



Staten Island Borough Coalition Presentation for NYC DOHMH HCC LC by SICOAD-MES

***Leveraging Healthcare & Community
Partnerships to Increase COVID-19 Vaccination
in Staten Island***

**Wednesday, June 2, 2021
10 AM - 12:30 PM
Via Zoom**

Today's Agenda

Leveraging Healthcare & Community Partnerships to Increase COVID-19 Vaccination in Staten Island

SI Borough Coalition COVID-19 Response – Overview & Introductions

Sharmila Rao Thakkar, MPA, MPH, Executive Director, Staten Island Not For Profit Association (SINFPA)/Staten Island Community Organizations Active in Disaster (SI COAD)-Medical Ecosystem (MES)

Staten Island COVID-19 Vaccination – Setting the Stage & Early Efforts with Frontline and Healthcare Providers

Trientina Campbell, MES Co-chair and Director of Environmental Safety/EPC, Richmond University Medical Center

Broadening Vaccine Education and Access across the Borough

Ginny Mantello, MD, MES Co-chair and Health & Wellness Director, Office of the Staten Island Borough President

Engaging Skilled Nursing Facilities & PCPs in Local Vaccine Efforts

Donna Seminara, MD, MES Lead Rep for Skilled Nursing Facilities (SNFs) and Director of Geriatrics at Staten Island University Hospital & Medical Director, Eger Healthcare & Rehab

A Community-Based Approach – Deepening COVID-19 Vaccine Outreach with Trusted Partners

Rev. Karen Jackson, Administrator, SI Long Term Recovery Organization (SI LTRO) and Director of Recovery & Community Initiatives at Project Hospitality

The Value of a Borough Coalition in Bridging Gaps, Linking Programs & Serving the Community – 4Cs: Communications, Coordination, Cooperation and Collaboration

Frank Blancero, Program Manager, Staten Island Not For Profit Association/Staten Island Community Organizations Active in Disaster

Wrap-up and Looking Ahead

SI Borough Coalition COVID-19 Response: Overview & Introductions

- SI COAD-MES Coalition Steering Committee
- Local EOC with Office of SI BP
- ICS Team Structure
- Hot Wash / Lessons Learned
- Community / Healthcare / Elected Partnerships
- Emergency Response Planning &
Communications Framework Development

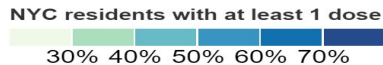
Staten Island COVID-19 Vaccination: Setting the Stage

- Staten Island population: 475,000+
- Median household income: \$82,000+
- 21.7% < 18 yrs of age, 17% > 65+ yrs (rapidly growing population)
- Race/ ethnicity:
 - White - 74.5%
 - White alone, not Hispanic or Latino - 59.6%
 - Hispanic or Latino - 18.6%
 - Black or African American - 11.6%
 - Asian alone - 10.9%
 - American Indian and Alaska Native alone - 0.7%
 - Native Hawaiian and Other Pacific Islander alone - 0.1%

Staten Island COVID-19 Vaccination: Setting the Stage -- Current Vaccination Rates

- NYC total population
 - 51% received one dose, 43% fully vaccinated
- Staten Island total population:
 - 47% received one dose, 41% fully vaccinated
 - Over 65 yrs - 77% received one dose, 71% fully vaccinated

At Least 1 Dose Fully Vaccinated



Age Group	Race/Ethnicity	Citywide	Bronx	Brooklyn	Manhattan	Queens	Staten Island
Boroughwide	Boroughwide	50%	41%	44%	62%	55%	47%
All ages	Asian/NHPI	64%	51%	64%	68%	64%	62%
All ages	Black	28%	27%	27%	35%	27%	27%
All ages	Hispanic/Latino	35%	29%	33%	41%	40%	30%
All ages	White	44%	41%	37%	57%	41%	37%
18 to 44	Asian/NHPI	73%	58%	75%	73%	73%	70%
18 to 44	Black	22%	21%	22%	31%	20%	22%
18 to 44	Hispanic/Latino	36%	28%	37%	41%	44%	31%
18 to 44	White	49%	40%	47%	60%	43%	31%
45 to 64	Asian/NHPI	80%	67%	82%	80%	81%	79%
45 to 64	Black	43%	45%	41%	49%	40%	47%
45 to 64	Hispanic/Latino	57%	52%	53%	60%	63%	56%
45 to 64	White	53%	55%	47%	65%	48%	49%
65 and older	Asian/NHPI	78%	62%	85%	73%	77%	83%
65 and older	Black	50%	49%	48%	55%	50%	55%
65 and older	Hispanic/Latino	55%	52%	50%	59%	59%	62%
65 and older	White	57%	50%	48%	67%	54%	62%

Staten Island COVID-19 Vaccination: Early Efforts with Frontline & Healthcare Providers

- COAD's approach to vaccination roll out
 - Sector ambassadors' role – Hospitals, Nursing Homes, group homes, primary care, CBOs (community-based orgs)
 - Borough President's Office involvement in coordination efforts



Staten Island COVID-19 Vaccination: Early Efforts with Frontline & Healthcare Providers

- Vaccination roll out in the healthcare sector
 - Richmond University Medical Center (RUMC) & Staten Island University Hospital (SIUH)/Northwell Health frontline staff
 - NH, dialysis centers, adult homes
 - Partnerships
 - Bridging gaps

Broadening Vaccine Education and Access across the Borough

- Keeping Track of Eligible Populations and Influx of Vaccines
- Working with Group Homes and DD Population
- Working with Adult Care Facilities, Skilled Nursing Facilities (SNFs), Congregate Care Settings
- Vaccinating the Senior and homebound populations
- Vaccinating and Educating the Community

Keeping Track of Eligible Populations and Influx of Vaccines

Phase IA and IB roll out

- Early on, vaccines available to hospitals and FQHCs for their staff and to SNFs through Federal pharmacy program
- Once expanded, connected eligible HC workers, first responders to FQHCs and hospitals, those in congregate setting and DD population to pharmacy partners and FQHCs
- Senior population - started with 75+, then expanded to 65+



Working with Adult Care Facilities, Skilled Nursing Facilities (SNFs) and other Congregate Care Sites

- SNFs included in federal pharmacy program, but ongoing resources, pharmacy linkages, pop ups needed
- Many residents needed 2nd doses and many staff needed 1st and 2nd doses after Federal pharmacy program completed
- Majority of adult care facilities also included, but those not licensed by State DOH left out
- Pop-ups by LTC pharmacy partner Enexis for residents and staff at 2 adult care facilities; subsequently worked with RUMC for ongoing appts for staff and few residents
- Created linkages between OMH facilities, other residential and congregate settings and LTC pharmacy partners

Working with Group Homes and DD Population

- Early on, FQHCs and Long Term Care (LTC) pharmacies worked with group home staff and residences (congregate care settings)
- Recruited local LTC Pharmacy partner Vitacare/Enexia for DOH approval/registration to administer vaccines
- Group home ambassadors connected to Enexia and to our 5 FQHCs
 - Enexia brought vaccines to group homes + hosted pop up events for staff of multiple group homes under one agency (eg., Catholic Charities)
 - FQHC doctors vaccinated group home staff and eligible residents
- Currently working with DOH and group homes/SNFs to address vaccine hesitancy in staff - survey to identify top reasons for hesitancy, creating vaccine education webinars/workshops and training vaccine champions

Vaccinating the Senior and Homebound Populations

- Started with 75+, then expanded to 65+
 - Kept extensive lists of individuals reaching out to BP's office
 - Collected lists from senior centers, churches, others
 - Helped schedule seniors through the hospitals, FQHCs, City and State hubs and pop ups
 - Hosted multiple-day pop ups at senior centers (eg., JCC)
- Homebound Population
 - Starting a homebound workgroup (Visiting nurses, Northwell home services, CASC, MOW, DFTA, COAD, SI BP, ambulances, volunteers)
 - Working with VCC, Caretender and volunteer ambulance partners to schedule vaccinations for homebound

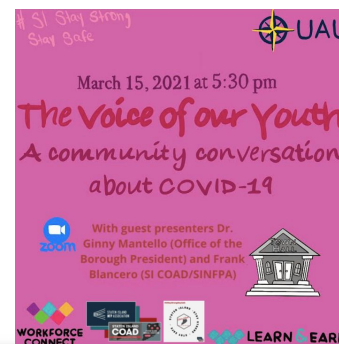
Vaccinating and Educating the Community

- Community Vaccination Program
 - Partnerships with SI COAD organizations (Project Hospitality, Jewish Community Center, Meals on Wheels, etc.)
 - Partner with Borough President's Office, elected officials, small business, etc.



Vaccinating and Educating the Community

- Helping constituents understand eligibility and connect to vaccine resources (similar to effort with seniors)
- Hosting targeted vaccine pop ups
 - BIPOC communities
 - Homeless shelters
 - Food pantries
 - Restaurant workers
 - Community centers (El Centro)
 - Staff of large social service agencies (Project Hospitality)
 - Local colleges (Wagner, St Johns, CSI)
- Weekly education town halls, community conversations and intimate webinars about the safety of the vaccines and to address questions/concerns



Engaging Skilled Nursing Facilities & PCPs in Local Vaccine Efforts

- Nursing homes
 - Staff hesitancy (address in small group settings to remedy)
 - Importance of having champions speak about vaccine
- Primary care
 - Role of physicians in improving vaccine rates and addressing barriers/hesitancy

A Community-Based Approach - Deepening COVID-19 Vaccine Outreach with Trusted Partners

- Work in advancing vaccination efforts on Staten Island
 - Restaurant workers, youth, communities of color
- Project Hospitality as T2 provider, one of several on SI
 - Coordination with hospitals, pharmacies, schools, etc.
 - Pop-up events
- Project Hope
- Emergency Rental Assistance Program

Need to talk?

Feeling uncertain, overwhelmed, anxious during COVID?
Here to talk | Here to listen | Here to support

We provide ...

- Information
- Education
- Emotional support
- Links to resources

We can provide virtual presentations on:

- Recognizing common reactions to COVID
- Building coping skills for the recovery process
- Managing COVID-related stress
- Identifying and meeting children's needs

Contact Us!
(718)608-7900
HOPE@ProjectHospitality.org

We are here for YOU.

Free, anonymous & confidential

A program of the NYC Office of Mental Health
Funded by NYS



STATEN ISLAND COVID-19 PONTE LA VACUNA

El Centro del Inmigrante te invita a vacunarte con SuperHealth Pharmacy

Lunes 5/10 y Martes 5/11 @ 3-7 PM

El Centro Del Inmigrante
260 de Avenida Port Richmond

• PFIZER 1st dosis para edades: 16
• Single dosis J&J para edades 18
• \$10 tarjetas para jóvenes edades: 16-18 años

Regístrate bit.ly/SLCovidVaxMay10-11

Para obtener ayuda con la programación y llenado de formularios, intérprete bilingüe disponible en: (347) 733 0347



The Value of a Borough Coalition in Bridging Gaps, Linking Programs & Serving the Community

(4Cs: Communication, Coordination, Cooperation and Collaboration)

- SI COAD-MES Communications
- Community Ambassador Program
- Hosting/Co-hosting Community Town Halls
- Needs Assessment Surveys and PPE Distribution
- Staten Island: Stay Strong, Stay Safe Public Messaging Campaign (#SIStayStrongStaySafe)
- Staten Island COVID-19 Vaccine Taskforce
- School & Community Vaccination Pop-up Clinics

SI COAD-MES Communications

- Updated info on latest guidance, resources, key trainings and events, funding opportunities, collaborative efforts
- Email Communications
 - Weekly COAD-MES Email
 - Directed emails to listservs
 - Coordinated efforts among partners across and within sectors
- Social media presence
 - Facebook, Instagram, Twitter, LinkedIn
- Call Down Drills (via Everbridge tool)
- Targeted Contact Lists
 - CBO Partners
 - MES Partners
 - Community Ambassador Network
 - SI COVID-19 Vaccine Task Force
 - Volunteer-led efforts/CBOs
 - Elected Officials

Community Ambassador Program

- 70+ Community Ambassadors, organization leads across sectors
 - How: recruited key contacts from various sectors (gaps identified from summer 2020 “hot wash”) to serve as “Community Ambassadors”
 - Who: emergency communications, mass care, emergency assistance, housing & human services, health and medical, fire, public safety and security, transportation, city agencies, and private/public external affairs
 - What: simple, streamlined role as nodes and amplifiers in borough-wide network across multiple sectors
- Goal: message amplification, resource sharing, emergency response
- Activities:
 - Ongoing targeted communications
 - Periodic meetings for information exchange, resource needs
 - Keep contact lists updated with staffing changes



Who We Are
The Staten Island Community Organizations Active in Disaster (SI COAD), a program of the Staten Island Not for Profit Association, facilitates ongoing collaboration within Staten Island to enhance and strengthen its state of readiness in times of crisis and disaster; interfaces with response organizations on the federal, state and local levels; and provides opportunities for learning and sharing resources to promote a culture of preparedness in Staten Island.

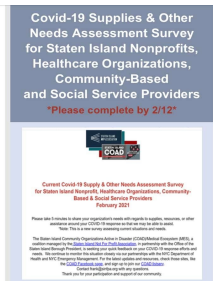
We Want To Hear From You!
Your insight can help amplify critical information shared by the SI COAD within your community before, during and/or after a crisis or disaster. As a Community Ambassador, you can support information sharing with regards to emergency preparedness, response and recovery activities within Staten Island.

What would I do as a Community Ambassador?
Community Ambassadors are asked to complete an annual SI COAD Crisis Communications Plan awareness training via webinar and update their contact information. As a Community Ambassador, you may be asked to share emergency preparedness, response or recovery related information with all members of your community, discuss your disaster experiences, share ideas regarding the best way to communicate with members of your community, and participate in other important activities.

Next Steps
Serving as a Community Ambassador does not require a background in emergency preparedness, response, or recovery. To learn more, please join us at an upcoming information session or contact Sharmila Rao Thakkar at sharmila@sihoa.org.

Borough-wide Needs Assessment Surveys and PPE Distribution

- Determine organizational needs and level of urgency on SI
- Surveys to assess needs for PPE, info, trainings, other resources
- Ongoing PPE Distribution; latest in April: 12,600 KN95 masks; 3,000 cloth masks; 12,620 face shields
- Total since March 2020: 113,050 KN95 masks; 58700 3-ply masks; 3000 cloth masks; 31400 gloves; 105 gowns; 25700 face shields; 24 gallons hand sanitizer
- Continued assessment of needs through community partner surveys, regular ICS feedback, and ongoing outreach

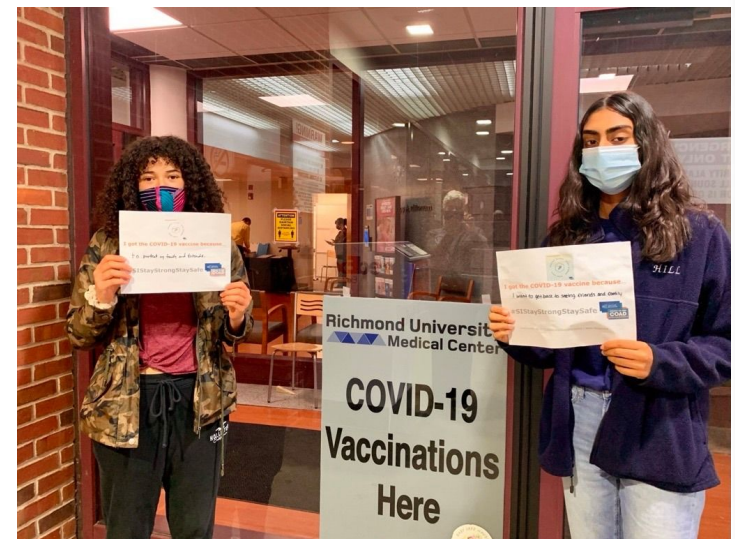
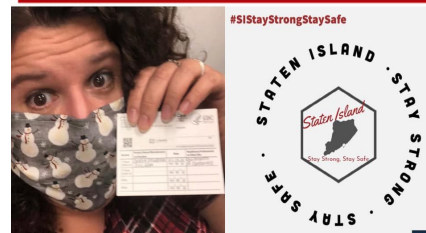
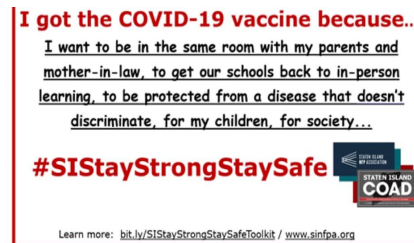
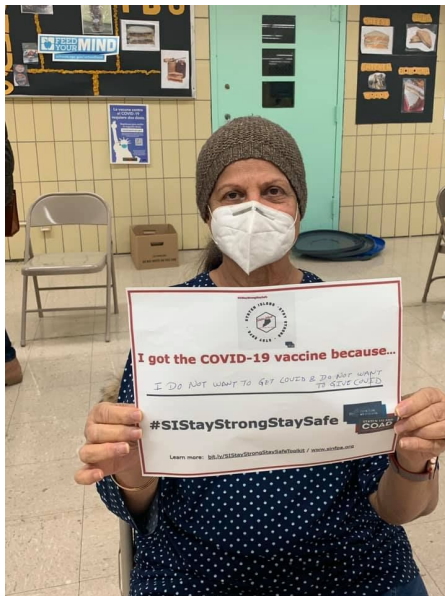


Staten Island: Stay Strong, Stay Safe Public Messaging Campaign



#SIStayStrongStaySafe public messaging campaign

- Launched in November as an education and outreach effort to keep the borough safe from COVID-19
- Videos, PSAs, social media posts: Core 4, Testing, Get Vaccinated
- Partner with multiple nonprofits and schools to adapt messaging and share on social media



Staten Island: Stay Strong, Stay Safe Public Messaging Campaign



- Simple and easy to join!
 - Sign the pledge: <https://bit.ly/SIStayStrongStaySafe>
 - Check out our toolkit to use graphics and text for email newsletters and social media posts: <https://bit.ly/SIStayStrongStaySafeToolkit>
 - Video PSA's: <https://bit.ly/SINFPAYouTube>
 - Use #SIStayStrongStaySafe hashtag anytime you post about keeping yourself, clients/patients, your family, neighbors, communities safe
 - <https://www.facebook.com/hashtag/sistaystrongstaysafe>
 - <https://www.instagram.com/explore/tags/sistaystrongstaysafe/>



I got the COVID-19 vaccine because...

#SISayStrongStaySafe



Learn more: bit.ly/SISayStrongStaySafeToolkit / www.sinfpa.org



I get tested for COVID-19 because...

#SISayStrongStaySafe



Learn more: bit.ly/SISayStrongStaySafeToolkit / www.sinfpa.org

#SISTAYSTRONGSTAYSAFE



Prevent the spread of COVID-19
Staten Island

- Wear a Mask
- Wash your hands
- Watch your distance
- Wait at home if you're feeling sick
- GET TESTED



TAKE THE PLEDGE

[HTTPS://BIT.LY/SISTAYSTRONGSTAYSAFE](https://bit.ly/SISTAYSTRONGSTAYSAFE)

FACE MASKS



REQUIRED

Pursuant to New York State Executive Orders, face coverings are REQUIRED for entry.



New York State Executive Orders: 202.17, 202.18, 202.34

*Subject to the Americans with Disabilities Act, New York State Human Rights Law, and any other applicable provision of law.

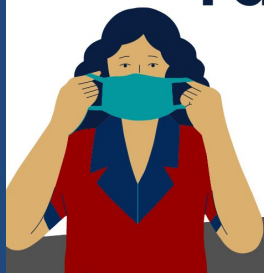
#SISayStrongStaySafe



Take the Pledge

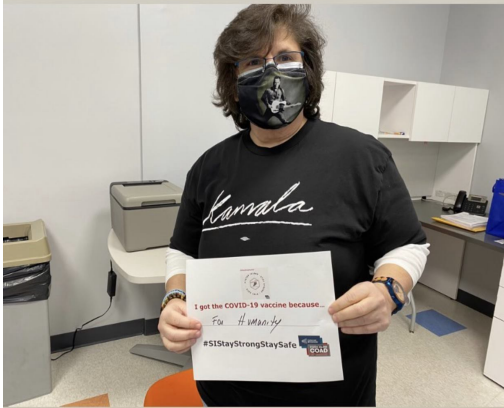
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Protect Staten Island and prevent the spread of COVID-19

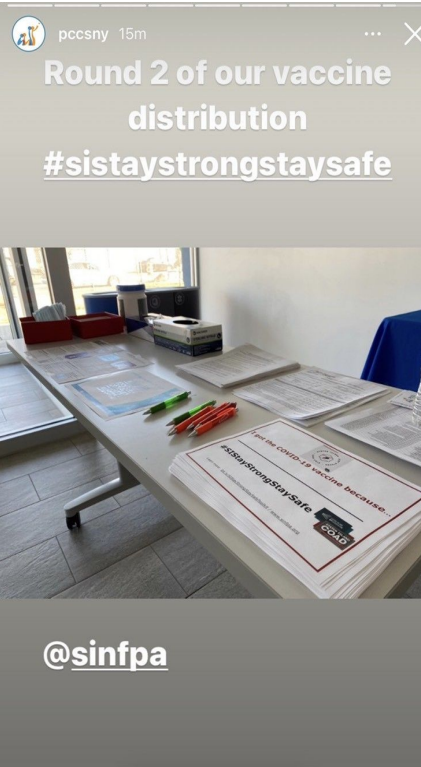


Person Centered Care Services (PCCS)

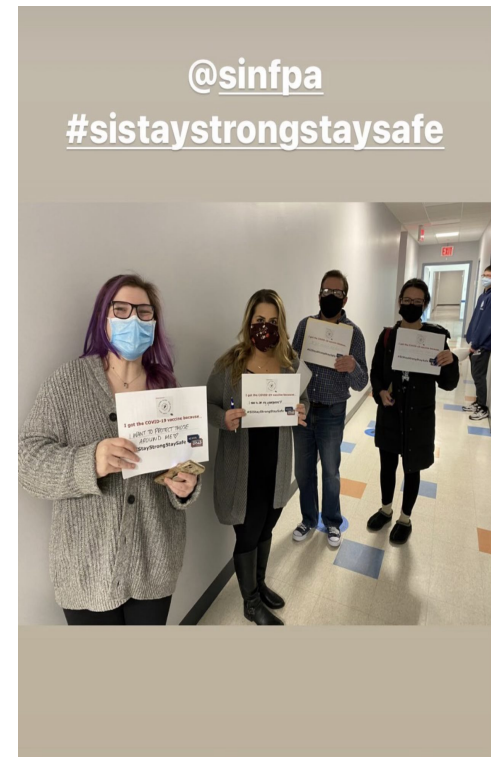
PCCS gets vaccinated today!



@sinfpa
#sistaystrongstaysafe



@sinfpa



United Activities Unlimited (UAU)

STOP THE SPREAD

SANITIZE /WASH HANDS FREQUENTLY
Be sure to wash-- if able then sanitizer-- your hands regularly to kill all germs

SOCIAL DISTANCE AND WEAR A MASK
Maintain at 6 feet distance between yourself and everyone whenever possible
everyone ages 5+

AVOID TOUCHING EYES, NOSE AND MOUTH
Hands touch many surfaces and can pick up viruses. Once contaminated, hands can transfer the virus to your eyes, nose or mouth.

GET TESTED REGULARLY, IT'S FREE!
Get tested if you have been in contact with someone who has COVID-19, or if you have contact with many people regularly-- especially if you have symptoms

STATEN ISLAND COAD #StatenIslandStayStrongStaysafe By: Areba Ghafoor

Don't know where to get a Covid testing ?

UAU Learn and Earn presents information about COVID

To find your local Covid test site, go to nyc.gov/covidtest

#SI STAY STRONG STAY SAFE

To find out any information and updates on Covid 19 text COVID to 692-692

STATEN ISLAND COAD

BE SUPPORTIVE

BE CAREFUL

BE ALERT

BE KIND

BE READY
to fight Covid-19
#SISTAYSTRONGSTAYSAFE

STAYSTRONG STAYS SAFE

LET'S PRACTICE SOCIAL DISTANCING

We're all in this together

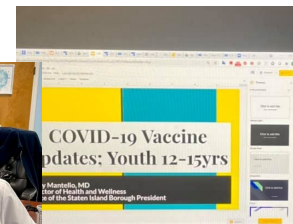
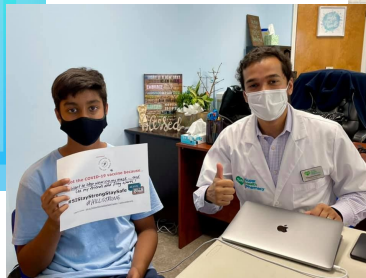
#SISTAYSTRONGSTAYSAFE

Staten Island COVID-19 Vaccine Task Force

- Launched in May; coordinated effort convened by
 - Staten Island Borough President's Office
 - Staten Island COAD-MES Coalition
 - Staten Island Not for Profit Association (SINFPA)
 - Staten Island Partnership for Community Wellness (SIPCW)
- Borough-wide communication, coordination, cooperation, and collaboration to increase vaccination rates
 - Highlight organizational efforts
 - Break down silos
 - Collectively strategize and unite borough-wide efforts across sectors
 - Members include MES partners, CBO partners, elected officials, community leaders, among others
- Two working groups
 - Pop-ups and Creative Partnerships
 - Vaccine Trust and Messaging

School & Community Vaccination Pop-up Clinics

- Pop ups with schools - pharmacy partners provide vaccine for youth as well as their families/friends at a trusted site
- Education webinars for parents prior to pop up
- Ongoing weekly and bi-monthly pop ups at community centers and pantries, particularly in areas with low vaccination rates, high mistrust and health disparities
- Working with pharmacists, doctors and volunteer agency Caretender to vaccinate homebound population
- Mobile vaccine sites



Wrap-up and Looking Ahead

- Staten Island COVID-19 Vaccine Task Force & Working Groups focused on partnerships, messaging, outreach, education
- Community partner pop-ups & outreach events
- What's next re: COVID-19 Vaccine: booster, youth, guidance
- Developing / Updating Borough-wide Emergency Communications Framework and Emergency Response Plan
- Back to business ...





Questions & Comments

Keep in Touch and Follow Our Work!

- www.sinfpa.org
- <https://www.facebook.com/StatenIslandCOAD/>
- <https://www.facebook.com/StatenIslandNFP>
- https://twitter.com/SI_NFPA
- <https://www.instagram.com/sinfpa/>
- <https://www.linkedin.com/company/staten-island-nfp-association-inc/>
- <https://bit.ly/SINFPAYouTube>



[#SIStayStrongStaySafe](#) [#SICOAD](#) [#SINFPA](#)



SI COAD-MES Contact Information

- Sharmila Rao Thakkar, MPH, MPA - Executive Director, Staten Island Not For Profit Association / Staten Island COAD; sharmila@sinfpa.org
- Frank Blancero - Program Manager, Staten Island Not For Profit Association / Staten Island COAD; frank@sinfpa.org
- Trientina Campbell - MES Co-chair and Director of Environmental Safety/EPC, Richmond University Medical Center; tcampbell@rumcsi.org
- Ginny Mantello, MD - MES Co-chair and Health & Wellness Director, Office of the Staten Island Borough President's Office; GMantello@stateninsula.com
- Donna Seminara, MD – MES Lead Rep for Skilled Nursing Facilities (SNFs) and Director of Geriatrics at Staten Island University Hospital & Medical Director, Eger Healthcare & Rehab; dseminara@eger.org
- Rev. Karen Jackson - Administrator, SI Long Term Recovery Organization (LTRO) and Director of Recovery & Community Initiatives at Project Hospitality; kjackson@projecthospitality.org
- Shirley Dunn, MPA - SI COAD Co-chair and Director of Quality Assurance & Corporate Compliance Officer, Eden II; sdunn@eden2.org
- Joseph Tornello, LCSW - SI COAD Co-chair and President/CEO, Meals on Wheels of Staten Island; JTornello@mealsonwheelsofsi.org

