



The City of Worcester, COVID-19 and the Latinx Community

Latino Knowledge Hub
February 4, 2022

The City of Worcester's Efforts Around Vaccine Equity



The Covid-19 Health Equity Task Force



Rapid data informed strategies



Town Halls



REACH Grant



Mobile Vaccine Equity Clinic



#PostVaxLife



Worcester's COVID-19 Health Equity Task Force will leverage resources to address systemic barriers to health equity and provide access for all, through a cross-sectoral partnership.

Mission: This Task Force aims to deeply review the systemic racial and other inequities that inflict our healthcare system and are exacerbated by the COVID-19 pandemic. In order to address these systemic barriers, the Task Force calls to elevate equity-focused solutions in response to short and long-term needs.

Transparent Data
Working Group

Outreach &
Education
Working Group

Testing Working
Group

Access Working
Group

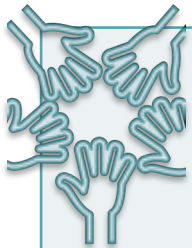
Accomplishments of COVID-19 Health Equity Task Force



Collaboration between BIPOC serving agencies, Faith-based organizations, Health Centers and Healthcare Institutions, and City



Implementation of community-based outreach model

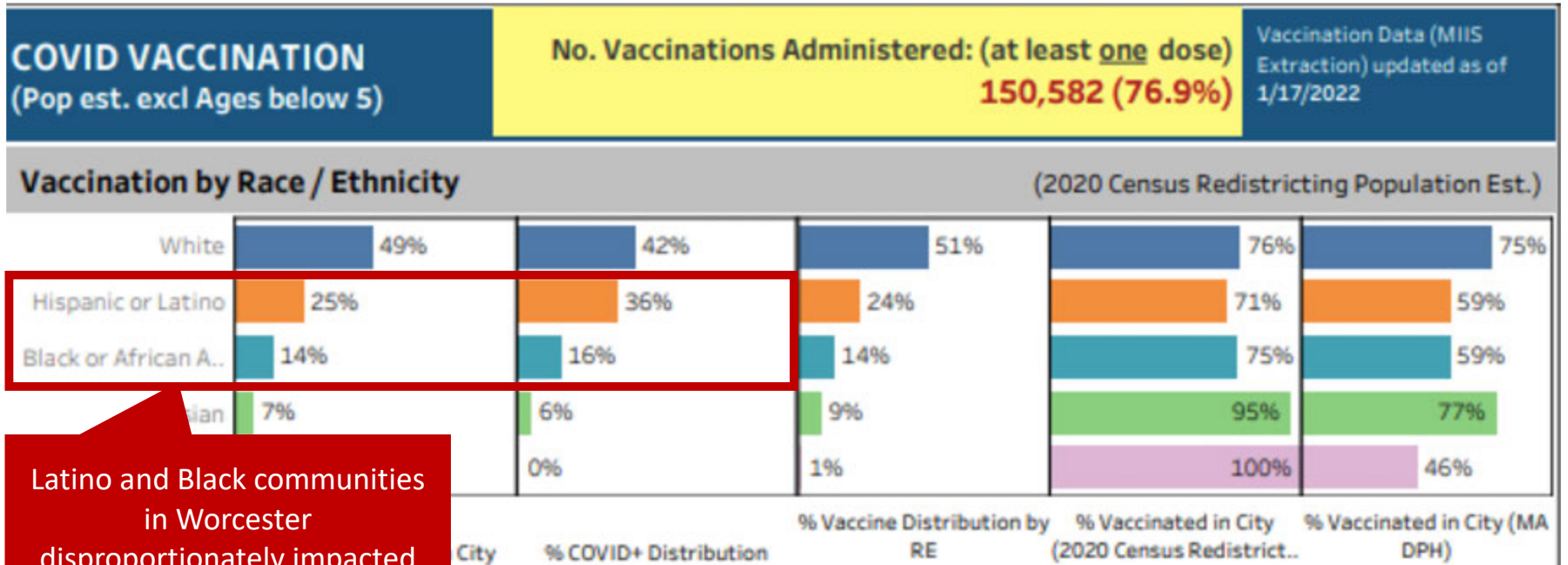


Built relationship and trust with community



Implementation of Mobile Testing and Mobile Vaccine Clinics

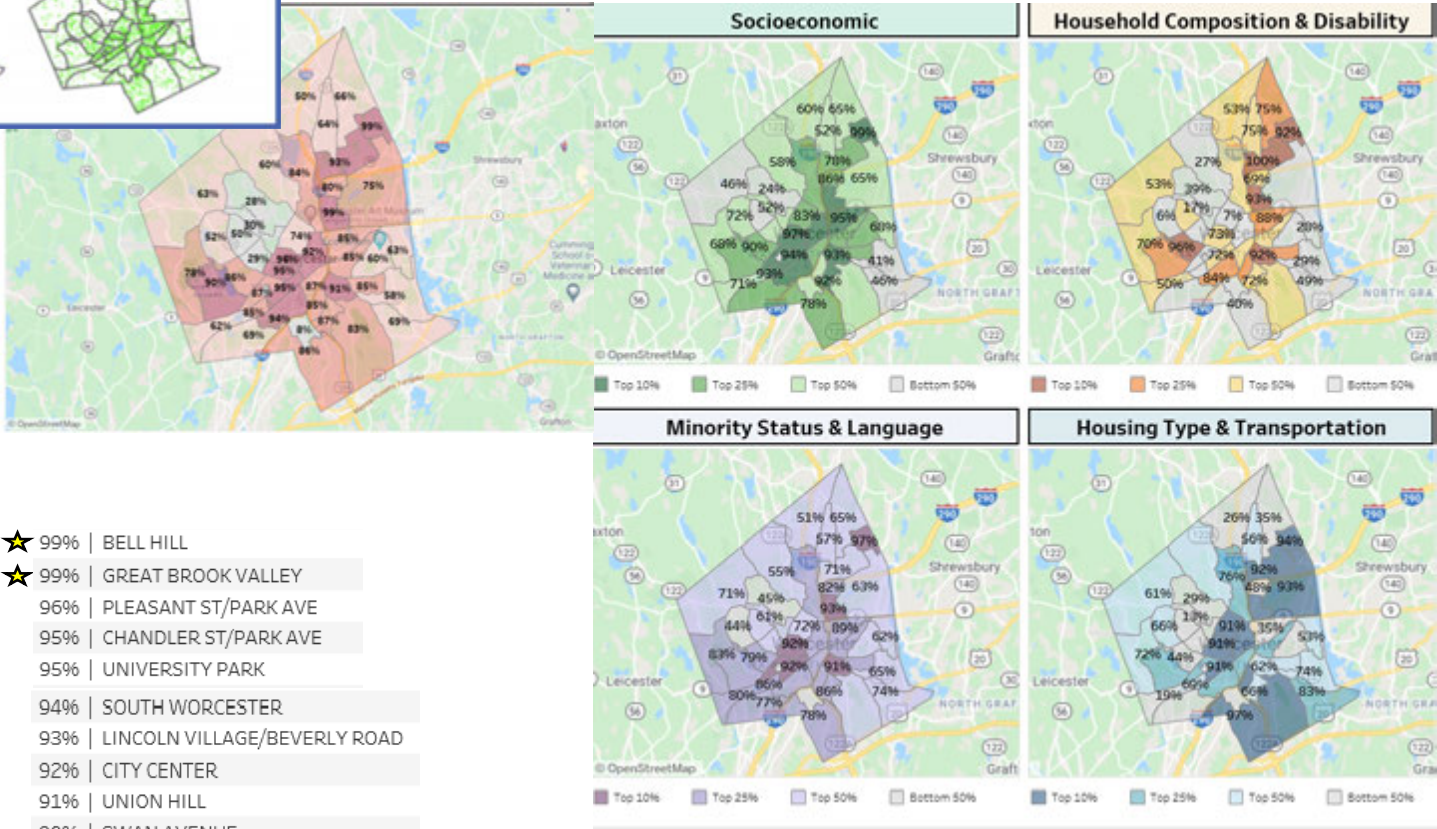
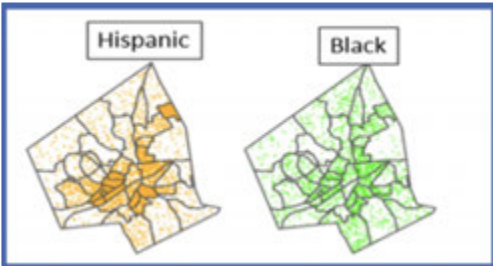
Latinos in Worcester make up 25% of the City's population, but 36% of all Covid+ cases



Latino and Black communities in Worcester disproportionately impacted by Covid+, in comparison to all other groups.

*MA DPH Source: UMass Donahue Institute

Community at risk during a public health emergency. CDC Social Vulnerability Index 2018 City of Worcester The ability to Survive and Thrive



- ★ 99% | BELL HILL
- ★ 99% | GREAT BROOK VALLEY
- 96% | PLEASANT ST/PARK AVE
- 95% | CHANDLER ST/PARK AVE
- 95% | UNIVERSITY PARK
- 94% | SOUTH WORCESTER
- 93% | LINCOLN VILLAGE/BEVERLY ROAD
- 92% | CITY CENTER
- 91% | UNION HILL
- 90% | SWAN AVENUE

★ - Top 1% Nationally

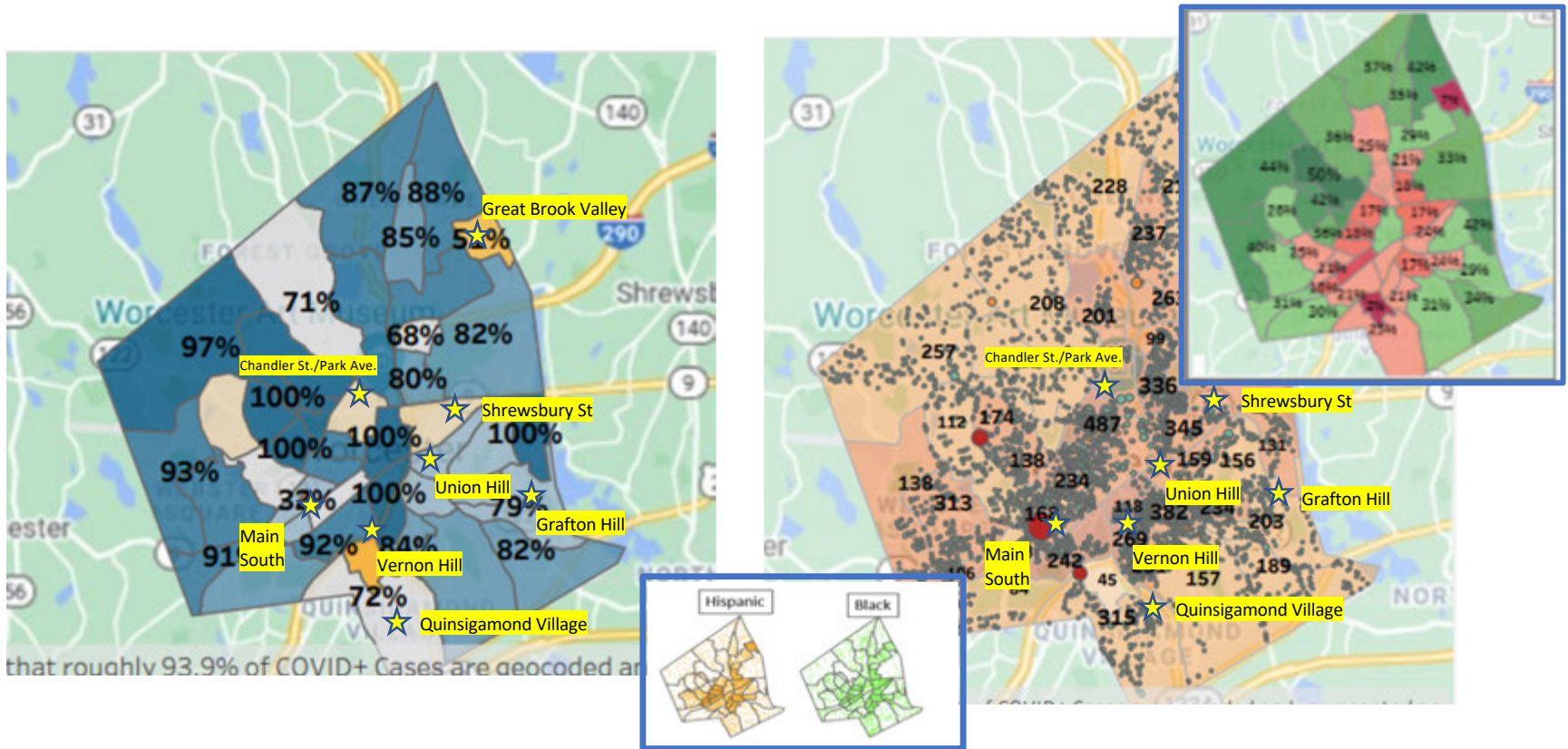
Provided by the Office of Clinical Integration, UMMC

Reducing social vulnerability can decrease both human suffering and economic loss

https://svi.cdc.gov/Documents/CountyMaps/2016/Massachusetts/Massachusetts2016_Worcester.pdf

2020 Total Population Census Data: Worcester, 71% Received First Dose and 60% Fully Vaccinated (WDPH 1/28/22)

For Eligible Population (2019 MDPH Data):
Worcester, 81% Received First Dose and 69% Fully Vaccinated (MDPH 1/25/22)



*Worcester Map Vaccinated Population vs. Covid+ Population (as of 1/17/21)

Data Source: Worcester Department of Public Health. 2022
UMass Memorial: Office of Clinical Integration. 1/17/22
Massachusetts Department of Public Health: Covid-19 Vaccine Equity Initiative. 1/25/22. Mass.gov. "COVID-19 Vaccine Equity Initiative: Community-specific vaccination data."
<https://www.mass.gov/info-details/covid-19-vaccine-equity-initiative-community-specific-vaccination-data# covid-19-vaccine-equity-initiative-data-dashboard>

Education and Outreach with the Latino Education Institute

Though WDPH's REACH grant (established September 2020):

- **1535 calls made** to Latinx families to provide referrals to services during the pandemic (food insecurity, access to cleaning supplies, PPE), vaccination education, and vaccine clinic schedule
- **244 In-person education events held** with the LEI REACH Health Ambassador tent to provide Covid-19 and Flu vaccine education
- **19,020 COVID-19 Kits distributed** to the community, including flyers of services around the community, PPE, Covid-19 and Flu vaccination schedules
- Numerous ongoing newspaper ads in the VOCERO and PSA's on La Mega Radio

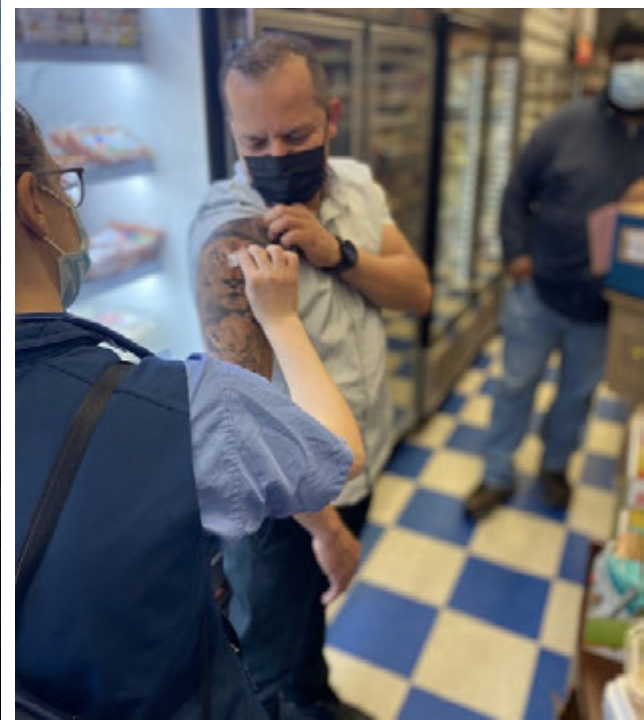
Data as of January 2022



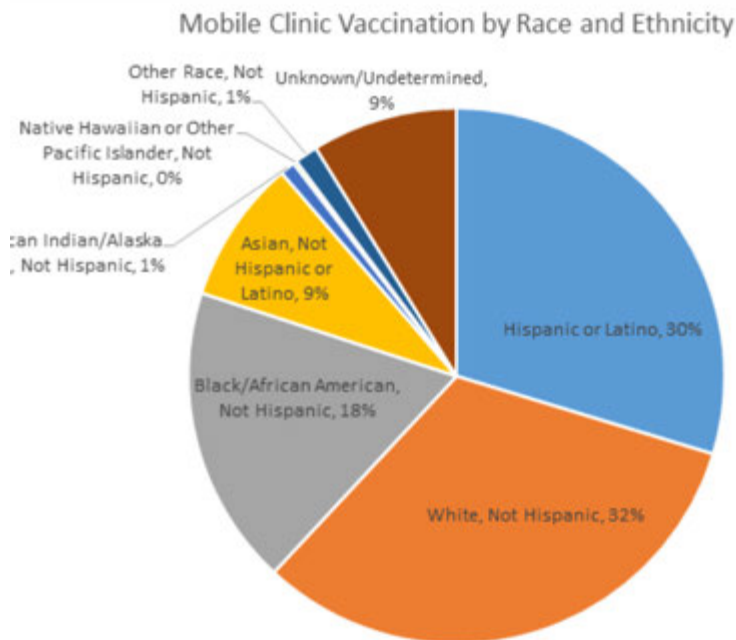


Mobile Community- Based Clinic Model

- Covid-19 Testing (WHHS and UMMHC's Care-Mobile)
 - Between July, 29, 2020 and October 26, 2020, a total of 11,008 tests were administered at 27 community testing clinics
- Covid-19 Vaccinations (WHHS and WDPH)
 - Between July, 19, 2021 and January 27, 2022, a total of 33,788 vaccines were administered to 16,223 individuals at 484 community vaccine clinics



HHS's Mobile Vaccine Clinic Vaccine Distribution by Race/Ethnicity



HHS's Mobile Vaccine Clinic Distribution:

59% BIPOC

30% Latinx

City-wide Vaccine Distribution:

48% BIPOC

24% Latinx



Worcester Department of Health and Human Services Efforts around Vaccination

Over 30 different Townhalls

- Black Families Together, LEON, The Latino Education Institute & Ascentria, Worcester Housing Authority, Latino Health Education Collaborative, the Nativity School and many more

484 Mobile Clinics

- 6 Different factories
- 6 Different Shelters
- 20 Different Faith-Based Organizations
- Gala Supermarket and Main Street Businesses
- Polar Park

Youth Vaccination Efforts

- Over 4,300 WPS students vaccinated by HHS mobile clinics
- Youth Vax Give-Away with over 1,000 youth registered
- Youth Vax Fall Series at Worcester Youth Center, Boys and Girls Club, YMCA and Girls Inc.
- Post-Vax Life Campaign

The City of WORCESTER MASSACHUSETTS THE VACCINE SAVES LIVES

WORCESTER YOUTH VAX FALL SERIES

RAFFLES MUSIC FOOD VACCINES

WORCESTER YOUTH CENTER
SEPTEMBER 17
 4PM - 7PM
 326 CHANDLER ST.
 WORCESTER, MA 01602

BOYS & GIRLS CLUB
SEPTEMBER 24
 4PM - 7PM
 65 BOYS & GIRLS CLUB WAY
 WORCESTER, MA 01610

the Y
OCTOBER 1
 4PM - 7PM
 706 MAIN ST.
 WORCESTER, MA 01610
with Dr. Pacey from Quality Kids Care!

girls inc.
OCTOBER 7
 4PM - 7PM
 125 PROVIDENCE ST.
 WORCESTER, MA 01604
with Dr. Nagpal from Quality Kids Care!

PRIZES EACH NIGHT
 Ten \$100 gift cards for sneakers!

sneakerama EbLens Gator DRIP



Post Vax Life Youth Campaign

- Partnership with UMass Chan Medical School's Prevention Resource Center
- Photography campaign by George Annon
- 45-second and 2-minute videos created by Fernando Ponce
- <https://www.umassmed.edu/prc/cbs-cvd/>
- <https://vimeo.com/624632426/0bf1513f20>



NEWS

City announces second round of Youth Vax Giveaway winners; launch of #PostVaxLife video campaign

Nicole Shih | Telegram & Gazette

Published 6:22 p.m. ET Oct. 25, 2021 | Updated 6:23 p.m. ET Oct. 25, 2021

View Comments



Information Distribution:

- 2,003 Fliers
- 385 Posters
- 52 Electronic Images
- 10 Billboards
- 20 Bus ads



"I'm vaccinated. For my mom, for my dad, for my grandmother...For myself. I love them, so I want to protect them. Protect yours!"

— Jean Herrera, Age 19
Worcester Youth Vaccine Ambassador
North High School C/O 2020
Favorite Neighborhood: Plumley Village



@PostVaxLife



Questions about the vaccine or vaccine clinics?

Call the Worcester Department of Health and Human Services Mobile Clinic at 508-868-6438. Or visit <http://www.worcesterma.gov/coronavirus/vaccination> for more information about vaccines in Worcester.

COVID-19 Vaccines in Worcester Available at:

- Aids Project Worcester, 165 Southbridge Street: Fridays from 1 – 4 PM
- Edward M. Kennedy Community Health Center, 19 Tacoma Street: Mondays - Fridays, 8 AM - 1 PM
- UMMHC Mercantile Center, Front Street: Mondays, 11 AM - 4 PM; Tuesdays: 10 AM - 3 PM; Thursdays: 10 AM - 3 PM