

# Stepping Up Medi-Cal COVID-19 Vaccinations

## Local Plans' Strategies to Breakdown Barriers

Across the nation, Medicaid COVID-19 vaccination rates are lower than the general population – and California is no different. In an effort to increase Medi-Cal vaccination rates and support boosters for approved groups, local plans are deploying many strategies to encourage and facilitate vaccinations. In enhancing existing vaccine efforts, local plans are identifying and addressing barriers in partnership with local public health officials, Medi-Cal providers and community- and faith-based organizations.

### Common Barriers to COVID-19 Vaccination for Medi-Cal Enrollees



Vaccine clinics are too far away/have inconvenient hours



Enrollee is homebound



Pervasive misinformation about the safety and efficacy of the vaccine

### Plans' Vaccination Strategies



#### Make vaccine access convenient

- Mobile vaccinations for homebound
- Pop-up vaccination clinics held in heavily trafficked areas during community events
- Provide transportation to clinics
- Host evening clinic hours for working enrollees



#### Use trusted messengers and mobilize community-based organizations

- Incentivize local doctors', clinics', and pharmacies' engagement to increase vaccinations
- Partner with community outreach workers as trusted messengers for low-vaccination populations
- Host roundtables with local leaders and groups on effective outreach strategies
- Launch local print, digital, and radio campaigns encouraging vaccinations



#### Address misconceptions & educate

- Fact-check common misconceptions via in-language mailers, billboards, radio ads, social media ads, live social media info sessions, robocalls and texts to enrollees, etc.
- Equip local providers and outreach staff with vaccine hesitancy toolkits containing scripts and up-to-date FAQs

# Local Health Plans Partnering in their Communities

"To increase COVID-19 vaccination rates in Medi-Cal and ensure boosters are offered to approved groups, local plans are leveraging community partners to build confidence in the vaccine while also making it easier and more convenient for Medi-Cal enrollees to get vaccinated." – **Linnea Koopmans, CEO, LHPC**



- **Community referral program offering a monetary incentive for every person a member helps get fully vaccinated**
- **Free drive-thru testing, vaccines and booster vaccines**
- **Mobile vaccine clinics for farmworkers and their families**



- **Vaccine clinics at local schools, a local farmer's market and faith-based organizations**
- **Pop-up vaccine clinic with a grocery giveaway**
- **Free county fair ticket with vaccination**



- **Events in under-vaccinated communities hosted in collaboration with Blue Shield**
- **Vaccine hesitancy toolkit developed for providers to use when discussing the vaccine**
- **Vaccine PSA and Instagram Live Q&A with actor Jaime Camil (in partnership with IEHP)**



- **Member Health Reward incentive program, providing a \$25 gift card for each vaccine received, up to \$50 per member**
- **More than 1.2 million texts sent as part of a robust texting campaign to vaccine-eligible members**
- **Back-to-school vaccine clinic and resource fair, offering a backpack and school supply giveaway for kids**



- **Ask. Learn. Decide. Multi-media/cultural campaign targeting low vaccination areas, along with direct outreach**
- **Local vaccine events/outreach in collaboration with public health agencies, safety net medical centers & clinics and CBOs**
- **Partner with providers to promote members' return for their preventative health care and to receive their full vaccination course including the COVID-19 vaccine.**



- **Vaccine clinic hosted in IEHP headquarters, with more than 36,000 COVID vaccines administered to date**
- **Pop-up vaccine clinics in under-vaccinated communities and faith-based organizations with food and toiletry giveaways**
- **Educational video campaigns featuring Hispanic and African American physicians, community leaders and celebrity Jaime Camil (partnership with L.A. Care).**

## About LHPC

Local Health Plans of California (LHPC) is a statewide trade association representing all 16 not-for-profit, community-based health plans that provide access to critical and comprehensive health care services for low-income populations enrolled in California's Medicaid program, Medi-Cal. With over 8 million enrollees in the 36 counties where a local plan is available, our plans serve over 70 percent of all Medi-Cal beneficiaries. Our member plans cover more lives than 49 other states' entire Medicaid programs.