

**COUNTY OF LOS ANGELES  
PUBLIC HEALTH COMMISSION  
February 11, 2021**

**APPROVED**

**COMMISSIONERS**

Kelly Colopy, M.P.P., **Chairperson** \*  
Alina Dorian, Ph.D., **Vice-Chair** \*  
Crystal D. Crawford, J.D.\*  
Diego Rodrigues, LMFT, MA \*  
Patrick T. Dowling, M.D., M.P.H.\*

**DEPARTMENT OF PUBLIC HEALTH REPRESENTATIVES**

Dr. Barbara Ferrer, Director of Public Health \*  
Dr. Muntu Davis, Health Officer \*\*

**PUBLIC HEALTH COMMISSION ADVISORS**

Christina Vane-Perez, Chief of Staff \*  
Dawna Treece, PH Commission Liaison\*  
**\*Present \*\*Excused \*\*\*Absent**

<b>TOPIC</b>	<b>DISCUSSION/FINDINGS</b>	<b>RECOMMENDATION/ACTION/ FOLLOW-UP</b>
<b><u>I.</u></b> <b><u>Call to Order</u></b>	<i>The meeting was called to order at 10:36 a.m. by Chair Colopy remotely.</i>	<i>Information only.</i>
<b><u>II.</u></b> <b><u>Announcements and Introductions</u></b>	The Commissioners and DPH staff introduced themselves.  January meeting minutes	<i>Information only.</i>  <i>Minutes were incomplete and tabled for next month.</i>
<b><u>III.</u></b> <b><u>Public Health Report</u></b>	Dr. Barbara Ferrer, Director and Christina Vane-Perez, Chief of Staff, provided the Commission with Public Health reports and COVID updates.  <b>Dr. Ferrer's Report</b>  In addition to addressing outbreaks, monitoring the impacts of the surge, putting out guidance, setting protocols related to health officer orders, and obtaining a consensus on how to move forward towards recovery, another big challenge is to figure out how to get millions of people vaccinated with not enough vaccine.  The County has the capacity to vaccinate 500,000 people a week right now; but there is not enough vaccine to make it happen. Public	

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Health is dealing with many issues around vaccination that include fraudulent incidents of uneligible people trying to get vaccinated and at the same time dealing with the inequities on who's actually getting vaccinated. The vaccine administration has really disproportionately affected Black and Brown communities. In spite of our best efforts, some of the systems that were set up are unfortunately advantaging some groups over others.

MyTurn and PrepMod are currently used to register for appointments. It made it much easier for people with more resources to make appointments as opposed to those with less resources. Next week, Public Health will use different strategies such as "closed" PODs. Federally qualified health centers will not open for everyone and will try to reach their patients and other people who live within in their neighborhood who are eligible.

Mobile teams will be sent out to senior development housing sites and senior centers in the hardest hit communities. Closed PODs will service just the people that live in that community. Appointments will be set aside for those who don't have access to computers, which are the people who are hardest hit.

Hopefully, more vaccines will come in the next 2 to 3 weeks in order to open it up to workers in eligible sectors under Tier 1. Those that are in food and other low wage workers, education and childcare workers, emergency responders, and law enforcement. Again, the County has limited vaccine supply, but will try to make sure that workers who really need to get vaccinated have an easy time getting the vaccine. Also working closely with unions and labor partners to make sure sites are open with no barriers.

Public Health will continue to run all the sites and to do more direct outreach. Pharmacies start again to hold appointments for their customers who are older, but have underlying health conditions and can not make it to the mega pods. Using local pharmacists makes sense because they know their clients and the medications they are taking. Pharmacies run algorithms to bring people in for the flu. This

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is a pilot and will see if we are getting to a more vulnerable population that really needs to get vaccinated.

A few successes: there are some places where the team has worked and done an amazing job. Skilled Nursing Facilities, have see the nation data that shows that the federal pharmarcies partnership has shown about 38% of workers at the long-term care facilities were vaccinated. Next week we will have completed vaccination, which is 72% of staff and 75% of residents. We have Vaccine Champions at many of the skilled nursing facilities and will continue to help protect residents and staff. The Board passed a motion and asked for the inspector general to do an assessment on the work at the SNFs and what policies were needed to make sure that both residents and staff were protected. The report will go back to the Board next week, which will have some recommendations.

It is important that the good news of what happened and the number of lives that were actually saved don't get buried. The LA County staff worked really hard to make a difference from the very beginning of the pandemic and throughout.

LA County has five large capacity vaccination sites called Mega PODs (MPODs) and two smaller community sites, in partnership with the Office of Emergency Management and the LA County Fire Department. For the first four weeks of operation at those large sites, every person who works at the Department of Public Health, with the exception of those with medical exemptions, dedicated at least one 10-hour shift a week at a site. Although Public Health continues to have hundreds of workers present everyday at the sites, partnerships are needed to continue operation of the sites for several months. Each of the MPODs has the capacity to give out 4,000 vaccinations a day, but because of the shortage that goal can not be reached.

The County is getting, on average 150,000 doses a week and looking forward to getting 200,000 or 211,000 doses next week. Half of

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	<p>those doses are going toward people who will receive their second dose. This is the reason first dose appointments is limited.</p> <p>The State has created a new vaccination program that will be led by a third party administrator, Blue Shield of California. The State is centralizing the allocation and distribution of the vaccine. How much counties are going to influence those decision remains unclear.</p> <p>Blue Shield is onboarding counties in three waves. Wave 1 starts onboarding next week, which includes 7 or 8 counties. LA County will be in Wave 2, which means we will begin to meet with Blue Shield to better understand their vision and for them to understand what Public Health has created. We are a high-performing county. It's important to keep our work intact and for it not to be dismantled. What we have in place is working with over 140 federally qualified health centers, and mobile teams that will start next week. LA County has vaccinated more people than any other county in the entire country. 82% of our doses have gotten into someone's arm within a few days of being received. Also, Public Health has created a strong and very diverse network of small and large providers. This week 365 sites were open for vaccinations. The smaller sites have worked hard to comply with State's requirements, now the requirements are shifting. Public Health will push to have the entire network be included in the State's network so no site, big or small, is left behind.</p> <p>COVID Equity Fund is a \$1 million fund, in collaboration with Philanthropy, that offers additional support for education, outreach, engagement, and system navigation. People will have to wait for 15 minutes or 30 minutes for observation once vaccinated. During this time, they will be able to get support with signing up for other things such as food insecurity needs, etc. This will create a full service model at some of the sites and bring resources to the vulnerable population.</p> <p>School Reopenings</p>	
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Although there is a delay at the state level showing the new number, the County numbers has gone down and is below 25 new cases per 100,000 people. There are a lot of requirements to be able to reopen schools and new requirements from the state, including an entire Cal-OSHA safety program that has to be implemented. The County has is aligned itself with the state in regards to cohort and class size. However, schools will need get their paperwork to the state to reopen. Public Health will still provide technical assistance such as visits to schools that newly reopened and other support.

Unionized workers have raised concerns about reopening and waiting until everyone is vaccinated. There are over 500,000 K-12 teachers in LAC and another whole group of that includes colleges, universities, junior colleges, and early childcare. If the County is getting 100,000 doses a week, it's impossible to vaccinate all the teachers plus food workers, law enforcement and public responders. Those groups add up to over 1.5 million people. It will take time to vaccinate everyone and we must look at the whole and prioritize. Food workers have been working during the entire pandemic with high rates of infection. They are the low-paid workers who didn't have the option about going into work. The County will take the allowcated doses and appropriate them equitably in the different sectors.

We have to be fair when distributing the vaccine. And people must be respectful and wait their turn.

For daily updates, data trends and other COVID-19 information, visit Public Health's website:

[publichealth.lacounty.gov/media/coronavirus/](http://publichealth.lacounty.gov/media/coronavirus/)

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<p><b><u>IV. Presentation:</u></b></p> <p><b><i>Public Health's Communication Plan</i></b></p>	<p><b>PRESENTATION OVERVIEW</b></p> <p>Brett Morrow, DPH Communications, shared some of the communication plans and other efforts.</p> <p>Public Health's number one priority is to constantly and consistently inform our residents at all times on COVID and the vaccine. Residents are informed on how the vaccine was developed as well as the safety and the efficacy of the vaccine. Public Health's role is to educate residents, businesses, partners, and local leaders about the vaccine, how it's developed and about the administration and distribution of the vaccine.</p> <p>Concerns on the safety and the efficacy of the vaccine has been a big topic. It's important to educate the residents, businesses, partners local leaders, local elected officials at every level as well as community based organizations, faith-based organization, providers and healthcare workers about the availability of the vaccine and the importance of getting vaccinated.</p> <p>Vaccination has been difficult because we are short on vaccine supply. On the other hand, we need to encourage people to get the vaccine and to explain what exactly the vaccine is, how it's safe, how it's effective as well and providing credible health and safety data and the benefits.</p> <p>Cases have dropped and will continue to drop as the rollout of the vaccine continues. In our healthcare sector, cases were peaking around 1,000 several weeks ago and now we've seen a dramatic drop in cases. There is still a lot of work to do in that sector and other sectors.</p> <p>We will continue to equip our partners as well as healthcare providers, and staff with proper information to elevate some of the messaging with information and resources to get the work done.</p>	
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There are genuine concerns in certain communities regarding vaccine distribution because of historical medical occurrences that they were subjected to that has caused a certain amount of hesitancy. So the message of the safety of the vaccine is extremely important.

Utilizing community partners can have a greater resonance to deliver our message more effectively. Public Health realizes that we may not be the most effective messenger to deliver the message. So, how we utilize our partnerships and lot of community leaders really amplify and elevate a lot of our messaging that we are pushing out with regards to safety and equity. This also goes into the transparency of where exactly these vaccines are going, who is receiving them, who is available to receive the vaccine, and what kind of rigorous studies the vaccine went through as well.

. People are curious about which vaccine they are receiving. Public Health is addressing and will continue to have these conversations with the community.

Another big challenge we will face is with the Johnson and Johnson vaccine. There has been some information that mentions it is less effective than other vaccines. We want to avoid this vaccine to be called or portrayed as the “poor people’s vaccine”. Johnson and Johnson is just as effective at preventing serious illness and death.

It’s important to communicate early and often. We have to message more than once and in many different ways. Dr. Eloisa Gonzalez, our Spanish spokesperson, has done 15-20 interviews over the last two weeks on a lot of our Spanish outlets. She advised that she has been saying the same thing every single time. All communication has to be treated as if it was being said for the first time.

It’s important to engage locally and specifically at a hyper-local level, so the message resonance and the impact can be much greater. We will continue to operate in the background of our community-based partners providing resources and other valuable informations. We will continue to work with all local outlets, all of our TV stations,

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	<p>English, Spanish, Chinese, Korean, and our print and web publication as well as other media like The Sentinel. We're tapping into local community newspapers and other community outlets.</p> <p>All these ties into our persuasive campaigns. Some of this extends to paid media, which covers TV, radio, social and other avenues that we can communicate with other outlets.</p> <p>In the next couple of weeks, we will be implementing these strategies within our local communities, which the vaccination rate is lower than other communities. Therefore, we are readjusting some of our efforts and placing vaccination within that community. We are making a big effort to communicate out about the mobile vaccination clinics to specific group and for special populations that we are going into the community and providing vaccines by tapping into social media and using influencers. Using social media and Influencers can connect to certain groups and help with correcting some of the misinformation that may be out there.</p> <p>Public Health is currently building out an influencer roster and LA icons. We've talked with the Dodgers about having Magic Jhonson film a PSA, as well as several other sports teams, artists, and celebrities. Influencers, within our community, have significant sway and are able to resonate with their followers. Some are also activists, which can be helpful. We're going to look more into that because we know followers have bought into a lot of the influencers messages.</p> <p>Public Health is waiting for final approval for a paid media campaign on persuasive messaging. We will continue to have telebriefing every week with different sectors and town hall meetings. Public Health has hosted two town halls every month with local leaders, local community-based organization and members of our public health leaders to provided information, comments, and answered questions from the public that accommodated about 76,000 people.</p> <p>Lastly, Public Health is working with our partners and community based organizations using those community health workers to go</p>	
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	<p>block by block to doors to drop off information to some of the high impacted communities.</p> <p>For more information on vaccination visit <a href="http://vaccinationlacounty.com">vaccinationlacounty.com</a> and <a href="http://vaccinatelosangeles.com">vaccinatelosangeles.com</a> for Spanish speaking. Public Health is currently building sites for Korean and Chinese languages as well.</p>	
<p><b><u>V. New Business</u></b></p>	<p>2021 Public Health Commission Annual Report</p> <p>Annual report will be due at the end of March. Commissioners will contribute accomplishments from 2020 for the report.</p>	<p><i>Commissioners to send portion to Dawna by February 25<sup>th</sup>.</i></p>
<p><b><u>VI. Unfinished Business</u></b></p>		
<p><b><u>VII. Public Comment</u></b></p>		

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<p><b><u>VIII.</u></b>    <b><u>Adjournment</u></b></p>	<p><b><i>MOTION: ADJOURN THE MEETING</i></b></p> <p><i>The PHC meeting adjourned at approximately 11:49 p.m.</i></p>	<p><i>Commission Colopy called a motion to adjourn the meeting. The motion passed with Vice-Chair Dorian and seconded by Commissioner Rodrigues. All in favor.</i></p>
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