



# REACH GRANT SUPPLEMENTAL FUNDS FOR INCREASING COVID-19 AND INFLUENZA VACCINATION COVERAGE

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# BACKGROUND



## RACIAL AND ETHNIC APPROACHES TO COMMUNITY HEALTH (REACH) (CDC-RFA-DP18-1813):

- **Five-year funding** to improve health, prevent chronic diseases, and reduce health disparities among racial and ethnic populations with the highest risk of chronic disease.
  - Funding period: September 30, 2018 through September 29, 2023
- **Funding source:** Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion
  - Award: \$3.96 million (5-year cycle)



## BUILDING BETTER HEALTH



<sup>1</sup> World Health Organization (WHO). "The Global Strategy on Diet, Physical Activity and Health."  
[http://www.who.int/dietphysicalactivity/media/en/gsf\\_general.pdf](http://www.who.int/dietphysicalactivity/media/en/gsf_general.pdf) (Accessed September 22, 2011).

<sup>2</sup> 3Four50, [www.3four50.com](http://www.3four50.com) (Accessed September 22, 2011).

# REACH PRIORITY POPULATIONS



- African-American and Hispanic/Latino residents within Mid-City and Southeastern San Diego neighborhoods (221,376 people)



# REACH PROGRAM GOALS



## 1. NUTRITION:

- Increase access to healthy food at corner stores
- Improve nutrition standards in after-school programs
- Increase access to healthy food at farmers markets
- Increase support for breastfeeding



2. **PHYSICAL ACTIVITY:** Improve active transportation-friendly routes

3. **CLINICAL-COMMUNITY LINKAGES:** Improve access to lifestyle change programs and resources



# SAN DIEGO REACH: Fight the Flu

## Get Immunized San Diego

*(REACH Supplemental Funding)*



# FIGHT THE FLU



- ✓ **Award:** \$198,000
- ✓ **Project period:** Sept. 30, 2020 through Sept. 29, 2021
- ✓ **Project goals:** To support education and outreach about influenza disease and associated immunization, and to increase access to influenza immunization among the REACH San Diego priority populations
- ✓ **Priority populations:** same as base REACH grant
- ✓ **Primary target geographic location:** Mid-City and Southeastern San Diego (zip codes 92102, 92105, 92113, 92114, and 92139), a total population of 334,908 residents



# SAN DIEGO REACH: Expanding Vaccination Coverage *(REACH supplemental funding)*

Submitted Application to CDC on 3/1/21  
Award Received on 3/31/21



# EXPANDING VACCINATION COVERAGE



- ✓ **Award:** \$629,640
- ✓ **Project period:** March 30, 2021 – Sept. 29, 2022
- ✓ **Project goals:** To support adult COVID-19 and influenza vaccination coverage for racial and ethnic groups who are experiencing disproportionate vaccination rates, and are at risk for adverse health outcomes associated influenza and COVID-19
- ✓ **Priority populations:** same as base REACH grant
- ✓ **Primary target geographic location:** Mid-City and Southeastern San Diego (Zip Codes 92102, 92105, 92113, 92114, and 92139), a total population of 334,908 residents

# SAN DIEGO COVID-19 CASE RATES



As of February 23, 2021, the COVID-19 case rate for Hispanic Americans was close to three times that of Whites at 11,293.5/100,000.

The rate for African Americans was higher than that of Whites at 4,712.2/100,000.

The combination of low influenza and COVID-19 vaccination coverage rates and high COVID-19 risk could be devastating in these populations.

# VACCINATION RATES



**Table 1. Percentage of San Diego County and U.S. Adults that had a Seasonal Flu Vaccination 2019-20 and current COVID-19 Vaccination Rates 2020-21, by Race/Ethnicity**

Geographic Area	Race/Ethnicity					
	Hispanic Americans	Whites	African Americans	Asian Americans	American Indians/Alaskan Natives	Other
County of San Diego	42.4%	49.8%	30.5%*	55.3%	30.9%*	64.3%*
US	38.3%	52.8%	41.2%	52.3%	42.3%	40.1%
County of San Diego COVID-19**	82.0	169.9	70.8	145.0	121.4	N/A

Source: Centers for Disease Control and Prevention (CDC). Behavioral Risk Factor Surveillance System Survey Data. Atlanta, Georgia: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, 2018.

San Diego Immunization Registry, San Diego Association of Governments 2019 Population Estimates (prepared June 2020). Total population=3,351,784.

Unstable estimates (unweighted total response <50).

\*\*COVID-19 vaccination rate per 1000 as of February 23, 2021



## SAN DIEGO REACH: Expanding Vaccination Coverage

- Project will leverage existing public health efforts and County HHSA assets.
- **Collaborative effort between:**
  - Maternal, Child, and Family Health Services Branch, Chronic Disease and Health Equity Unit
  - Epidemiology and Immunization Services Branch (EISB)
  - Public Health Preparedness and Response Branch (PHPR)
  - Medical Care Services Division (MCSD)
  - Office of Strategy and Innovation (OSI)



1. Provide data and insights to CDC detailing barriers to vaccine uptake
  - Conduct needs assessment to identify drivers of COVID-19 and influenza vaccine hesitancy, influential messengers, and community acceptable approaches.
2. Equip influential messengers
  - Educate and empower trusted voices in the community to support vaccination uptake and delivery.
3. Increase vaccine opportunities and provider partnerships
  - Build partnerships between vaccination service providers and the community to increase the number, range, and diversity of opportunities for vaccination.

# LEVERAGING OPPORTUNITIES



- **OSI COVID-19 education, health promotion, and outreach efforts**
  - Community Health Worker Communication and Outreach Services contracts
  
- **San Diego Immunization Coalition (SDIC)** (supported by EISB)
  - To promote vaccination and increase access to influenza vaccine at community events and other venues
  
- ***Live Well San Diego***
  - *Live Well San Diego* Sectors (such as Business, Education, and Faith-based Organizations)
  - *Live Well San Diego* partner networks

# FISCAL IMPACT



**Total Award: \$629,640**

<b>FY 20/21</b>	<b>FY 21/22</b>
\$209,880	\$419,760

<b>Salaries &amp; Benefits</b>	<b>Contractual Costs</b>	<b>Other Costs</b>	<b>Indirect Costs</b>
\$203,031	\$360,000	\$16,460	\$50,149



# QUESTIONS?



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