CAB Kick Off Meeting
COVID-19 Community Advisory Board

January 22, 2021
Agenda

• Welcome – Dr. Matt Willis

• Introductions (just name and organization, 5 minutes)

• Proposed Community Advisory Board Strategy
  • Overview (10 minutes)
  • Discussion (10 minutes)

• Membership Discussion: Building the Roster (10 minutes)

• Meetings Discussion: Length / Frequency (10 minutes)

• Final Questions / Comments (5 minutes)

• Reflections and Next Steps – Dr. Tyler Evans (5 minutes)
Goal: All Marin County residents have the information they need to make an informed decision about getting the COVID-19 vaccination and any barriers making it difficult for them to receive the vaccine are addressed.

CAB Purpose: A collaborative group of Marin county community stakeholders dedicated to:

- Ensuring transparency around equitable and effective vaccine allocations
- Building confidence in the vaccines and vaccination processes
- Soliciting community inputs to tailor communications and reduce barriers to vaccination
- Balancing multiple considerations (mortality, exposure, community functioning, etc.) in CAB work
**Health Equity:** Everyone has a fair and just opportunity to live a long and healthy life.

**Social Determinants of Health:** The economic and social conditions that influence individual and group differences in health status.

**Health Outcomes:** Mortality, Morbidity, Health Care Expenditures, Health Status, Functional Limitations

Source: Kaiser Family Foundation
**CAB Strategy | Guiding Principles**

### Ensure parameters are clearly articulated
- Clearly defined goals, roles, expectations and scope
- Identify areas in scope and not in scope
- Gain stakeholder / leadership buy-in on recommendations
- Agree on time and resources required from CAB members

### Encourage meaningful participation
- Set expectations for conversations, recommendations, and activities
- Develop a collaborative process
- Involve key populations in agenda setting (when feasible)

### Be intentional about recruitment
Identify the key populations
- Ensure Diversity, Equity, and Inclusion
- Provide clear participation expectations and make sure members are able to fulfill them.

### Reduce barriers to participation
- Allow CAB members to set meeting frequency and times
- Provide translator for non-English speaking members
- Encourage members to identify other barriers and brainstorm solutions
- Acknowledge that hesitancy can be born of history and we need to address those factors directly and with compassion
Specific responsibilities include:

- Identifying vaccine access issues in focus populations and proposing solutions

- Identifying health communication needs for focus populations including:
  - Language needs
  - Cultural considerations
  - Community myths and misinformation

- Reviewing communication materials to ensure they meet the needs of focus communities

- Acting as community vaccine champions to build trust in the vaccine and the process

- Serving as a source of information for CBOs and FBOs working in their communities
Responsibilities do not include:

Making recommendations that are in the scope of or conflict with:

- Epidemiological and science data
- Federal, state, and local orders and laws

**What** we need to do is largely driven by the science and federal/state guidance. **How** we most effective do that to reach our target communities is the role of the CAB.
• Communities of Color

• Immigrant Communities (including both documented and undocumented community members)
  • Mexican and Central American Immigrants (both Spanish and Indigenous language communities)
  • Asian: Vietnamese, Hmong, Filipino

• LGBTQ Community

• People with Intellectual / Developmental Disabilities

• People with Severe Mental Illness

• People experiencing Homelessness / Housing Insecurity

• Faith-based Communities

• Older adults / Homebound Community members

• Lower Scoring “Health Places” Communities:
  • Primary: Marin City and part of San Rafael’s Canal Neighborhood
  • Secondary: West Marin and Novato

Unfair representation

Fair representation
Members of the CAB should expect to be active and engaged members.

CAB members should be comfortable being a strong vaccine champion. If proposed CAB members are uncomfortable in that role, they should work with CAB chairs to identify someone who is more appropriate in that role. To support this role Marin HHS will provide:

• Hour-long Vaccine Webinar for CAB members
• “Office Hours” for individual CAB member off-line questions about the vaccine

The CAB facilitator and co-chairs will work to ensure the activities are as efficient as possible and members should plan to be able to develop 10 – 15 hours a month including:

• Weekly CAB meetings (thru February)
• Engagement with community organizations
• Serving as a spokesperson on CAB activities and efforts
• Serving as a vaccine champion
Are the guiding principles right? Are there gaps?
Is the scope correct?
Are the key groups captured in representation?
Are the member expectations realistic?
## Membership Discussion | Confirming the Roster

<table>
<thead>
<tr>
<th>Sectors/Focus Communities</th>
<th>Organizations Serving these Communities</th>
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</thead>
<tbody>
<tr>
<td>Government, Public Health Sector</td>
<td>Dr. Willis, Dr. Santora, Benita McLarin, Amy Callis, Anyania Muse, Allison Nygaard, Karina Arambula</td>
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<tr>
<td>Government, Elected Officials/City Managers</td>
<td>Stephanie Moulton-Peters (County Supervisor District 3)</td>
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<tr>
<td>Foundation/Donor Community</td>
<td>Shirin Vakharia (MCF) / Facilitator</td>
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<tr>
<td>Human Service nonprofits serving low scoring “Healthy Places” communities:</td>
<td>Felecia Gaston (Performing Stars)</td>
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<tr>
<td>• Southern Marin (incl. Marin City)</td>
<td>Omar Carrera (Canal Alliance)</td>
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<td>• Part of San Rafael Canal Neighborhood</td>
<td>Chandra Alexandre (Community Action Marin)</td>
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<td>• West Marin</td>
<td>Cheryl Paddock (North Marin Community Services)</td>
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<td>• Novato</td>
<td>Vinh Luu (Asian Advocacy)</td>
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<tr>
<td>-Communities of Color</td>
<td>Andre Harris (Homeward Bound)</td>
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<tr>
<td>-Immigrant Communities (including both documented and undocumented community members)</td>
<td>Douglas Mundo (Multicultural Center of Marin)</td>
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<td>- People experiencing Homelessness / Housing Insecurity</td>
<td>Mark Shotwell (Ritter Center) / (RCHC /FQHC Liaison)</td>
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<td>LGBTQ Community</td>
<td>Maria Niggle (Marin Promise Partnership / West Marin Collaborative)</td>
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<td>Disability community (includes Intellectual/Developmental, Physical, Behavioral/Emotional &amp; Dually Diagnosed)</td>
<td>Dana Van Gorder (The Spahr Center)</td>
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<td>Youth serving/Childcare Community</td>
<td>Eli Gelardin (Marin Center for Independent Living (Marin CIL), (AFN Workgroup Liaison)</td>
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<td>Interfaith Community</td>
<td>Aideen Gaidmore (Marin Child Care Council)</td>
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<td>Mental health: people with Severe Mental Illness</td>
<td>Leili First (Marin Interfaith Council)</td>
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<td>Aging / Homebound Individuals</td>
<td>Chris Kughn (Buckelew)</td>
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<td>Community organizing/resident</td>
<td>Linda Jackson (Aging Action Initiative)</td>
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<td>Business Community</td>
<td>Mike Ralston (Rota Care/Marin Organizing Committee / Mill Valley Resident)</td>
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<td>Joanne Webster (San Rafael Chamber of Commerce)</td>
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<td>Cecilia Zamora (Latino Council of Marin)</td>
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<td>Coy Smith (Novato Chamber of Commerce)</td>
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Meeting Discussion | Logistics

- Weekly meetings thru February?
- Open to the public? / Option for public comment?
- Other logistical considerations?
Dr. Tyler Evans | Vaccine Distribution Branch Chief
Next Steps

Shirin Vakharia - Facilitator
"DIVERSITY IS BEING INVITED TO THE PARTY; INCLUSION IS BEING ASKED TO DANCE."

VERNA MYERS, DIVERSITY AND INCLUSION EXPERT