

OSU EXTENSION SERVICE

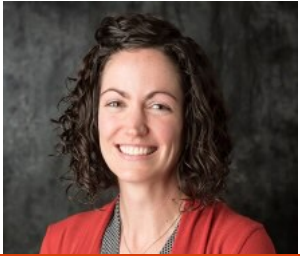


# Oregon State University Extension Service Responding to Community Vaccination Needs during COVID-19

- Roberta Riportella, Beatriz Botello, Marc Braverman, Marion Ceraso, Lauren Kraemer, Dusti Linnell, Mario Magaña, Amy Young



**Oregon State**  
University



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FCH Assoc Prof of Practice  
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Marion Ceraso,  
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Extension Specialist



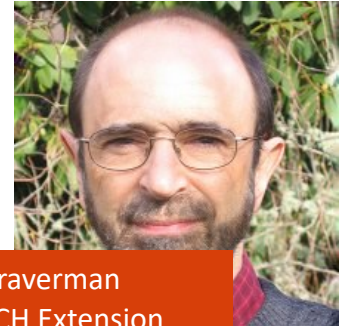
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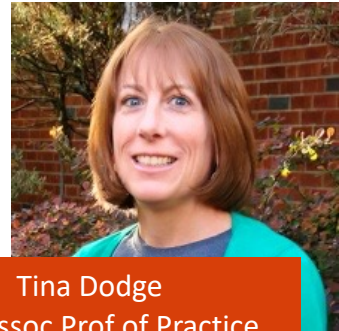
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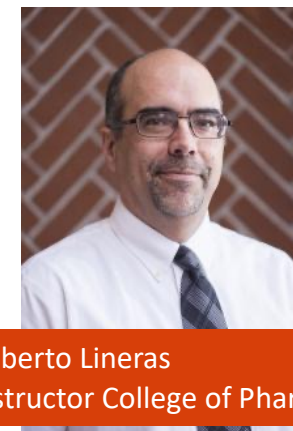


Juancho Ramirez  
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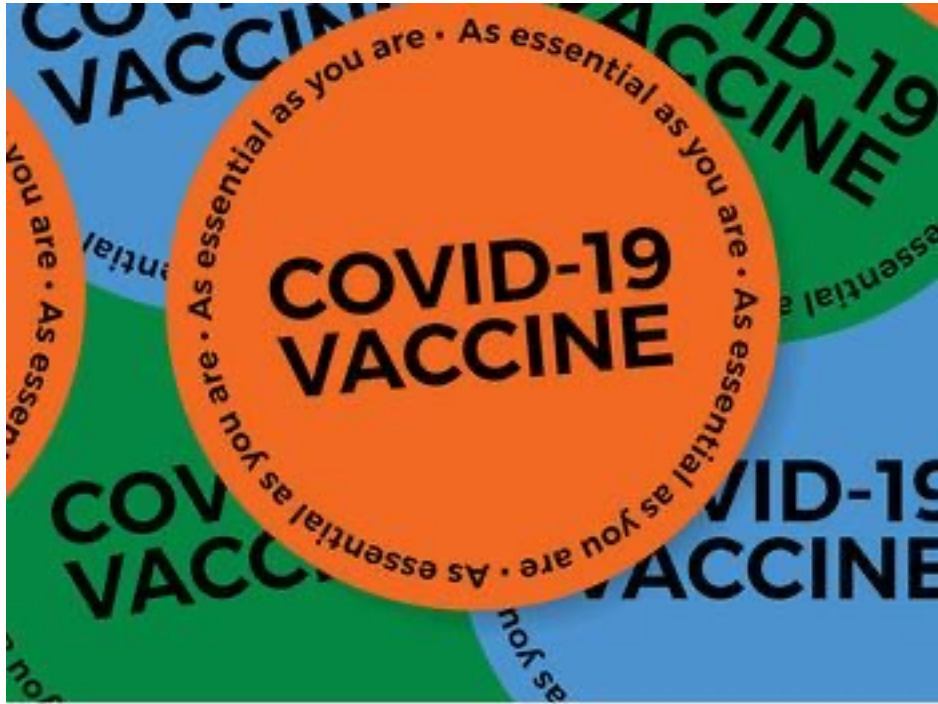
Nancy Vargas



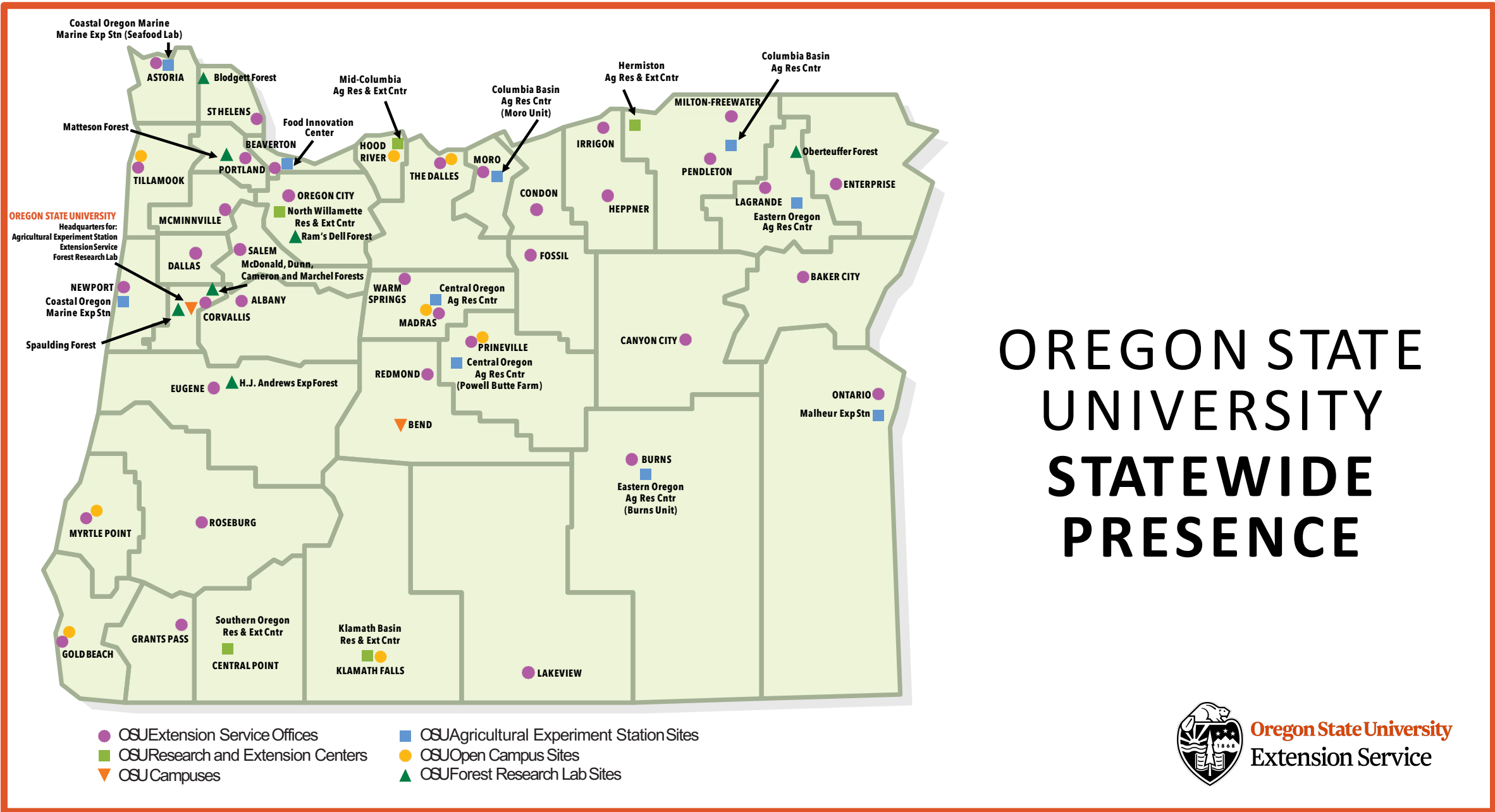
Jaime Guillén  
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4-H YD Outreach Coordinator  
Lane County



Meet county educational needs around promoting vaccination and containment, ensuring coordination with other efforts at state and county levels.





Door to Door Canvassing

Pre vaccine event





Following

## Vaccination Outreach OSU

@OSU\_Vaccination Follows you

Vaccination Outreach OSU



**Vaccination Outreach OSU** @OSU\_Vaccination · 9h



Check out the link below to get a detailed look into the [#vaccine](#) data in [#Oregon](#) counties:

• Credit [@OHAOregon](#)

The screenshot shows the Oregon Health Authority's COVID-19 Vaccination Metrics dashboard. The header includes the OHA logo and navigation links for 'Download the Data' and 'Contact Us'. A filter bar allows users to view data by 'Statewide', 'Age', 'Race and Ethnicity', 'Time to Completion', and 'ZIP Code'. The main content area features a title 'Vaccination is key to collective recovery in Oregon' followed by definitions for 'Vaccinated', 'In Progress', and 'Series Complete'. A key metric is highlighted: 'Percent of people 18+ years old living in Oregon who received COVID-19 vaccine\*', with a sub-section 'Vaccination rates over time' stating that 75.2% are vaccinated, 6.0% are in progress, and 69.2% have completed the series. The dashboard also includes a chart and a link to the Tableau public dashboard.

**Health Authority** COVID-19 Vaccination Metrics

OHA's COVID-19 Vaccine Website  
Download the Data  
Contact Us

Statewide Age Race and Ethnicity Time to Completion ZIP Code

Data current as of 12:01am 10/1/2021

### Vaccination is key to collective recovery in Oregon

Vaccination efforts can help protect you as well as our community. Progress in Oregon is measured using the following definitions:

- Vaccinated:** People who have received at least one dose of any COVID-19 vaccine (Moderna, Pfizer, Johnson & Johnson)
- In Progress:** People who still need to receive a second dose of the Moderna or Pfizer COVID-19 vaccines
- Series Complete:** People who have received two doses of Moderna vaccine, two doses of Pfizer, or one dose of Johnson & Johnson

#### Percent of people 18+ years old living in Oregon who received COVID-19 vaccine\*

##### Vaccination rates over time

75.2% are vaccinated, 6.0% are in progress while 69.2% have completed the series.  
Percent change between 09/20/2021 to 09/27/2021.

Oregon COVID-19 Vaccine Effort Metrics  
Oregon COVID-19 Vaccine Effort Metrics  
[public.tableau.com](#)







**Oregon State University Extension public health outreach** updated their profile picture.



Published by Roberta Riportella · Yesterday at 11:16 AM ·



**EXCITE**

Extension Collaborative on  
Immunization Teaching & Engagemen



**Oregon State University**  
Extension Service



osu\_vaccination

Follow



5 posts

7 followers

8 following

### Vaccination Outreach OSU

In partnership with Extension Collaboration on Immunization Teaching & Engagement (EXITE) at Oregon State University

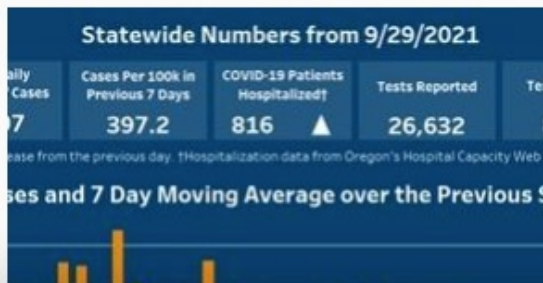
POSTS

TAGGED



vaccinated with the Pfizer vaccine six months after their second dose.

- People 65 and older should get a booster.
- People living in a long-term care facility should get a booster.
- People 50-64 with underlying medical conditions should get a booster.
- People 18-64 with underlying medical conditions or who are at a higher risk of exposure to COVID-19 due to where



# Key Informant Interviews Focus Groups





Improving Vaccine Equity in Lincoln County



# Novedades del Condado de Lincoln

27 subscribers

CUSTOMIZE CHANNEL

MANAGE VIDEOS

HOME

VIDEOS

PLAYLISTS

CHANNELS

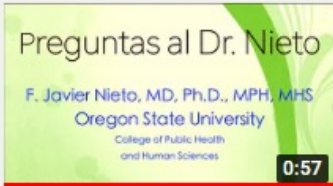
DISCUSSION

ABOUT



Uploads PLAY ALL

SORT BY



**Preguntas al Dr. Nieto**  
F. Javier Nieto, MD, Ph.D., MPH, MHS  
Oregon State University  
College of Public Health and Human Sciences

0:57

Dr Nieto: ¿Es seguro vacunarse si estoy tomand...

22 views • 6 days ago



**Preguntas al Dr. Nieto**  
F. Javier Nieto, MD, Ph.D., MPH, MHS  
Oregon State University  
College of Public Health and Human Sciences

1:05

Dr. Nieto ¿Cuáles son los efectos secundarios de la...

25 views • 3 months ago



**Preguntas al Dr. Nieto**  
F. Javier Nieto, MD, Ph.D., MPH, MHS  
Oregon State University  
College of Public Health and Human Sciences

0:40

Preguntas al Dr. Nieto: Si ya he tenido el Covid ¿Por qu...

69 views • 3 months ago



**Preguntas al Dr. Nieto**  
F. Javier Nieto, MD, Ph.D., MPH, MHS  
Oregon State University  
College of Public Health and Human Sciences

1:59

Preguntas al Dr. Nieto ¿De qué está hecha la vacuna?

83 views • 4 months ago



**Preguntas al Dr. Nieto**  
F. Javier Nieto, MD, Ph.D., MPH, MHS  
Oregon State University  
College of Public Health and Human Sciences

1:05

Preguntas al Dr. Nieto: ¿Es segura la vacuna si tengo...

115 views • 4 months ago



3 cosas que debe saber sobre las vacunas en el condado de Lincoln

0:45

3 cosas que debe saber sobre las vacunas

28 views • 6 months ago



3:56

Mensaje sobre la vacuna del COVID-19 (español)

257 views • 7 months ago



**COVID-19 Vacuna**  
Mam de Todos Santos

6:36

Mensaje sobre la vacuna del COVID-19 (Mam de Todos...

153 views • 7 months ago



2:51

Comidas Gratis (Español)

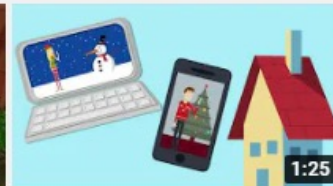
54 views • 8 months ago



3:20

Comidas Gratis (Mam)

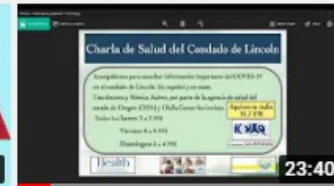
109 views • 8 months ago



1:25

Consejos y trucos para celebraciones más seguras

11 views • 9 months ago



23:40

Charla de Salud del Condado de Lincoln...

12 views • 1 year ago



19:44

Charla de Salud del Condado de Lincoln...

34 views • 1 year ago



4:54

Que hacer si hay una persona enferma en su...

36 views • 1 year ago



2:44

Síntomas de la enfermedad del corona virus (Español)

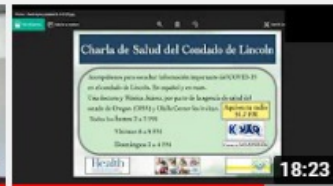
74 views • 1 year ago



43:17

Charla de Salud del Condado de Lincoln Agost...

41 views • 1 year ago



18:23

Charla de Salud del Condado de Lincoln Agost...

26 views • 1 year ago



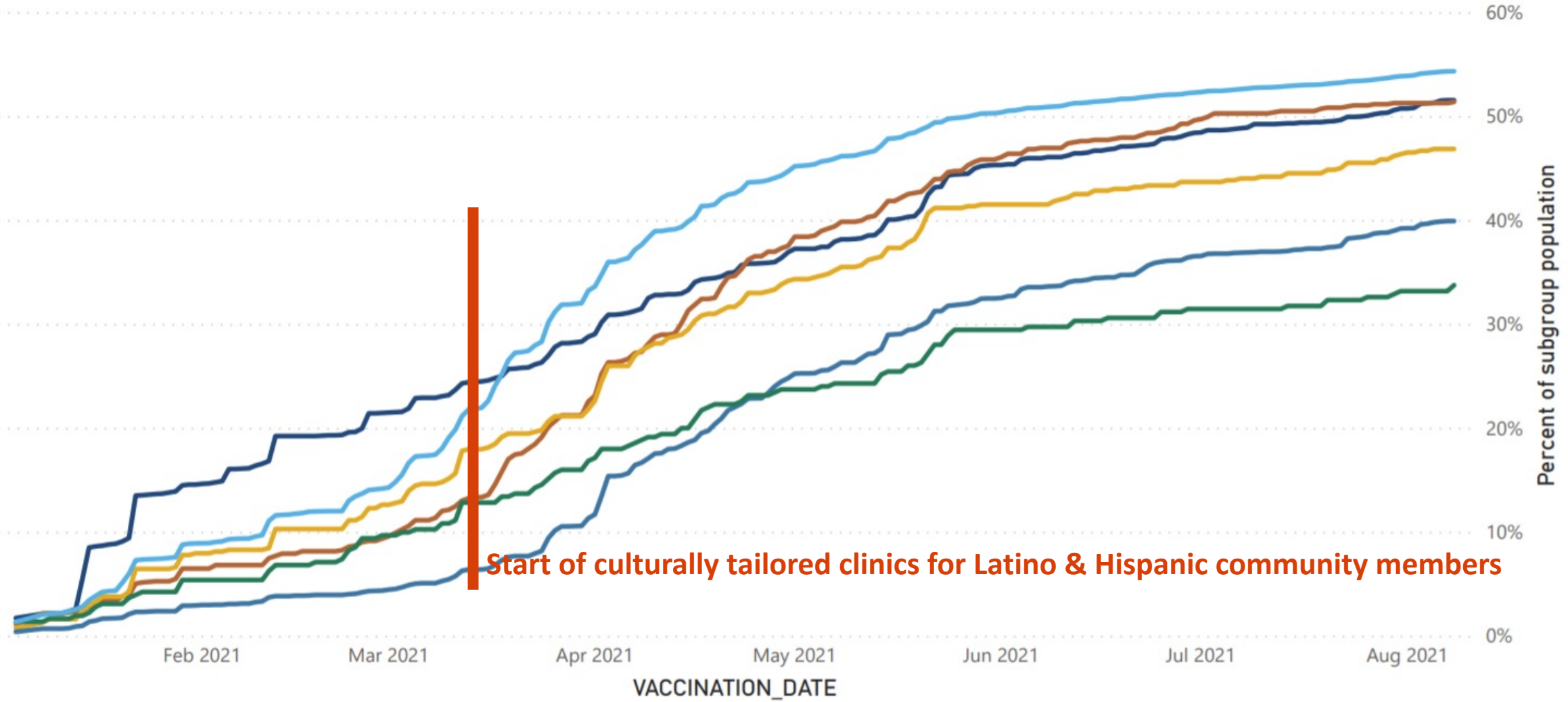
1:56

Ayuda con la renta (Mam)

119 views • 1 year ago

# Vaccination rate by race/ethnicity (all ages) - at least one dose

● American Indian and Alaska Native ● AsianPercent ● Black or African American ● Hispanic or Latinx ● Pacific Islander ● White



INVEST  
IN YOUR  
FUTURE LEADERS!

GET YOUR  
Girl Scout Cookies  
HERE!



Get your  
GIRL SCOUT



600+ people vaccinated at Friday night clinics



Juntos en Colaboración

## KEYS TO SUCCESSFUL CULTURALLY TAILORED CLINICS

- Planning focused on the **people and culture first**.
- We made it **easy to say yes to vaccines**.
- Brought people together through **community, food, and live music**.
- The only languages spoken at the clinic were **Spanish and Mam**.
- Many **volunteers and community navigators** made this happen.

# And key partners...

**Break Time Taco Truck**  
**Lino & Irma**

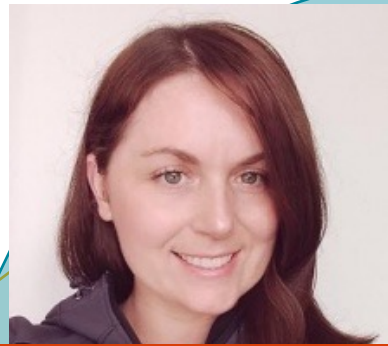


**La Juquilita Grocery**  
**Juan & Soledad**





Oralía Mendez



Stephanie Russell



Victor Villegas

SU  
xtension



Susan Trachsel



Wiley Thompson



Dusti Linnell

# Juntos en Colaboración



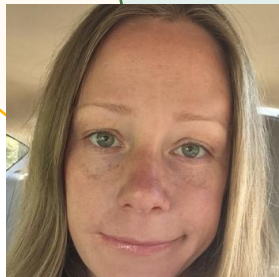
Beatriz Botello



Alex Llumiquinga



Leslie Palotas



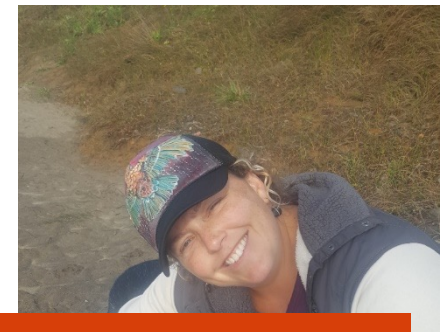
Renee Johnson



Aimee Snyder



Jess Palma



Emily Blume

# Responding to COVID in the Columbia Gorge

*Lauren Kraemer, MPH, Associate Professor of Practice*



**Oregon State University**

College of Public Health  
and Human Sciences



# THREE THEMES IN OUR WORK:

**Collaboration**

An icon consisting of two interlocking gears, one slightly larger than the other, positioned diagonally. The gears are simple line drawings with teeth.

**Communication**

An icon of a megaphone, shown in profile. It has a handle on the left and a flared horn on the right. Several short lines radiate from the horn, indicating sound or communication.

**Education**

An icon of a human head in profile, facing left. Inside the head, a detailed brain is visible, with various gyri and sulci represented by simple lines.



# Collaboration

*Developing committees and task forces to meet regularly and guide planning and outreach in specific topic areas.*



## COVID-focused Committees

- Communication & Messaging
- Vaccine Education Coordination
- Food Security
- Student Success
- Workplace Safety
- PPE
- Quarantine support
- Emergency Preparedness for Vulnerable Populations
- Advisory Team that oversees all committees



# Communication

*Supporting industry partners and community members with timely, evidence-based, and plain-language training and materials.*




# Examples of bilingual communication developed:







- High Speed Hand Washing training videos, curricula, and GIFs for industry and early childhood use
- Mask/Face Covering guide
- COVID Prevention infographics formatted for social media and
- Support for testing and vaccination events

## COVID 19 - Stay Safe





### Going out? Stay apart!




**Protect yourself and others:**  
Communities across Oregon have seen an increase of COVID-19 cases. Avoid group gatherings, **even for special occasions.**

-  **Wear a face mask in public places** like grocery stores, banks, and public transit.
-  **Keep a distance of 6 feet** from people who don't live with you.
-  **Cough or sneeze into your elbow or tissues.**
-  **Avoid touching your face,** most of all your eyes, nose, and mouth.
-  **Wash your hands often** for at least 20 seconds with soap and water.
-  **Disinfect surfaces** like door tables.

**Stay home and call your doctor if you have...**

- Fever** 
- Cough** 
- Chills** 
- Muscle Pain** 



## Lavado de manos de alta velocidad

Comience alineándose en el fregadero, a seis pies de distancia de los demás



1. Moje sus manos, luego sacúdelas.
2. Enjabone sus manos.
3. Camine hasta el final de la línea, manteniéndose a seis pies de distancia de los demás.
4. Frote sus manos a medida que avanza en la línea. Limpie bien el espacio entre los dedos y las muñecas.
5. Cuando vuelva al fregadero, enjabone bien. Sacuda el exceso de agua de sus manos en el fregadero.
6. Use un pedazo de papel limpio para secar sus manos, luego envíelas a la basura.

 Para más información: <https://beav.es/HighSpeedHandWashing>

## High Speed Hand Washing

Begin by lining up at sink, six feet away from others



1. Wet your hands, then shake off water.
2. Squirt hands with soap.
3. Walk to the end of line, stay six feet away from others.
4. Scrub hands as you move forward in line. Wash backs of hands, thumbs, nail beds, between fingers, and wrists well.
5. When you get back to sink, rinse well.
6. Use a clean paper towel to dry your hands, then throw in the trash.

 For more information: <https://beav.es/HighSpeedHandWashing>

Funded in part by Oregon SNAP USDA is an equal opportunity provider and employer.  
©2020 Oregon State University. Oregon State University Extension Service is an Equal Opportunity Provider and Employer.  
High Speed Hand Washing Technique was developed by Glenda Hyde and Beth Ann Wilson of OSU Extension.

## Use una máscara para ayudar a contener COVID-19.

### Use a facemask to help contain COVID-19.

Todos deben usar una máscara porque algunos pueden tener y pasar el virus sin saber.

Everyone should wear face masks because some people may have the virus and pass it to others without knowing it.

Hablar, toser o estornudar produce gotitas que pueden tener el virus.

Speaking, coughing, or sneezing produces droplets that can contain the virus.

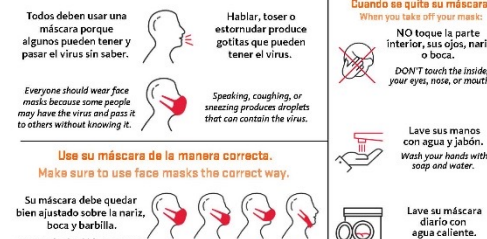
Quando se quite su máscara: NO toque la parte interior, sus ojos, nariz o boca. DON'T touch the inside, your eyes, nose, or mouth.

Lave sus manos con agua y jabón. Wash your hands with soap and water.

Lave su máscara diario con agua caliente. Wash your face mask daily with hot water.

Use su máscara de la manera correcta. Make sure to use face masks the correct way.

Su máscara debe quedar bien ajustado sobre la nariz, boca y barbilla. Face masks should fit snug over



Siempre use un máscara en lugares públicos o cuando esté cerca de otros. Wear face masks in public places or around others.

Portador de COVID-19 COVID-19 Carrier. Persona saludable Healthy Person.

Muy Alto Riesgo Very High Risk. Alto Riesgo High Risk. Riesgo Moderado Moderate Risk. Bajo Riesgo Low Risk.

Recuerde las 3 Ms Remember the 3 Ms

- Máscara puesta. Wear a mask.
- Manos bien lavadas. Wash your hands.
- Mantenga la sana distancia. Watch your distance.



# Education

*Using health behavior theory, research, and evidence to develop specific and targeted messages for vaccine hesitant and high-risk populations.*

# Education Materials:

## Targeted and Themed Radio PSAs

- “Hug your Grandchildren”
- “Get Back to Normal”
- “Economic Recovery”
- Aired over 1,300 times across 5 stations in the Gorge

## Mailed Postcards

- 65+ in 7-county Gorge region

## Videos

- Bilingual videos with local trusted medical providers





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## “Hug Your Grandchildren” PSA

*You’ve missed a lot since the pandemic started; birthdays, hugs, kisses ... memories. Video calls with your grandkids just aren’t enough. Getting the COVID-19 vaccine gets you one step closer to holding them in your arms again.*

*Do it for them. Get vaccinated. Visit [Get Ready Gorge dot com](https://www.getreadygorge.com) to find a vaccine event near you. This message is brought to you by The Next Door and Oregon State University Extension Service.*

■  
**Vaccination  
rate among  
65+ in Hood  
River County  
is 93%**



- 2020 Harvest Season in Wasco County saw no outbreaks among fruit packing houses during cherry harvest.
- Packing houses and orchards over 90% vaccinated among staff.

# THANK YOU



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University

