



Prince William
Health District

Strategic Plan: COVID-19

Mission: Develop and implement a comprehensive COVID-19 response, focusing on health equity for the residents of the Greater Prince William community

OBJECTIVES

- Mitigate the impacts of COVID-19 using public health principles, including contact tracing and promoting testing and vaccinations
- Engage a variety of communication methods to reach our diverse community to promote public health messaging regarding COVID-19
- Support the safe reopening of businesses and schools throughout the Greater Prince William area
- Provide COVID-19 education and outreach to increase vaccination rates throughout the District
- Protect the community by restoring trust in public health

ONGOING NEEDS

- Understand the rate of community transmission and hospitalization locally, regionally, and throughout the National Capitol Region
- Continued guidance from the Centers for Disease Control and Prevention (CDC), Food and Drug Administration (FDA), and the Virginia Department of Health (VDH) on vaccine administration schedule

RISK COMMUNICATION

- Increase awareness and improve knowledge among community leaders, healthcare partners, and the public about current testing and vaccination guidance
- Provide updated, accurate, accessible and culturally appropriate information to combat COVID-19 myths and misinformation through canvassing, trusted community leaders, businesses, the PWHD website and social media
- Promote the VDH call center as a resource for the public to register for a vaccination appointment and obtain information about COVID-19 and the COVID-19 vaccine

TESTING

- Coordinate with private vendors to provide free testing for those who live and work in Prince William County, Manassas City and Manassas Park
- Support outbreak testing initiatives, to include workplaces, schools, and congregate living facilities
- Connect persons exposed to COVID-19 to testing through the PWHD containment team

VACCINATION STRATEGY

- Identify communities and populations with low vaccination rates and coordinate with community leaders and businesses to serve as vaccination sites
- Establish vaccination sites, mobile clinic, and homebound routes throughout Greater Prince William to reach a variety of populations and to ensure the residents receive their full vaccine series
- Adjust vaccination administration processes to meet the changing guidance provided by the CDC, FDA, and VDH as well as the demand from the public
- Encourage local healthcare providers, pharmacies and hospitals to administer vaccinations for eligible