

BALTIMORE CITY'S COVID-19 VACCINATION STRATEGY

Baltimore City Health Department has developed a strategy to vaccinate residents against COVID-19.

GOALS

- ✓ Fully vaccinate at least 80% of residents by Feb. 28, 2022
- 20% by Apr. 30, 2021
135,000 residents
- 40% by Aug. 31, 2021
237,396 residents
- 60% by Nov. 30, 2021
356,094 residents
- 80% by Feb. 28, 2022
474,792 residents
- ✓ Engage and inform residents about access to and safety of COVID-19 vaccination by providing accurate and transparent health information

PRINCIPLES

The City is adopting the following core principles for all of our efforts:

- Recognize how racism and discrimination in healthcare contributes to vaccine hesitancy
- Listen to, and build trust with residents
- Monitor vaccination by geography, race, ethnicity, and age
- Engage community leaders
- Communicate transparently
- Leverage partnerships
- Reduce barriers to access
- Educate and mobilize residents
- Activate City agencies and first responders

STRATEGIES

1 Equitable Vaccination

Deploy a multilevel response to supplying vaccination to individuals at highest risk of COVID-19 disease



Mass vaccination sites
in partnership with the State, hospital systems, and community-based organizations



Mobile response teams
in partnership with hospital systems and pharmacies



50+ neighborhood-based sites
at community health clinics and pharmacies

2 Communication & Education

Launch "Baltimore versus COVID" communication campaign in collaboration with residents and with a racial equity approach



Mass media
(ex: television, radio, bus ads, billboards, mass texting)



Provider education
(ex: job aids for clients, vaccine access 1-pagers)



VALUE (Vaccine Acceptance and Access Lives in Unity, Education, and Engagement) Initiative

- 30 cross-city listening sessions
- Recruitment of 75 paid Vaccine Peer Ambassadors

3 Monitoring & Evaluation

Provide transparent reporting to city agencies, partners, and residents



Public-facing COVID-19 vaccination data dashboard
coronavirus.baltimorecity.gov/covax



Evaluation
in partnership with Morgan State University

4 Partnerships & Collaboration

Mobilize city agencies and providers to work collectively



COVID-19 Vaccine External Task Force



Partners

- City Agencies
- City Hospitals
- Faith-based organizations
- Universities
- State-run mass vaccination sites
- Primary care medical providers
- Pharmacies
- Mental health providers
- Managed care organizations
- Federally Qualified Health Centers
- Care coordination organizations
- Training partners
- Communications partners
- Evaluation partners
- Community-based organizations
- Faith-based organizations
- City Schools



VALUE Communities

Communities disproportionately impacted by COVID-19 or with barriers to vaccine access, including African-American communities.

- Residents who are 65 or older
- People experiencing homelessness
- Residents with disabilities
- Latinx residents
- Immigrant and refugee residents
- Pregnant and lactating women
- Young men between the ages of 18-24
- Orthodox Jewish residents
- Children (forthcoming)

It's Baltimore versus COVID and we are in this together. Help your community by:



Sharing the City's strategy with your friends, family and colleagues



Posting the City's COVID-19 vaccine messages on social media



Mobilizing your community to learn more and get vaccinated