

To: LGBTQ Commission of San Mateo County
From: Tanya Beat, Director
Date: February 2, 2021
Subject: Status of recent events/projects

Vaccine Rollout via County Vaccines Communications & Equity Working Group

- Request for commissioners to learn and understand this information in order to relay to vulnerable populations (south county is the most vulnerable and Latinos are experiencing the highest infection rate).
- COVID-19 Vaccination Program: <https://www.smchealth.org/covidvaccine>
- Sign up to “Receive Notification When you are Eligible”
- Joint Information Communication: google doc of social media messages, templates, graphics to utilize
- We are working in community specific work groups moving forward.
- If you are interested in participating, please let me know and I will send your email to the meeting organizer. Meetings will be weekly on Thursdays, 10am-12pm for the entire month of February to start with.

Intergenerational Dinner:

- Thursday, February 25, 6pm
- Bring your dinner
- Celebration of Afro-LGBTQ History
- Request that the entire Commission attend: pets, family members and friends included.
- Only available to the first 100 people.



San Mateo County COVID-19 Recovery Initiative

Vaccine Communications & Equity Working Group

January 28, 2021

Please introduce yourself
on the Zoom chat!

Welcome and Agenda

- Working group feedback from last week
- Vaccine update from the County Health System
- Targeted communications for local communities
- Breakout group discussions
- Upcoming meetings and next steps

Working Group Feedback

What education is needed in addition to safety, patience, and continue wearing a mask?

- Vaccine will be available to everyone, including those without insurance or a provider
- All brands of vaccines have proven to be safe
- Side effects are rare, but resources are available for those who get sick, to make up for loss of income
- Vaccine is free for everyone, regardless of legal status
- When it's time to get a vaccine, this is how you will know, and where to go

Working Group Feedback

What motivates different communities to get vaccinated?

- Being able to...
 - Have family gatherings like birthdays and holidays
 - Reopen businesses and get back to work
 - See and hug friends
 - Get children back in school
 - Keep your family and loved ones safe
 - Do fun social activities like sports and clubs

Working Group Feedback

Who are the messengers who can motivate others to action?

- People that look *just like me*
- Faith leaders
- Community leaders – schools, employers, neighborhood groups, nonprofits, and service clubs and organizations
- Elected officials
- Healthcare professionals
- Friends, neighbors, and family members (word of mouth is powerful!)
- Professional athletes, celebrities, and other influencers
- Employers

Update: COVID-19 Vaccination

Louise Rogers,
Chief of San Mateo County Health

Vaccine Communication Equity Working Group
Meeting #3: January 28, 2021



**SAN MATEO
COUNTY HEALTH**

All together better.

COVID-19 Update

- State Regional Stay at Home Order Lifted (1/25)
 - Improved projections for ICU bed availability and COVID-19 rates
 - Back in the State-identified “Purple”
- Continued downward trend from the surge
- Still experiencing high rates
- Important to continue to maintain safety measures



Updates from the State

- Prioritization Modification: Phase 1b, Tier 1
 - Focus on 65+ and within 65+ prioritized three groups: 75+, essential worker, live in vulnerable community (low HPI)
 - Essential workers in education, childcare, emergency services, food and agriculture also prioritized
 - Moving forward phases of priority groups will be age-based
- MyTurn: an online system to notify, register, and track residents' vaccination eligibility and administration (mid-February)
- State to operate vaccination sites across the state through a third party (February)
- Communication materials on the vaccine are now available:
 - Videos, Factsheets
 - <https://drive.google.com/drive/folders/1wrfHIplylCICAALV7yrwdZ-wwqstzLj0>
- State Funding - COVID-19 Health Equity Pilot Projects (Due March 2nd)
 - <https://www.cdph.ca.gov/Programs/OHE/Pages/COVID-19-Health-Equity-RFA/Pilot-Projects-RFA.aspx>



Considerations and learnings for 65+

- One's primary care provider at their offices or clinic buildings are best
- Exploring local pharmacy options
- Identifying targeted pathway for those unable to leave their home (via home health agencies or public health nurses directly to homes)
- High-volume vaccination sites may be best for those 65-74, without mobility or health support needs
- Learning about lengthier intake at vaccinations sites to support interpretation and family support helping to navigate older adults through paperwork
- SMMC providing over-the-phone registration of patients
- SMMC planning pilot part 2 with larger volume curbside on Saturday, then ramping up to vaccinate across clinics



We know we have a lot of work to do still

- Need multiple ways to **reach patients**
 - Piloted phone calls in language to IHSS workers
- Need to overcome challenges **reaching vaccination sites**
 - Transportation supports
 - Local sites in hard to reach communities: exploring pharmacy and mobile options
 - In-home options
- Need **alternatives to online** registration
 - Piloted on-site registration at Event Center
 - Piloted phone registration
- More **high-touch support** for home-bound resident
- Lots of **misinformation to overcome**



Data: Vaccinations to Date

- 53,493 San Mateo County residents vaccinated; 63,228 vaccines administered in San Mateo County. (1/27)
 - 9.6% of 557,000 to reach 90% of adults
 - 6.9% of the total population
- Two new vaccine dashboards available on County Health COVID-19 Data Dashboard

<https://www.smchealth.org/coronavirus-health-data>

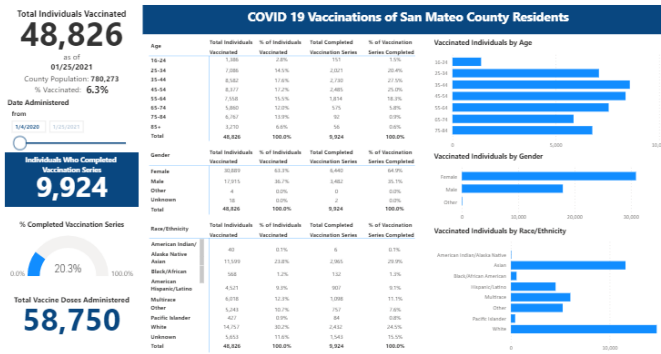


**SAN MATEO
COUNTY HEALTH**
All together better.

Dashboards: Vaccine totals & Residents vaccinated

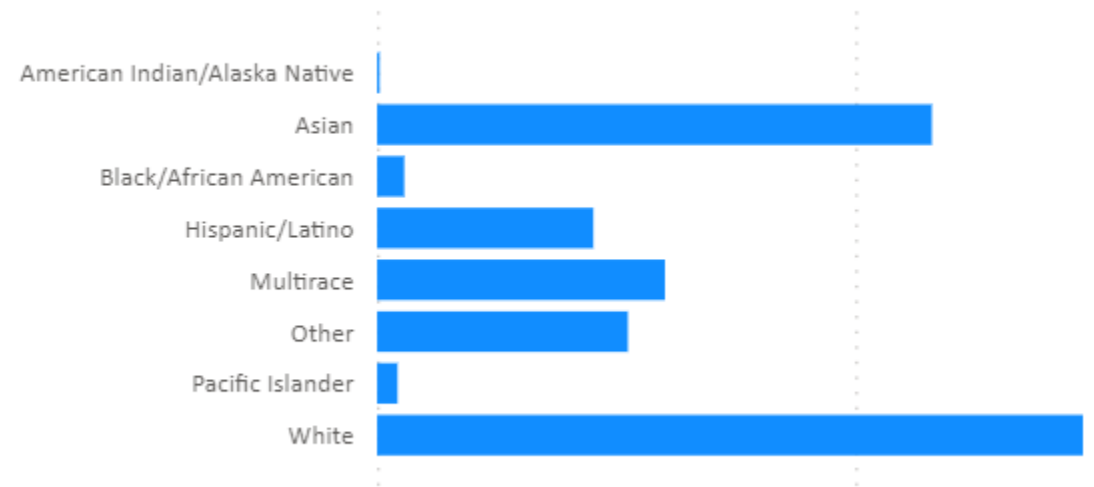
VACCINATION DEMOGRAPHIC DATA

Vaccinations for San Mateo County residents are reported to SMC Public Health via the California Immunization Registry (CAIR2). COVID-19 vaccine administration data are reported as timely, accurately, and completely as data become available. Previous data will change as new and updated data are received. This dashboard provides a summary of vaccinations administered to San Mateo County residents only.



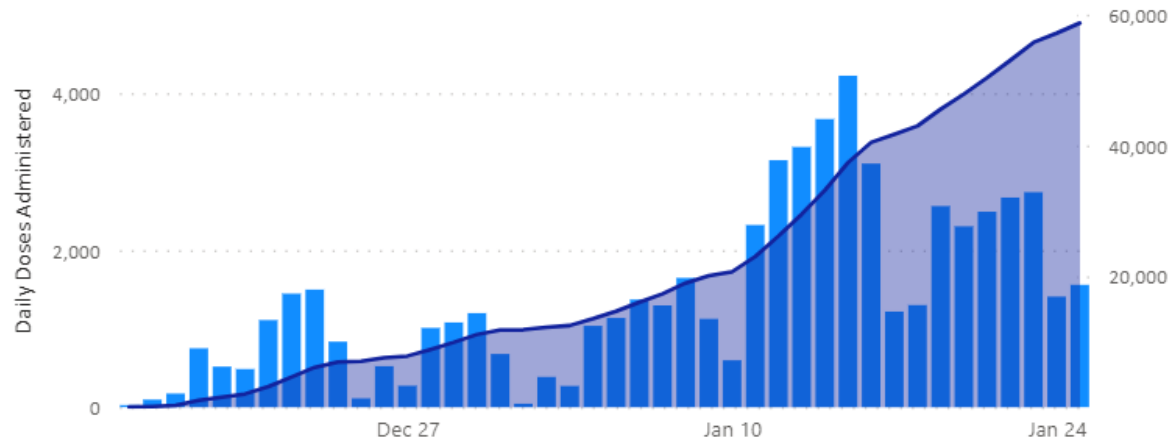
This dashboard provides a summary of vaccinations administered to San Mateo County (SMC) residents only. SMC residents may work outside of SMC and may receive vaccinations in other counties. Vaccinations administered as part of federal health care organizations or programs such as the Veterans Administration (VA) and the Pharmacy Partnership for Long-term Care program through CVS and Walgreens report to federal immunization systems, do not currently report into CAIR2, and are currently included in vaccination numbers on the dashboard.

Vaccinated Individuals by Race/Ethnicity



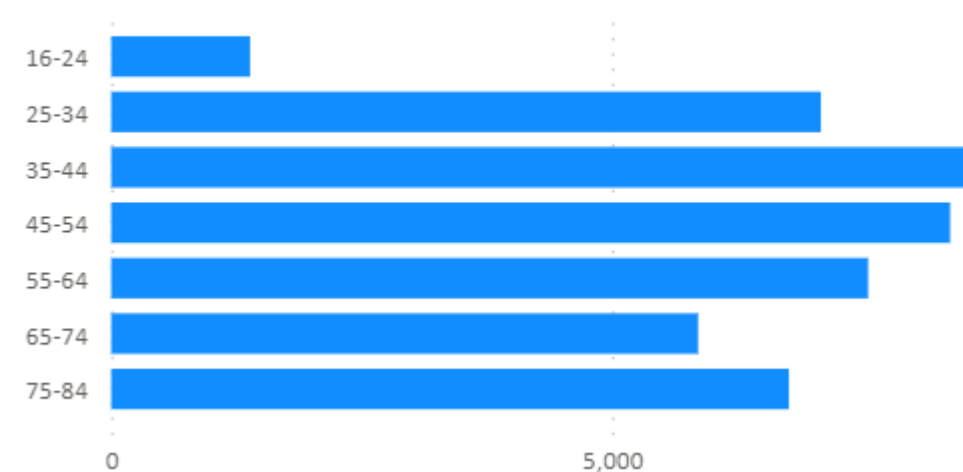
Vaccine Doses Administered by Date

● Vaccine Doses Administered ● Cumulative Vaccine Doses Administered




Note: The first vaccine dose administered to a resident was on January 04, 2020

Vaccinated Individuals by Age



Communication Updates – based on your feedback

- SMC developed an **online notification system** to notify people when the state makes them eligible for vaccination.
 - Sign up: www.smchealth.org/covidvaccine
- **Enhanced acknowledgment of the healthcare atrocities** committed on communities of color in the U.S. that have led to mistrust and skepticism about the vaccine.
 - <https://www.smchealth.org/post/statement-vaccine-equity>
- **Video interview with African American doctor** posted:
 - <https://www.smchealth.org/post/statement-vaccine-equity>
- **Coming soon:**
 - FAQs based on the questions you raised
 - Talking Points for you to use when questions come to you
 - Spanish video interview with Latinx provider




Vaccine Equity References

Get Healthy San Mateo County demonstrates its commitment to building healthy communities by including Racial Equity and Health as one of its key priority focus areas and embedding it into all our health policy and advocacy efforts. With our collaborative of community-based organizations, County agencies, cities, schools, and hospitals working together, we aim to provide timely information and discussion on emerging issues affecting the health of our community. To that end, with the disproportionate impact of the COVID-19 pandemic on communities of color, it is imperative to address the reasons for hesitancy and concerns related to COVID-19 vaccines in these communities. For more information about our efforts applying an equity lens to the COVID-19 pandemic, contact Danyil Lampkin (<mailto:danyil.lampkin@smc.gov>).

Acknowledging Historical Mistreatment and Current Health Inequities

We understand the history of mistreatment of communities of color and current health inequities within the US medical system have led to distrust and concerns related to new vaccines. A critical step in acknowledging the medical system's role in the persistence of this distrust is naming the many harms that have been perpetrated on these communities. Following, while not a comprehensive list, are a few highlights of some longstanding institutional practices that have fueled this distrust:

- **Throughout 19th century:** Physicians used enslaved African Americans as subjects of abusive, involuntary medical experimentation for both developing cures and profit. One of the most notorious examples of this abuse was J. Marion Sims, known as the father of gynecology, who developed gynecological procedures and tools by performing surgeries without anesthesia on enslaved African American women.¹ <https://www.history.com/news/the-father-of-modern-gynecology-performed-shocking-experiments-on-slaves>
- **Tuskegee Syphilis Studies:** Conducted during the years 1932-1972, the infamous clinical study conducted at the historically black college, Tuskegee Institute in Alabama by the US Public Health Service, studied the natural progression of untreated syphilis in poor, rural black men. To do this study the black participants were lied to by health officials and provided sham treatments. The participants were also never offered penicillin after it had been approved for treatment of syphilis in 1942. Many of the participants died and suffered serious long-term health effects for themselves and their loved ones.² <https://www.history.com/news/the-infamous-40-year-tuskegee-study>
- **Johns Hopkins University HeLa Cells:** In 1951, a poor African American woman named Henrietta Lacks sought care for a recurring gynecological medical condition at Johns Hopkins University hospital, one of the few Baltimore, MD, hospitals to treat poor people. It was discovered that she had a cervical tumor, and upon biopsy, it was



determined that the tumor was cancerous. Samples of her tissue were sent, without her consent, to a researcher who routinely collected tumor cells. Unlike other cells that quickly died, Ms. Lacks' cells reproduced every 24 hours; and, thus were harvested and reproduced for use in medical research that has led to important scientific breakthroughs. Although Ms. Lacks succumbed to her illness, her cells continue to be used today. Her family had no knowledge of the medical communities' use of her cells.

Key Points to Continue to Emphasize

- The vaccine is our **best chance to overcome this health crisis**
- **The vaccine is safe** and based on sound science
 - We acknowledge the painful history of healthcare experimentation and current inequities that have created mistrust and reservations about the vaccine. We need to find ways to overcome this authentically.
- **Your provider is the best path** to getting vaccinated
 - If you don't have a provider, the County will have options available
- The vaccine is provided **at no charge to you**
- Those **vaccinated can still transmit** coronavirus
 - Continue to mask & social distance
- **There will be enough vaccine for everyone**
 - The supply shortage will not last for long
- For more information, visit: <https://www.smchealth.org/covid-19-vaccination>

THANK YOU



**SAN MATEO
COUNTY HEALTH**

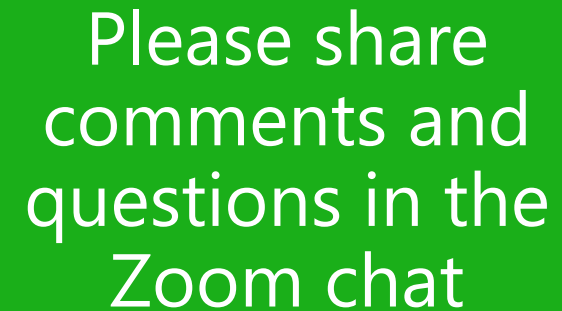
All together better.

COVID-19 Targeted Outreach

Emma Gonzalez, Manager

Megan Gosch, Analyst

Office of Community Affairs

A green speech bubble with a white border and a tail pointing downwards and to the left. The text inside is white and reads: "Please share comments and questions in the Zoom chat".

Please share
comments and
questions in the
Zoom chat

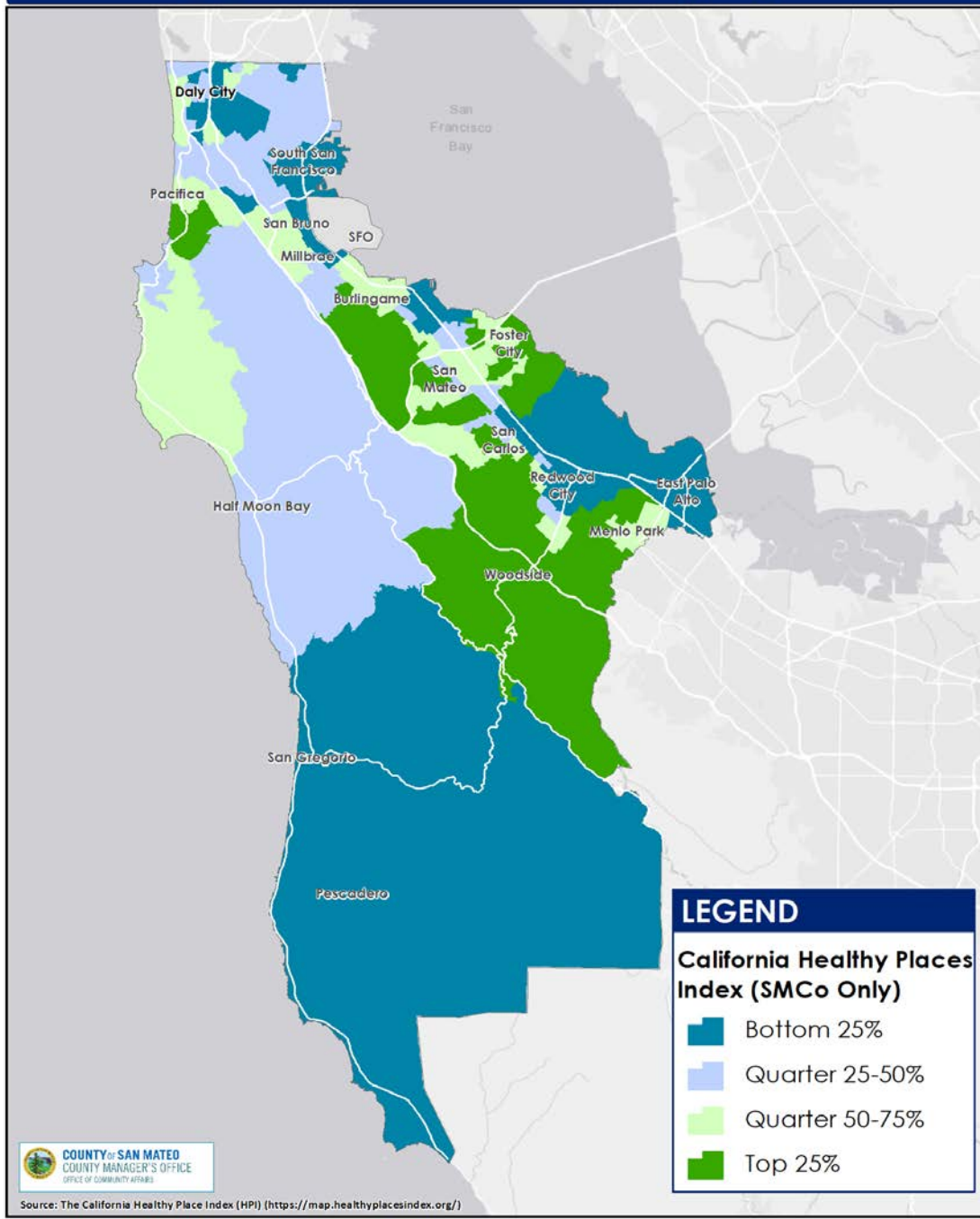
This slide presentation will be emailed to all invitees following the meeting.

Introduction

- State and County Messaging
- Message Development Process
- Examples of Best Practices
- Coordinating Communication Efforts
- Vaccine Readiness Campaign

Defining Success

Advance Health Equity in San Mateo County by reducing COVID-19 positivity rates in communities in the bottom quartile of the Healthy Places Index in San Mateo County.



What is the outcome of this effort?

Targeted COVID-19 Vaccination Communications and Outreach Plans

- Culturally and linguistically appropriate messaging
- Use trusted community messengers and other strategies to reach targeted communities
- Align with communication efforts at the federal, state and local levels to ensure consistent, accurate, and timely information

Targeted Outreach Objectives

- Align with federal and state vaccine communications
- Provide accurate information that is culturally and linguistically appropriate
- Educate audiences about:
 - The vaccine itself
 - Access & distribution
 - What to do in preparation for and after the vaccine
- Instill confidence in vaccine
- Engage local communities

State + County Messaging

It's Safe

- COVID-19 vaccines have arrived. The vaccines have been recommended by California's top medical experts.
- Safe & Effective. 2 doses are up to 95% effective.

Every Resident Will Receive the Vaccine

- Find out when it's your turn to receive your FREE COVID-19 vaccination
- California gets vaccination plan for agricultural workers during next phase
- Hope is here, help is on the way. Help friends and neighbors get ready and informed

Continue to Follow Health-Safety Guidelines

- Friends, family and coworkers can help #StoptheSurge by wearing a mask, staying home if they feel sick, maintaining at least 6 ft of distance from each other
- Let's all take care of our communities and help health care professions by only going out for essential activities, wearing a mask and staying 6 feet apart.

State Campaign Examples

MEDICAL EXPERTS ENDORSE COVID-19 VACCINES

EXPERTOS MÉDICOS RESPALDAN LAS VACUNAS DEL COVID-19

Your safety is our priority.

Proveída sin costo.

Vaccinate ALL 58

Con la vacuna podemos acabar con la pandemia.

This graphic features two overlapping panels. The top panel is yellow and blue, with the text 'MEDICAL EXPERTS ENDORSE COVID-19 VACCINES' and an image of a female doctor wearing a mask. The bottom panel is orange and blue, with the text 'EXPERTOS MÉDICOS RESPALDAN LAS VACUNAS DEL COVID-19' and another image of the same doctor. Below these are three horizontal bars with text: 'Your safety is our priority.', 'Proveída sin costo.', and 'Vaccinate ALL 58'. At the bottom, it says 'Con la vacuna podemos acabar con la pandemia.' and features the 'Vaccinate ALL 58' logo.

OUR ACTIONS SAVE LIVES

KEEP UP THE GOOD WORK. WHETHER ON THE JOB OR HOME, STAY SAFE.

CDPH

This graphic has a dark blue background. At the top right, a yellow circle contains the text 'OUR ACTIONS SAVE LIVES'. The main text is in white and yellow, reading 'KEEP UP THE GOOD WORK. WHETHER ON THE JOB OR HOME, STAY SAFE.' The background image shows a man in a white lab coat and a face mask. The CDPH logo is in the bottom right corner.

Victory!

CALIFORNIA FARM AND AGRICULTURAL WORKERS HAVE BEEN **PRIORITIZED** FOR THE COVID-19 VACCINE

PEOPLEPOWER

This graphic features a large blue sky and a green field with rows of crops. In the distance, a group of people is standing in a line. The word 'Victory!' is written in large, white, serif font. Below it, the text reads 'CALIFORNIA FARM AND AGRICULTURAL WORKERS HAVE BEEN PRIORITIZED FOR THE COVID-19 VACCINE'. The 'PEOPLEPOWER' logo is in the top right corner.

GET READY OLDER ADULTS

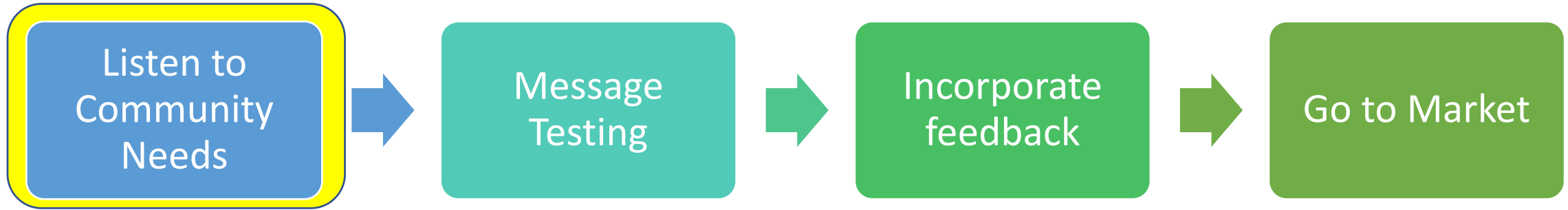
CARRY FAMILY/CAREGIVER CONTACT INFORMATION IN YOUR WALLET.

Nick (858) 238-0110

LISTOS CALIFORNIA.ORG CALIFORNIAFORALL

This graphic has a blue background. On the left, there is a black and white photo of an older man smiling. On the right, there is a green wallet with a blue card sticking out of it. The card has the name 'Nick' and the phone number '(858) 238-0110' written on it. The text 'GET READY OLDER ADULTS' and 'CARRY FAMILY/CAREGIVER CONTACT INFORMATION IN YOUR WALLET.' is in white. At the bottom right, there are logos for 'LISTOS CALIFORNIA.ORG' and 'CALIFORNIAFORALL'.

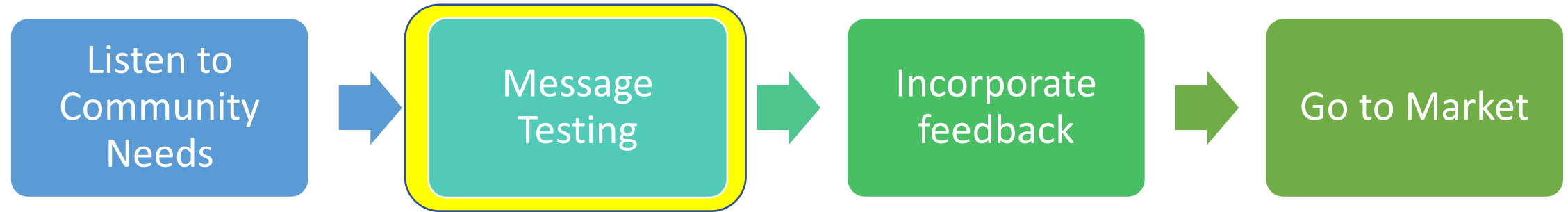
Message Development Process



Community Request:

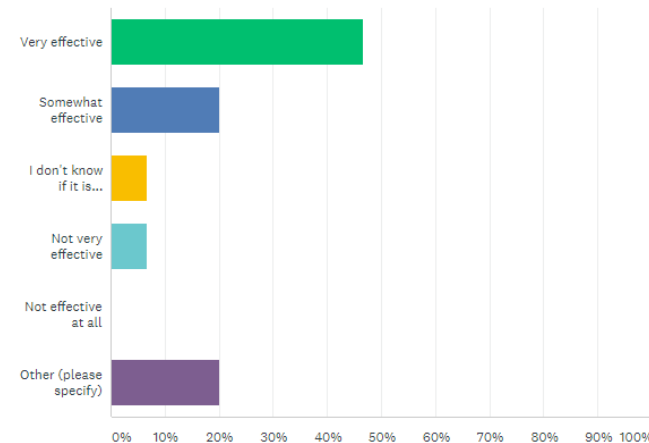
Certain communities need more information about how to stay safe, what resources are available, and how to find out important frequently updated information

Message Development Process



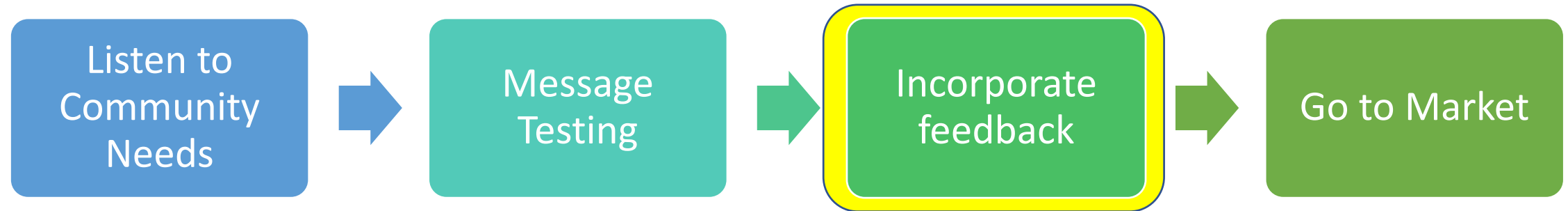
MESSAGE 4: Remember that help is available during this difficult time. Please go to smcgov.org to access 'Your Community Resources' available such as food, financial relief, rental assistance, testing sites, healthcare and more. Things are changing quickly. Stay informed about local community resources by subscribing to our Community e-Newsletter local COVID-19. This message is:

Answered: 15 Skipped: 0



**83% Very /Somewhat Effective
Message Feedback**

Message Development Process

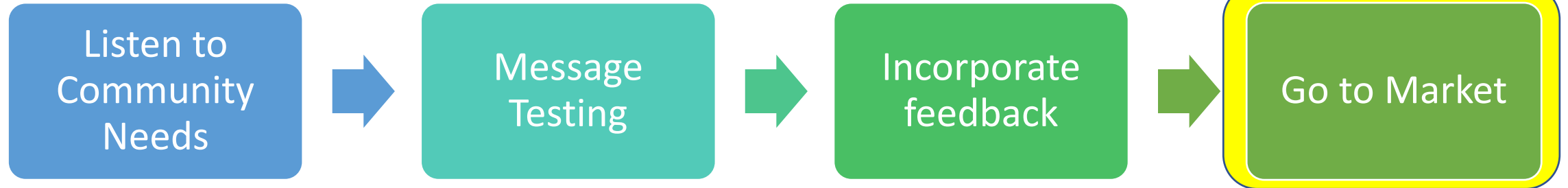


Comment received:

This message is helpful only if people can remember the URL address and have a computer and the knowledge to go to the website.

Realistically, people tend to pursue things that come their way and rarely do they go and seek out information, unfortunately. So maybe mailing some of that information to people's houses can have a better effect.

Message Development Process



5 THINGS
we can all do **RIGHT NOW** to stay safe and protect our communities:

- ✓ **Do your part and stay home** to stop the spread of COVID-19, unless necessary to get food, supplies or go to work.
- ✓ **If you do go out**, keep a distance of 6 feet from other people, wash your hands frequently, cover your nose and mouth with a cloth or face covering.
- ✓ **Restrict visitors**. Keep friends and family members safe. Do not gather with people outside of your immediate household. Stop the spread of COVID-19.
- ✓ **Remember that help is available** during this difficult time. Please go to smcgov.org for resources about food, unemployment, rental assistance, FREE COVID testing sites, and more. Stay informed about local resources by subscribing to our Community e-Newsletter.
- ✓ **To make sure we have resources** we need to recover—fill out your 2020 Census form! The 2020 Census helps ensure the next 10 years of funding for hospitals, healthcare and emergency services. Participate today at my2020census.gov or 844-330-2020. Your voice is essential!

Our communities are coming together right now to keep each other safe and support everyone during this time of hardship. Please visit smcgov.org for health updates and information about available education, unemployment and food resources, or dial 2-1-1 for the COVID-19 Non-Emergency Non-Medical Hotline.

STAND UP and BE COUNTED

Your voice is essential to this community, you deserve to be counted. Take the Census now at my2020census.gov or by calling 844-330-2020!

Su voz es esencial para esta comunidad, y merece ser contado. ¡Participe ahora en my2020census.gov o llame al 844-468-2020!

您的声音对我们社区很重要，您值得被统计在内。完成2020人口普查表格填写，登陆网站 my2020census.gov 或拨打电话 844-330-2020 (英文) · 844-391-2020 (普通话) · 844-398-2020 (广东话)

'Oku mahu'inga he lo'e' ki hotua kāinga 'pea 'oku totonu pē ke ke kau i he lau.'
Fakafonu ho'o Tohi Kakai' i he my2020census.gov pe fetu'utaki ki he 844-330-2020!

موثقتك أساسية لمجتمعنا. أنت تمشق أن نشتق من إسهامك لتأمين ٢٠٢٠.
لم تزيتة الإكتروني my2020census.gov أو اتصل على ٨٤٤-٣٣٠-٢٠٢٠.
في التصل على ٨٤٤-٣٩١-٢٠٢٠ (الإنجليزية) · ٨٤٤-٣٩٨-٢٠٢٠ (الماندارين)

Recursos Comunitarios del Condado de San Mateo | Diciembre 2020

COUNTY OF SAN MATEO

#TodosJuntosSMC

Boletín Informativo | Diciembre 2020

Este boletín informativo está hecho para mantenerse al día sobre cómo las cosas cambian por el COVID-19 y cómo afecta nuestra comunidad.

Contenido:
Mantenga las prioridades en salud y seguridad.
PÁGINA 5
Manténgase contra la gripe.
PÁGINA 5
Consejos para mantenerse seguros, reducir el riesgo y mantener las cosas en su lugar.
PÁGINA 5
Cómo el estado de cumplimiento de COVID-19 que afecta a su salud.
PÁGINA 6
Recursos para COVID-19.
PÁGINA 6

DISCERNIR EN LA VOZ DE UN BOLETÍN DIGITAL DE SER SOLIDARIO
Este boletín informativo está diseñado para ayudarte a estar al día sobre las cosas que están cambiando por el COVID-19 y cómo afectan a nuestra comunidad. Este boletín informativo está hecho para mantenerte al día sobre cómo las cosas cambian por el COVID-19 y cómo afectan a nuestra comunidad. Este boletín informativo está hecho para mantenerte al día sobre cómo las cosas cambian por el COVID-19 y cómo afectan a nuestra comunidad.

El mejor consejo es EVITAR viajar. Si debe viajar, siga estos pasos para reducir el riesgo

Una prueba negativa NO le autoriza a visitar a familiares

¡Suscribirse ahora! Para continuar recibiendo este boletín: Visite smcsmcgov.org/covid-19-resources

COUNTY OF SAN MATEO

#ComeTogetherSMC

Newsletter | December 2020

Latest COVID-19 Guidelines: Stay Up to Date on Most Recent Changes

California has a blueprint for reducing COVID-19 in the state with revised criteria for loosening and tightening restrictions on activities. The state of California has recently moved various counties into lower tier levels, as more surge and the holiday approach. To stay up to date with the most recent changes and which tier San Mateo County is in, please visit covid19.gov/california.

Recommendations for Safer Travel During COVID

Recommendations for Safer Travel During COVID-19
Protect yourself, loved ones, and the community from COVID-19.

The best advice is to AVOID traveling. If you must travel, take these steps to reduce risk:

- Avoid contact with anyone who is sick.
- Avoid contact with anyone who has had COVID-19 in the last 14 days.
- Avoid contact with anyone who has been in a high-risk area in the last 14 days.
- Avoid contact with anyone who has been in a high-risk area in the last 14 days.

A negative test does NOT clear you for visiting relatives

Subscribe now! To continue to receive this newsletter. Visit smcsmcgov.org/covid-19-resources

Targeted Media: Billboards & Bus Shelters



Stay Safe & Protect Our Communities.

Our communities are working together right now to keep each other safe and support everyone during this time of hardship.

Please visit smc.gov.org for health updates and information about available education, unemployment and food resources, or dial 2-1-1 for the COVID-19 Non-Emergency Non-Medical Hotline.

Para obtener actualizaciones de salud e información sobre educación, desempleo, y servicios de alimentos, visite smc.gov.org o marque al 2-1-1, la línea directa para preguntas no médicas ni de emergencia sobre el COVID-19.

GET TESTED FOR COVID-19
No cost COVID-19 testing—no doctor's note, symptom screening, or medical insurance is required.
Visit smc.gov.org/covid-19-testing to learn more.

Protege nuestra comunidad.



Somos más fuertes que un virus.

POR SALUD LLÉVALA PUESTA

#PóngaseLaMascarillaSM



CONDADO DE SAN MATEO



Me cuido para cuidarlos

Utilice su cobertura facial

COUNTY OF SAN MATEO Ayude a detener la propagación. Visite www.smcgov.org

San Mateo County

LET'S WIN THIS TOGETHER

We can defeat COVID-19 and protect our people.

01 **LA MASCARILLA**
Cover your mouth and nose with a cloth cover

02 **LA DISTANCIA**
Maintain a distance of 6 feet between people

03 **LAS MANOS**
Wash them frequently with soap & water

Find out more at ListosCalifornia.Org or SmcGov.Org

LISTOS CALIFORNIA

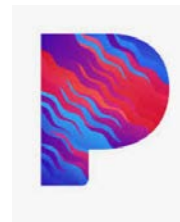
Targeted Media: Radio / Streaming Services



Animated Ads: English & Spanish



Animated Gifs: English, Chinese & Spanish



English & Spanish Radio Ads

Targeted Media: Print, Digital + Social Media



Native Ads top click-through Spanish sites:

- Telemundo.com
- Laopinion.com
- Univision.com
- Accuweather.com



We Chat



Digital Banners



Targeted Media: Direct Mailings

Postcards

Your Health Is Essential: GET TESTED!
HELP KEEP OUR COMMUNITIES HEALTHY AND STRONG.

Testing is now available to anyone who lives or works in San Mateo County.

SUPPORT SERVICES ARE AVAILABLE IF YOU TEST POSITIVE:

- Housing support
- Financial assistance
- Food assistance
- Care for loved ones

FIND A TESTING SITE NEAR YOU:

Appointments can be made online and are:

Su salud es esencial: ¡HÁGASE LA PRUEBA!
AYUDE A MANTENER NUESTRAS COMUNIDADES SANAS Y FUERTES.

Pruebas ahora están disponibles para cualquiera que viva o trabaje en el Condado de San Mateo.

HAY SERVICIOS DISPONIBLES SI RESULTA POSITIVO:

- Apoyo de vivienda
- Asistencia financiera
- Asistencia alimentaria
- Cuidado para sus seres queridos

Para obtener más recursos e información sobre el COVID-19 al 211 o visite smcgov.org hoy

Ampliación de Un

您的健康很重要: 接受测试!
帮助保持我们社区的健康与强大

在圣马特奥县生活或工作的人都可以免费测试

如果您测试呈阳性, 可以获取支持服务包括:

- 住房支持
- 经济支援
- 粮食援助
- 照料亲人

您可以在线预约, 测试:

- 可自行检测
- 向包括儿童在内的所有居民开放
- 免费

COVID-19的更多资源和信息, 请致电211或立即访问 smcgov.org

www.smcgov.org/testing

广泛的测试 + 阳性测试率低 = 圣马特奥县可以更快从新冠疫情中恢复

[@smc_commaffairs](https://twitter.com/smc_commaffairs) [CountyofSanMateo](https://www.facebook.com/CountyofSanMateo)

Recursos Comunitarios del Condado de San Mateo | Diciembre 2020

COUNTY OF SAN MATEO

#TodosJuntosSMC

Boletín informativo | Diciembre 2020

Pautas más recientes sobre COVID-19: Qué debe saber

California tiene un plan para reducir el COVID-19 en el estado con criterios revisados para soltar y apretar restricciones de actividades. El estado de California ha revisado recientemente varios condados a nuevos niveles ya que los casos aumentan y se acercan los días festivos. Para mantenerse al día con los cambios más recientes y en qué nivel se encontrará el condado de San Mateo, visite <https://covid19.ca.gov/safer-economy/>

Contenido:
Pautas más recientes sobre COVID-19 que debe saber PÁGINA 4
Hágase la prueba. Es fácil y seguro PÁGINA 5
Vacúnese contra la gripe PÁGINA 5
Consejos para mantenerse seguros, reducir el riesgo y cambiar las rutinas de fin de año PÁGINA 5
Conozca el Equipo de cumplimiento de COVID: Qué hacer y por qué PÁGINA 6
Recursos para COVID-19 PÁGINA 6

Recomendaciones para viajes más seguros durante el COVID-19

El mejor consejo es EVITAR viajar. Si debe viajar, siga estos pasos para reducir el riesgo

- Use una mascarilla cuando esté en interiores.
- Evite viajar como la gripe.
- Hágase la prueba antes de viajar.
- Evite el contacto con cualquier persona enferma.
- Mantenga el tiempo y la parte de distancia física en todo momento.
- Evite el contacto con superficies que se tocan con frecuencia.
- Verifique su agenda, si es posible (por ejemplo, días de entrega del vehículo).
- Lávese y desinfecte sus manos con frecuencia.

Una prueba negativa NO lo autoriza a visitar a familiares

Los viajes solo proporcionan un resultado sobre un momento determinado. Aun puede encontrar un resaca de resaca y otros COVID-19 si se prueba durante el período de incubación.

Incluso si la prueba es negativa, continúe usando una mascarilla, mantenga el distanciamiento social, evite reuniones y viajes no esenciales.

Contáctenos
San Mateo County
Office of Community Affairs
400 County Center
Redwood City, CA 94063
650-363-1800
smcgov.org
detour@smcinfo@smcgov.org

¡Suscribirse ahora! Para continuar recibiendo este boletín: Visite cmo.smcgov.org/covid-19-resources

COUNTY OF SAN MATEO

#ComeTogetherSMC

Newsletter | December 2020

SPANISH ON PAGE 4

Latest COVID-19 Guidelines: Stay Up to Date on Most Recent Changes

California has a blueprint for reducing COVID-19 in the state with revised criteria and tightening restrictions on activities. The state of California has revised various counties into new tier levels as cases surge and the weather. To stay up to date with the most recent changes and which tier your county is in, please visit covid19.ca.gov/safer-economy.

Recommendations for Safer Travel During COVID-19

The best advice is to AVOID traveling. If you must take these steps to reduce risk

- Get a flu shot.
- Avoid contact with anyone who is sick.
- Avoid contact with frequently touched surfaces.
- Wash or sanitize your hands often.

Even if you test negative, continue to wear a face mask, maintain social distancing, avoid gatherings and nonessential travel.

Recommendations for Safer Travel During COVID-19

The best advice is to AVOID traveling. If you must take these steps to reduce risk

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Subscribe now! To continue to receive this newsletter. Visit cmo.smcgov.org/covid-19-resources

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English & Spanish Print and e-Newsletter

Targeted Media: Business Engagement



You can help too by wearing your mask!

OUR BUSINESS IS TAKING THE EXTRA STEP TO KEEP YOU SAFE.

We've pledged to follow the [unclear] reopening

NUESTRO NEGOCIO ESTÁ TOMANDO LAS MEDIDAS ADICIONALES NECESARIAS PARA MANTENERLO SEGURO.

Nos hemos comprometido con seguir las directrices más recientes de reapertura de negocios para proteger a nuestros clientes, equipo y comunidad contra la propagación del COVID-19.

Ayuda a detener la propagación de COVID-19. Nuestro regreso depende de TODOS NOSOTROS

Visite smc.gov.org para obtener más información sobre cómo podemos colaborar para detener la propagación del COVID-19.

STOP THE SPREAD

WASH YOUR HANDS FREQUENTLY
Wash them regularly for at least 20 seconds.
Use an alcohol-based hand sanitizer that contains at least 60% alcohol.

MAINTAIN SOCIAL DISTANCING
Keep 6 feet between you and others.

WEAR A MASK

- It should fit snugly but comfortably against the sides of your face.
- Wear it in public places.
- DO NOT TOUCH your eyes, nose, and mouth when removing it.
- Routinely wash your mask.

DO NOT wear it below your nose.

DO NOT wear it with gaps on the sides.

DO NOT touch or with gaps on the sides.

NO COST COVID-19 TESTING

POP-UP NEIGHBORHOOD TESTING!
Ages 15+

SITE-SPECIFIC TESTING!
Ages 18+

Scan the QR Code or visit www.smcgov.org/testing

FOR COVID-19 RESOURCES, UPDATES, AND MORE!
Call 2-1-1 or visit www.smcgov.org

DETENGA LA PROPAGACIÓN

MANTENGA EL DISTANCIAMIENTO SOCIAL
6 pies entre usted y los demás.

UNA MASCARILLA

Debe quedar ajustada para cubrirse completamente contra el rostro de la cara.

- Utilízela en lugares públicos.
- NO toque sus ojos, nariz, y boca después de quitarle la mascarilla y lave sus manos.
- Lávala rutinariamente.

NO estornude en la parte de la nariz.

NO tape la barbilla expuesta.

NO haga de la nariz.

NO toque o con los dedos.

NO haga de la nariz.

NO toque o con los dedos.

AS COVID-19 SIN COSTO

Escanea el Código QR o visita www.smcgov.org/testing

PARA RECURSOS Y ACTUALIZACIONES SOBRE EL COVID-19:
Llámanos al 2-1-1 o visita www.smcgov.org

San Mateo County Office of Community Affairs @SMC_CommAffairs

Targeted Media: Flyers / Fact Sheets

Partnership w/SCC & Second Harvest Foodbank-flyers in English, Spanish, Chinese, Vietnamese (360,000)

JUNTOS PODEMOS DISMINUIR LA PROPAGACIÓN:

- NO PARTICIPE EN REUNIONES CON MUCHAS PERSONAS
- SIGA LAVÁNDOSE LAS MANOS
- ¡PROTEJA A SUS SERES QUERIDOS! Los jóvenes pueden transmitir el virus a otras personas. Hay más probabilidades de que las personas mayores de la familia y aquellas con condiciones médicas se enfermen o sean hospitalizadas.
- ¡INCLUSO LAS PERSONAS QUE PARECEN SANAS SE PUEDEN INFECTAR Y PROPAGAR EL VIRUS. Siga usando una mascarilla y mantenga una distancia física de 6 pies cuando esté fuera de su hogar.

TOGETHER, WE CAN SLOW THE SPREAD:

- KEEP AWAY FROM LARGE GATHERINGS
- KEEP WASHING YOUR HANDS
- PROTECT YOUR LOVED ONES! Young people can spread the virus to others. Family elders and those with health conditions are more likely to get very sick or need to be hospitalized.
- EVEN PEOPLE WHO LOOK HEALTHY CAN BE INFECTED AND SPREAD THE VIRUS. Keep wearing a mask and practice 6 feet of physical distancing when outside of your household.

共同联手，减缓病毒传播速度：

- 远离大型聚会
- 坚持洗手
- 保护您爱的人！年轻人会把病毒传播给其他人。家里的老人和健康状况不佳的人更容易生病或需要住院治疗。
- 即使外表看起来健康的人也有可能被感染并传播病毒。外出时，坚持戴口罩，保持6英尺的身体距离。

安全贴士：新的研究表明，口罩可以降低您感染病毒的几率，帮助减缓病毒传播。

测试点： 我们社区是大家的——登录网站 smc.gov.org 或 scgov.org/coronavirus，进一步了如何减缓 COVID-19 的传播速度，并查找检测点。

CHUNG TA CÓ THỂ CÙNG NHAU GIẢM TỐC ĐỘ LÂY LAN:

- TRÁNH XA CÁC CHỤC TỤ TẬP ĐÔNG NGƯỜI
- LUÔN RỬA TAY
- HÃY BẢO VỆ NHỮNG NGƯỜI THÂN YÊU CỦA QUÝ VỊ: NHỮNG NGƯỜI TRẺ TUỔI CÒ THỂ LÂY VI-RUT CHO NGƯỜI KHÁC! Những người lớn tuổi trong gia đình và những người có bệnh trạng sức khỏe có nhiều khả năng bị ốm nặng hơn hoặc cần phải nhập viện hơn.
- NGAY CẢ NHỮNG NGƯỜI TRÔNG KHỎE MẠNH CŨNG CÓ THỂ BỊ NHIỄM BỆNH VÀ LÂY VI-RUT. Luôn đeo khẩu trang và thực hiện giãn cách vật lý ở khoảng cách 6 feet khi ra ngoài gia đình.

LỜI KHUYÊN AN TOÀN: Các nghiên cứu mới cho thấy khẩu trang có thể làm giảm nguy cơ quý vị bị nhiễm virus.

测试点： Cộng đồng của chúng ta đang trông cậy vào tất cả chúng ta – tìm hiểu thêm về cách giảm tốc độ lây lan của COVID-19 và tìm địa điểm xét nghiệm, tại smc.gov.org hay scgov.org/coronavirus

ANSWERING THE CALL HELPS STOP THE SPREAD OF COVID-19

CONTACT TRACING is a completely confidential process that helps to identify people who may become ill due to close contact with someone who has tested positive for COVID-19. For those who test positive, free resources are available including housing support, financial assistance, food assistance, and care for loved ones.

If you have been identified as being at risk:

- Help your community by answering the call and helping stop the spread.** You may receive a call from a public health worker who will ask you a few questions and recommend next steps you can take. Your information will be kept private and confidential.
- Take preventative measures**—this includes separating yourself for up to 14 days from others, including members of your household when possible, to protect those around you.

Answering the call helps stop the spread of COVID-19 so we can re-open safely, together! [Learn more at smc.gov.org/testing](http://smc.gov.org/testing) or call 211.

Testing and tracing are completely private! You will not be asked for your social security number or your immigration status.

Testing postcards and contact tracing flyers in English, Spanish and Chinese.

Protect yourself, loved ones, and the community from COVID-19

Protéjase a sí mismo, a sus seres queridos, y a la comunidad contra el COVID-19

High Risk

Alto Riesgo

保护您自己，爱的人和社区免受新冠病毒 COVID-19 侵害

Tauhi ho fāmilī', ho kāinga', mo kinautolu 'oku mou feohi' ke mou malu he KOVITI-19

高风险

Fakatu'utāmaki 'Aupito

群体会属于高风险 (因此请尽量避免)

生病时去拜访别人

开派对

与他人身体接触

拜访高风险人士

Fetu utaki fakasino mo e kakai kehe

'Ahi ki a kakai 'oku puke'

'Oku fakatu'utāmaki 'aupito' 'a e ngaahi feohi fakakulupu (faka'ehi'ehi' aupito me he ngaahi feohi' ni)

'Ahi ki a kakai 'oku puke'

Ngaahi fakafiefia fakataha tokolahi'

Fetu utaki fakasino mo e kakai kehe

'Ahi ki a kinautolu 'oku nau mahamahaki'

较低风险

Fakatokanga Fakatu'utāmaki Pē

即使佩戴口罩，也应该与他人保持6尺距离

与您生活在一起的人一起庆祝

Tauhi 'a e fute' e 6 mei he kakai kehe' 'o tatau 'ai pe pe 'oku' ke tui ha 'o me' a malu i fofonga

Fakafiefia pē mo kinautolu 'oku mou nofo fakataha'

佩戴面罩 (遮住您的鼻子和嘴巴) 并且经常洗手

经常清洁和消毒共用表面

Tui ha o malu i ho fofonga (ke malu ho ihu' mo ho ngutu) & fanafano ma'u pē ho nima'

Fakama'a'ahi ha fakato'o timatele sieme'i ha fa'ahinga fakatu'u'oku lahi hono ngaue'aki fakatokohahi'

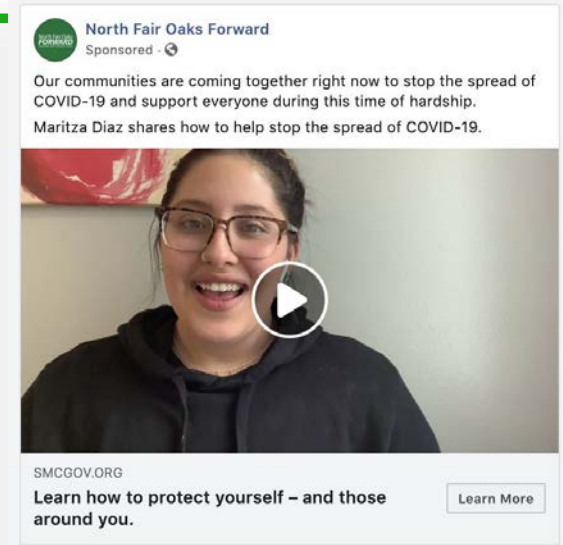
For more information visit www.smcgov.org

@Smc_CommAffairs #ComeTogetherSMC

Vakai ki he www.smcgov.org ki ha toe fakamatala 'oku' ke fema'u

Hi/Low Risk Flyers in English/Spanish/Chinese/Tongan

Targeted Media: Trusted Messengers



Targeted Media: New Campaigns



Protect yourself!

¡Protégete!

#DetengaLaPropagación
#LevánteseLaManga

www.smchealth.org/covidvaccine



Protect Your Family!

保护你的家人

#阻止传播高峰
#撸起袖子

www.smchealth.org/covidvaccine



Do not let your guard down!

¡No bajes la guardia!

www.smchealth.org/covidvaccine

Targeted Media: New Campaigns

*I'm getting the vaccine because:
I want to volunteer
again at my church.*

– Lisa Tealer, Executive Director
Bay Area Community Health Advisory Clinic

#StopTheSurge
#RollUpYourSleeve
smhealth.org/coronavirus



COUNTY OF SAN MATEO



*Ako ay magpapabakuna dahil:
para hindi mahawa
at makahawa.*

– Vennie Acebedo, Executive Director
HealthWays Inc

#SugpuinAngPaglala
#IiislisAngManggasNnglyongDamit
smhealth.org/coronavirus



COUNTY OF SAN MATEO



*I'm getting the vaccine because:
As a symbol to the rest of the
country ... I feel extreme
confidence in the safety and
the efficacy of this vaccine*

– Dr. Anthony Fauci, Director
National Institute of Allergy + Infectious Diseases

#StopTheSurge
#RollUpYourSleeve
smhealth.org/coronavirus



COUNTY OF SAN MATEO



*Estoy recibiendo la vacuna porque:
Por que proteger a mi
familia es mi prioridad.*

#DetengaLaPropagación
#SúbaseLaManga
smhealth.org/coronavirus



COUNTY OF SAN MATEO



Evaluating Success with Metrics

December 2020 Metrics

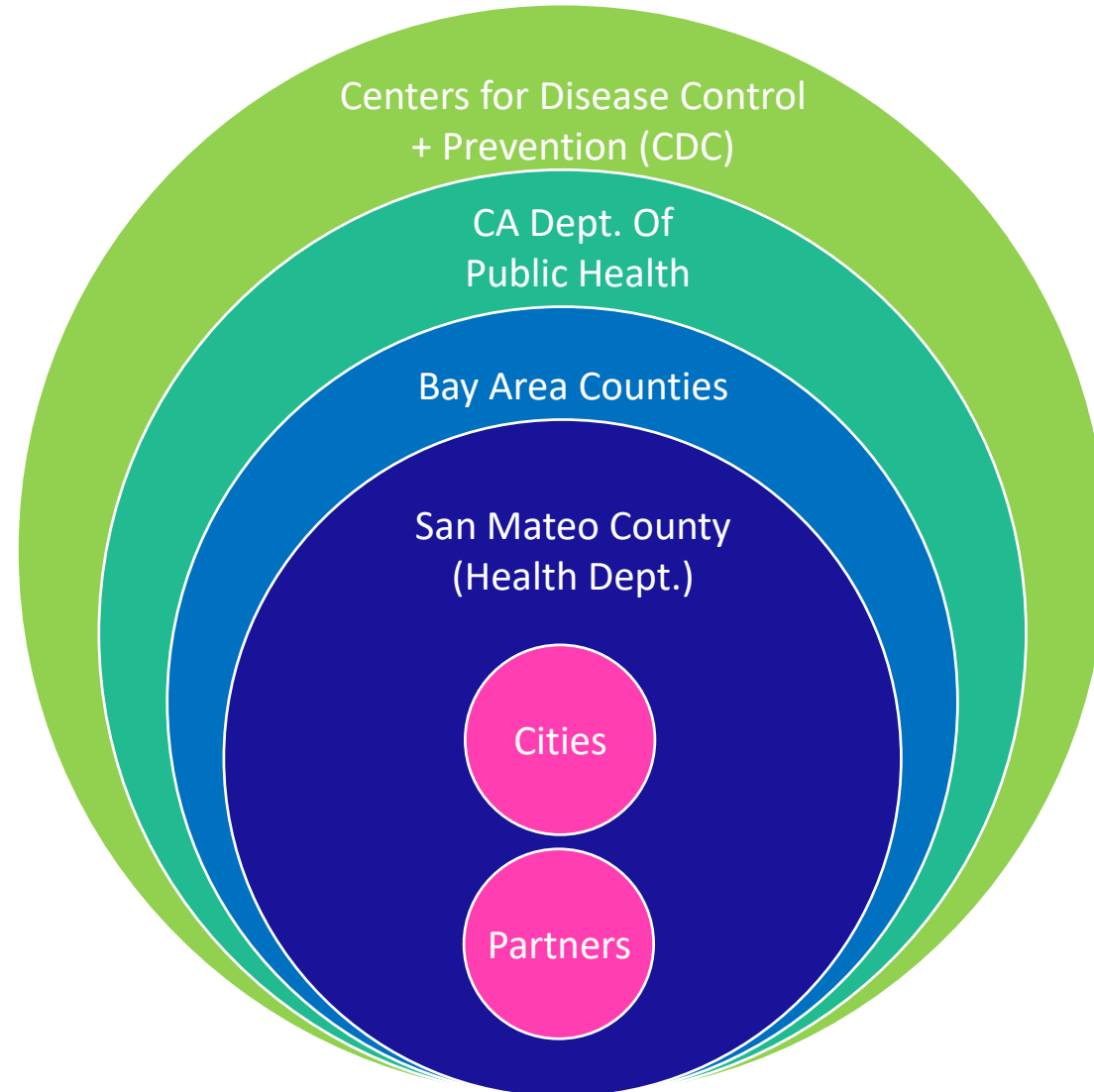
Metric	Goal	Status (December)
# canvassing events per month	1 canvassing event per month	11 events
# of media impressions in target communities per month	4.5 million media impressions in target communities per month	4,017,355 impressions
# visitors to SMC Health COVID resource webpage per month	To maintain at least 1,000 views per month	1,408 views
# masks distributed by Mask Mobile per month	2,400 per month (dependent on supplies)	3,089 masks TOTAL: 20,399 masks to-date

Impressions:

- Video + Radio Program: **50,000 +**
- Digital Banners: **150,000 +**
- Native Ads: **Over 400,000**
 - Telemundo.com
 - Laopinion.com
 - Univision.com
 - Accuweather.com

Communication Coordination

- Share best practices, research
- Avoid duplication of efforts
- Ensure consistency in information dissemination
- Real-time response tracking



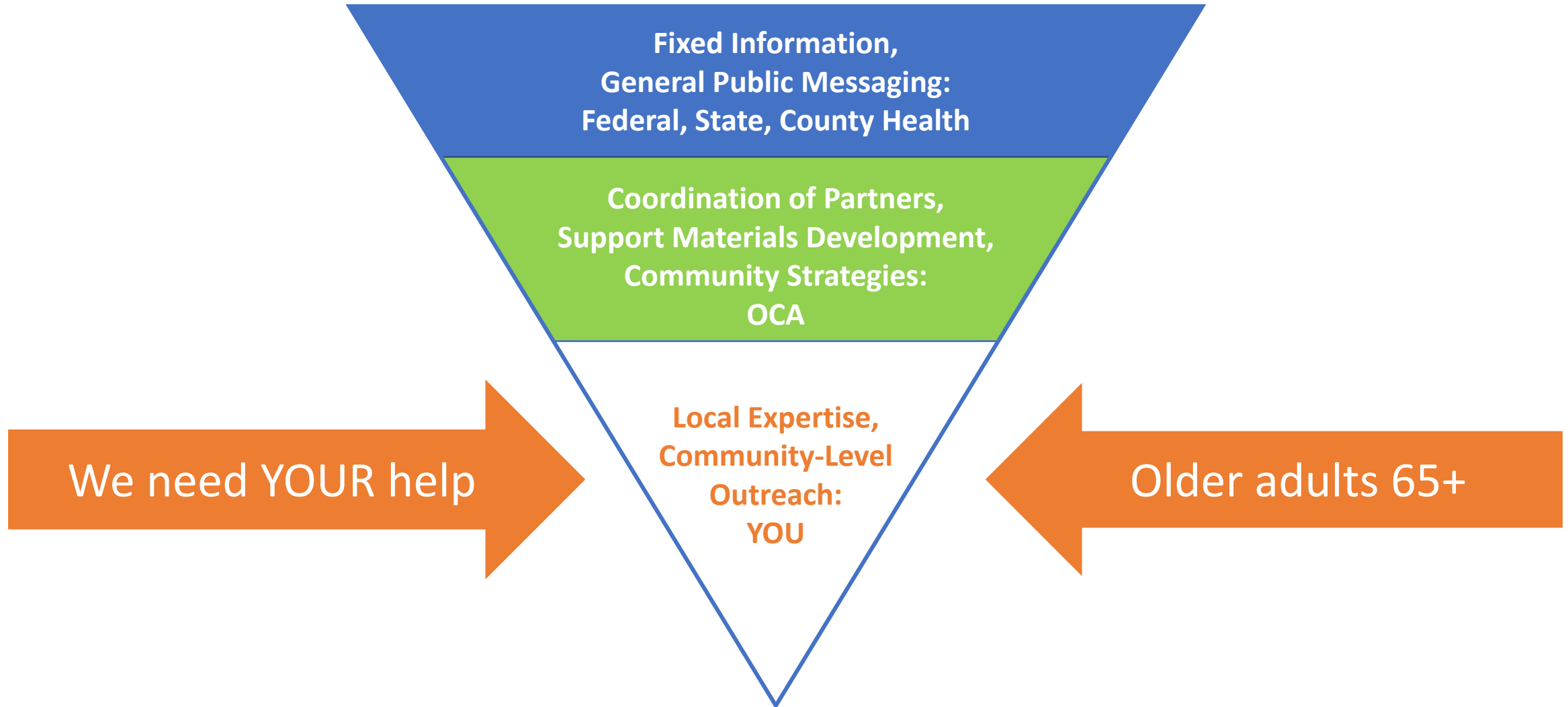
- Create strategy, messaging, supporting materials
- Develop communication templates, toolkits
- Support outreach efforts

Next Steps



Working together to move forward ...

Vaccine Readiness Campaign in SMC



Community-Specific Groups

Community-Specific Groups



African American

Chinese

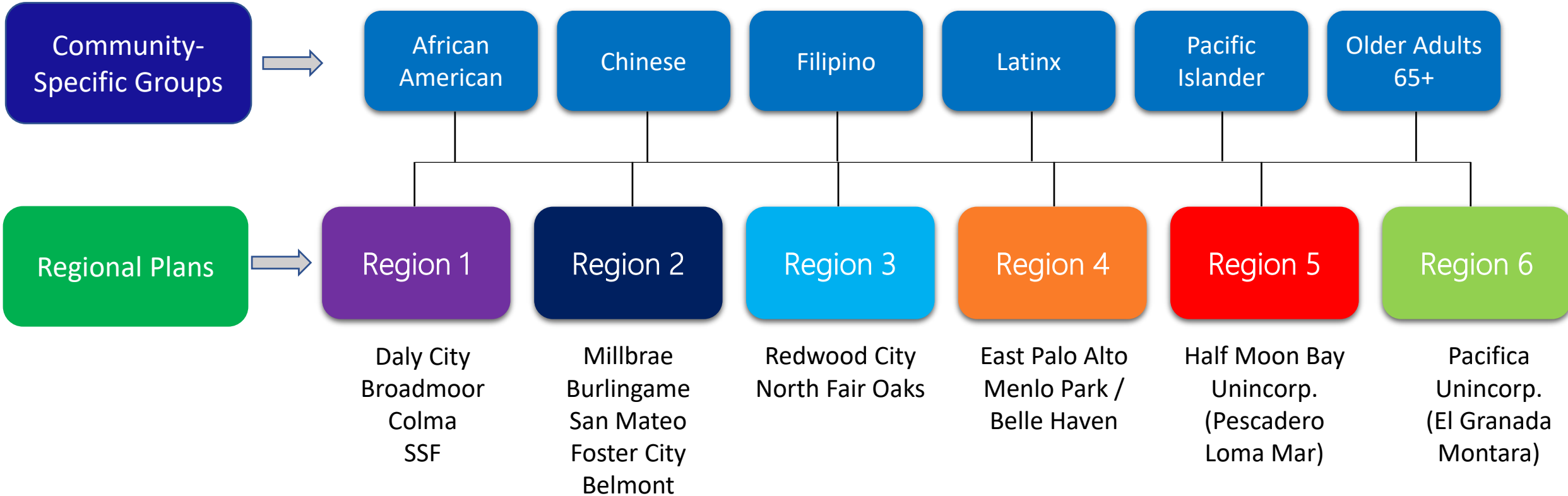
Filipino

Latinx

Pacific Islander

Older Adults
65+

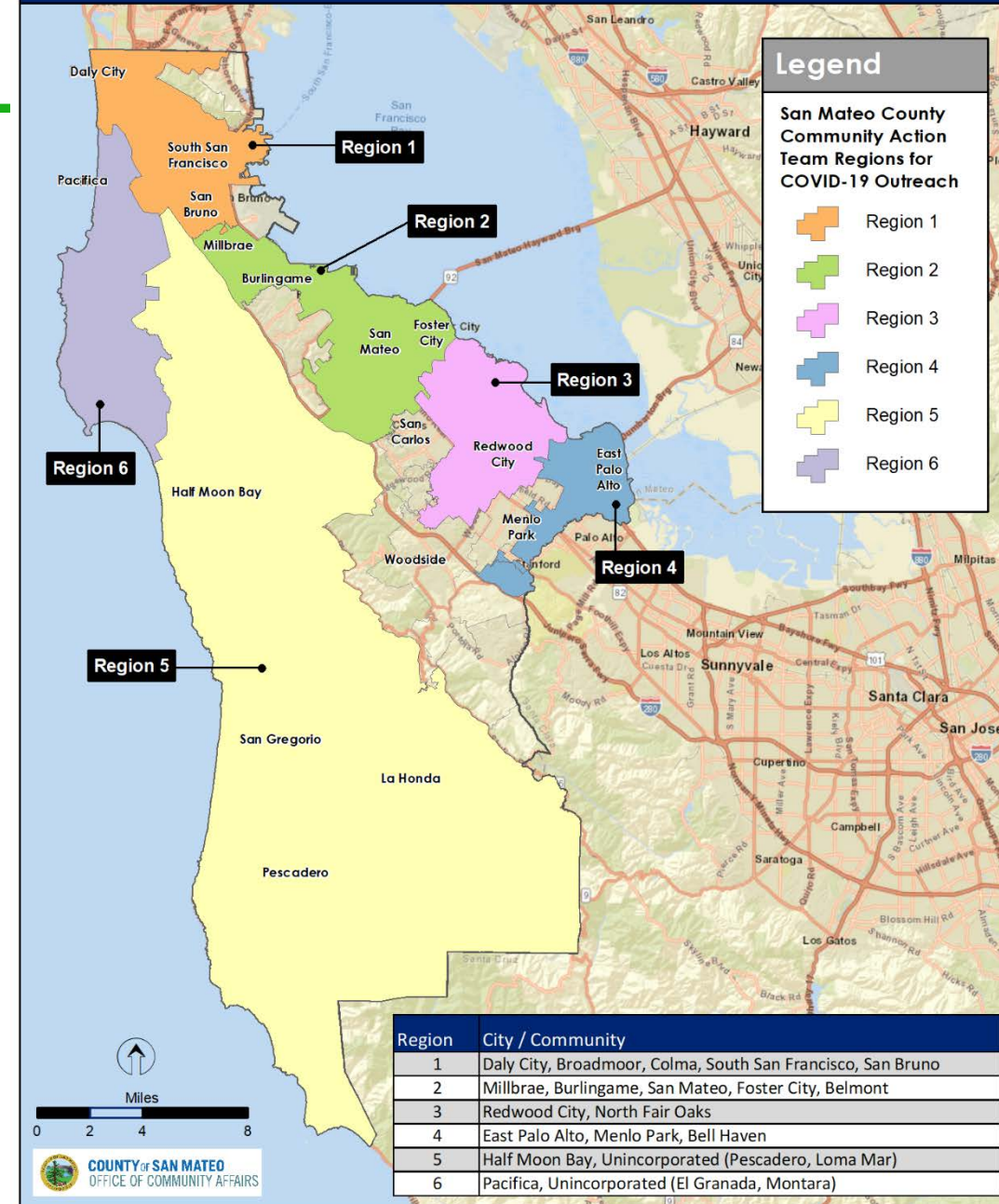
Regional Plans



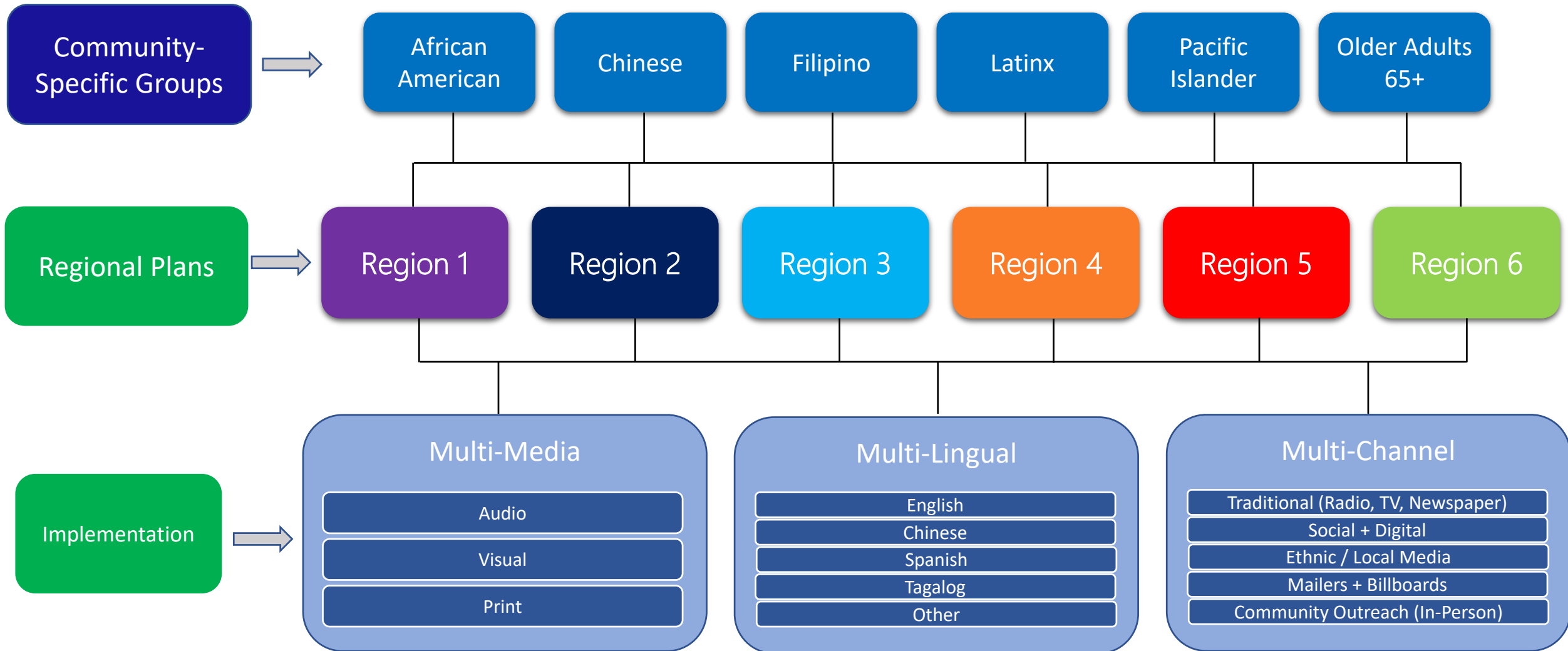
Regional Map

- **Region 1**: Daly City, Broadmoor, Colma, SSF
- **Region 2**: Millbrae, Burlingame, San Mateo, Foster City, Belmont
- **Region 3**: Redwood City, North Fair Oaks
- **Region 4**: East Palo Alto, Menlo Park / Belle Haven
- **Region 5**: Half Moon Bay, Unincorporated (Pescadero, Loma Mar)
- **Region 6**: Pacifica, Unincorporated (El Granada, Montara)

SAN MATEO COUNTY COMMUNITY ACTION TEAM REGIONS

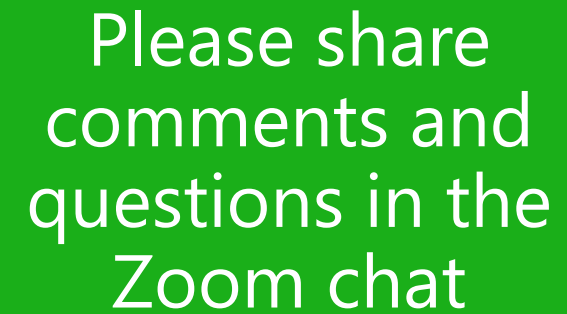


Regional Implementation Plans



Lisa Mancini, Director

Aging and Adult Services

A green speech bubble with a white border and a tail pointing towards the bottom left. It contains the text "Please share comments and questions in the Zoom chat" in white font.

Please share
comments and
questions in the
Zoom chat

This slide presentation will be emailed to all invitees following the meeting.

Reaching Older Adults

Older adults are one of the main categories now eligible for the vaccine...

- With regards to the vaccine, who falls into this category?
- What are some of the constraints of reaching older adults?

Breakout Group Discussion

For older adults in each of your communities:

- What are the barriers and motivators for vaccine readiness?
- What messages and messengers directly address those barriers?



Zoom Breakout Groups

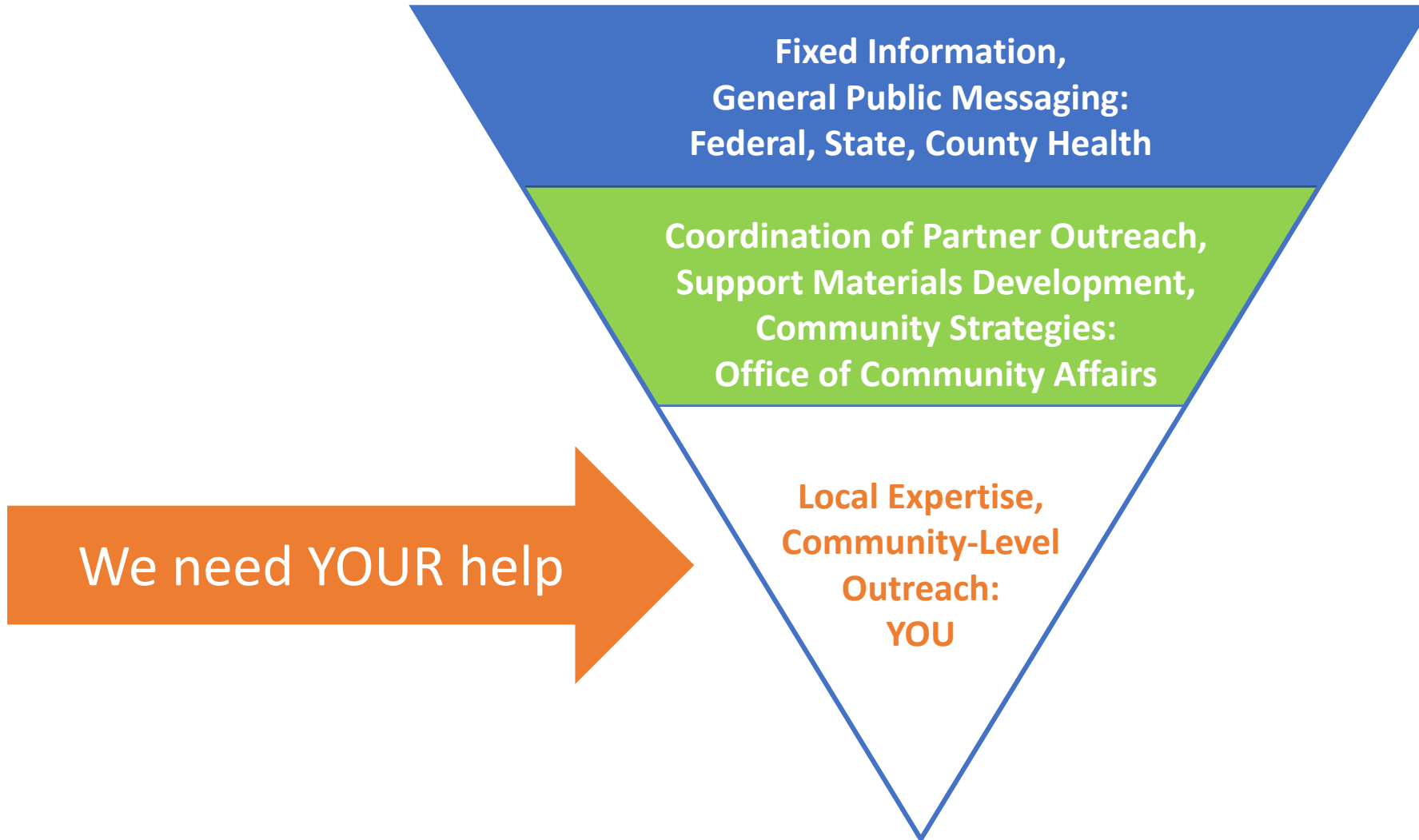
Focused discussion - messaging for older adults

Please select one of the breakout groups:

- African American
- Chinese
- Filipino
- Latinx
- Pacific Islander
- Older Adults 65+ (general)

Please select your breakout group

Promoting COVID Vaccination in SMC



February's Working Group Meetings

Outreach Planning
for
Promoting COVID-19 Vaccination in SMC

Outreach Planning Tools

A Community-based Process:



NEW TOOLS:

- Outreach Action Plan Template
- Updated Messaging

Upcoming Meetings

- Thursdays in February (4th, 11th, 18th, 25th)
 - 10:00 a.m. – 12:00 p.m.
 - Working sessions to develop community plans

Meeting Follow Up Materials

- This week:
 - Slides from today's presentation
 - Calendar appointments for February working sessions
- Next week:
 - Community plan template
 - Meeting notes and breakout group notes
 - Questions and answers from the chat

Please note: if you'd like to invite additional staff to attend these meetings, please let us know and we will add them to the distribution list. We kindly ask that you do not forward the meeting invitation.

Questions and Comments

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Thank You!