

Vaccine Planning Work Group

In order to keep an accurate roll call, we ask that everyone joining this meeting rename themselves to include the following information:

- First Name
- Last Name
- Organization

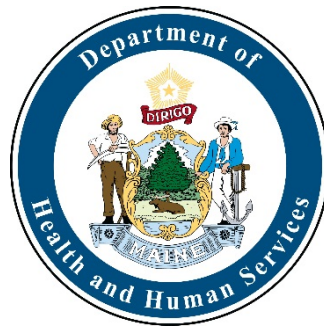
Please type all questions into the chat box.

Presentations slides will be posted on the Maine Immunization Program website at:
<https://www.maine.gov/dhhs/mecdc/infectious-disease/immunization/covid-19-providers/communications.shtml>

We appreciate the time and effort taken by everyone joining to help the Maine CDC with COVID-19 vaccine planning.

Vaccine Planning Work Group

Tonya Philbrick
Maine Immunization Program
June 17, 2021



Disclaimer

All information in this presentation is subject to change.
Information shared in these slides is current as of
as of 6/16/2021.

Agenda

- General Updates
- “We can do this”
- ACIP
- “Don’t miss your shot”

General Updates

National Reflection

- 381 M Doses Ordered
- 377 M Doses Delivered
- 311 M Doses Administered

General Updates

National Reflection

- Waste remains low 1%
- Approximate breakdown:
 - 50% Moderna
 - 34% Pfizer
 - 16% J+J

General Updates

Maine Doses administered 6/16/2021

- 1,493,904 total doses administered ~
- 735,091 first doses~
- 758,813 final doses~
- 62.08% of population that have received their first doses*~
- 64.08% of population that have received their final doses*~
- 76.3% as reported on the US CDC Covid Data Tracker
 - At least 1 dose for the Population \geq 18 Years of Age
 - [CDC COVID Data Tracker](#)

~Does not include all doses administered through federal partners, *Age Eligible

Ancillary Supplies

- Keep syringes and other ancillary supplies, could be useful for flu and back to school campaigns.
- Shot cards-destroy
 - law enforcement and OIG are already investigating fraud related to false cards and selling cards.
- Diluent, recommendations coming.

We Can Do This

About the Campaign

The HHS COVID-19 public education campaign is a national initiative to increase public confidence in and uptake of COVID-19 vaccines while reinforcing basic prevention measures such as mask wearing and social distancing.

Through a nationwide network of trusted messengers and consistent, fact-based public health messaging, the campaign helps the public make informed decisions about their health and COVID-19, including steps to protect themselves and their communities.

The effort is driven by communication science and provides tailored information for at-risk groups.

We Can Do This

Strategy and Goals

This effort focuses on Americans who want to protect their health but may have questions about the COVID-19 vaccines.

Aim to:

- Explain how Americans can protect themselves from COVID-19.
- Strengthen public confidence in the vaccines so those who are hesitant will be more willing to consider vaccination
- Increase vaccine uptake by informing Americans about how and where to get vaccinated
- <https://wecandothis.hhs.gov>



Find Campaign Resources



Join the Month of Action!

We have reached a pivotal moment in the pandemic – getting Americans vaccinated as quickly as possible is our path out of this crisis. Let's get more of our friends, families, and neighbors vaccinated by July 4th.

Find opportunities to take action near you with the group **Made to Save.***

[Take Action](#)



Campaign Resources & Toolkits

Free guides, ads, social media, and other materials to support COVID-19 outreach and education. Full toolkits can help you reach diverse communities.



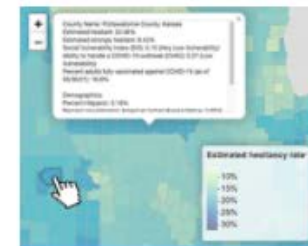
Join the COVID-19 Community Corps

You can help beat COVID-19 by encouraging friends, family, and your community to get vaccinated. Join the Corps to get tips, tools, and resources to share.



Campaign Ads

View recent *We Can Do This* ads that have appeared on TV, radio, and digital media.



Vaccine Hesitancy in Your Community

Make your COVID-19 vaccination outreach more efficient by exploring vaccine hesitancy estimates by county.

Audience ^
All
Agricultural Workers (22)
American Indians - Alaska Natives (6)
Asian American – Pacific Islander (10)
Black - African American (49)
Community Health Workers (29)
Faith Based Communities - Religious Organizations (13)
General Market (89)
Health Care Professionals (41)
Latino - Hispanic (48)
Older Adults (34)
Parents (2)
Rural Communities (6)

Format ^
All
Social Media (103)
Informational Content (92)
Posters & Flyers (53)
Video (42)
Toolkits (27)
Campaign Ads (24)
Audio (5)

Language ^
All
Chinese (4)
English (232)
Filipino (1)
Japanese (2)
Korean (2)
Spanish (105)
Vietnamese (1)

Topic ^
All
Campaign Information (2)
COVID-19 Information (7)
Getting Vaccinated (101)
Outreach Support (77)
Preventive Measures (92)
Vaccine Benefits (15)
Vaccine Development (6)
Vaccine Safety (58)

ACIP

Friday, June 18, 2021

11am-5pm

<https://video.ibm.com/channel/VWBXKBR8af4>

- Coronavirus Disease 2019 (COVID-19) Vaccines Introduction Update on COVID-19 vaccine safety, including myocarditis after mRNA vaccines.
- COVID-19 mRNA vaccines in adolescents and young adults: benefit-risk discussion.
- Overview of data to inform recommendations for additional doses of COVID-19 vaccines.

Don't Miss Your Shot

Resident's age 12 and older who have received at least one dose of a Moderna or Pfizer COVID-19 vaccine or the one-dose Johnson & Johnson vaccine in Maine since December 15, 2020, may enter for a chance to win the prize.

The cash winnings increase by \$1 for every Maine resident who receives at least one dose, as reported on the U.S. CDC vaccination tracker: the more people vaccinated, the higher the prize. The final prize amount will be determined by the number of Maine residents who have gotten a vaccine as of 6:00 a.m. EST on July 4, 2021.



COVID Vaccination Dashboard

- <https://www.maine.gov/covid19/vaccines/dashboard>

Website Information

[ImmunizeME.org](https://immunizeme.org)



[Pediatric \(0-10 years\)](#)



[Adolescent \(11-18 years\)](#)



[Adults \(19 & Older\)](#)



[Pregnancy](#)



[COVID-19 Providers](#)



[For Providers](#)



[COVID-19 Vaccination in Maine](#)

[COVID-19 Vaccine Sites](#)



[COVID-19 FAQs](#)

[Other Questions](#)

Questions?

Tonya Philbrick
Director
Maine Immunization Program

