(646) 801-6229
Appointment required
COVID vaccine offered: ✓ Moderna

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

Community Leaders & COVID Info | U.S. Digital Response
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

- **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

- **Vaccines available** 75 years old and up
- **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**
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.

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- **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

- **Vaccines available**: 75 years old and up, Current patients only
- **Appointment required**: Sutter patients only. Log in to My Health Online
Projects by State

Alaska

[anchoragecovidvaccine.org](https://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](https://github.com/MunicipalityOfAnchorage/prepmod-scrape)
- Social Media: -

California

[VaccinateCA](https://www.vaccinateca.org) 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](https://www.turbovax.com) lists sites and availability in New York City.

- Data source: Scraping NYC Vaccine Hub, NYC Health & Hospitals, NYS Vaccination Centers
- Developed by: [Huge Ma](https://www.hugema.com)
- Social Media: Twitter @turbovax

NYC Vaccine List lists covers New York City.

- Data source: Scrape (no full list published, but at least includes New York State Department of Health, Vaccinetracker, and Statcast) 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
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.
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Our Impact 2

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Vaccinations in Doe County

Phase 1 Eligibility Doe County

FAQ

Your top questions about Covid-19 vaccines

Am I eligible for the vaccine?

The CDC recommends that all adults be eligible for the COVID-19 vaccine. People at high risk of hospitalization, illness, and death from COVID-19, and people who work in essential positions are prioritized. People who are 75 years and older, people who live in nursing homes and other long-term care facilities, and people with certain medical conditions may be eligible.

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?

FAQ

CONTACT US

Email

County

Message

Reply

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
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.

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

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

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

**Generators:** Understand COVID science

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

A person

Hyperlocal community influencer

Word of mouth

Social networks

Search engines*

Community groups & organizations

Schools (K-12, charter, colleges)

Workplace (HR, leadership)

US Mainstream News

Science journalists, social media influencers

NGOs (WHO, UN, IRC)

Fed Gov’t (White House)

Tracking, future forecast planning (CAN, CES, CTP)

Fed Gov’t (CDC)

State & Local Gov’t

Basic scientists, public health researchers, academic publications

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

- 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

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.
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/](https://www.usdigitalresponse.org/our-offerings/health-program/)

**Follow USDR:**
Twitter - @USDResponse
Thanks for joining!

Questions?