

*Meeting of the Virginia Advisory Workgroup (VAW)
Communications and Messaging Subgroup
Friday, Dec 11, 2020
9:00-10:00 AM*

Welcome

Gaylene Kanoyton and Wendy Klein

- VDH to create an internal and Community COVID-19 Calendar of all events related to COVID-19 education
- Currently working on Provider Education

Update from VDH

Sable K Nelson Dyer

- The FDA Advisory Group has voted to recommend the FDA approve the EUA for the Pfizer Vaccine
 - Will take place on Sunday (12/13)
 - Vaccines for Healthcare providers and Long-term Care Facility residents within 24-48 hours of the vaccine approval
- Reach out to co-chairs and VDH personnel and share information that would be helpful to the Community COVID-19 Calendar
- Incorporating Community Conversations feedback into two documents
 - FAQs
 - Talking Points

Update from VDH Communications Partners, Vance/Siddall

Todd Foutz and Kira Siddall

- Receiving feedback on the VAW Barriers Subgroup Healthcare Providers survey (can be fielded as early as today)
- Surveying PIOs and local health directors to better understand communication needs (survey wrapping up today)

Toolkit Updates

- Flyers, shareables, and PowerPoint Presentations shared with Marian Hunter and Tammie Smith
- Developing fact sheets (general public and providers)

Upcoming Events:

- COVID-19 Vaccine concept pitch to Vaccine Unit
- Virtual Town Hall - 12/16 @ 7PM (flyer available)
- Satellite Media Tour - 12/18
- Spanish Satellite Media Tour - 12/18 (Marvin Figueiroa)

Questions & Suggestions

Question: What is the easiest way to access and share the community calendar?

- Currently pending internal updates for sharing

Question: Will we have an option to review and contribute to the FAQs before they are disseminated?

- FAQs reviewed by the Health Information team. No current update

Question: Confirmed Town Hall Panelists?

- Yes, the panel is now confirmed

Question: Spanish speaking providers and Spanish translated fact sheet?

- Yes, currently looking at LatinX providers and various translations

Question: Are fact sheets and distributed documents screen-reader compatible?

- Information will be shared with Danny Harper to ensure this is taken into consideration

Suggestion: Add allergy/sensitivity concerns to the list of hesitancy issues we need to have FAQs available for--many people are seeing the allergy reactions in the UK vaccine and have major concerns.

Community Conversations

Sable K Nelson Dyer

To provide initial COVID-19 vaccine information and hear feedback, comments, and concerns.

Registrations:

- Approximately 1800 registrants (series)

- Avg. 200-300 per individual session

List of Events:

- Tuesday, December 8: Asian American & Pacific Islander Community
- Wednesday, December 9: LatinX Community
- Thursday, December 10: LGBTQIA+ Community
- Tuesday, December 15: African-American Community
- Wednesday, December 16: People with Disabilities Community
- Thursday, December 17: Rural Community

YouTube recordings of all events and FAQs will be shared publicly with registrants following the Community Conversations series.

Recordings (YouTube): <https://www.vdh.virginia.gov/covid-19-vaccine/>

Suggestion: Host additional COVID-19 Vaccine Community Conversations

Next Meeting

Friday, December 18, 2020 @9am