



MEMORANDUM

TO: Mayor and City Council Members

FROM: Adrienne Sturup, Interim Austin Public Health Director

DATE: October 15, 2021

SUBJECT: Staff Update Resolution 20210826-110 - COVID-19 Vaccine Strategy

This memorandum serves as a preliminary update and extension request for the response to Resolution 20210826-110. This resolution directed the City Manager to develop a comprehensive COVID-19 booster shot strategy for inclusion in an updated Capital Area COVID-19 Vaccine Distribution Plan (Plan), a memorandum detailing the needs of City departments involved in its implementation, and an update regarding the COVID-19 Vaccine Distribution Coalition's completed work, future plans, and recommendations on booster shot strategies; and provide Council the updated Plan, memorandum, and update by September 21, 2021, and present all three at September 28, 2021, Work Session. This extension will allow staff to complete the community engagement process and include feedback in the final response to Mayor and Council.

Progress to Date

During the September 28 Joint Session, staff presented information on initial lessons learned from the initial vaccine rollout:

Health Communications – Messaging and information needs to be focused on communities at risk

- Providing ongoing outreach with updated and revised information across the many response domains, including testing and vaccination, proved challenging.
- Social media/traditional media that resonates with all audiences needed to reach Travis County residents.
- Focused linguistically and culturally appropriate messaging to those disproportionately impacted seeks to educate and inform people about the disease, risk factors, prevention, and opportunities for vaccination.

Health Equity – Health Equity should be an integral part of public health emergency operations

- The pandemic exacerbated historically embedded health-related disproportionality in our community.
- Health Equity is an integral component of APH operations; we seek to meet people where they are.
- A renewed health equity focus will concentrate on the needs of those who are economically marginalized, areas with high case positivity, and areas of low vaccination uptake.
- This renewed focus will be inclusive of all races, ethnicities, and languages. This renewed focus will also provide outreach through trusted sources at the neighborhood level

Information Technology – IT Infrastructure must reflect the reality of both daily and pandemic operations

- The IT infrastructure was built to handle daily operations, not pandemic operations.

- As the pandemic quickly unfolded, it was difficult for the IT infrastructure to meet ever-increasing demands.
- The ongoing pandemic prioritized the need to move quickly with improvements and vendor implementation.
- APH will systematically review and address the IT infrastructure to create a fit-for-purpose system that meets daily programmatic needs and disaster-related response requirements.

There will be two opportunities for the community to engage with staff and give real-time feedback on their vaccine experience. The first will take place on Monday, October 25, 6:30-8:00 pm, and the second will be on Saturday, October 30, 10:00-11:30 am

Sessions will be via Zoom and offer simultaneous interpretation. Breakout rooms organized by participants' preferred language will encourage and support open and honest dialogue. Feedback from these sessions will be used to inform the plan. A summary report of information obtained will be included in the staff response. The plan will be submitted by November 15, 2021.

Should you have any questions, please contact my office at (512)972-5010.

cc: Spencer Cronk, City Manager
Anne Morgan, Interim Deputy City Manager
Stephanie Hayden-Howard, Assistant City Manager