

Steve Sisolak
Governor



Richard Whitley
Director

State of Nevada Department of Health and Human Services

COVID Task Force: COVID Vaccine Updates

Division of Public and Behavioral Health
Karissa Loper, MPH, Health Bureau Chief



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Helping people. It's who we are and what we do.



Agenda

1. Provider Recruitment Outreach
 - a) Enrolled Provider Breakdown
2. Outreach to Nevadans
3. Outreach to Adolescents
4. Outreach Review
5. Metrics
6. Miscellaneous
 - a) VAX NV Days and Raffle
7. Q & A



Provider Recruitment Outreach

- Priority outreach occurring to pediatricians and family practices to help them gain access to Pfizer vaccines for 12-17-year-olds
 - Round Table on 5/19 with providers to discuss the expansion, their concerns/plans, and the redistribution options being developed by NSIP to ensure providers can receive an amount of vaccine that suits their practice
- General outreach surveys using BOME and VFC provider lists to gauge interest and barriers regarding stocking/administering COVID vaccines
 - Most recent included 570 providers surveyed with a 6% response rate so far
- State and partner recruitment in regular newsletters, via phone calls and emails to providers of all specialties
 - Local partners are recommending local providers to the NSIP Enrollment Team who conduct outreach as contact information is received
- Enrolling non-traditional providers, e.g., Union health centers, Dialysis centers, etc.



Provider Breakdown as of 5/17/21 (n=291)

Providers	
Commercial vaccination service provider	1
Corrections/detention health services	18
Health center - community (non-FQHC/non-Rural Health Clinic)	3
Health center - occupational	5
Health center - student	2
Hospital	41
Indian Health Service	1
Medical practice - family medicine	73
Medical practice - internal medicine	19
Medical practice - OB/GYN	2
Medical practice - other specialty	16
Medical practice - pediatrics	15
Other	30
Pharmacy - chain	13
Pharmacy - independent	5
Public health provider _ Federally Qualified Health Center	13
Public health provider - public health clinic	12
Public health provider - Rural health clinic	15
Urgent Care	7



Targeted Outreach to Nevadans

- Nevada Vaccine Call Center (CSAA)
 - Beginning in the next 2 weeks, pending staff training, 40 agents will conduct approved scripted outreach calls to
 - Nevadans 55+ for whom 42 days or more have passed since receiving their first dose
 - Nevadans who received a flu vaccine from 2019-present day but have not yet received a COVID vaccine
- Immunize Nevada & WebIZ
 - ~72,000 people for whom 42 days or more have passed since receiving their first dose
 - Using Teletask to call and send text messages to people < 55 years and will call and send a postcard reminder to people > 55 years.



Outreach to Adolescents 12-17

- Working with/encouraging LHDs, community partners, and schools to host community vaccine clinics after hours/on weekends
 - Schools are centers of neighborhoods
 - Prime sites when we enter the Back-to-School weeks of late summer
- Working to host an education session with District Superintendents and NDE staff on COVID vaccine expansion down to 12 and using schools as clinic sites
- Working with Immunize Nevada on parent education and promotion
- Messages
 - Millions of 16-17-year-olds have already initiated or completed vaccination with the Pfizer vaccine
 - Though severe disease is rare, it can still happen
 - Teens can still contract and spread the virus
 - Vaccines are safest and best way to get back to social activities safely



Outreach Review

- How is the NSIP contacting people:
 - Vaccine Call Center and Teletask via phone calls (all ages), text messages (< 55), and postcard reminders (55+)
- What is the cadence of outreach:
 - Partners will make a maximum of 3 attempts to an individual before marking them as “complete”
 - Frequency of new list generation would be determined based on lessons learned from the first rounds of outreach
- How many contacts will the NSIP partners attempt in May 2021:
 - ~72,000 of all ages are missing second doses
 - 41,700 are 55+
 - ~340,000 received a flu vaccine in the past and have not received a COVID vaccine
- What are NSIP’s evaluation mechanisms:
 - WebIZ lists will be generated and shared following HIPAA regulations
 - The Vaccine Call Center is developing/selecting an appropriate electronic tracking system to document outreach attempts and outcomes
 - Immunize Nevada and WebIZ staff are developing/selecting an appropriate electronic tracking system to document outreach attempts and outcomes



Outreach Review, continued

- How does NSIP define and measure success:
 - The impact of outreach activities requires future analysis following at least 1-2 full weeks of operation.
 - Monthly review of activities conducted by funded partners (LHDs, Counties, IZ NV)
 - NSIP will deploy the following measures:
 - Assessment of NV WebIZ data compared to patient lists used for outreach at specified intervals.
 - Assessment of Call Center and Teletask outcome data.
 - How many of those receiving a 2nd dose reminder followed through after outreach?
 - How many vaccine-naïve individuals in the “flu group” followed through after outreach?
 - Satisfaction surveys to those receiving outreach to measure message successes/failures



Metrics (12+)

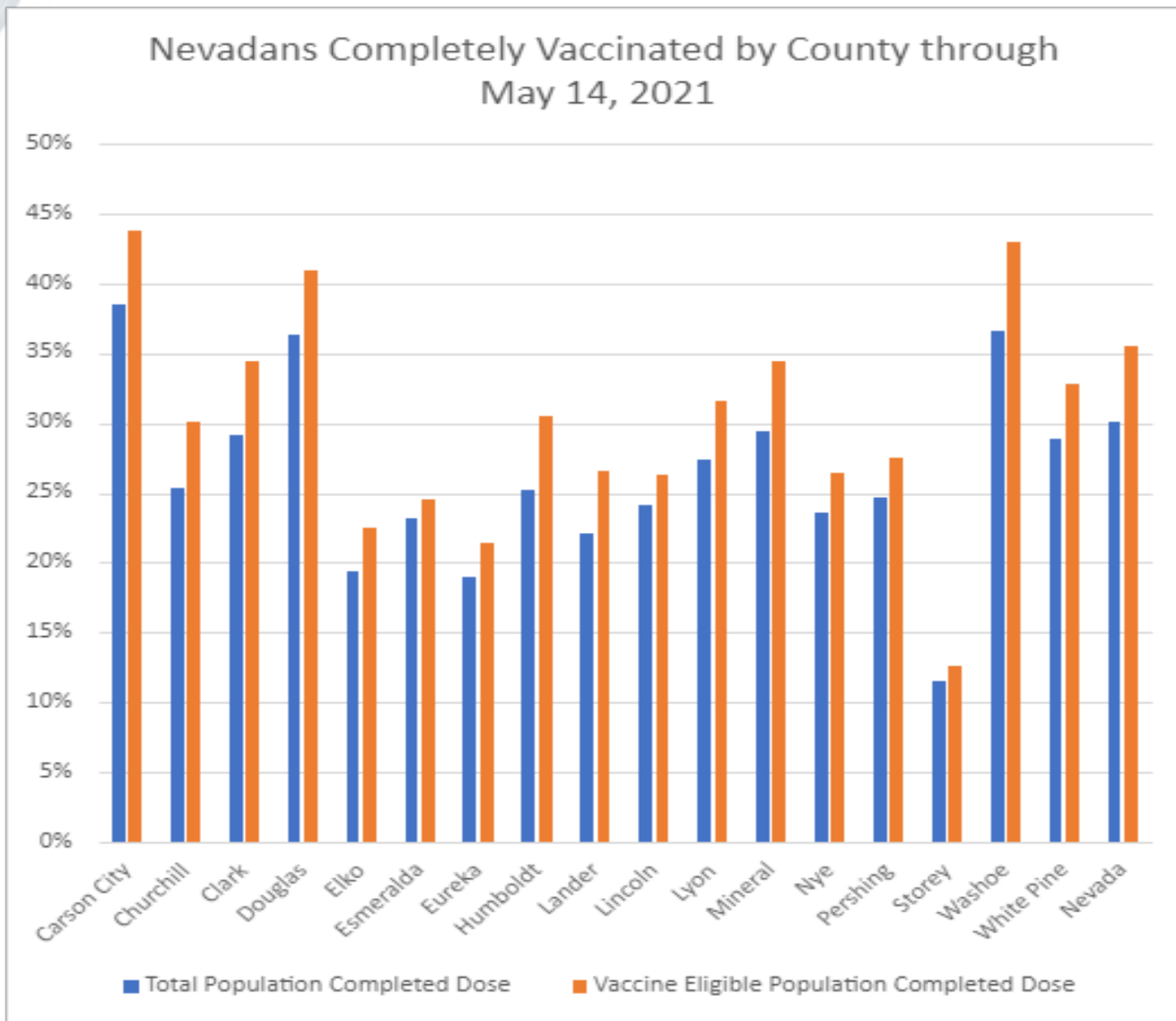
COVID-19 Doses Initiated, Completed, and Administered by Patient County
Nevada, December 14, 2020 to May 14, 2021

County	Statewide Population	Vaccine Eligible Population (12+)	Total Population Initiated Dose	Vaccine Eligible Population Initiated Dose	Total Population Completed Dose	Vaccine Eligible Population Completed Dose	14 Day Administration Average
Carson City	56,744	49,910	45%	52%	38%	44%	306
Churchill	26,154	22,086	30%	35%	25%	30%	81
Clark	2,337,410	1,977,751	37%	44%	29%	34%	10,296
Douglas	49,520	44,011	42%	47%	36%	41%	230
Elko	54,657	46,875	22%	26%	19%	23%	130
Esmeralda	978	924	30%	31%	23%	25%	5
Eureka	1,914	1,689	21%	24%	19%	21%	1
Humboldt	17,028	14,082	29%	35%	25%	30%	42
Lander	6,048	5,033	25%	30%	22%	27%	10
Lincoln	5,230	4,815	25%	27%	24%	26%	9
Lyon	57,834	50,012	33%	38%	27%	32%	238
Mineral	4,729	4,050	32%	38%	29%	34%	9
Nye	49,389	44,159	28%	31%	24%	26%	151
Pershing	6,855	6,155	28%	32%	25%	28%	16
Storey	4,212	3,891	14%	15%	12%	13%	7
Washoe	476,139	405,875	45%	53%	37%	43%	2,572
White Pine	10,665	9,368	33%	38%	29%	33%	14
Nevada	3,165,506	2,690,684	38%	45%	30%	35%	14,116





Metrics (12+), continued



Miscellaneous

- Collaborating across Health and Emergency Management to develop a long-term solution for supporting mobile vaccination activities
 - FEMA-supported MVU routes end 5/22 (NNV) and 5/24 (SNV)
- Continue to work with partners who can do targeted homebound outreach for Nevadans who struggle to leave their home
- VAX NV Days
 - Potential to link to different incentives



VAX NV Day

- To help meet the nation's goal of 70% fully vaccinated by July 4th, NSIP proposes:
 - VAX NV Day
 - Currently looking at launching mid to late June
 - Boost all marketing/media/outreach to engage providers to order more vaccine and market walk-in availability for these dates
- Concurrently plan to support different incentive ideas, including a general raffle
 - Fairness: ANY Nevadan, regardless of immigration status who is fully vaccinated by July 4th would be eligible
 - How: Draw names from DMV, both Driver's License and State-issued ID banks and match (full name and DOB) to NV WebIZ records – if the person is fully vaccinated *and has chosen to have a WebIZ record*, then they would be eligible to receive a prize





Questions?





Contact Information

Karissa Loper

Health Bureau Chief

kloper@health.nv.gov

Kristy Zigenis

COVID Vaccine Program Manager

kzigenis@health.nv.gov

<https://NVCovidFighter.org>



Acronyms

- BOME-Board of Medical Examiners
- HIPAA-Health Insurance Portability and Accountability Act
- LHDs-Local Health Districts
- NDE-Nevada Department of Education
- NSIP-Nevada State Immunization Program
- VFC-Vaccines for Children Program