

# 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<br><small>135,000 residents</small> | 40% by Aug. 31, 2021<br><small>237,396 residents</small> | 60% by Nov. 30, 2021<br><small>356,094 residents</small> | 80% by Feb. 28, 2022<br><small>474,792 residents</small> |
|--|--|--|--|
- ✓ 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](https://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