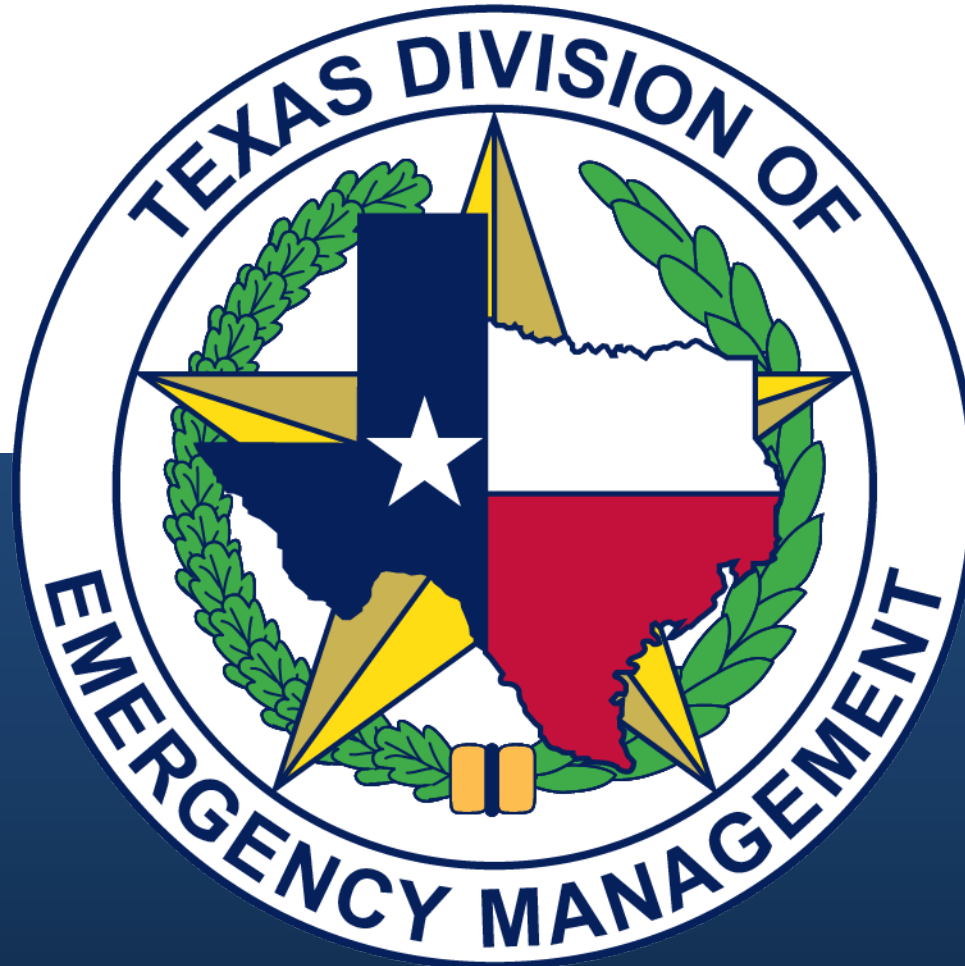


**TEXAS DIVISION OF EMERGENCY MANAGEMENT**

# Statewide COVID-19 Vaccine Update

December 17, 2020



# **COVID-19 Vaccine Texas Public Awareness Campaign**

12.17.2020

Jennifer Van Gilder  
DSHS Communications Director

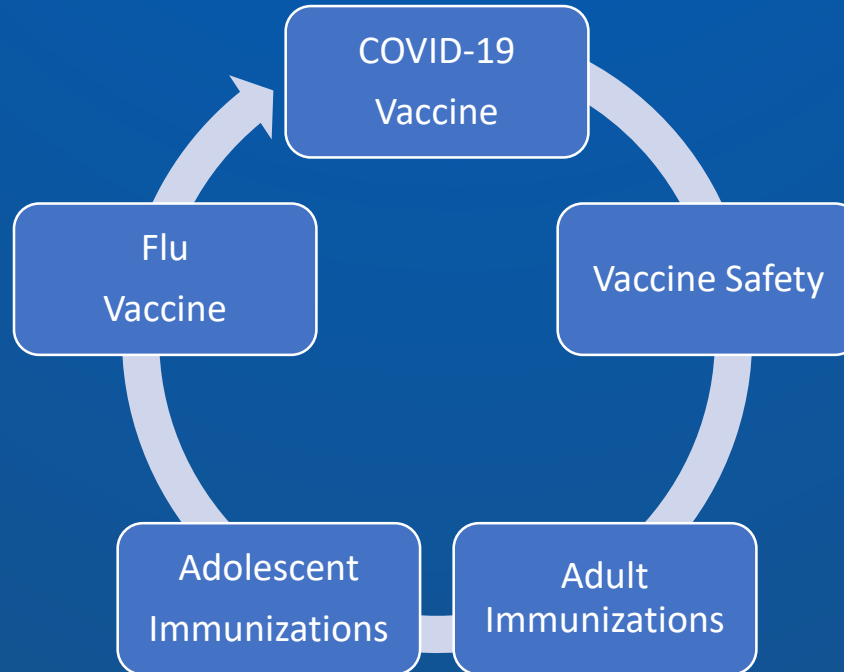
# Multiple COVID-19 Campaigns



- **ONGOING** COVID-19 Campaign
- **NEW** Immunization Campaigns
  - Flu vaccine
  - COVID-19 vaccine
  - Vaccine safety; adult/teen immunizations



# Immunization Campaigns



## COVID-19 Vaccine Research Findings (September 2020)

- 53% plan to get the COVID-19 vaccine once available. 19% will not, 28% unsure.
  - Men (64%) are more likely than women (45%) to get the COVID-19 vaccine.
  - Age 35–64 (56%) and age 65+ (61%) are more likely than age 18–34 (43%) to get the COVID-19 vaccine.
- COVID-19 vaccine safety and effectiveness:
  - About half are very concerned the vaccine will not be tested enough and that there may be risks to receiving, especially for those with pre-existing conditions.

## COVID-19 Vaccine Messaging Strategies

- Vaccine endorsement from the CDC, DSHS, plus sharing scientific data will help people feel more confident about the vaccine safety and effectiveness.
- 82% of respondents are concerned about whether the COVID-19 vaccine really works.
  - Adults under 65 especially need data and proof vaccine will work.
  - 38% surveyed would believe vaccine works if DSHS said it does.
  - If scientific data says the vaccine is safe/effective, 43% of people will think it's safe/effective.
- Reinforce that a COVID-19 vaccine will not protect against the flu.
- More outreach to rural communities will be necessary to encourage COVID-19 vaccine uptake.

# COVID Vaccine Message Topics

- COVID-19 vaccine safety and effectiveness
- COVID vaccine education
  - How the vaccine process works
    - 2 doses, same provider, one a month after the other, when protection begins etc.
  - Who, how and when to get a vaccine
  - Emerging information as available: side effects, longevity of protection, if the vaccine also prevents spread etc.
- Encouraging prevention steps even as vaccination continues.
- Using shared Texan values to encourage voluntary vaccination.
- Vaccine education and encouragement to distrustful and vulnerable populations.

# COVID Vaccine Comms Strategy

- New campaign will leverage what's working now:
  - Brand equity of current campaign (same look & feel, use of animation)
  - Research to inform message development
    - New: adding IDIs with providers (doctors, nurses, pharmacists, first responders) plus online survey with general population
  - Social media influencers
  - Targeted digital buys, geo-fencing mobile ads near vaccine clinics
- Television, streaming buy (hope for 2 flights, 1 month apart)
- Strong local partnerships, collaboration; community advocates



# COVID Vaccine Comms Strategy

**Vaccine influencer campaign** promoting community and industry leaders/representatives receiving the vaccine to share vaccine education and encouragement.

- Vaccine First Wave:
  - Work with THA, TMA, TNA, Local Health Departments, DSHS regional offices, long-term care facilities, to find and promote healthcare workers, nurses, doctors getting the vaccine.
- Vaccine Second Wave:
  - Work with TDEM, TEA, AARP to find and promote first responders, teachers, citizens over 65, getting the vaccine.
- Texas Government leaders
  - Promote legislators and government leaders receiving the vaccine.
- Same strategy with new waves and different industries, populations.

# COVID Vaccine Comms Strategy

- **Earned Media:** Explore statewide earned media opportunities via news outlets to help inform and instruct the public about COVID-19 vaccines.
- **Strong local partnerships and outreach:** Providing vaccine education materials for these organizations and individuals to share with their communities.
  - Businesses, organizations,
  - Universities/colleges and schools,
  - Local health departments, hospitals/healthcare, healthcare workers,
  - Community health workers

# Fighting Misinformation

Robust misinformation fighting strategy by providing trusted information.

- Implement multi-level media campaign using TV, radio, digital and out-of-home/outdoor outlets.
- Use mobile immunization buses/clinics to reach vulnerable populations in at-risk neighborhoods, rural areas.
- Leverage pharmacies for vaccine messaging and distribution, especially for rural and at-risk populations in urban/suburban areas.
- Distrustful Audiences: Messages should reflect understanding of the target audience's challenges and vaccine hesitancy.
- Distrustful Audiences: Using facts and storytelling, messaging will build confidence in vaccine safety and effectiveness.

# COVID Vaccine Campaign Timeline

## November – December

- Strategic planning
- Creative development (vaccine safety)
- Flu television/digital spots running

## January

- Online survey with 300 Texans
- In-depth Interviews with providers, general population (especially vaccine hesitant)
- Message testing in field
- Finalize creative assets, media buys

## February

- Vaccine safety campaign launch thru June

## Late March | Early April

- COVID Vaccine campaign launch thru June

## Current Efforts

Program sharing CDC vaccine safety materials, fact sheets with partners (providers/TMA/THA etc.) via:

- Email
- Newsletter
- Online/web
- Local health departments

Upcoming COVID vaccine/safety messaging webinar during bi-weekly meetings with vaccine administering providers

DSHS Press/GA: news releases, vaccine portal  
Videos: Dr. Hellerstedt, Shuford, Pont

**Thank you!**

**#HealthyTexas**

The Vaccines  
are **HERE** !

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# COVID-19 Vaccine Update

December 17, 2020

Imelda Garcia, MPH

Associate Commissioner | Laboratory & Infectious Disease Services Division

# DISCLAIMER

The information presented today is based on CDC's recent guidance and MAY change.

December 17, 2020



# Discussion Topics

- COVID-19 Updates
- COVID-19 Texas Vaccine Allocation
- Update on COVID-19 Critical Population – Phase 1B & 1C



Texas Department of State  
Health Services

# Evolving Landscape for COVID-19 Vaccine

## Key Assumptions for COVID-19 Vaccine



Limited doses may be available in December 2020, but supply will increase substantially in 2021



Initial supply will either be **approved as a licensed vaccine** or **authorized for use under an EUA** issued by the FDA







**Cold chain storage** and handling requirements are likely to vary from **refrigerated to ultra-cold frozen**



**Two doses**, separated by  $\geq 21$  or 28 days, will be **needed for immunity** for most COVID-19 vaccines



# COVID-19 Vaccine Updates

Phase III Vaccine Candidates	Technology Platform	Storage & Handling	Dose (Intramuscular Injection)
	m-RNA	Ultra-low frozen: 6mos Refrigerated: 5 days	2 (0, 21 days)
	m-RNA	Frozen: 6mos Refrigerated: 30 days	2 (0, 28 days)
	Viral Vector (Non-Replicating)	Refrigerated: 6mos	2 (0, 28 days)
	Viral Vector (Non-Replicating)	Refrigerated: 6mos	1

# COVID-19 Vaccine Updates

- Pfizer-BioNTech COVID-19 vaccine received an Emergency Use Authorization (EUA) from the FDA on December 11th for ages 16 years and older.
  - ACIP recommendations were issued
- Moderna COVID-19 vaccine is being reviewed with the FDA advisory committee (VRBPAC) today.
  - It is anticipated that Moderna COVID-19 vaccine could receive an EUA by tomorrow.



# Vaccine in Texas: At-A-Glance



Texas Department of State Health Services

<b>December 11, 2020</b>	The Food and Drug Administration (FDA) issued an Emergency Use Authorization (EUA) for emergency use of Pfizer-BioNTech COVID-19 vaccine for the prevention of Coronavirus Disease 2019 (COVID-19) for individuals <b>16 years of age and older</b>
<b>December 12, 2020</b>	Advisory Committee on Immunization Practices (ACIP) held a meeting to discuss the Evidence to Recommendations (EtR) Framework for recommending this vaccine under an EUA?
<b>December 13, 2020</b>	ACIP issued an interim recommendation for use of Pfizer-BioNTech COVID-19 vaccine (MMWR, December 13, 2020, vol 69) <ul style="list-style-type: none"><li>• Individuals 16 years and older</li><li>• 2 doses administered intramuscularly, 3 weeks apart</li><li>• <b>First doses of vaccines shipped to Texas and across the country.</b></li></ul>
<b>December 15, 2020</b>	<ul style="list-style-type: none"><li>• Four hospitals in Texas received the vaccine (Methodist Dallas, UTSAHSC, MDA &amp; UTA Dell Medical)</li><li>• Nearly 400 HCW were vaccinated the first day</li></ul>
<b>December 15, 2020</b>	<ul style="list-style-type: none"><li>• 19 additional hospitals receiving the vaccine and conduct vaccination</li><li>• Vaccination continues</li></ul>
<b>December 17, 2020</b>	<ul style="list-style-type: none"><li>• 87 additional hospitals anticipated receiving vaccine today</li><li>• Vaccination continues</li></ul>

# COVID-19 Texas Vaccine Allocation- Week 1

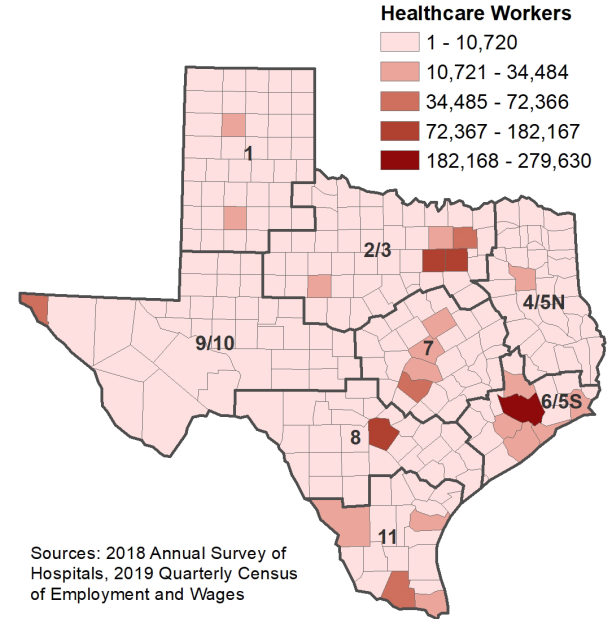


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Texas Department of State  
Health Services

# Phase 1A Healthcare Workers in Texas

Healthcare Workers	Estimated Population
Hospital Personnel	327,028
EMS Personnel	66,033
LTC Personnel Total	202,070
Home Health Workers	257,922
Ambulatory/Outpatient	490,000
Pharmacy Personnel	231,987
Last Responders	10,416
School Nurses	6,106
<b>Total</b>	<b>1,591,562</b>



# COVID-19 Critical Population Updated

## Phase 1A Healthcare Workers Definition – First Tier

1. Paid and unpaid workers in hospital settings working directly with patients who are positive or at high risk for COVID-19. Such as but not limited to:
  - a. Physicians, nurses, respiratory therapists and other support staff (custodial staff, etc.)
  - b. Additional clinical staff providing supporting laboratory, pharmacy, diagnostic and/or rehabilitation services
  - c. Others having direct contact with patients or infectious materials
2. Long-term care staff working directly with vulnerable residents. Includes:
  - a. Direct care providers at nursing homes, assisted living facilities, and state supported living centers
  - b. Physicians, nurses, personal care assistants, custodial, food service staff
3. EMS providers who engage in 9-1-1 emergency services like pre-hospital care and transport
4. Home health care workers, including hospice care, who directly interface with vulnerable and high-risk patients
5. Residents of long-term care facilities





# COVID-19 Critical Population Updated

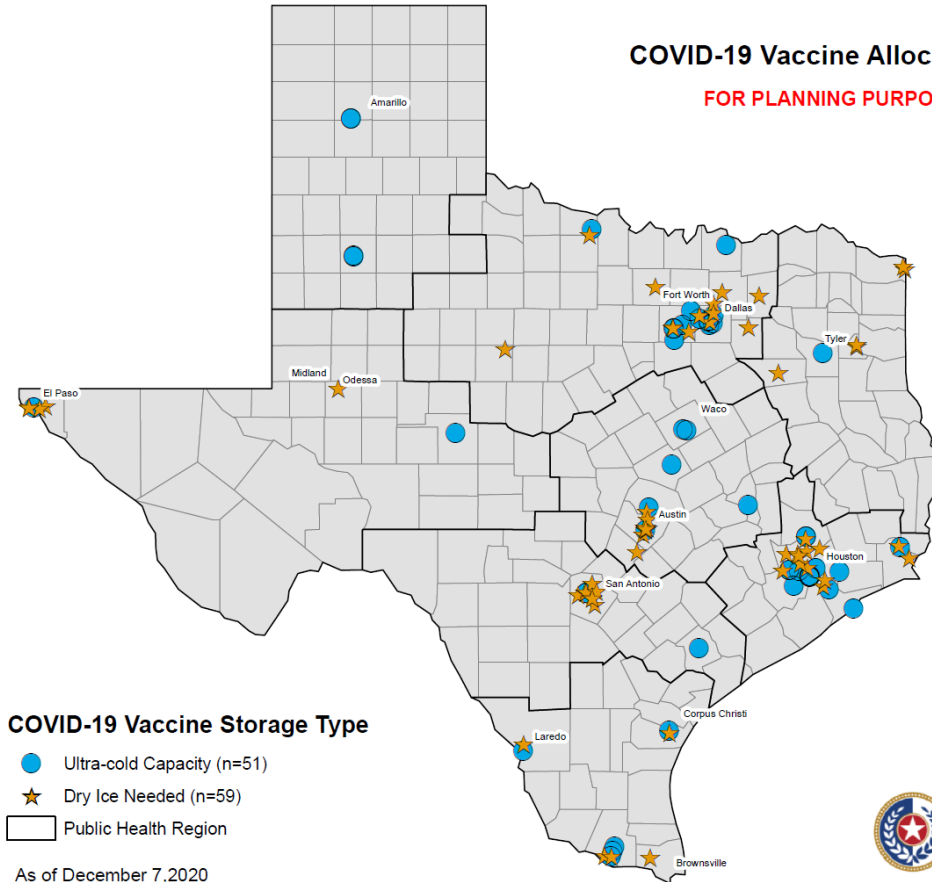
## Phase 1A Healthcare Workers Definition – Second Tier

1. Staff in outpatient care settings who interact with symptomatic patients. Such as but not limited to:
  - a. Physicians, nurses, respiratory therapists and other support staff (custodial staff, etc.).
  - b. Clinical staff providing diagnostic, laboratory, and/or rehabilitation services
  - c. Non 9-1-1 transportation for routine care
  - d. Healthcare workers in corrections and detention facilities
2. Direct care staff in freestanding emergency medical care facilities and urgent care clinics.
3. Community pharmacy staff who may provide direct services to clients, including vaccination or testing for individuals who may have COVID.
4. Public health and emergency response staff directly involved in administration of COVID testing and vaccinations.
5. Last responders who provide mortuary or death services to decedents with COVID-19. Includes:
  - Embalmers and funeral home workers who have direct contact with decedents
  - Medical examiners and other medical certifiers who have direct contact with decedents.
6. School nurses who provide health care to students and teachers.



## COVID-19 Vaccine Allocations - Week 1

FOR PLANNING PURPOSES ONLY



### COVID-19 Vaccine Storage Type

● Ultra-cold Capacity (n=51)

★ Dry Ice Needed (n=59)

□ Public Health Region

As of December 7, 2020



Texas Department of State Health Services

# Week 1 Allocation

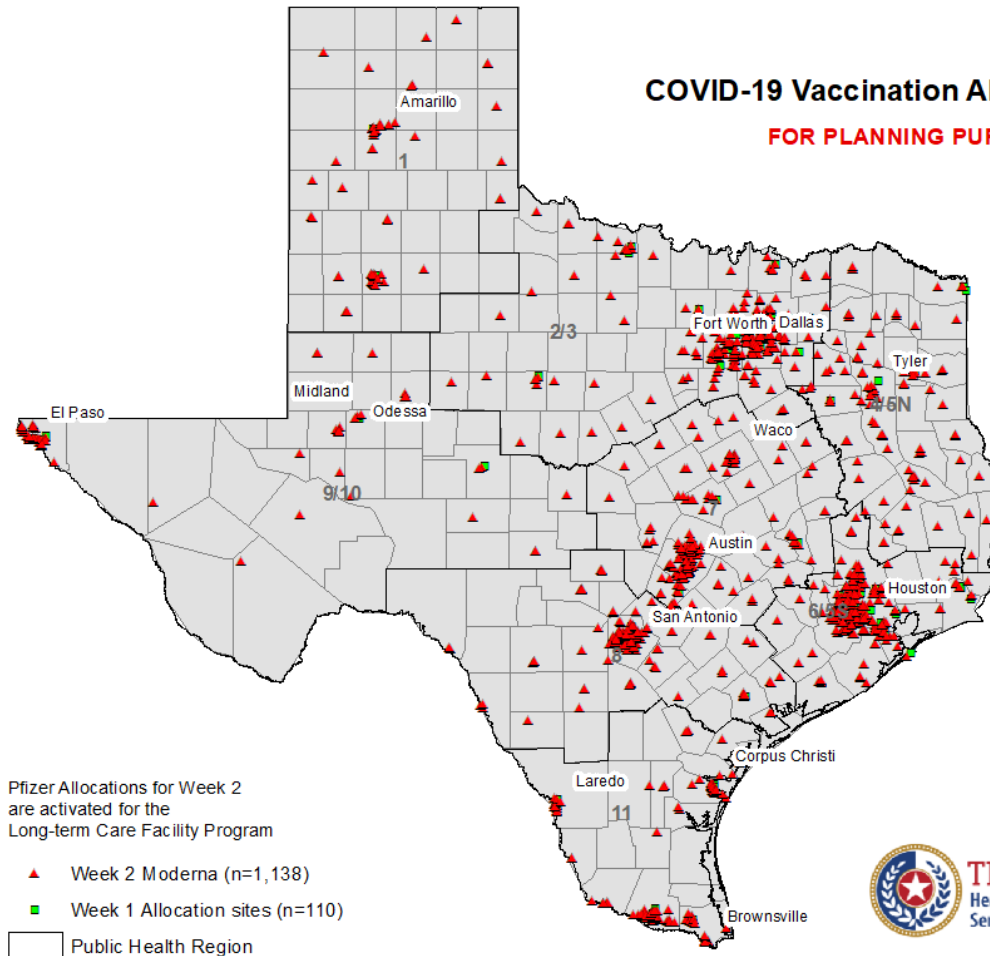
- Vaccine distribution (12/17/2020 @9:30am)
- Doses administered (12/16/2020 @midnight)



TSA Groups	County Name	Number of Providers with Allocation	Doses Allocated	Doses Ordered	Doses Shipped	Number of Providers with Doses Received	Doses Received	Doses Administered by Provider
A	Potter	2	1,950	1,950	1,950	0		600
B	Lubbock	2	4,875	4,875	4,875	1	2,925	519
C	Wichita	2	1,950	1,950	975	0		0
D	Taylor	1	2,925	2,925	0	0		0
E	Dallas	10	32,175	32,175	32,175	3	17,550	417
	Tarrant	8	18,525	18,525	17,550	1	5,850	102
	Wise	1	975	975	975	0		0
	Kaufman	1	975	975	975	0		0
	Hunt	1	975	975	975	0		0
	Grayson	1	1,950	1,950	1,950	0		0
	Collin	2	3,900	3,900	3,900	0		0
F	Bowie	2	1,950	1,950	1,950	0		0
G	Smith	2	4,875	4,875	4,875	1	3,900	0
	Gregg	2	1,950	1,950	975	0		0
I	El Paso	5	6,825	6,825	6,825	1	2,925	526
J	Midland	1	1,950	1,950	1,950	0		0
K	Tom Green	1	1,950	1,950	1,950	1	1,950	374
L	Bell	1	3,900	3,900	3,900	1	3,900	0
M	McLennan	2	1,950	1,950	1,950	0		0
N	Brazos	1	975	975	975	0		0
O	Travis	8	13,650	13,650	13,650	1	2,925	207
	Williamson	2	1,950	1,950	1,950	0		0
	Hays	1	975	975	975	0		0
P	Bexar	10	23,400	23,400	23,400	1	5,850	170
Q	Harris	21	49,725	49,725	44,850	7	30,225	1,061
	Montgomery	4	4,875	4,875	3,900	0		0
	Fort Bend	1	1,950	1,950	1,950	0		0
R	Galveston	1	2,925	2,925	2,925	1	2,925	0
	Jefferson	3	2,925	2,925	2,925	0		0
S	Victoria	1	975	975	975	0		0
T	Webb	2	2,925	2,925	2,925	0		0
U	Nueces	2	5,850	5,850	5,850	1	4,875	200
V	Hidalgo	5	11,700	11,700	9,750	1	5,850	11
	Cameron	1	2,925	2,925	0	0		0
<b>Grand Total</b>		<b>110</b>	<b>224,250</b>	<b>224,250</b>	<b>207,675</b>	<b>21</b>	<b>91,650</b>	<b>4,187</b>

## COVID-19 Vaccination Allocations Week 2

FOR PLANNING PURPOSES ONLY



**TEXAS**  
Health and Human  
Services

Texas Department of  
State Health Services

# Week 1 At-A-Glance

- Vaccine distribution (12/17/2020 @9:30am)
- Doses administered (12/16/2020 @midnight)

## Vaccine Distribution Summary (as of 9:30am today)

Shipping and Receiving 

Shipment Date	Doses Shipped	Doses Received
12/13/2020	19,500	19,500
12/14/2020	75,075	72,150
12/16/2020	113,100	

Doses Received and Accepted in the Vaccine Allocation and Ordering System (VAOS) as of 9:30am today

### Doses Administered (Pfizer)

(as reported to the Texas Immunization Registry ImmTrac2 as of 12am midnight)

**4,187**

Product Name

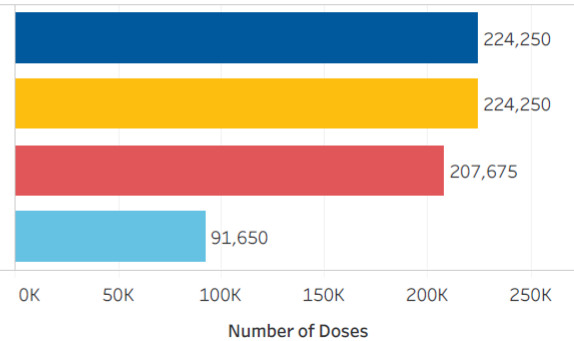
**Pfizer COVID-19 Vaccine**

Doses Allocated

Doses Ordered

Doses Shipped

Doses Received



Texas Department of State Health Services

# COVID-19 Critical Population 1B & 1C



# COVID-19 Critical Population 1B & 1C Update

- EVAP has been actively working on defining the Phase 1B & 1C population
- A draft definition will be presented to the DSHS Commissioner for his review early next week.
- Once DSHS Commissioner's approval, DSHS will post the definitions.



# Communication, Outreach & Engagement (COE) Plan

- **Provider**
  - Recruitment
  - Vaccine Administration logistics/guidance
- **Public**
  - Statewide media campaign (TV, radio, digital, out-of-home)
  - General information
  - Vaccine availability, safety, importance
  - Dashboard for understanding provider and allocation availability
- **Stakeholders**
  - Outreach to providers and public
  - Customized dashboards and secure communications to public health partners to understand provider base and allocations in the regional/local area, and guide local planning efforts





# Resources

## **Website for Providers:**

[www.dshs.texas.gov/coronavirus/immunize/provider-information.aspx](http://www.dshs.texas.gov/coronavirus/immunize/provider-information.aspx)

## **FAQ for Providers**

<https://www.dshs.texas.gov/immunize/covid19/COVIDproviderfaq.pdf>

## **DSHS COVID-19 Vaccine Provider hotline:**

(877) 835-7750, 8 a.m. to 5 p.m., Monday through Friday or

Email: [COVID19VacEnroll@dshs.texas.gov](mailto:COVID19VacEnroll@dshs.texas.gov).

## **Website to enroll as a COVID-19 provider:**

[EnrollTexasIZ.dshs.texas.gov](http://EnrollTexasIZ.dshs.texas.gov).

## **General Questions:**

Email: [COVIDvaccineQs@dshs.texas.gov](mailto:COVIDvaccineQs@dshs.texas.gov)

[Texans Vaccinated for COVID-19](#) website

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December 17, 2020

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