



Massachusetts Department of Public Health

# COVID-19 Vaccine Equity Initiative: A Community Driven Approach Centered on Equity

The 27th Annual Massachusetts Adult Immunization Conference

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# Presentation Objectives

- Vaccine Equity Initiative (VEI) Overview
- Review VEI milestones
- Describe VEI supports to local government and communities
- Present community engagement strategies

# About the Vaccine Equity Initiative

The Baker-Polito administration launched the **Vaccine Equity Initiative in February 2021** to work with the populations and communities hardest hit by COVID-19. The Initiative works to increase awareness and acceptance of the vaccine, increase access to vaccination locations, and increase administration rates.

This approach is **driven by community needs** and is **centered on equity**.

VEI has improved trust in the vaccine and boosted vaccination rates in the 20 municipalities most disproportionately impacted by COVID-19.

## 20 Priority Municipalities

Boston

Brockton

Chelsea

Everett

Fall River

Fitchburg

Framingham

Haverhill

Holyoke

Lawrence

Leominster

Lowell

Lynn

Malden

Methuen

New Bedford

Randolph

Revere

Springfield

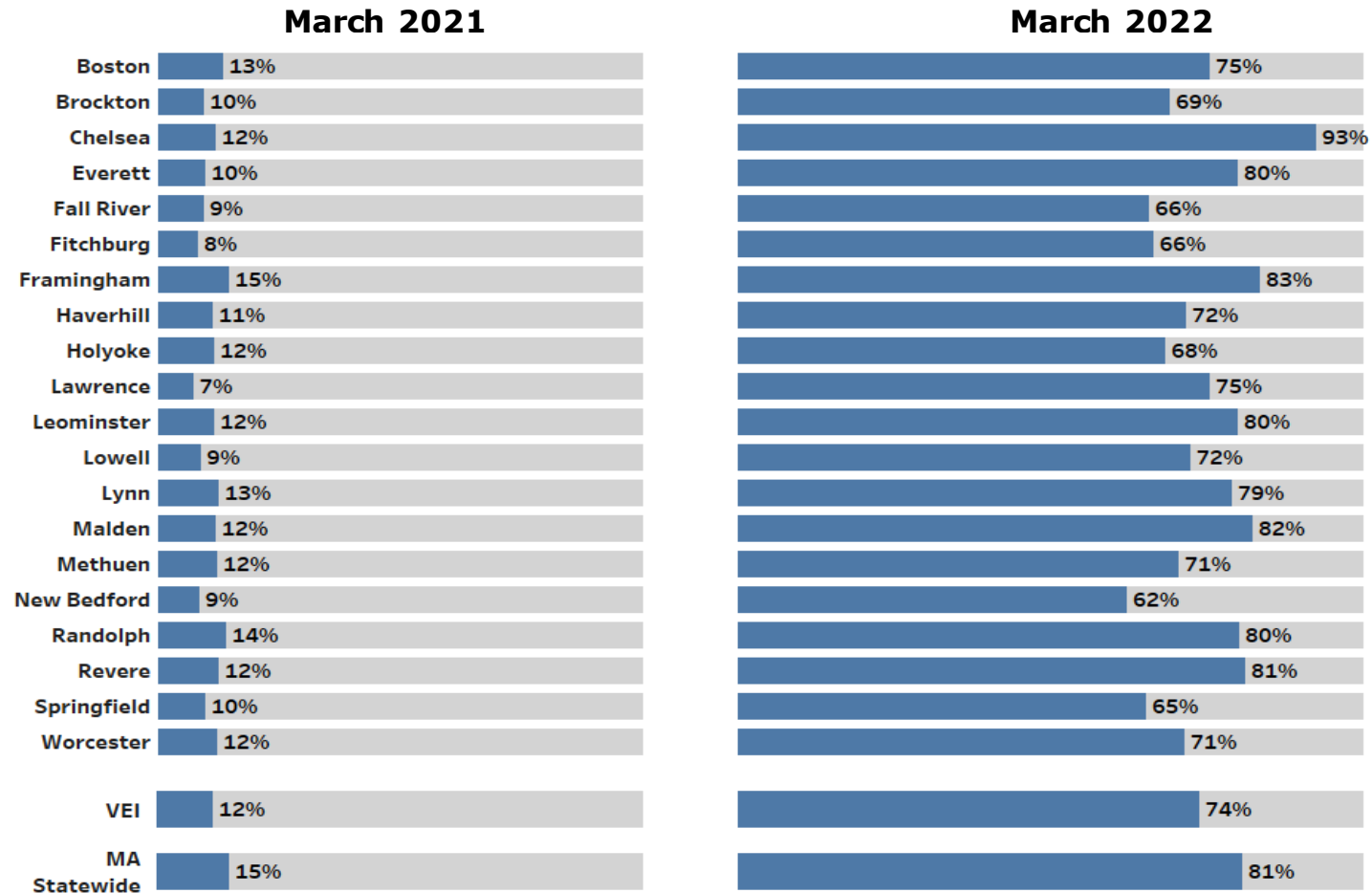
Worcester



# Massachusetts Department of Public Health

All 20 of the Vaccine Equity Initiative communities have made strong progress in vaccinations

Data through 3/29/2022 show eligible residents fully vaccinated

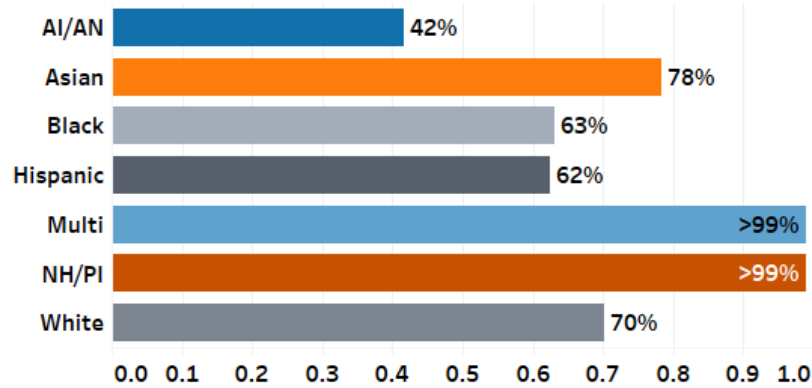


More information available at <https://www.mass.gov/info-details/covid-19-vaccine-equity-initiative>

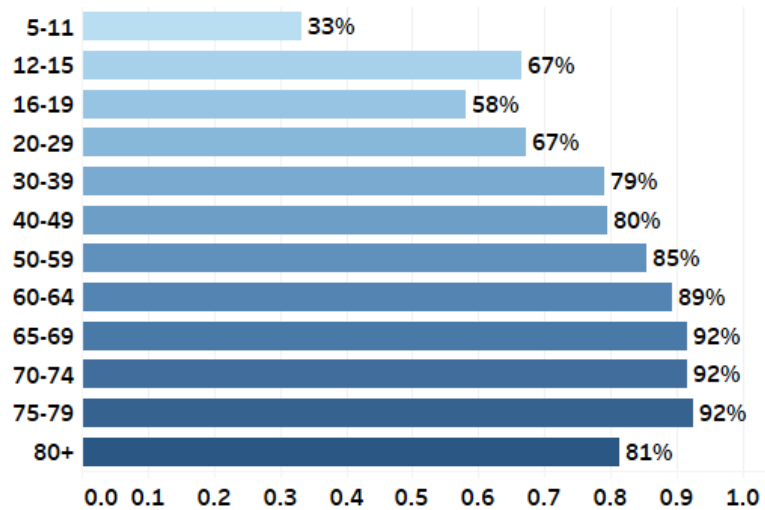
# Fully vaccinated rates across VEI communities are approaching statewide rates

## VEI Communities

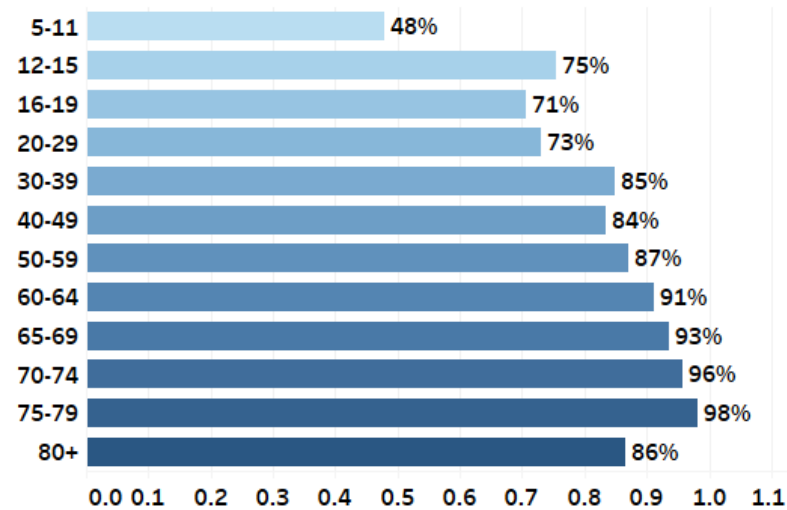
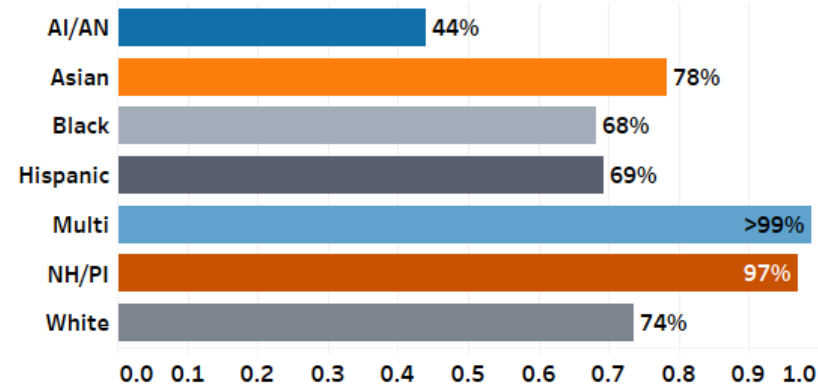
### Fully Vaccinated by Race/Ethnicity



### Fully Vaccinated by Age Group



## Statewide

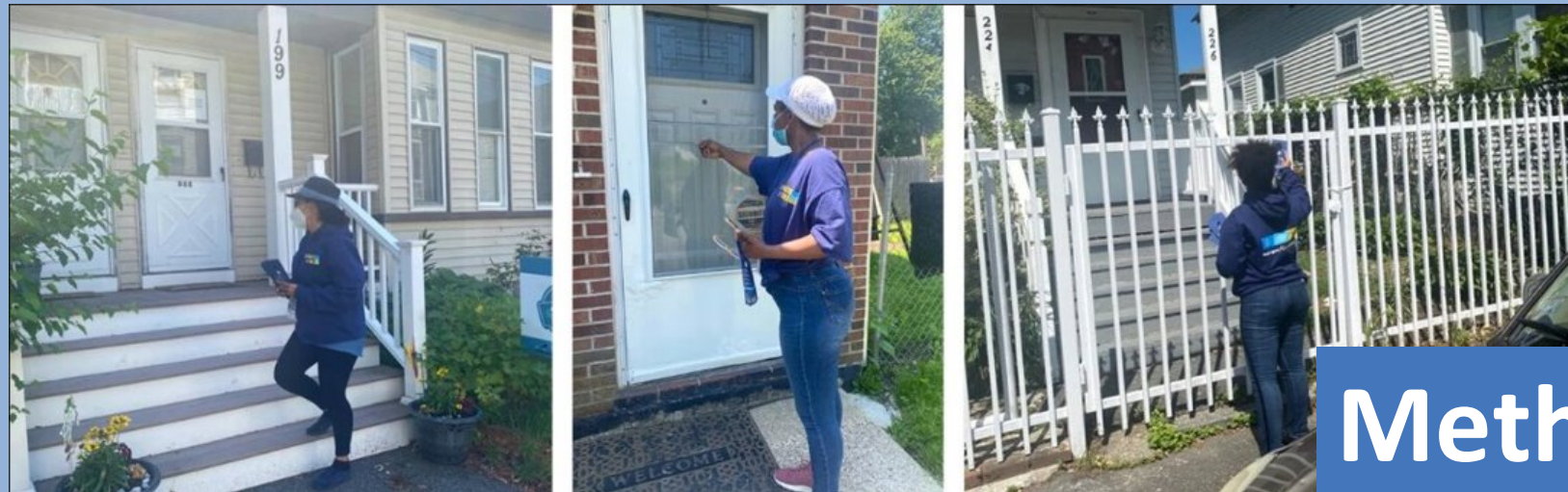


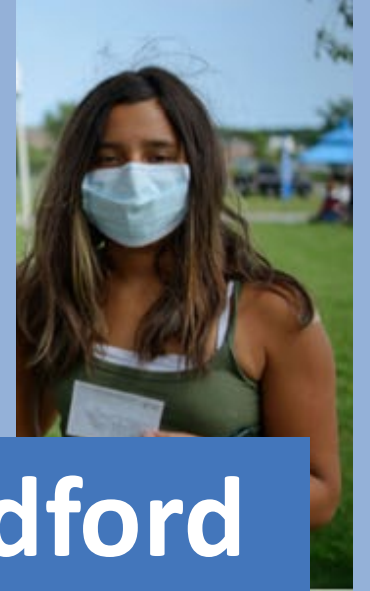
**Fully Vaccinated**  
Residents in VEI and Non-VEI Communities as of 3/29/2022

# Supporting communities for vaccine equity

- In the 20 equity municipalities alone, a total of **3,357 mobile clinics** and **nearly 154,480 doses** have been administered through mobile clinics.
- **The Administration has invested over \$46.5 million** in municipal and local vaccine equity initiatives to increase vaccine awareness and access, in addition to **\$4.7M for municipalities and their Local Boards of Health**.
- **167 community organizations** funded to increase trust in the vaccine and get people vaccinated.
- In the first phase of outreach, HCFA and ASG hired community members who **knocked on nearly 900,000 doors** (899,000) and held **over a quarter of a million one-on-one interactions** (260,000).
- During February school vacation week, equity municipalities ran family friendly clinics with special promotion and school vacation week prizes, including local grocery and popular local store gift cards as well as big ticket items such as PlayStation 5 and iPads.

# Intensive outreach in communities





# New Bedford



# Randolph



# Springfield





Everett



Fitchburg



Lynn



Brockton

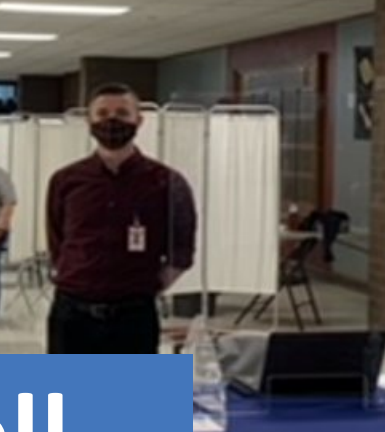
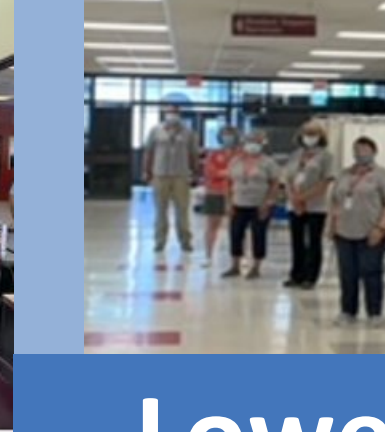


Framingham

Holyoke



Revere



# Lowell



# Worcester



# Leominster





Haverhill



Lawrence



Fall River

# Resources

## [COVID-19 Vaccine Equity Initiative Data Dashboard](#)

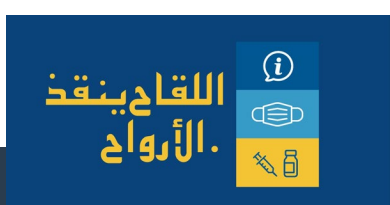
Community specific data reports for vaccine administration results, updated weekly; and data from the Public Health (DPH) COVID Community Impact Survey to help target approaches.

## [Vaccine Equity Initiative Website](#)

Overview of VEI, list of priority communities and populations, programmatic components, funding information, weekly highlights, and communications resources.

## [Trust The Facts/Get the Vax Campaign](#)

Contains flyers, fact sheets, posters, videos, and other media in 12 languages.



# Questions?

Thank you very much and,  
thanks to all the MA Department of Health Colleagues, who continue to support  
the VEI work