



California Pan-Ethnic
HEALTH NETWORK

Equitable COVID-19 Response, Vaccine Distribution, and Recovery

February 9, 2021

Where are we with COVID-19?

How does it impact communities of color?

Insert: COVID Data, Deaths, and Hospitalizations by Race

County of San Diego Daily 2019 Novel Coronavirus (COVID-19) Race/Ethnicity Summary

Data are preliminary and subject to change



Data through 2/5/2021, updated 2/6/2021 8:00 AM

Summary of COVID-19 Cases by Race/Ethnicity

COVID-19 Case Summary		San Diego County Residents	
Total Positives		245,334	
Race and Ethnicity*	Count	% of Total with Known Race/Ethnicity (N= 211,594)	Rate per 100,000**
Hispanic or Latino	118,897	56.2%	10,874.2
White	55,174	26.1%	3,653.1
Black or African American	7,476	3.5%	4,438.0
Asian	13,926	6.6%	3,256.6
Native Hawaiian/Pacific Islander	2,093	1.0%	14,673.3
American Indian/Alaska Native	696	0.3%	3,196.9
Multiple Race	2,141	1.0%	1,981.7
Other Race	11,191	5.3%	
Race/Ethnicity Unknown	33,740		

*Persons of Hispanic/Latino ethnicity may belong to any race group. All categories except Hispanic/Latino include persons for whom race is known but ethnicity is non-Hispanic or unknown.

**Rates are calculated using 2019 population estimates from the San Diego Association of Governments.

Data are preliminary and subject to change.

Sources: San Diego County Communicable Disease Registry, SANDAG 2019 Population Estimates (Prepared June 2020). Total population=3,351,784.

Prepared by County of San Diego, Health and Human Services Agency, Public Health Services, Epidemiology and Immunization Services Branch

Role of Public Health in a Response

Pre COVID

ROLE OF PUBLIC HEALTH



LIVE WELL
SAN DIEGO



Public Health
Prevent. Promote. Protect.



Role of Public Health in a Response

Post COVID



Public Health
Prevent. Promote. Protect.

HealthEquity®

Public Health Continues

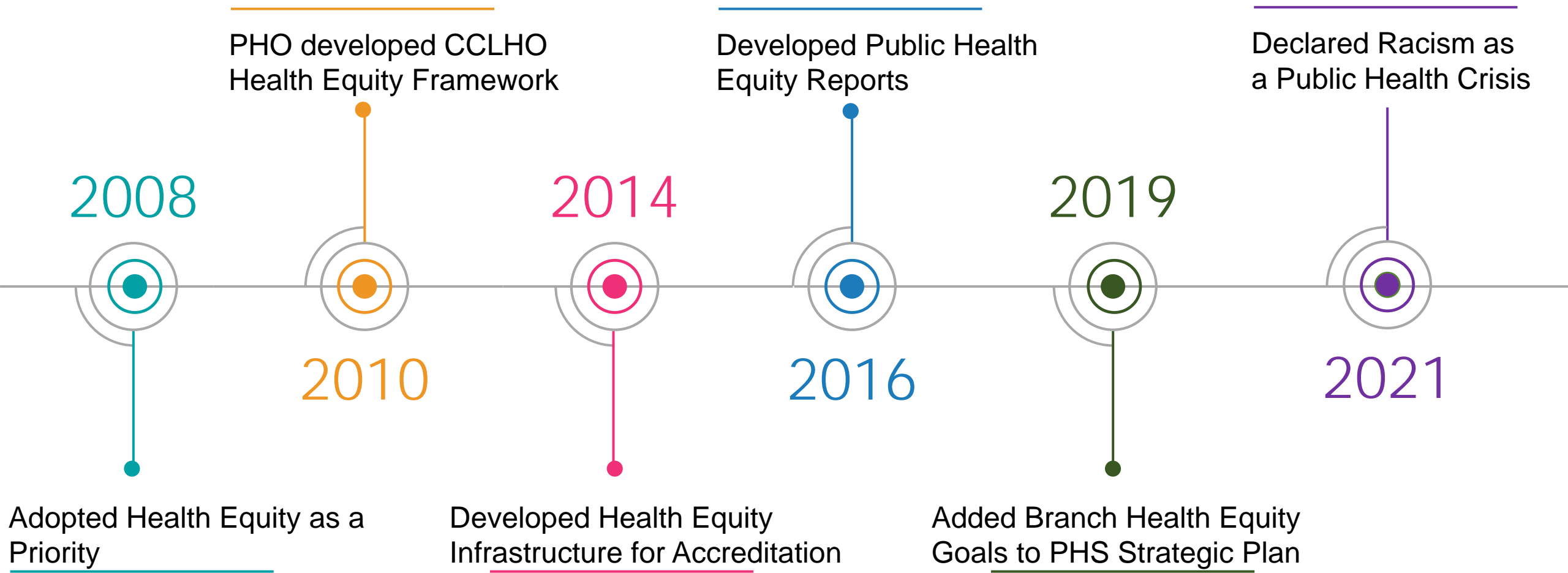
- **Prevent** the Spread of COVID-19 Virus
- **Promote** Non-pharmaceutical Interventions & Vaccinations, support with the slow yes decisions
- **Protect** Lives and Livelihoods through a Health Equity Lens

COVID-19 Equity Response

How and why have we moved towards equity?

COVID Response and Equity

Public Health and Health Equity



COVID-19 Approach

Health Equity

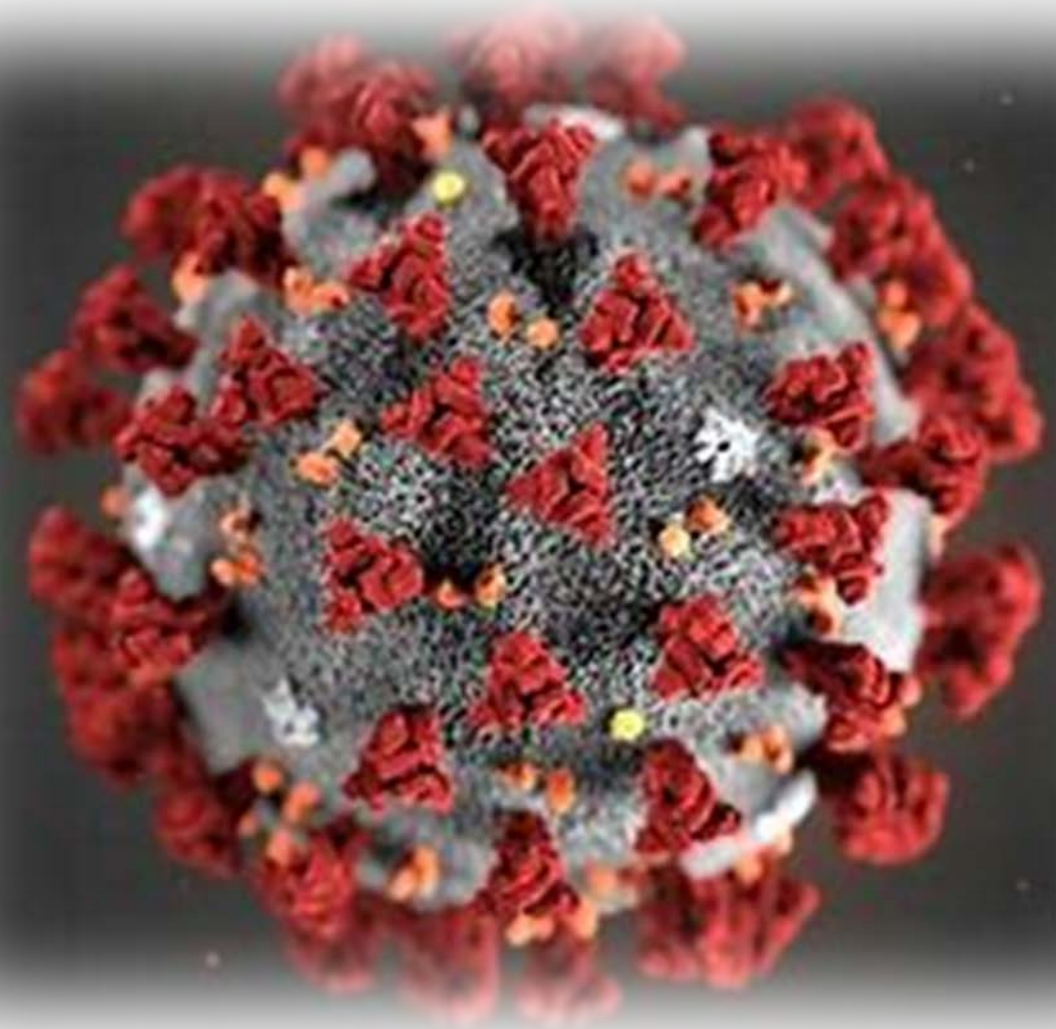
Prevention Through
Collaboration

Test

Trace

Treat/Isolation

Vaccination



SECTOR OUTREACH AND EDUCATION



BUSINESS

Dr. Chuck Matthews, Director
HHSA, North County Regions



GOVERNMENT

Barbara Jiménez, Director
HHSA, Central & South Regions



HEALTHCARE

Dr. Nick Yphantides, Chief Medical Officer
HHSA



LONG-TERM CARE

Kim Gallo, Director
HHSA, Aging & independence Services



HOMELESS

Omar Passons, Director
HHSA, Integrative Services



EDUCATION

Jennifer Bransford-Koons,
Director
HHSA, East & North Central
Regions



COMMUNITY & FAITH BASED ORGANIZATIONS

Elizabeth Bustos, Community Outreach
Liaison
HHSA



MILITARY & VETERANS

Gary Johnston, Chief Resiliency Officer
PSG

HEALTH EQUITY INVESTMENT PLAN



Immediate Strategies

- Testing
- Contact Tracing
- Isolation & Treatment
- Worker Protections



Long-Term Strategies

- Housing Security & Homelessness
- Schools & Childcare
- Economic Security
- Health In All Policies
- Transportation, Physical Access, Mobility



Cross-Cutting Strategies

- Data
- Communication
- Language Access and Cultural Competency
- Community Engagement
- Mental Health

T3 Strategy: Test, Trace & Treat

Test



**Accessible
COVID-19
Testing**

Trace



**Culturally
Competent
Disease
Investigation**

Treat



**Assistance with
Safe Isolation and
Individualized
Services**

T3 Strategy: Test



Drive-Up Testing Sites



Walk-in Testing Sites in Partnership with the State



No Appointment Testing Sites



Mobile Testing Sites



Rapid Response Testing Teams



CAL FIRE/San Diego County Fire Rural Focus Testing



ACCESSIBLE



COVID-19



TESTING

Determining Phases of Vaccine Distribution



LIVE WELL
SAN DIEGO

Safety



Inclusion



Distribution



Flexibility



Equity

BE COVIDSAFE ✓

HELP SAVE SAN DIEGO LIVES AND LIVELIHOODS

Healthy Place Index Essential Components

- HPI score reflects a combination of 25 community characteristics across 5 areas
- On healthy community conditions
 - Healthcare Access
 - Economic
 - Education
 - Clean Environment
 - Housing
 - Neighborhood
 - Transportation
 - Social



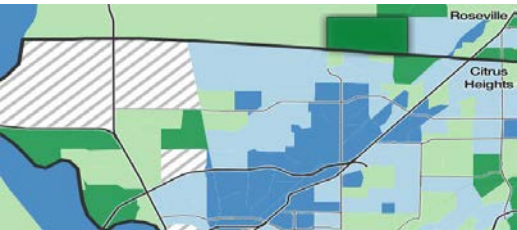
HEALTHY PLACES INDEX



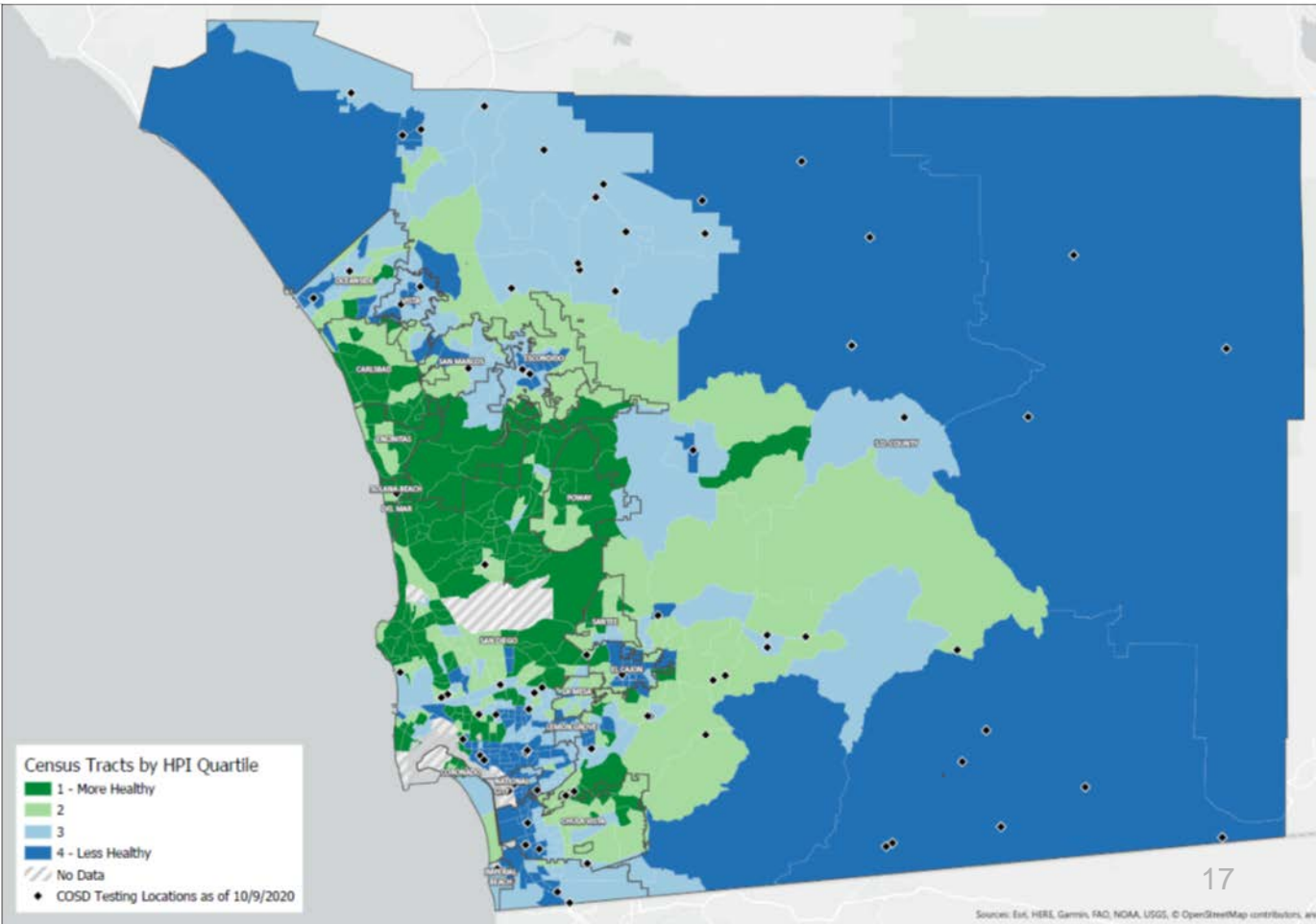
Testing Positivity Percentage is calculated for areas scored as **Lowest Healthy Conditions**.



Most Healthy Communities

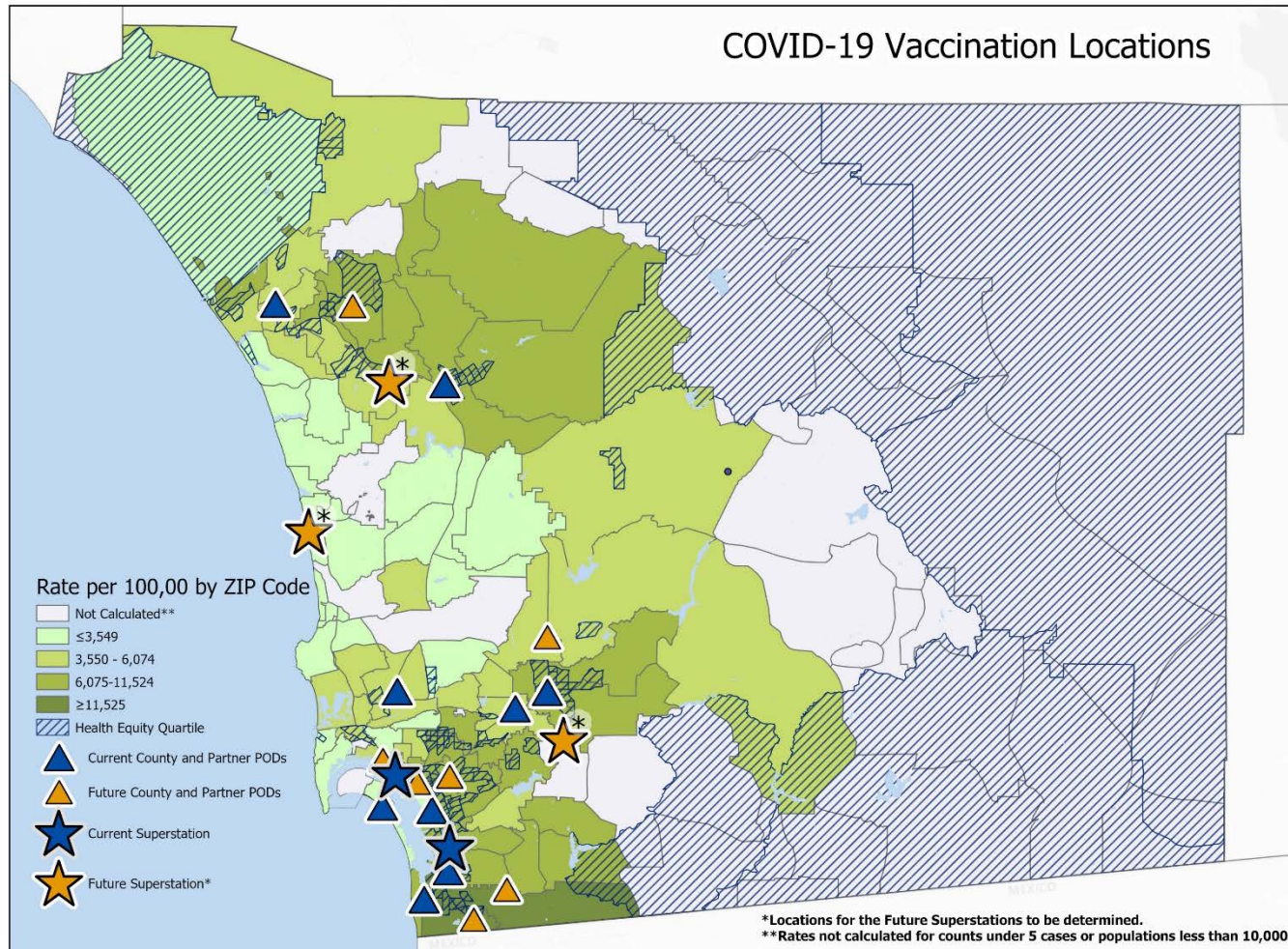


Least Healthy Communities
5.7% Lowest HPI Quartile



COVID-19 Vaccine Locations

County of San Diego Hosted and Partner Vaccination Sites

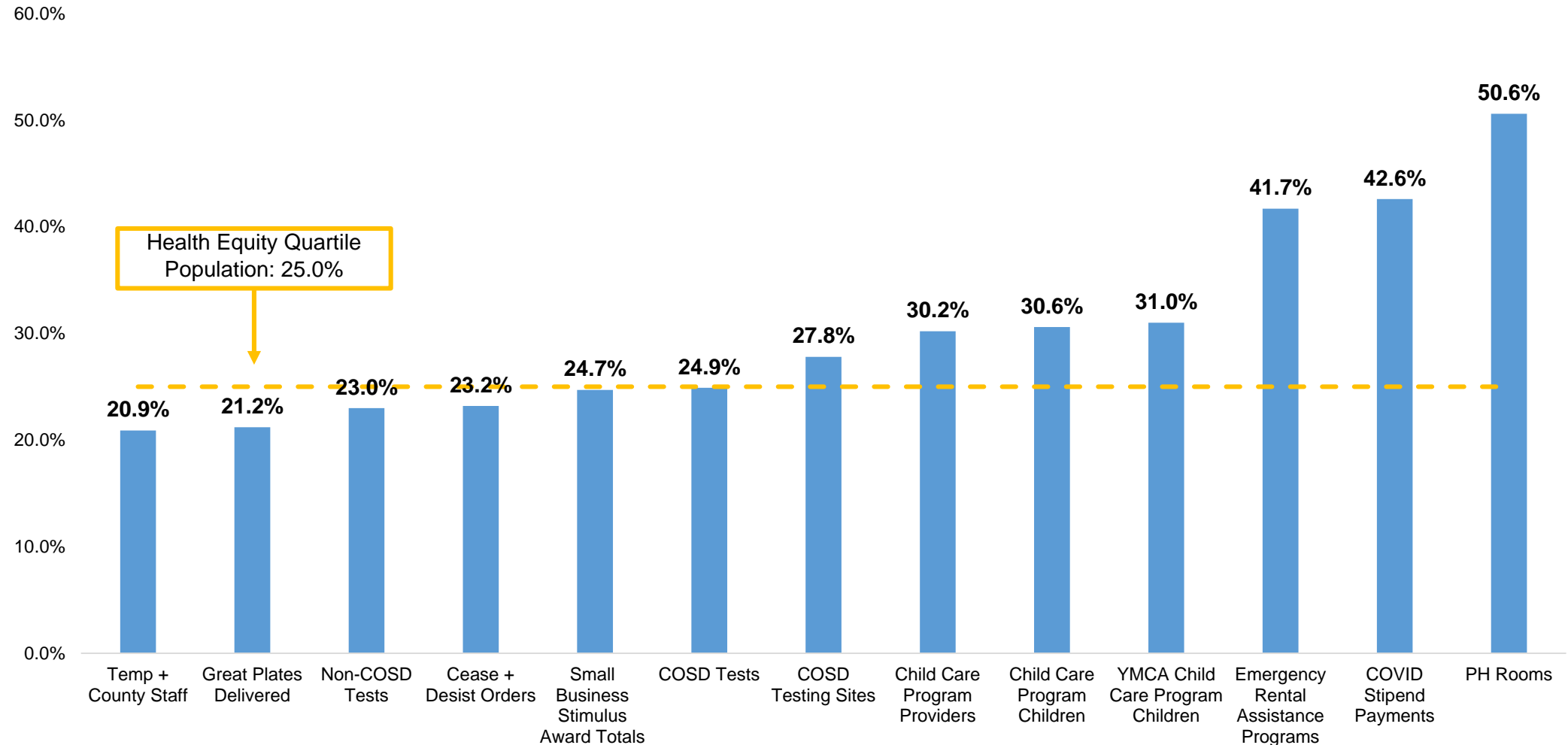


Other Vaccination Providers In San Diego County

- Medical Providers
 - Kaiser
- Pharmacies:
 - Ralph's
 - CVS
 - Walgreens
 - Albertsons/Vons
- Community Health Clinics
- Medical Group Practices
- Military and Veteran's Administration
- Tribal Health Programs and Urban Indian Organizations

COVID-19 Programs and Health Equity

Percentage of COVID-19 Public Health Interventions in the Health Equity Quartile



Percentages among reported addresses in an HPI quartile.
Data through 12/31/2020. Prepared 1/15/2021.

COVID-19 RACE AND ETHNICITY DATA

www.coronavirus-sd.com



Coronavirus in San Diego County

The County of San Diego is working closely with federal and state agencies and the local healthcare community to monitor and test for the COVID-19 virus in the region. For information about coronavirus disease nationwide, visit the [CDC website](https://www.cdc.gov).

County of San Diego Coronavirus Disease (COVID-19) Dashboard

****Mobile Version of Dashboard****

County of San Diego COVID-19 Triggers Dashboard

Triggers for Modifying Health Officer Orders

****Mobile Version of Triggers Dashboard****

COVID-19 by Race and Ethnicity

As COVID-19 continues to spread in our community, we are seeing trends among certain groups disproportionately affected by COVID-19. The County of San Diego is committed to understanding more about the factors that are contributing to this disproportionality so we can ensure better health outcomes for all San Diegans.

COVID-19 Tests Reported to the County of San Diego

- [Summary of All Tests Reported by Zip Code](#)
- [Summary of All Tests Reported by Race/Ethnicity](#)
- [Summary of Tests Among San Diego County Residents by Race/Ethnicity](#)
- [Summary of County of San Diego Supported Tests by Race/Ethnicity](#)

Demographic Data of San Diego County COVID-19 Cases

- [Summary of Cases by Race/Ethnicity](#)
- [Summary of Hospitalizations by Race/Ethnicity](#)
- [Summary of Deaths by Race/Ethnicity](#)

Demographic Data of County of San Diego Case Investigators and Contact Tracers

- [Summary of Case Investigators by Race/Ethnicity](#)
- [Summary of Contact Tracers by Race/Ethnicity](#)

Geographic and Other Breakdowns

- [COVID-19 Dashboard by HHSA Region](#)
 - [COVID-19 Dashboard—North Coastal](#)
 - [COVID-19 Dashboard—North Inland](#)
 - [COVID-19 Dashboard—North Central](#)
 - [COVID-19 Dashboard—Central](#)
 - [COVID-19 Dashboard—East](#)
 - [COVID-19 Dashboard—South](#)
- [Summary of Public Health Room Guests by Race/Ethnicity](#)

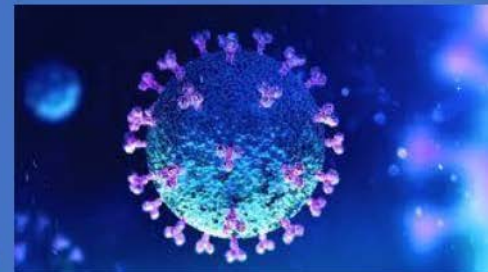
COVID-19 Health Equity Efforts

- Aligns with CDC's COVID-19 Health Equity Strategic Plan



COUNTY OF SAN DIEGO COVID-19 AND HEALTH EQUITY RESPONSE STRATEGY

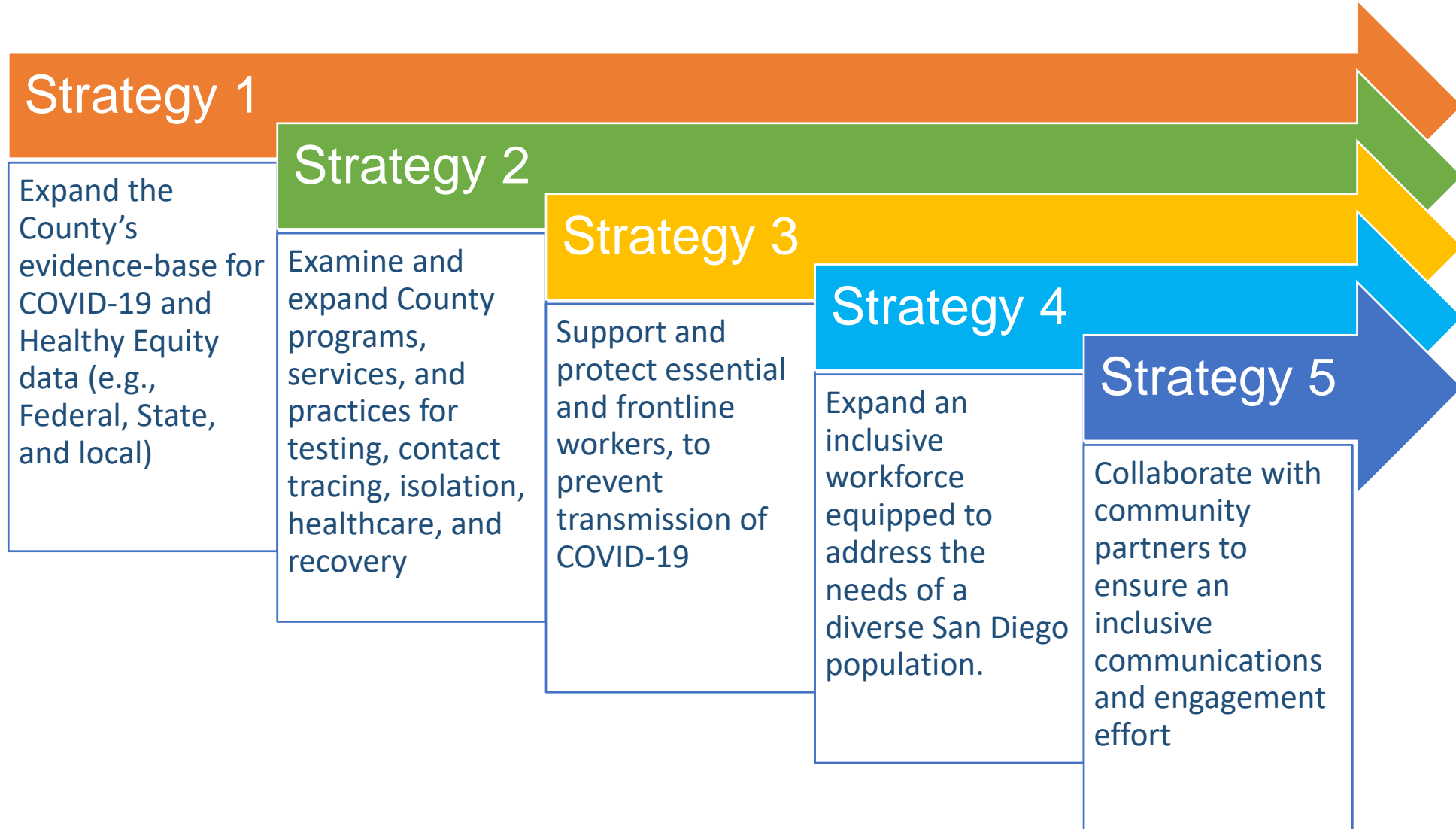
December 2020



*Reducing
Disparities
and
Advancing
Equity
through
Collective
Impact*



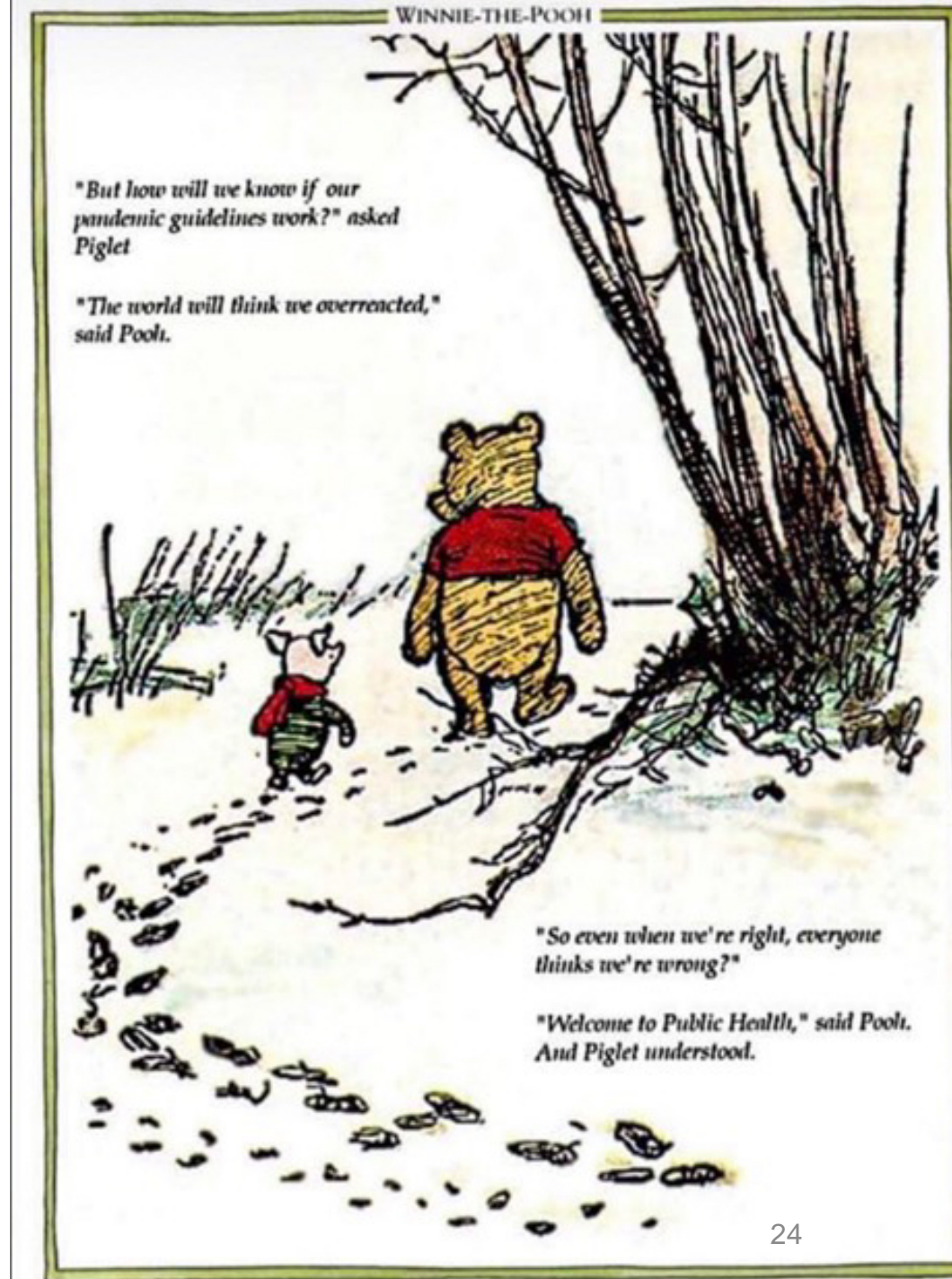
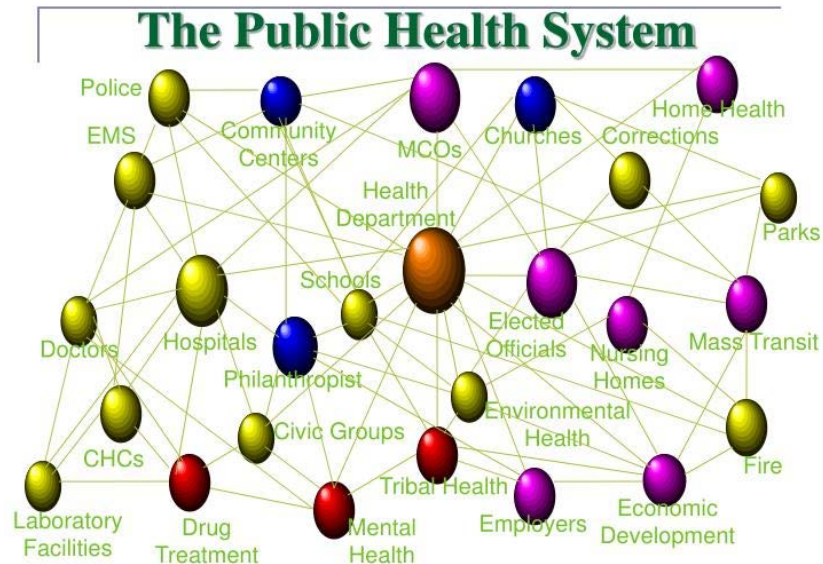
COUNTY OF SAN DIEGO COVID-19 AND HEALTH EQUITY RESPONSE STRATEGY



What have we learned?
What does the future of
Public Health look like?

Lessons Learned

- Collective Impact Works
- Continued Focus on Health Equity, including data
- Staying the Course



New Normal

- Strengthening our Public Health Infrastructure
- Preparing for future and new pandemics
- Collective Impact & Regional Alignment on Public Health Priorities



New Normal:

Continued Focus on Social Determinants of Health

- Addressing the Crisis within a Crisis





**RACISM IS
A PUBLIC
HEALTH CRISIS.**

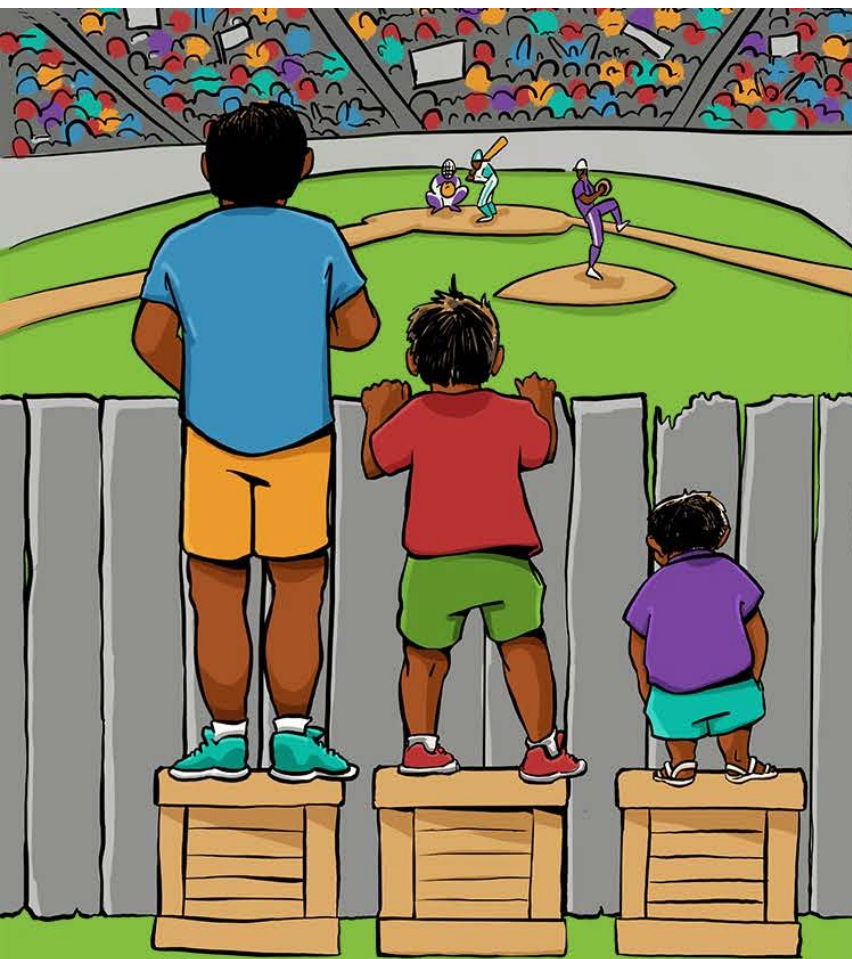
Continuum on Becoming an Anti-Racist Multicultural Organization

MONOCULTURAL ==> MULTICULTURAL ==> ANTI-RACIST ==> ANTI-RACIST MULTICULTURAL
Racial and Cultural Differences Seen as Deficits ==> Tolerant of Racial and Cultural Differences ==> Racial and Cultural Differences Seen as Assets

Exclusive An Exclusionary Institution	2. Passive A "Club" Institution	3. Symbolic Change A Compliance Organization	4. Identity Change An Affirming Institution	5. Structural Change A Transforming Institution	6. Fully Inclusive Anti-Racist Multicultural Organization in a Transformed Society
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County Issued a Declaration – Now What?

- Established an Office Equity and Social Justice.
- Evaluate and then change internal/external policies, practices, legislation to advance racial equity, and monitor implementation.
- Incorporate racial equity into County plans.
- Strengthen data collection and evaluation, including requirements for reporting.
- Allocate funds to specific programs or initiatives.
- Partner with community-led initiatives.
- Normalize conversations about race and health.
- Build capacity of staff, volunteers, and teams.
- Use tools in concert with other resources and systematize their use.



EQUALITY



EQUITY



LIBERATION

Thank you!

Questions?

Elizabeth Hernandez, Ph.D.
Assistant Director, Public Health Services
County of San Diego

Liz.Hernandez@sdcounty.ca.gov



HIP POCKET

PHS HEALTH EQUITY ACTIVITIES



- Adopted Health Equity (HE) as a Priority (HHSA, 2008)
- Created CCLHO HE Framework (Wooten, 2010)
- Developed HE infrastructure for Accreditation
 - PHS Office of HE (2015)
 - HE & Climate Change Committee (2014, 2016)
 - HE Policy and Procedures (2015, 2021)
 - HE Plan (2015, 2020)
 - Health Equity 101 Trainings (2017)
 - BARHII Workforce Survey on HE (2018)
- Published Health Equity Reports (2016)
- Involved at National, State, and Local Levels
 - National Big Cities Health Coalition, HE WG (2018)
 - State Advisory Committee on HE (2017)
 - Regional HE Work Group (2019)
 - Local Partnerships,
 - UCSD (2015 – current)
 - MOA with SDSU for Researcher II (2020)
 - San Diego COVID-19 Equity Task Force (2020)
- Added Branch HE Goals to PHS Strategic Plan (2019)
- BARHII Survey for Community (Future)

CCLHO Health Equity Framework: 4 Pillars

1. Organization (Internal)
2. Workforce (Internal)
3. Community (External)
4. Data (External)



HEALTH EQUITY PLAN

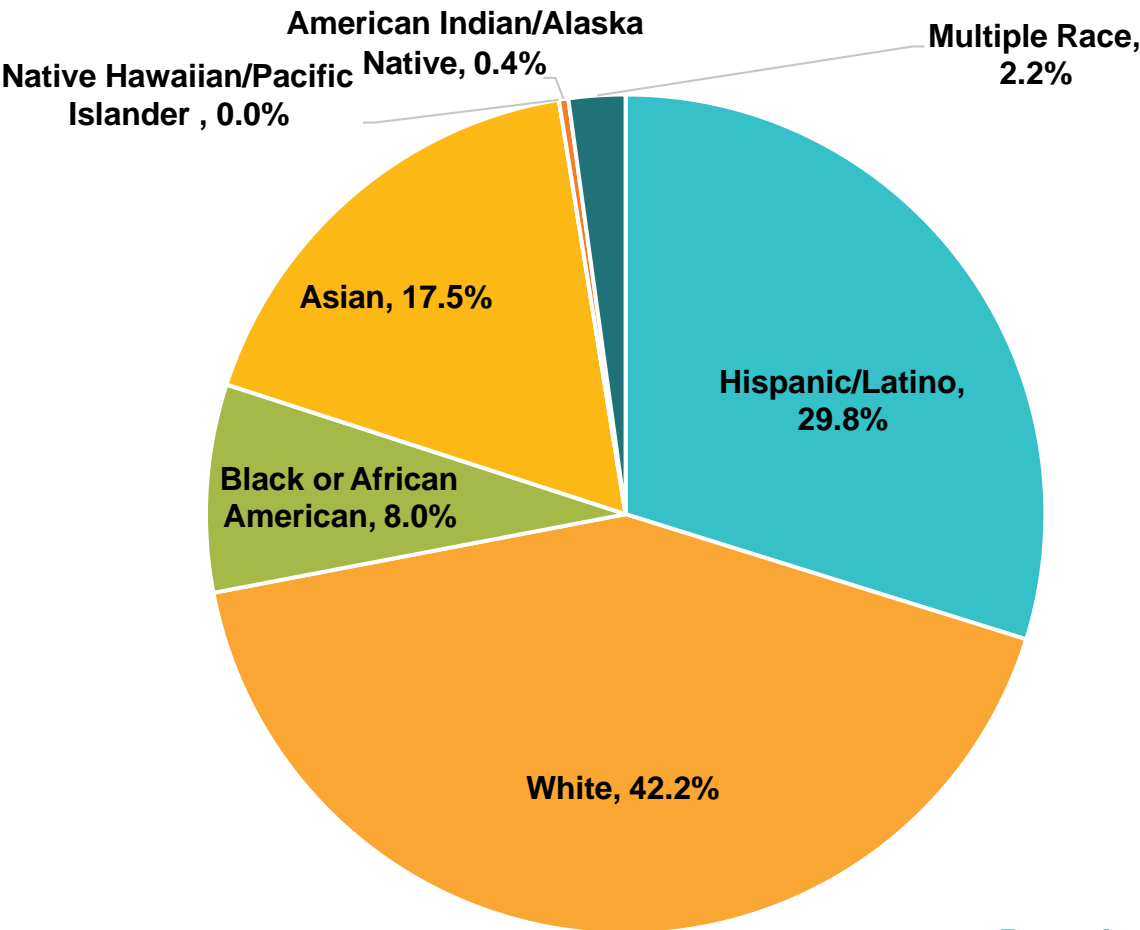


COUNTY OF SAN DIEGO
HEALTH AND HUMAN SERVICES AGENCY
DIVISION OF PUBLIC HEALTH SERVICES

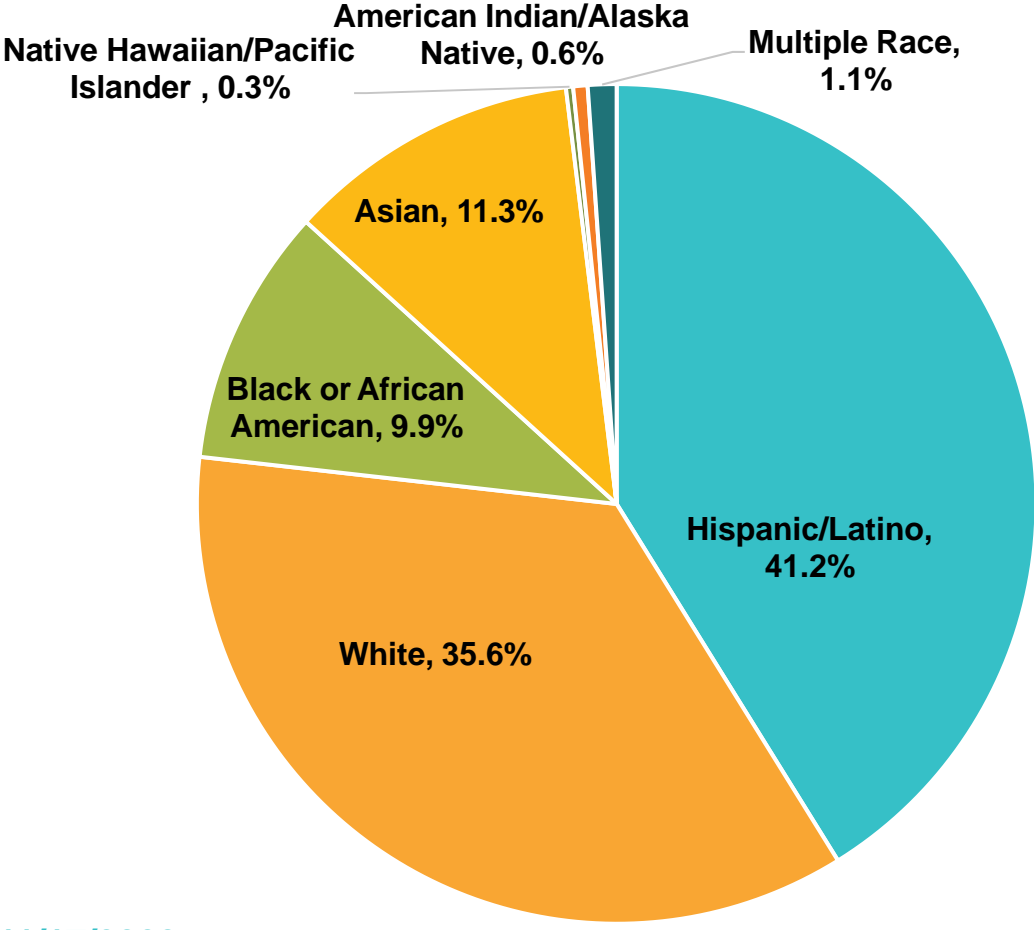
RACE AND ETHNICITY DATA:TRACE

Race/Ethnicity: Case Investigators and Contact Tracers

Case Investigators



Contact Tracers



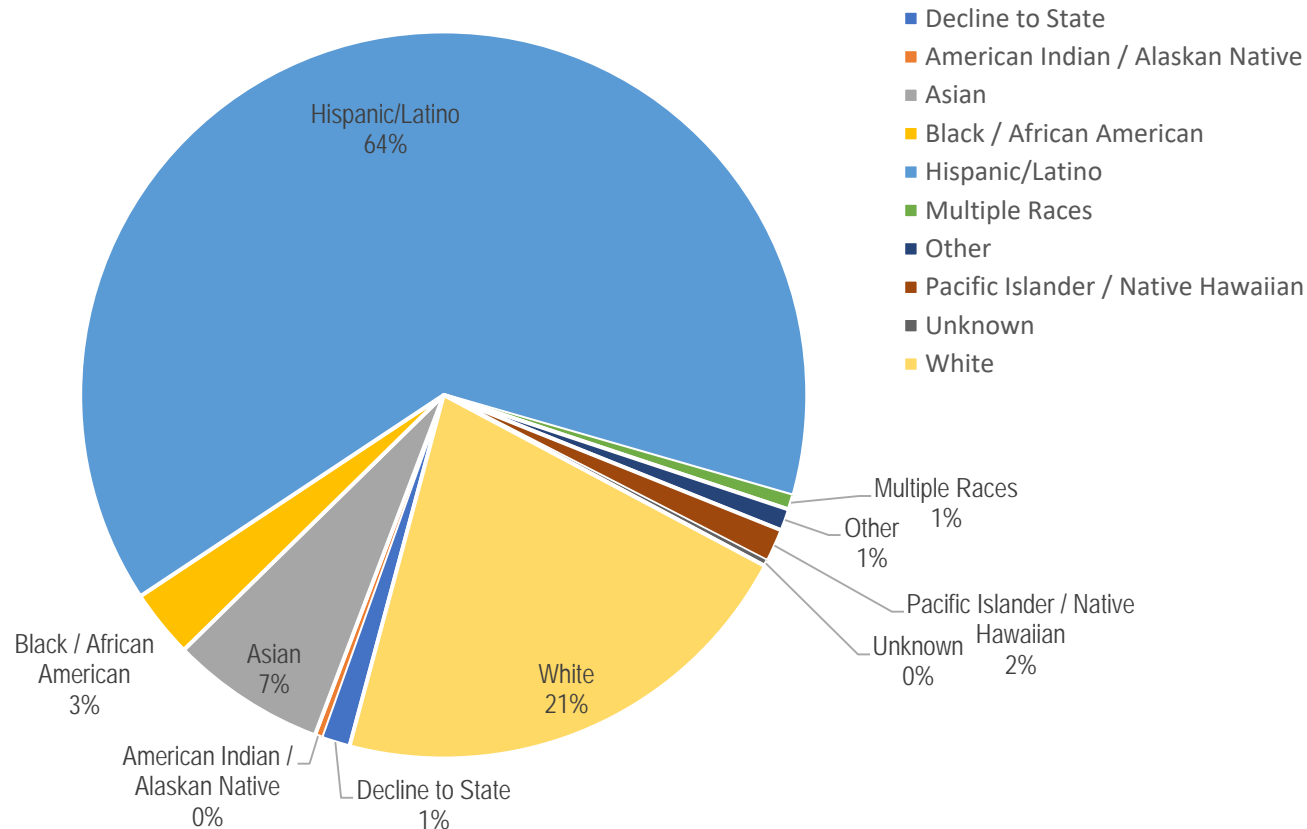
Data through 11/17/2020

Stipend

Ethnicity



Stipend Program Qualified (Ethnicity)



Stipend Program by Ethnicity (Qualified)		
Ethnicity	Total	% TTL
Decline to State	31	1%
American Indian / Alaskan Native	7	0%
Asian	164	7%
Black / African American	72	3%
Hispanic/Latino	1519	64%
Multiple Races	15	1%
Other	23	1%
Pacific Islander / Native Hawaiian	35	1%
Unknown	6	0%
White	509	21%
Total	2381	100%

COVID-19 RESPONSE: Complete & Disaggregated Data

- The County has [data on its COVID-19 website](#) that covers an array of data points
- The County also has several dashboards:
 - [13 Triggers](#)
 - [COVID-19 Case Rate by Zip Code/Jurisdiction](#)
 - [COVID-19 Dashboard](#)
- Website for [COVID-19 health equity data by race and ethnicity](#)
- [COVID-19 health equity data by race and ethnicity](#)
- [COVID-19 Case Rate by Zip Code/Jurisdiction](#)
- Outbreak summary, Essential worker status/occupation in the weekly [COVID-19 Watch](#)
- Congregate outbreak data summaries posted on the [County website every two weeks \(1st and 3rd Wednesday of the month\)](#), click on daily status update or latest news briefing slides on the days indicated above
- [Main testing site](#)
- [Test site map](#)
- [Summary of cases by city of residence](#)
- [Map of cases by city of residents](#)
- [Summary of cases by race/ethnicity](#)
- [Summary of cases by zip code](#)
- [Summary of cases requiring hospitalization](#)
- [Summary of deaths by demographics](#)
- [Summary of all tests reported by zip code](#)
- [Summary of all tests reported by race/ethnicity](#)
- [Summary of tests among San Diego County residents by race/ethnicity](#)
- [Summary of County of San Diego supported tests by race/ethnicity](#)
- Machine-readable datasets archiving the information in several of the various daily reports are publicly available at: <https://sdgis-sandag.opendata.arcgis.com/>
- Community outbreak data summaries posted on the [County website every two weeks \(1st and 3rd Wednesday of the month\)](#)
- Public Health Isolation rooms data posted in the [daily status update](#)
- Downstream consequences of COVID-19 unemployment, etc., is presented during the Board of Supervisor meetings; This is also taken into consideration among County executives when they make decisions regarding the community impact through a health equity lens; Also included in the Health Equity Plan submitted to the state
- Consistent, uniform data is posted in the weekly [COVID-19 Watch](#), [daily status update](#), [press briefings](#), and [County COVID-19 website](#), etc.

COVID-19 RESPONSE: A Culturally-Appropriate and Accessible Public Education Campaign

- 7 Community Health Worker(CHW) Communication and Outreach Services contractors, working as **trusted messengers**, providing outreach to priority populations (e.g., African American, Latino/Latinx, Refugee, and Asian/Pacific Islander)
- Weekly meeting for all CHWs and contracted Contact Tracers to receive updated COVID-19 information and share best practices
- Developed a social media campaign, [Mask Up San Diego](#), to encourage the community to wear a face covering.
 - Campaign videos have also been in **Spanish**
 - The local baseball team, the Padres, partnered with the County to provide peer to peer messages to the community
 - Developed a [face covering infographic](#) with evidence-based information
- In November, the County began planning a “**Be COVID Safe – Help Save San Diego Lives and Livelihoods**” campaign to promote three main prevention strategies to slow the spread of COVID-19:
 - Limit your risk, Prevent community spread, Recover responsibly
- Contractors are receiving accurate, up-to-date messaging through CHW Collaborative, bi-weekly 1:1 check-in meetings, weekly e-newsletter, weekly “Partner Connect” for contractors to cross-thread, and dedicated Teams Channel
- **Contractors relay information to their priority population in a linguistically and culturally appropriate manner** utilizing a variety of outreach and communication strategies (e.g., phone, email, various text platforms, billboards, social media, flyers, virtual community presentations, videos)
- Held **Clinical Town Hall meetings** in collaboration with San Diego County Medical Society
- **Press conferences** are focused on the main data points:
 - Trace, Test, and Treatment (Isolation/Quarantine) data
 - Cases, hospitalizations, and deaths
 - Outbreaks
 - State triggers/metrics: case rate, testing positivity, and ICU capacity
- **Multiple platforms** include [Twitter](#), Facebook live, YouTube, and live TV.
- Interpretation is provided via an **ASL Translator**.
- Data presented at the [press conferences](#) are shared on the County’s COVID-19 website, in addition to [daily data updates](#) for the community

COVID-19 RESPONSE: A Culturally-Appropriate and Accessible Public Education Campaign (cont.)

- Press conferences are simulcast in **Spanish** under a County contract
- Prevention messaging is solely focused on the **main prevention behaviors**:
 - 1) good hygiene;
 - 2) physical distancing;
 - 3) avoid gatherings and crowds;
 - 4) stay home if you're sick;
 - 5) wear a face covering.
- **Requesting feedback** on images and messaging from priority populations prior to release
- Regularly collecting the challenges (such as COVID-19 myths and incorrect information) working with priority populations in monthly reporting tools as well during 1:1 conversations
- Working to address challenges by providing accurate information at CHW Collaborative
- Context regarding the **Health Equity Metric** is provided during the **regular press conferences, sector telebriefings, and presentations to stakeholders and community organizations** (e.g., Multi-Cultural Health Foundation, Hospital Association of San Diego and Imperial Counties)
- Participate in **Translation Language Culture Connection** (County of San Diego committee to ensure material is culturally and linguistically appropriate) Health San Diego Health Education / Culture & Linguistics (ensure materials produced in collaborations with all Managed Care Medi-Cal teams is culturally and linguistically appropriate)
- **Academic Detailing by Zip Code project** avoids perpetuating myths and stereotypes, but focuses on clinical and public health guidelines to decrease health disparities

COVID-19 RESPONSE: Data-Driven, Community-Informed Resource Allocation

- Context regarding the **Health Equity Metric** is provided during the regular press conferences, sector telebriefings, and presentations to stakeholders and community organizations (e.g., Multi-Cultural Health Foundation, Hospital Association of San Diego and Imperial Counties)
- Case rate and testing rates are always shared during the Board of Supervisor meetings and press conferences
- Prepares a **COVID-19 Case Rate by Zip Code/Jurisdiction [dashboard](#)** that is posted on its website
- 7 Community Health Worker Communication and Outreach Services contractors, working as **trusted messengers**, providing outreach to priority populations (e.g., African American, Latino/Latinx, Refugee, and Asian and Pacific Islander)
- The County submitted a **Health Equity Investment Plan** to the State with its current and future plans to address health equity
- Updates on **Public Health Interventions within the Health Equity Quartile**
- Increasing testing outreach and resources through contractors
- Collecting data on testing outreach
- Partners with the San Diego State University RADx-UP: Communities Fighting COVID! Grant funded by the **National Institutes of Health to increase access to COVID-19 testing in communities disproportionately affected by COVID**
- County staff are members of the **community advisory board, known as COVID CARE team** (COVID Community Advocates for Testing Reach and Equity Team) and County leads the subgroup focused on engaging with community partners to identify barriers and outreach strategies to increase testing accessibility
- **40-50% of County of San Diego sponsored testing sites within the lowest HPI quartile**
- Since 9/23/20, implemented **Academic Detailing in low HPI quartile communities**. Through this communication and outreach approach, Healthcare Sector staff and Medical Reserve Corp (MRC) volunteers provide evidence and updates about COVID-19 to help offices prescribe resources, testing information, and guidelines to ultimately improve patient care.
- As of 12/6/20, **56% (55 out of 99)** offices have been successfully engaged in 92154, 92173, and 91911 zip codes. Offices consist of outpatient medical, FQHC, dental, acupuncture, chiropractic, dialysis, home care, and urgent care.
 - 91% (20 out of 22) in 92154 (begun 09/23/20).
 - 100% (10 out of 10) in 92173 (begun 11/05/20).
 - 37% (25 out of 67) in 91911 (begun 11/30/20).
- Using contractor input to identify new testing locations to support testing allocation in lowest HPI communities; **contractors adapt communications and messaging to their priority populations**
- Collected feedback/qualitative data from contracted partners regarding **vaccine messaging**

COVID-19 RESPONSE: Community Conversations

- **Community organizations and community members from 10 sectors and 12 sub-sectors were invited** to regularly scheduled virtual live telebriefings, which gave them access to bidirectional communication with County medical subject-matter experts, County leadership, and County officials. This model allowed for **the rapid dissemination of information and updates**, while also ensuring the public had a venue for **asking questions** and getting clarification on the ever-changing emergency response.
- Sector-specific email addresses were created, where sector stakeholders could email any COVID-19-related questions and receive a response from the appropriate subject matter expert. As Sectors received questions via email or on telebriefings, the questions were tracked and over time, collected into a **“Frequently Asked Questions” (FAQ) list**, which was shared on sector Qualitative data/feedback is collected bi-weekly at contractor 1:1 check-in meetings
- **Collect Data:** Collected feedback regarding **vaccine hesitancy, such as historical trauma, myths surrounding vaccinations, distrust of medical establishments or government**
- **Open Forums:** CHW Collaborative provides opportunity for contractors to receive information and connect with County advisors and representatives; **weekly “Partner Connect” meetings** provide dedicated time for contractors to share experiences, challenges & best practices when outreaching to priority populations
- **Engage:** The **Partner Relay** is an initiative to improve communication with non-English-speaking communities during natural disasters and public health emergencies. It is comprised of **676 individuals representing trusted community-based organizations, nonprofit/nongovernmental organizations, and other agencies serving 9 different language groups** (e.g., Arabic, Chinese, Karen, Korean, Somali, Spanish, Tagalog, Taiwanese and Vietnamese), including refugees. Since March 16th, Partner Relay Liaisons have shared 112 messages including the latest COVID-19 data and local, state and federal resources to partner relay members, including information in various languages and a total of 224 new members have been added to the network distribution list. In addition, three virtual trainings have been held for member agencies on June 30th, September 2nd, and December 2nd with over 200 participants. A **COVID-19 update was provided at each training as well as presentations on disaster preparedness and other topics like mental health resources during the pandemic.**

•T3 – Test, Trace, Test

- ☐Hired hundreds of investigators, tracers, and testers.
- ☐Strategically placed testing locations for use by the community

•Small Business Stimulus Grant Information

- ☐Provides economic assistance to help businesses and nonprofit entities impacted by COVID-19.

.Childcare Provider Grant Program

- Supports childcare providers offering essential services to local families during the COVID-19 pandemic

Childcare for Essential Workers

- Ensures essential workers who are parents or guardians of young children can continue to do their jobs at full productivity through childcare vouchers

COVID Stipend Program

- Provides \$1,000 stipend for individuals who have tested positive to ensure they have support for COVID-19 related expenses while in isolation & recovering

Emergency Rental Assistance

- Provides grants of up to \$3,000 to cover rent for eligible households financially impacted by the COVID-19 pandemic.

•Public Health Rooms

- ☐Provides homeless shelter and care at the San Diego Convention Center and provided hotel rooms for more than 1,200 people without a safe place to isolate from others