

General Membership Meeting Agenda

Tuesday, May 18, 2021

12 Noon- 1:30 PM Location: Virtual (Zoom)

Zoom Recording: [Increasing Racial Equity in Vaccinations](#)

Welcome: Cara Winsand, Chair

Attendance: 36 Participants

Board Updates

- Welcome new board member: Tess Ellens
 - Tess has joined the Board of Directors as a liaison from Public Health of Madison and Dane County.
 - Thank you to Sarah Hughes for her service

Treasurer Report: \$29,007.65 noted by Bobbie Rogers
No outstanding expenses

2021 Annual Symposium Recap: Ryan Bender, Vice Chair

- This was our 19th Symposium, but our first virtual event
- We had 276 registrants
- Future event platforms may include a hybrid model of in-person and virtual attendance
- Special thanks to all involved that made this event a success!
- Click [here](#) to view the recording of the event

Discussion Topic/Q&A: Increasing Racial Equity in Vaccinations

Speakers:

- Shiva Bidar-Seilaff, Vice President & Chief Diversity Officer, UW Health
Black, Latinx and Native American
 1. In December UW Health, looked at racial equity knowing that there would be a scarcity of vaccine. When access was centered, vaccination rates are similar amongst all race groups.
 2. Since March focused on:
 - Engagement and education
 - Vaccine equity days
 - Pop-up/mobile vaccine clinics
 - Vaccinate patient educators: 2 Black, 1 Latinix 1 Hmong community doing one on one education with people.
- Sheryl Henderson, MD, UW Health Department of Pediatrics-Infectious Diseases/Immunology
 1. Involved in COVID-19 vaccine trials
 - a. Not a lot of people of color in clinical trials.
 - b. Issue of no interest or not reaching out to participate
 2. Involved in town halls in churches, community centers, etc. to listen & provide education
 - a. Lots of misinformation about COVID
 - b. Lots of misinformation about vaccine
 - c. Approaches used:
 - i. Listening to the concerns

- ii. Acknowledging those concerns.
- iii. Stories help-some are on the fence until they hear a story from another person they know. Distrust in the health care system is deep seeded and it will take a long time to work on this.

- Korbey White, VP of Madison Chapter, Black Men Run & Aaron Perry, President Black Men Run

1. Organization developed in Georgia with chapters from 38 states
2. Two Countries: Europe & Japan
3. About 9,000 Black men participants
4. Dane County is the most active chapter with 150 men involved
5. In May 2020, Governor Evers closed down businesses which led to concerns about losing this program.
6. JP Hair Design opened 1st health center. In June (2021) opening the 2nd men's health center in the B. Right Barbershop for fathers and sons so fathers can be a model for their sons in receiving health care.
7. Started talking about getting vaccinated a year ago. First clinic vaccinated 103 men. Hoping to vaccinate about 700 by summer.
8. Also started a Black Men's Mental Health Support group.

- Alia Stevenson, Chief Programs Officer, Foundation for Black Women's Wellness and Co-Chair of the Black and Maternal and Child Health Alliance

1. How we approach our work
 - Purpose to empower a generation of well Black Women
 - By energizing, mobilizing and support Black women to transform their lives through
 - Education
 - Advocacy
 - Powerful partnership
2. Maternal and Child Health Alliance is the result of 3 year collaboration between the Foundation for Black Women Wellness and the Dane County Health Council to improve the outcome of black mothers and babies.
3. Purpose to reduce disparities and advocate for a full spectrum of health and well-being, advocate for policy change, and organize and convene partners
4. Approach to disrupt disparities:
 - Center Black Women in everything we do
 - Position Black Women as informants
 - Connect Black Women to health partners

- Lourdes Shanjani, Bilingual Health Education Coordinator, Public Health Madison & Dane County

1. At PHMDC, engaged in real intentional work around access to the COVID vaccine information.
2. Acknowledging the past and current harms experienced in the current health care systems.
3. Providing equitable access to information in the Latinx Communities to empower people to make informed decisions about vaccines.
4. Develop materials, videos, and FAQ's to engage the community.

Summary of Racial Inequities in Vaccines

1. Vaccination rates affected by access to vaccine
 - a. Online processes difficult
 - b. People scurry for appointments
 - c. Waiting on confirmation emails
 - d. Language barriers
 - e. Location not accessible
 - f. Cost
 - g. Is insurance needed
 - h. Vaccine Efficacy
 - i. Intentions of Government
 - j. Immigration Status
2. Trust: Historical reactions and current experiences create issues of trust which take people longer to build that confidence.
3. Generational distrust in medical research:
 - a. Tuskegee Syphilis study which involved discriminatory practices
 - b. Gynecological procedures performed on Black women without anesthesia and consent.
4. Henrietta Lacks story where her cervical cancer cells were taken without consent for research that gained millions of dollars in profit.
5. Concern about whether “I am receiving the vaccine” vs. “How do I know that I am not receiving a placebo.”
6. Education
 - a. Listening, Acknowledging, Stories
 - b. Personal one on one conversation is very important
 - c. Efforts of many needed to answer questions to bring appropriate facts.
 - d. The messenger does make a difference as trust is built by hearing from people who look and talk the same.

[How to Speak to a Vaccine Skeptic](#) by New York Times: This is a Chat Bot activity on speaking about vaccines with someone who is skeptical of vaccines.

Have updates or ideas for future topics? Please email us!

dcicimmunize@gmail.com

Dates for 2021 General Membership Meetings

- August 17, 2021
- November 16, 2021