

Sonoma County's Current Status (State Data)

Tier 3: **Orange**

Unadjusted Case Rate: 2.8

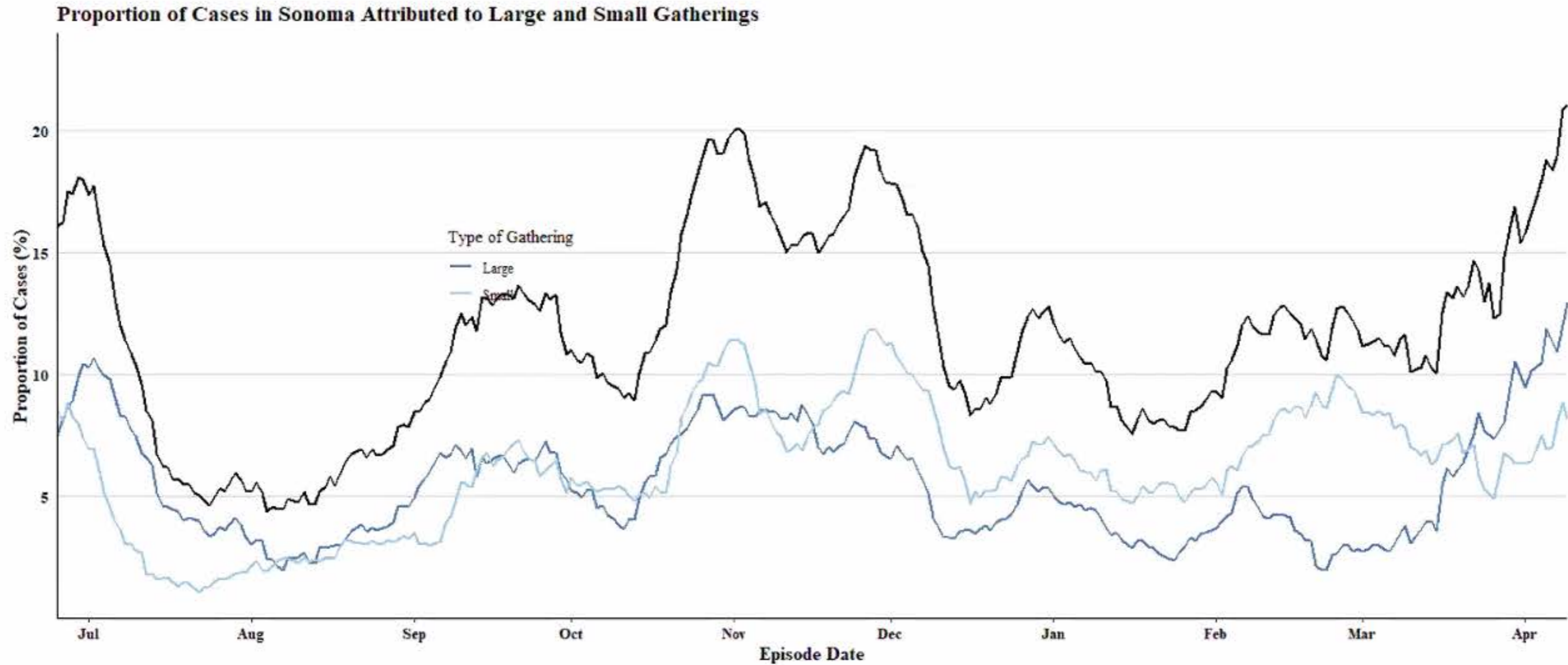
Adjusted Case Rate: 2.5

Testing Positivity (Overall): 1%

Testing Positivity (Lowest HPI Quartile): 1.1%

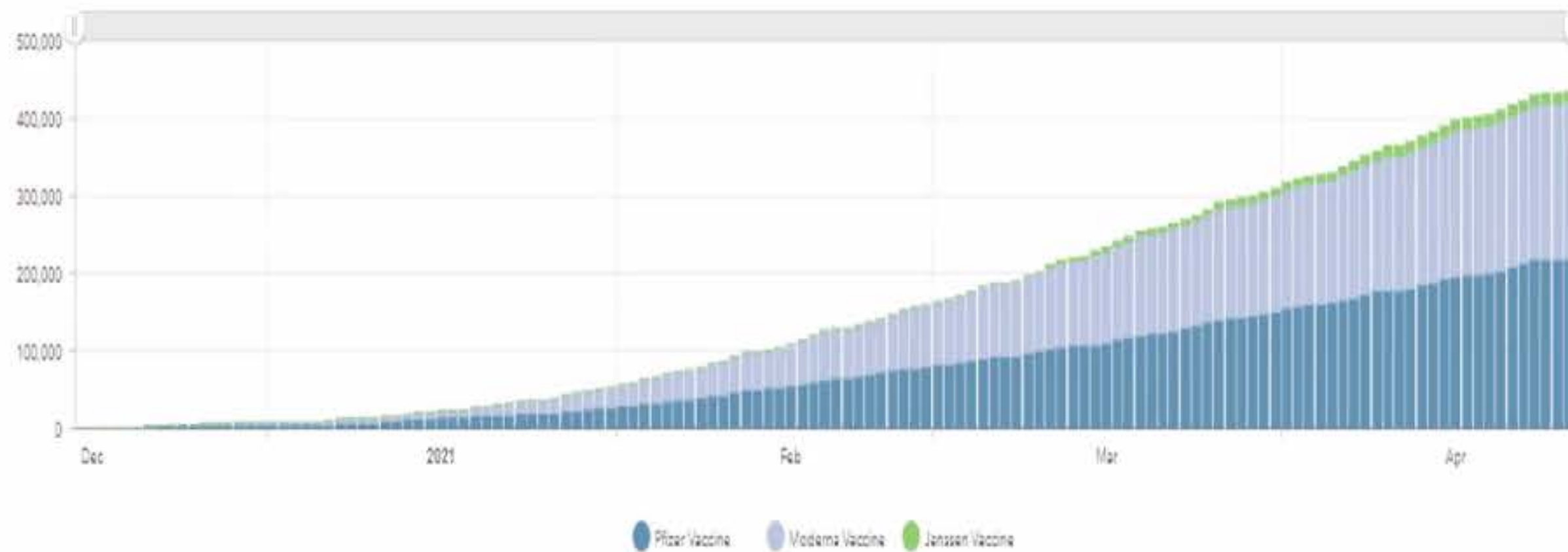


Gathering Trends



Vaccine Administration

433,009 (as of 04/27)



**Residents with first dose:
78,215**

**Residents fully
vaccinated with two
doses:
183,452**

Proportion of Sonoma County Population (Aged 16+) Vaccinated

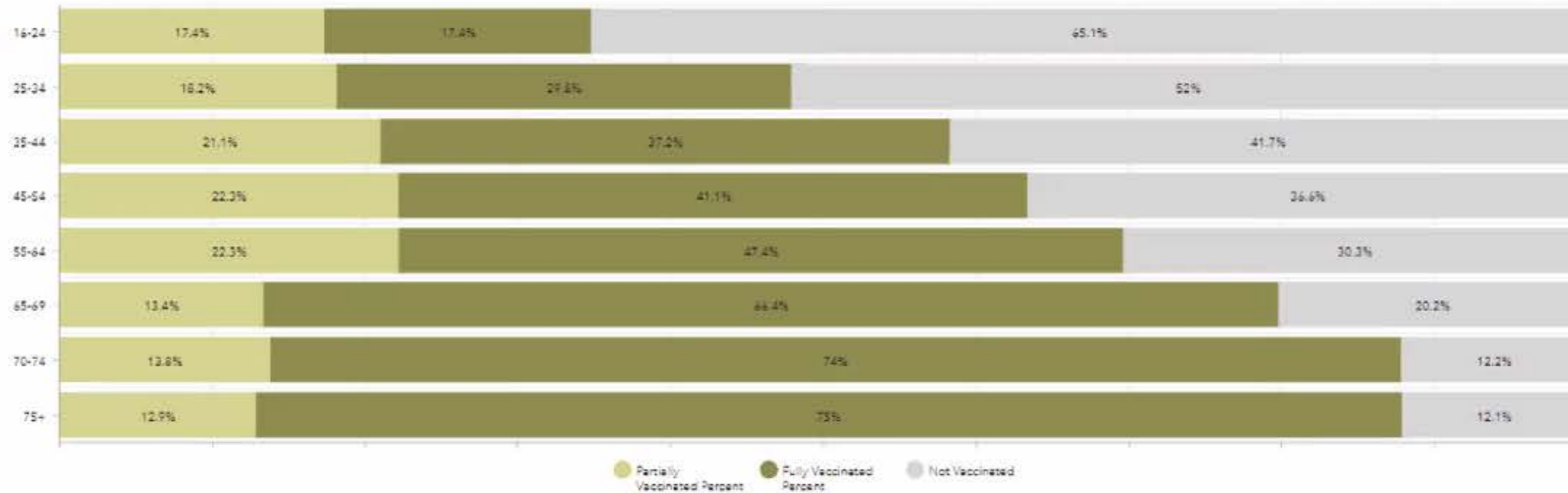


64% of Sonoma County residents aged 16+ have received at least one dose

Race/Ethnicity of Residents Vaccinated

Race/ethnicity	Individuals with 1 st dose	Individuals fully vaccinated with two doses	Proportion of vaccine recipients	Percent population
Hispanic/Latino	17,738	26,325	19%	27.3%
White, non-Hispanic	41,949	124,335	73%	62.9%
Asian, non-Hispanic	3,494	6,760	4%	4.3%
Black/African-American, non-Hispanic	964	2,016	1%	1.6%
Multi-racial, non-Hispanic	568	1,638	1%	2.9%
American Indian/Alaskan Native, non-Hispanic	688	746	1%	0.7%
Native Hawaiian and other Pacific Islander, non-Hispanic	315	592	0%	0.3%
Other, non-Hispanic	6,326	15,765	--	--
Unknown	5,748	5,275	--	--

Proportion of Each Age Group Vaccinated

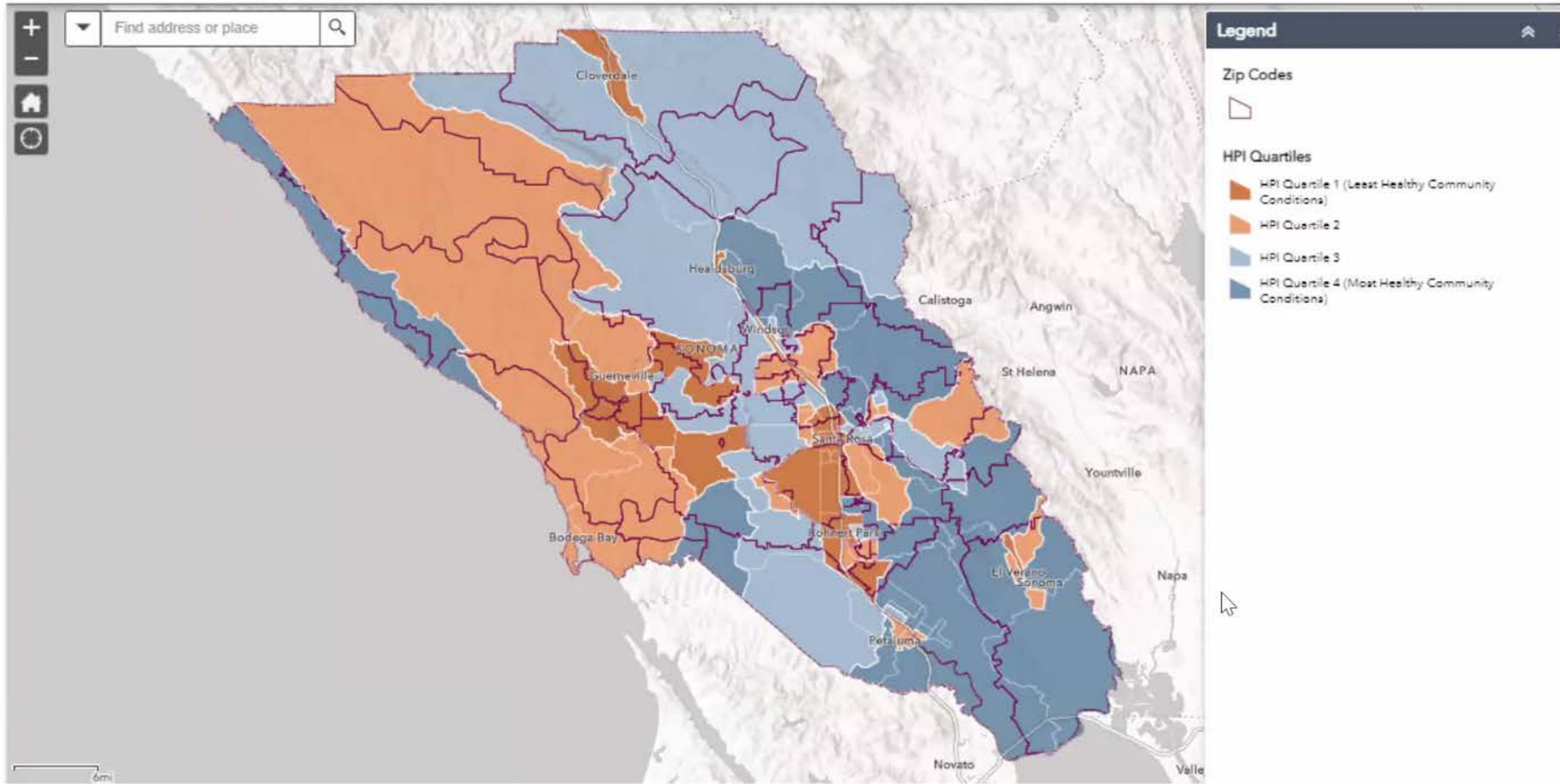


- **Most Sonoma County residents aged 65+ are now fully vaccinated**
- **Proportion of individuals who are at least partially vaccinated:**
 - 88% of 75+ year olds
 - 80% of 65-69 year olds
 - 88% of 70-74 year olds
 - 70% of 55-64 year olds

Vaccine Equity Measures

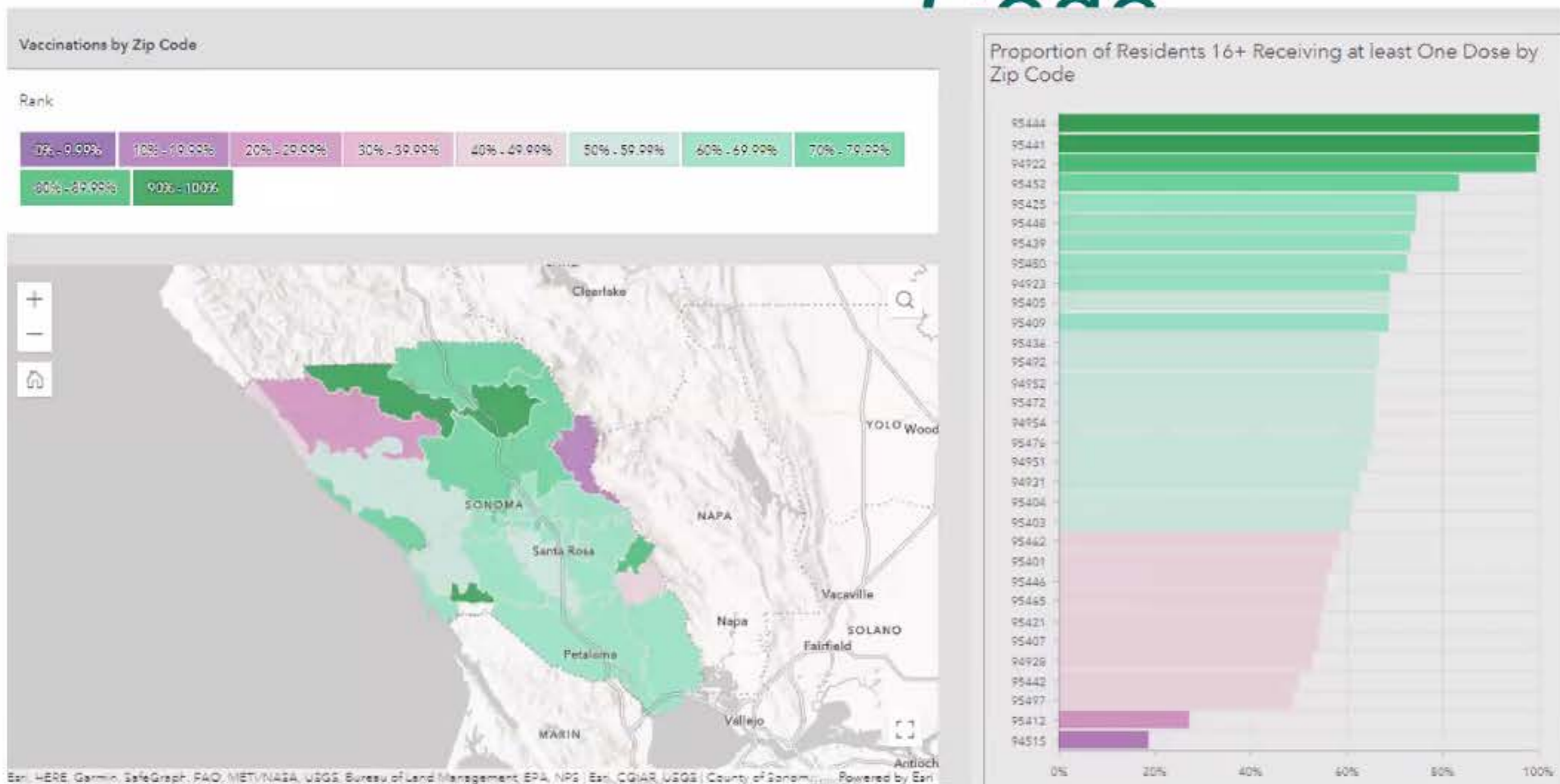


- Currently, 23% of vaccine doses have been administered to residents in the lowest quartile of the Healthy Places Index in which residents have access to the fewest resources
- 49% of residents in this quartile have received at least one dose (17% partially vaccinated; 32% fully vaccinated)



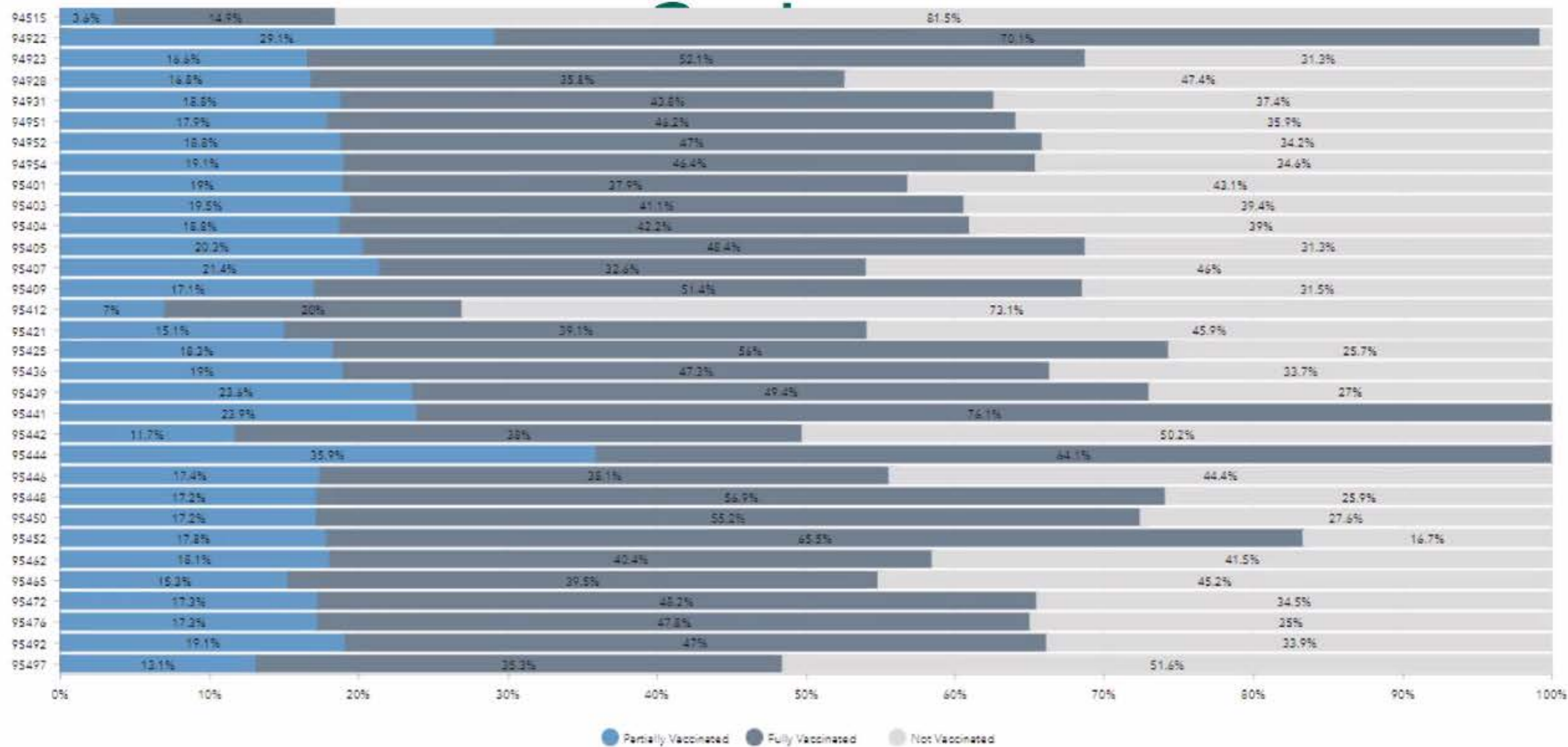
Proportion Residents Vaccinated by Zip

Code



- Most vaccinated zip codes:
 - 95444 (Graton, population 490)
 - 95441 (Geyserville, population 1,579)
 - 94922 (Bodega, population 254)
 - 95452 (Kenwood, population 1,110)
 - 95448 (Cloverdale, population 8,919)
- Least vaccinated zip codes
 - 94928 (Rohnert Park, population 38,543)
 - 95442 (Glen Ellen, population 3,515)
 - 95497 (The Sea Ranch, population 1,111)
 - 94515 (Calistoga, population 498)
 - 95412 (Annapolis, population 516)

Proportion Residents Vaccinated by Zip



Senior Residential Care Facilities Survey: Key Findings

- **Survey of 189 SNF/RCFE facilities (83% response rate)**
 - **95% of residents have been fully vaccinated**
 - 5% of residents declined due to concerns about side effects, allergic reaction, distrust of vaccines, or being on hospice care
 - **85% of staff have been fully vaccinated, overall**
 - Rates varied by facility
 - In half of facilities, 100% of staff were vaccinated
 - **In 15% of facilities, over 30% of staff declined vaccination**
 - » 1/3 of these facilities had experienced COVID-19 outbreaks previously
 - Top reasons for staff declination included: concerns about safety approval processes, concerns about side effects, reproductive concerns, distrust of vaccines

2021 Vaccine Hesitancy Survey of Staff in Health and Caregiving Settings

- **Who are we surveying?**

- Using an electronic survey (in Spanish and English) to survey staff in the following fields:
 - In-Home Supportive Services (IHSS)
 - Skilled Nursing Facilities
 - Residential Care Facilities for the Elderly (RCFE)
 - Hospital/Clinics
- **Data collection launched in early April and will continue throughout the month**

- **Why these individuals?**

- Health care and caregiving staff have been vaccine eligible the longest and had concrete opportunities to make choices around whether or not to get vaccinated
- Their responses will help inform Public Health outreach/messaging and future vaccine hesitancy data collection locally with other residents

Paid Advertising

Radio

- Ongoing weekly PSA: Latino 95.5 & Exitos
- Ongoing weekly Spanish Q&A: KBBF, Exitos, La Mejor/Radio Lazer
- Eight-week targeted **PSA campaign**: KZST, KFGY, KSRO, KXTS, KJOR, KSRT, KRRS, KBBF

Print & Digital

- Print & digital: Sonoma Index-Tribune, Petaluma Argus-Courier, Sonoma County Gazette, La Prensa
- Mobile phone campaign: Facebook & Instagram ads

GET TESTED FOR
COVID-19.



PROTECT YOUR
FRIENDS AND FAMILY.
GET YOUR FREE
COVID-19 TEST.



Targeted Outreach

- **Partnership with CURA Project**
- Contracts with community-based organizations for distribution of door hangers, information at convenience stores, PPE, etc.



Vaccine Communications/Outreach Campaign

- The Health Equity Marketing and Outreach campaign continues with a focus on vaccinations and addressing vaccine hesitancy. These communications include:
 - Streamed Community Briefings on Facebook and YouTube and Public service announcements on Spanish & English radio.
 - Mobile marketing campaign targeting cell-phone users in key Census tracts through June 2021
 - Digital and print ads in local newspapers.
 - Public service ads in partnership with CHI COVID Vaccination Communications Group, a joint committee involving local health care providers and the County.
 - Communications outreach to support existing outreach efforts including vaccination clinics organized in partnership with trusted community-based organizations.



Say
"Yes!"
to leaving
COVID-19 behind.

+

The COVID-19 vaccine is
safe, trusted and free.

Learn the Facts



Say
"Yes!"
to feeling safe again.

♥

The COVID-19 vaccine
can protect us.

See How It Works