



# COVID-19 Outreach Briefing

Friday, April 29, 2021  
10:00 a.m. to 11:00 a.m.



# Logistics

- **Participants Muted During Presentations**
  - Use 'Raise Hand' icon during Q&A portion to request your line be unmuted
- **Closed Captioning is Available**
  - Access by clicking the icon at bottom of your Zoom screen
- **Join Us in the Q&A**
  - Share your questions and comments using the Q&A icon at the bottom of your Zoom screen
- **Presentation & Recording Will be Archived**
  - Visit [CDA's YouTube channel](#) to access

# Agenda

- I. COVID-19: Data Overview**
- II. COVID Vaccine Outreach Efforts**
- III. Additional Outreach Resources**
- IV. Q&A**
- V. Closing**

# Welcome

Susan DeMarois, CDA Director



**Vaccinate ALL 58**

Together we can end the pandemic.

**Briefing for California Department of Aging  
Update on COVID-19 Vaccine Distribution  
and Communications Campaign**

**AUBRIE FONG  
SENIOR EXTERNAL AFFAIRS OFFICER**

**April 29, 2022**

# COVID-19 & Vaccine Updates

## Vaccines Administered

74,815,999 total

## Fully Vaccinated

28,382,603 (75.3 %)

## Partially Vaccinated

3,370,164 (8.9 %)

## Cases

8,587,793 total  
3,286 daily average

## Deaths

89,391 total  
15 daily average

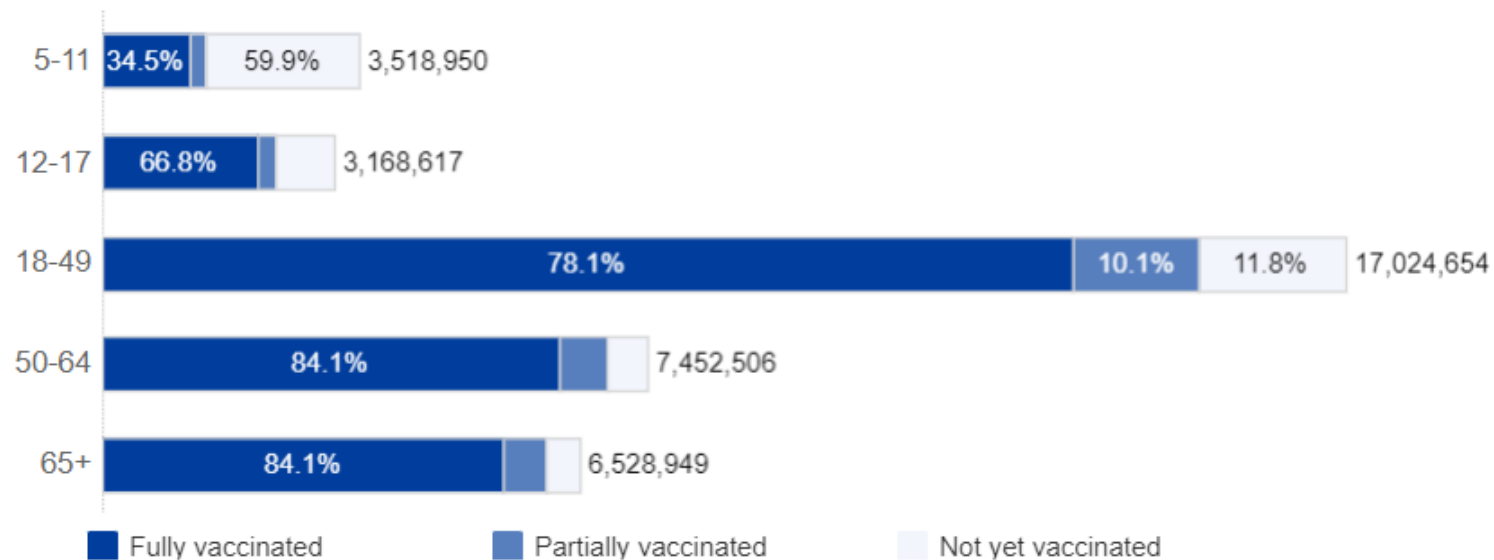
This information is all available on the [Vaccines Dashboard](#)

# Primary Series Completion by Age Group

## Vaccinated Status by Group

Select Category:  Select County:  Select Primary Series vs Booster:

### Vaccination progress by age



As of 4/26/22

# Booster Doses

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- A first booster dose is recommended to increase protection against severe illness, hospitalization, and death from COVID-19.
- Everyone aged 12 and older should receive a first booster dose following completion of their primary vaccine series. You may receive the booster dose of your choice, but mRNA COVID-19 vaccines (Pfizer or Moderna) are preferred over the Johnson & Johnson COVID-19 vaccine.
- A second booster is available for those in vulnerable populations who are the most likely to benefit from an increase in protection against severe illness, hospitalization, and death from COVID-19.
- The following groups may receive a second booster dose of an mRNA vaccine four months after completion of their first booster dose: Those aged 50 and older; If immunocompromised, those aged 12 and older; Those aged 18-49 who received two doses of Johnson & Johnson.

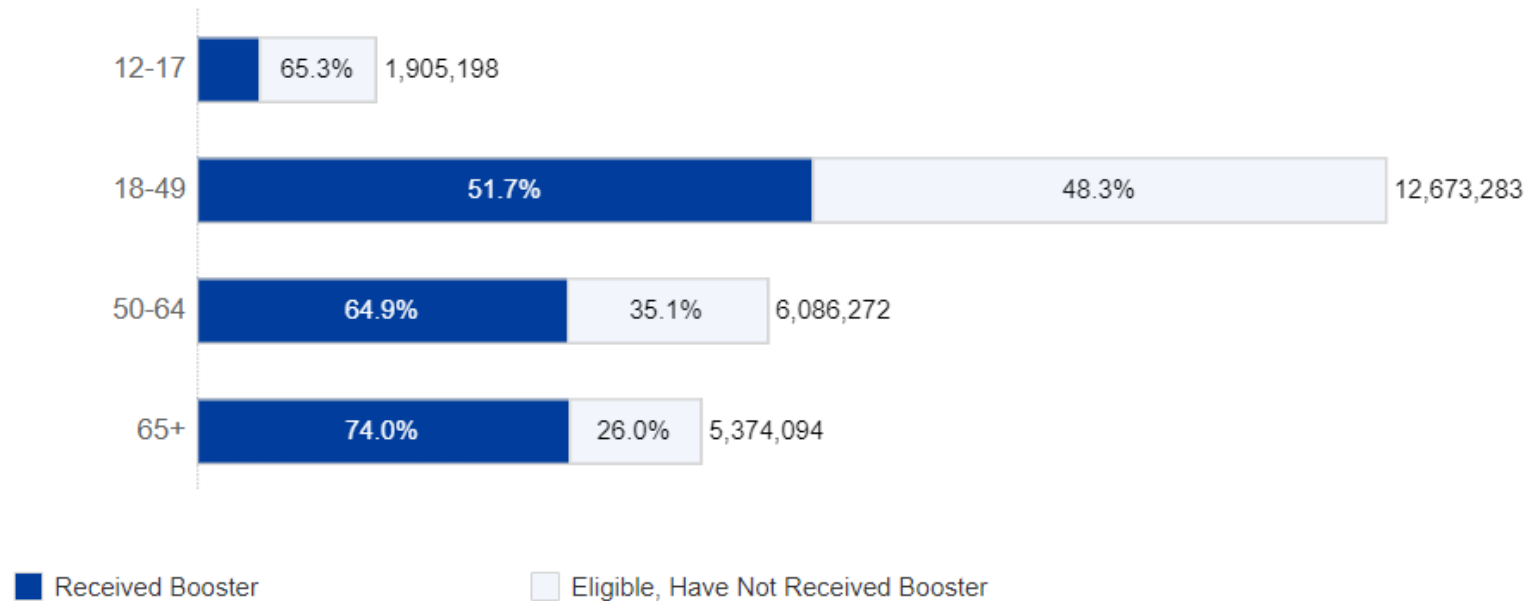


# Booster Completion by Age Group

## Vaccinated Status by Group

Select Category: Age  
Select County: Statewide  
Select Primary Series vs Booster: Booster Status

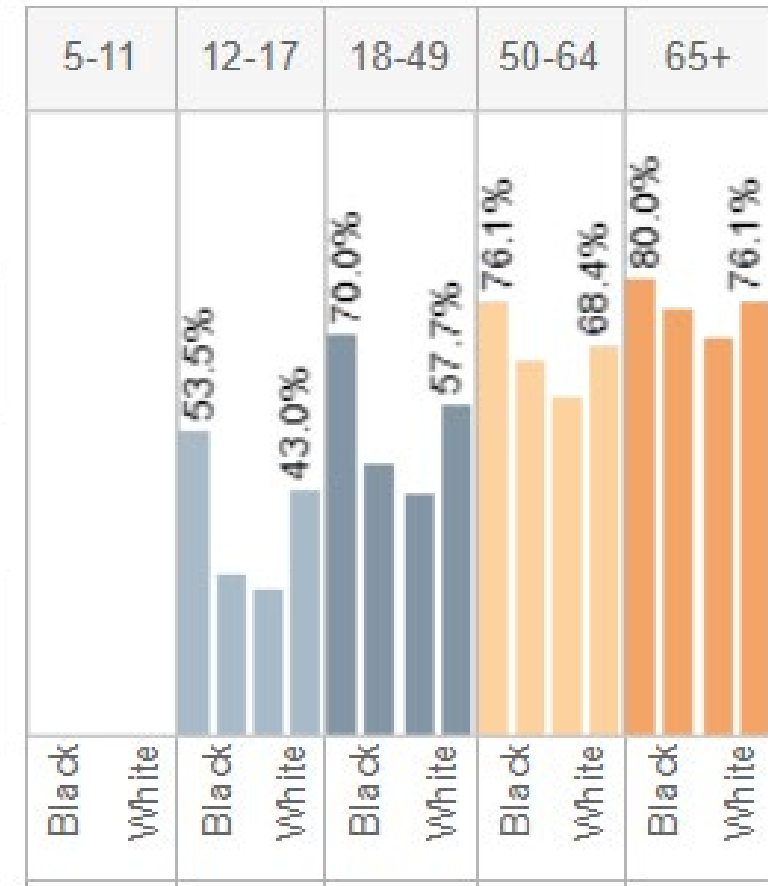
### Booster status by age



As of 4/26/22

# Booster Completion by Race-Ethnicity

	5-11	12-17	18-49	50-64	65+	Total
Asian		53.5%	70.0%	76.1%	80.0%	72.2%
Black		27.9%	47.8%	65.7%	75.1%	57.2%
Latino		25.1%	42.5%	58.9%	69.3%	47.5%
White		43.0%	57.7%	68.4%	76.1%	65.3%
Total		34.7%	51.7%	64.9%	74.0%	58.2%



As of 4/26/22

# COVID Vaccine Outreach

Connie Nakano

CDA Assistant Director, Communications

# Vaccine Outreach Campaign Resources

The screenshot displays the California Department of Aging website. At the top left is the logo for the California Department of Aging. Below it is a navigation menu with icons and labels for 'About Us', 'Providers & Partners', 'Careers with CDA', 'Contact Us', and 'Search'. A banner below the navigation reads 'Click to Explore the California Master Plan for Aging, Local Playbook and Data Dashboard for Aging'. Below this are four large blue tiles with white text and icons: 'COVID-19 INFORMATION & RESOURCES', 'CALIFORNIA FOR ALL AGES RESOURCES', 'CALIFORNIA CHRONICLES', and 'CALIFORNIA AGING & ADULT INFO LINE'. Below these tiles is a section titled 'Individuals and Families' with a grid of buttons for 'Programs & Services', 'Find Services in My County', 'Helpful Tools & Tips', 'Information & Resources', 'Find Licensed Services', 'Do I Qualify?', 'Care Options', and 'Data & Reports'. At the bottom, there are three columns: 'Highlights' with a list of reports and summaries, 'How Do I?' with a list of service-related questions, and 'Upcoming Events' with a calendar view showing events for April 29, May 3, and May 4.

**COVID-19 Vaccine outreach information**, go to [CDA Webpage Highlights Section](#).

Direct link:  
[COVID 19 Vaccine Outreach](#)



# CDPH COVID Resources

Aubrie Fong

CDPH Senior External Affairs Officer



# Additional Resources

Leora Filosena  
Kimberly Lewis

# DHCS COVID Resources

Yingjia Huang

DHCS Assistant Deputy Director for Health Care Benefits & Eligibility

Dr. Karen Mark  
DHCS Medical Director

# DHCS Coverage Ambassadors



# Public Health Emergency (PHE) Unwinding

- **The COVID-19 PHE will end soon and millions of Medi-Cal beneficiaries may lose their coverage.**
- **Top Goal of DHCS:** Minimize beneficiary burden and promote continuity of coverage for our beneficiaries.
- **How you can help:**
  - Become a **DHCS Coverage Ambassador**
  - [Download the Outreach Toolkit](#) on the [DHCS Coverage Ambassador webpage](#)
  - [Join the DHCS Coverage Ambassador mailing list](#) to receive updated toolkits as they become available

# DHCS PHE Unwind Communications Strategy

- **Phase One: Encourage Beneficiaries to Update Contact Information**
  - **Launch immediately**
  - Multi-channel communication campaign to encourage beneficiaries to update contact information with county offices.
  - Flyers in provider/clinic offices, social media, call scripts, website banners
- **Phase Two: Watch for Renewal Packets in the mail. Remember to update your contact information!**
  - **Launch 60 days prior to COVID-19 PHE termination.**
  - Remind beneficiaries to watch for renewal packets in the mail and update contact information with county office if they have not done so yet.

# Older Adult Expansion

# The Older Adult Expansion

- Assembly Bill (AB) 133 (Chapter 143, Statutes of 2021), amended Welfare and Institutions Code section 14007.8 to expand eligibility for full scope Medi-Cal to individuals who are 50 years of age or older, regardless of citizenship or immigration status, if otherwise eligible.
- Implementation May 1, 2022
- Policy Guidance is posted in ACWDL 21-13 <https://www.dhcs.ca.gov/services/medical/eligibility/letters/Documents/21-13.pdf>
- Modeled after SB 75 and the Young Adult Expansion

# Populations Impacted

- New enrollee population - Includes individuals 50 years of age or older who are eligible for Medi-Cal, do not have satisfactory immigration status for full scope Medi-Cal, (or are unable to verify citizenship) and are not yet enrolled in Medi-Cal.
- Transition population - Includes individuals 50 years of age or older who are currently enrolled in restricted scope Medi-Cal.

# Outreach Resources

- [Medi-Cal Eligibility Division Information Letter MEDIL 22-02](#) provides global outreach messaging for the Older Adult Expansion and is posted on the DHCS website.
- Older Adult Expansion Global Outreach Language Toolkit and Older Adult Expansion Global Outreach Language Toolkit Translations are posted on the [Older Adult Expansion webpage](#).
- For more information on the Older Adult Expansion contact [OlderAdultExpansion@dhcs.ca.gov](mailto:OlderAdultExpansion@dhcs.ca.gov).

# Additional Resources

Nelson Sheya  
CDA Communications Manager

# Questions and Answer

## To ask a question:

- Click the “raise hand” icon to request your line to be unmuted.
  - If dialing in, press \*9 to raise your hand.
- Use the Q&A icon at the bottom of your screen to submit a question or comment
- You may also email your question to [communications@aging.ca.gov](mailto:communications@aging.ca.gov)







# THANK YOU!

Questions: [Communications@aging.ca.gov](mailto:Communications@aging.ca.gov)

