

THE STATE OF TEXAS §

COUNTY OF HARRIS §

The Commissioners Court of Harris County, Texas, Met in a regular session at its regular term at the Harris County Administration Building in the City of Houston, Texas, on _____,

with the following members present:

Lina Hidalgo	County Judge
Rodney Ellis	Commissioner, Precinct No. 1
Adrian Garcia	Commissioner, Precinct No. 2
Tom S. Ramsey, P.E.	Commissioner, Precinct No. 3
R. Jack Cagle	Commissioner, Precinct No. 4

and the following members absent: _____,

constituting a quorum, when among other business, the following was transacted:

ORDER AUTHORIZING HARRIS COUNTY PUBLIC HEALTH approval to implement COVID-19 Community Partner Incentive Program.

Commissioner _____ introduced an order and moved that Commissioners Court adopt the order. Commissioner _____ seconded the motion for adoption of the order. The motion, carrying with it the adoption of the order, prevailed by the following vote:

	Yes	No	Abstain
Judge Hidalgo	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Comm. Ellis	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Comm. Garcia	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Comm. Ramsey	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Comm. Cagle	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

The meeting chair announced that the motion had duly and lawfully carried and that the order had been duly and lawfully adopted. The order adopted follows:

IT IS ORDERED that the County Judge is authorized to approve Harris County Public Health (HCPH) approval to implement COVID-19 Community Partner Incentive Program with funds totaling up to \$250,000.

The documents are attached hereto and incorporated herein and incorporated as if set out in full word for word. Harris County is authorized to do any and all things necessary or convenient to accomplish the purpose of this Order.

Harris County COVID-19 Vaccine Partner Incentive Program SOP

Background

HCPH has been working with a wide variety of community-based partners to provide testing and vaccines to the public throughout the COVID-19 pandemic. Feedback from these partners has highlighted that many organizations are eager to support public health in COVID-19 messaging, testing, and vaccinations, but many organizations lack the resources to do so on their own. Often, funding is needed for photocopies of flyers to distribute to the community, lunches for volunteer canvassing teams, or stipends for staff to open facilities to host vaccine events. Harris County Public Health's Partner Incentive Pilot Program was developed to provide financial support to cross-sector partners working to attract residents to vaccine events.

On August 15, HCPH launched a Partner Incentive Pilot Program with 10 partners providing vaccine events between August 20 and August 29. By working with partners to attract residents, HCPH was able to reach communities of interest in priority zip codes or community groups with low vaccination rates and high vaccine hesitancy. Partners were offered \$50 per person that received a vaccine, up to \$5000. Of the 10 participants, 9 events were able to double or triple attendance numbers from those they previously hosted without financial support. See Appendix for detailed analysis of the Partner Incentive Pilot Program.

Operations

This program will follow these general steps:

- Harris County partners will fill out and submit an online application
- Partners will be selected by the HCPH COVID-19 Resilience and Equity team (see below for partner selection)
- The Operations Scheduling Team will work with selected partners to schedule a date for their vaccine event
- Partners will be given 3-4 weeks to promote their vaccine event
- Vaccine event will take place – HCPH will provide vaccines and staff
 - Based on final numbers provided by the Vaccine site manager on site, HCPH will provide the partner with \$50 per person vaccinated, up to \$5,000

As part of the program, partners are requested to provide outreach and advertising of the vaccine event to attract their community members to get vaccinated. By supporting them in their efforts to provide information about the vaccine and increase interest in the event, HCPH seeks to not only increase the number of vaccinations provided but to increase vaccinations within priority zip codes and within communities of interest.

Partner Selection

Partner organizations may be chosen based on their location within HCPH priority zip codes, which in turn are determined by the CDC's Social Vulnerability Index (SVI), vaccination rates, historical incidence of COVID-19, and recent incidence of COVID-19. Partners may also be selected based on locations that have shown a high incidence of COVID-19 coupled with low vaccination rates.

Partners will be asked to demonstrate the breadth (number and type) of communities they work with by completing an application form. They will be asked about their ties to communities of interest, with an emphasis on communities with lower vaccination rates in Harris County. They will also be asked to provide a description of the type of activities and relationships they have with communities, highlighting the strength of their community relationships.

Examples of Partner Promotional Activities

- Outreach events led by volunteers/staff to promote vaccine event
- Announcements during religious service
- Social media posts (i.e. Facebook)
- Social media broadcast by faith or community leader
- Co-located with other events (back-to-school drive, food give away, etc.)
- Door to door canvassing around vaccine site
- Sharing flyer with other cultural community leaders
- Staff and volunteers conduct phone banking - offering vaccine education and assistance with appointment registrations

Lessons Learned from pilot program (August 2021)

The reason for the pilot was two-fold: First, to ensure that a partner incentive program would have a positive impact on vaccine uptake within communities of concern. Second, to learn how to make this program as effective as possible. Partners were asked to provide feedback on the program, including the initial application process, conducting their own promotional and outreach activities, coordination of the actual vaccination event, and any follow up issues and concerns. From this feedback, the following changes have been made:

- Partners will be given the ability to select a future date for their vaccine event after their selection as a participating partner. This will allow them more time to develop and implement their promotional activities, ensuring increased visibility within the community.
- HCPH will work with partners to train them to serve as vaccine site navigators that can answer questions and better guide individuals on site.
- Partners will be asked to encourage pre-registration in order to increase throughput and decrease wait times on site

Caveats

- In order for partners to be successful in attracting as many people as possible, they will need at least 3-4 weeks to promote their vaccine event. Participants in the pilot program highlighted that they would have been more successful had they had more than two weeks to promote their event.
- Partners may be chosen, not just based on geographic proximity to a particular community, but also based on the relationships they have within certain communities with low vaccination rates, thereby allowing HCPH to leverage these specific relationships to reach priority communities.

Appendix: Data Results from Pilot Program

Table 1: Demographic and Geographic Breakdown of Partner Incentive Program VDUs

Site	Date	Total # vaccinated	Demographics Race/Ethnicity N (%)	Age N (%)	% vaccinated in different zip codes at site (highlighted is zip code where site is located)
Bethel's Family Church	8/20/2021	140	White: 12 (8.6%) Black: 73 (52%) Hispanic/Latino: 44 (31%) Multi-Racial: 5 (3.6%) Unknown: 1 (0.7%)	10 – 19: 32(23%) 20 – 29: 23 (16%) 30 – 39: 32 (23%) 40 – 49: 24 (17%) 50 – 59: 17 (12%) 60 – 69: 12 (8.6%)	13% (77035) 8.2% (77053) 7.5% (77489) #8 lowest vaccine rate 6.2 (77036) 4.8% (77071) 4.1% 77045 4.1% 77096 And 38 more zip codes with <4%
NASFAT Houston	8/20/2021	179	White: 28 (16%) Black: 59 (33%) Hispanic/Latino: 69 (39%) Multi-Racial: 4 (2.2%) Unknown: 4 (2.2%)	10 – 19: 48(17%) 20 – 29: 33 (18%) 30 – 39: 52 (29%) 40 – 49: 18 (10%) 50 – 59: 19 (11%) 60 – 69: 8 (4.5%) 80+: 1 (0.6%)	15.56% (77099) 10% (77083) 8.89% (77072) 6.11% (77082) 4.44% (77084) And 43 more zip codes with <4%
North Main Church Church of God In Christ - Independence Heights Redevelopment Council	8/21/2021	102	White: 6(6.1%) Black: 37(37%) Hispanic/Latino: 52(53%) Multi-Racial: 1(1.0%) Unknown: 2(2.0%)	10-19: 25 (25%) 20-29: 17 (17%) 30-39: 11 (11%) 40-49: 21 (21%) 50-59: 16 (16%) 60-69: 6 (6.1%) 70-79: 3 (3.0%)	13.1% (77093) #2 priority zip code 8.1% (77026) #6 priority zip code 8.1% (77088) 7.1% (77022) #25 priority zip code 6.1% (77014) 4% (77004) And 38 more zip codes with <4%
St. Pius V Catholic Church	8/22/2021	174	White: 18 (10%) Black: 24 (14%) Hispanic/Latino: 125 (72%) Multi-Racial: 2 (1.1%) Unknown: 2 (1.1%)	10-19: 39(22%) 20-29: 67 (29%) 30-39: 31(18%) 40-49: 19 (11%) 50-59: 16(9.2%) 60-69: 2(1.1%)	10.92% (77506) #1 priority zip code 7.47% (77034) 6.32% (77017) 6.32% (77502) 5.17% (77504) 5.17% (77505) And 41 other zip codes with <5%
St. Leo the Great Catholic Church	8/15/2021	282	Black: 2 (0.7%) Hispanic/Latino: 280 (99%)	10 – 19: 99 (35%) 20 – 29: 40 (14%) 30 – 39: 64 (23%) 40 – 49: 60 (21%) 50 – 59: 13 (4.6%)	16.6% (77039) #22 priority zip code 9.3% (77093) #2 priority zip code 8.7% (77060) #3 priority zip code

				60 – 69: 4 (1.4%) 80+: 1 (0.6%)	8.3% (77073) 8.0% (77369) And 36 other zip codes with <7%
Bread of Life- Crestmont Church	8/28/2021	77	White: 4 (5.2%) Black: 51 (66%) Hispanic/Latino: 21 (27%) Asian /Pacific Islander: 1(1.3%)	10 – 19: 17 (22%) 20 – 29: 8 (10%) 30 – 39: 17 (22%) 40 – 49: 19 (25%) 50 – 59: 8 (10%) 60 – 69: 7 (9.1%) 80+: 1 (1.3%)	24.05% (77048) 10.13% (77033) #12 priority zip code 8.86% (77021) 8.86% (77051) #16 priority zip code 5.1% (77034) 5.1% (77053) 5.1% (77087) 5.1% (77093) #2 priority zip code And 14 other zip codes with <5%
Pure Justice- Shrine of Black Madonna-	8/28/2021	20	White: 1 (5.0%) Black: 10 (50%) Hispanic/Latino: 9(45%)	10 – 19: 4 (20%) 20 – 29: 3 (15%) 30 – 39: 4 (20%) 40 – 49: 6 (30%) 50 – 59: 1 (5.0%) 60 – 69: 2 (10%)	42.9% (77021) 23.8% (77530) #4 highest case rate 9.5% (77003) 9.5% (77026) #6 priority zip code And 3 more zip codes with <5%
East Harris County Empowerment Council-Bill Neal Center	8/28/2021	131	White: 16 (12%) Black: 15 (11%) Hispanic/Latino: 100 (76%)	10-19: 63 (48%) 20-29: 11 (8.4%) 30-39: 29 (22%) 40-49: 18 (14%) 50-59: 6 (4.6%) 60-69: 4 (3.1%)	52.1% (77530) #4 highest case rate 19.2% (77049) #10 lowest vaccination rate 9.56% (77015) And 13 more zip codes with <3%
Our Lady of Grace Catholic Church	8/28/2021	156	White: 12 (7.7%) Black: 16 (10%) Hispanic/Latino: 116 (74%) Multi-Racial: 3 (1.9%) Unknown: 3 (1.9%) Asian/Pacific Islander: 6 (3.8%)	10-19: 39(22%) 20-29: 67 (29%) 30-39: 31(18%) 40-49: 19 (11%) 50-59: 16(9.2%) 60-69: 2(1.1%)	14.10% (77587) #10 priority zip code 11.54% (77502) #23 priority zip code 8.97% (77034) 8.33% (77506) #1 priority zip code 5.13% (77075) And 34 more zip codes with <5%
Greenhouse International Church	8/27/2021	219	White: 20 (9.1%) Black: 101 (46%) Hispanic/Latino: 92 (42%) Multi-Racial: 2 (.9%) Unknown: 3 (1.4%) Asian/Pacific Islander: 1 (0.5%)	10 – 19: 36 (16%) 20 – 29: 42 (19%) 30 – 39: 45 (21%) 40 – 49: 47 (21%) 50 – 59: 33 (15%) 60 – 69: 14 (6.4%) 80+: 1 (0.5%)	12.3% (77067) 12.3% (77060) #3 priority zip code 8.6% (77373) 7.73% (77073) And 52 other zip codes with <5%

Table 2: Comparing Partner Incentive Program VDUs to other HCPH Vaccine sites broken down by Race/Ethnicity

Comparing Pilot Incentive Partners with Other for HCPH Sites by Race						
Race	Incentive Partners			Other		
	Number of Site	Total Number of Doses	Number of Dose per site	Number of Site	Total Number of Doses	Number of Dose per site
American Indian/Alaskan Native	10	2	0.2	49	7	0.1
Asian American/Pacific Islander	10	31	3.1	49	184	3.8
Black	10	401	40.1	49	1125	23.0
Hispanic/Latino	10	927	92.7	49	3737	76.3
Multi-racial	10	17	1.7	49	81	1.7
Unknown	10	15	1.5	49	87	1.8
White	10	118	11.8	49	972	19.8
Total	10	1511	151.1	49	6193	126.5

HCPH Data. Distribution not approved. For HCPH Leadership Only.Updated: 2021-09-07

Table 3: Comparing Partner Incentive Program VDUs to other HCPH Vaccine sites broken down by Age

Age_Group	Incentive Partners			Other		
	Number of Site	Total Number of Doses	Number of Dose per site	Number of Site	Total Number of Doses	Number of Dose per site
12-19	10	413	41.3	49	1612	32.9
20-29	10	278	27.8	49	1320	26.9
30-39	10	324	32.4	49	1377	28.1
40-49	10	266	26.6	49	971	19.8
50-59	10	148	14.8	49	572	11.7
60-69	10	66	6.6	49	242	4.9
70-79	10	10	1.0	49	82	1.7
80+	10	6	0.6	49	17	0.3
Total	10	1511	151.1	49	6193	126.3

HCPH Data. Distribution not approved. For HCPH Leadership Only.Updated: 2021-09-07

Assessment of Pilot Program Results

As the same partners from the incentive program had hosted previous vaccine events, HCPH was able to compare numbers from those non-incentive program events with vaccination numbers from the incentive program, and in the case of almost all the events those numbers rose considerably.

- All but one site saw attendance numbers at least double compared to events previously held at those sites, and the overall attendance at incentive events was higher than at non-incentive events held during the same timeframe.
- At all sites more than 50% of vaccine recipients were Hispanic and/or African American.
 - On average per site, partner sites saw almost double the number of African American individuals as other VDU sites during the same time period.
- On average, a quarter of individuals seen at these sites were 10–19-year-old, and a majority of the individuals seen at all sites were under 40 – a demographic that has shown more vaccine hesitancy throughout the vaccination process.
- The zip codes that are on the HCPH priority list, of the lowest vaccination rates, and highest case rates were reached through the partner incentive program.

- Co-located events (i.e. with food drives, haircuts, etc.) were quite successful, usually seeing over 100 participants.

One location did struggle with attendance, but they had an unexpected occurrence that influenced their ability to promote the vaccine event. The Pure Justice vaccine event was located at the Shrine of Black Madonna in historic 3rd Ward. However, they were unable to provide promotional support because of the death of a prominent elder, Rev. Baba Runyararo Fana. All online promotions were focused on remembering his life and passing. This unfortunate occurrence did demonstrate that even with the cash card incentive program functioning simultaneously, the increased efforts of the other partners in promoting their own events were key in their ability increase attendance and vaccine uptake.