

Vaccination Rate Analysis

Situational Awareness

10/19/2021

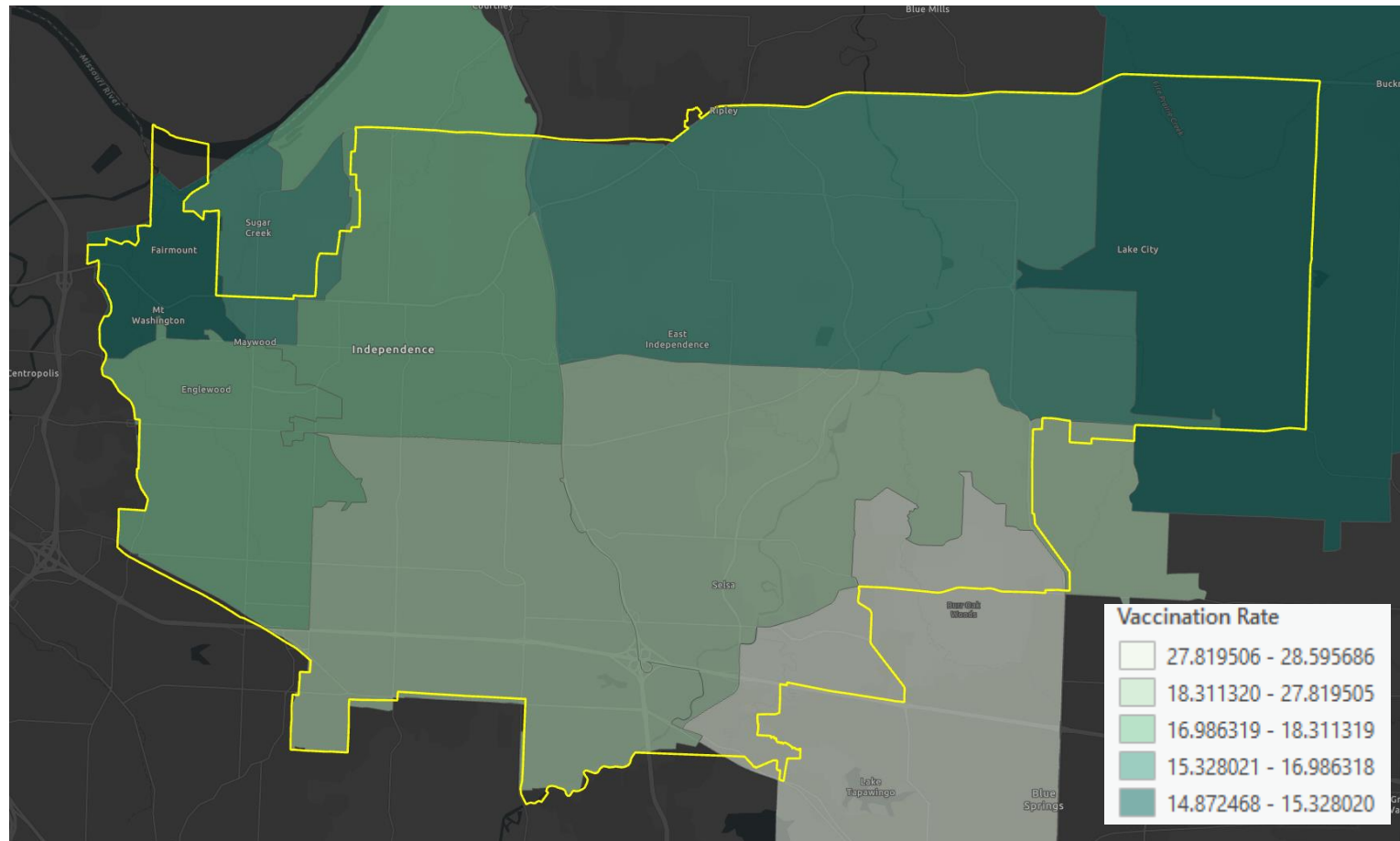


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Vaccination Data

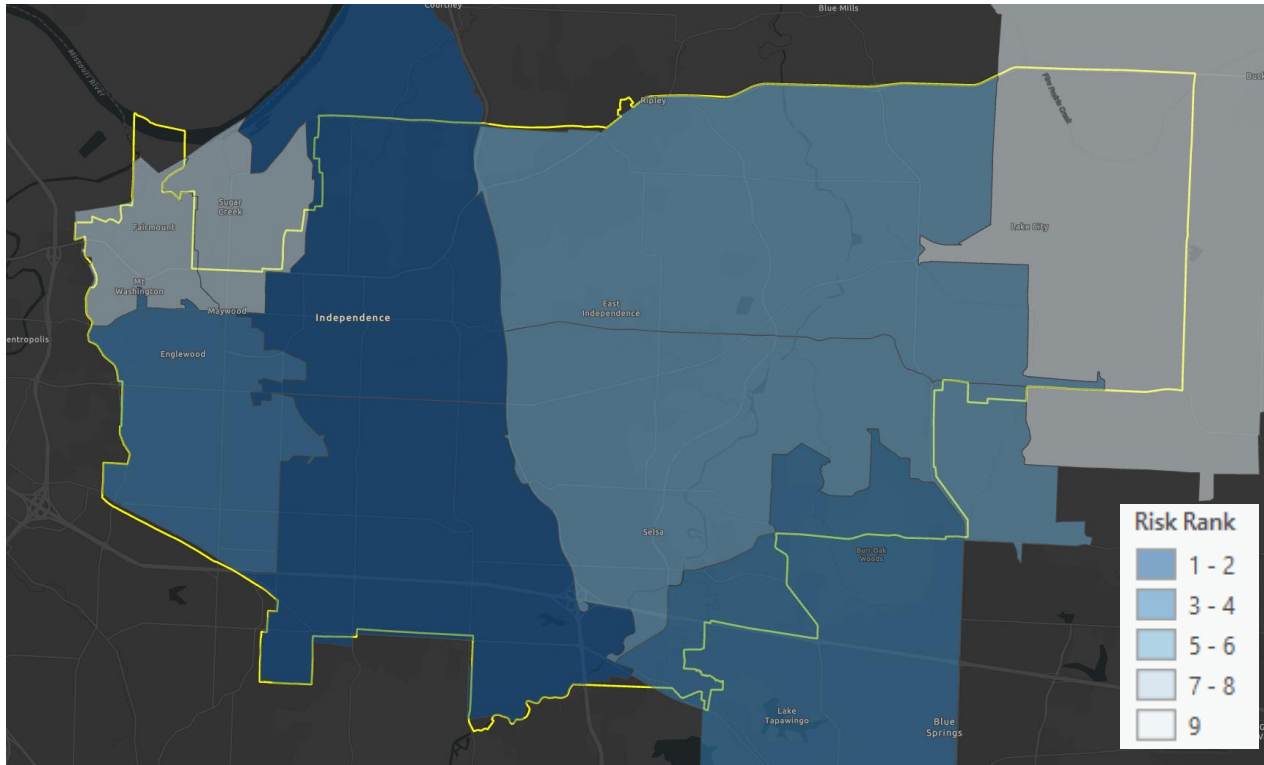
- Data received from the Health Department via ShowMeVax
 - **State: Fully vaccinated rate for Independence is at 44.6%**
 - **State: Initiated vaccination rate for Independence is at 49.9%**
- Over 42,000 records by zip code
- Vaccination counts appended to zip code polygons for analysis
 - Vaccination Rates by Zip Code
 - Identification of Priority Populations
 - Identification of Underserved Areas

Vaccination Rate: Percentage of the Total Population



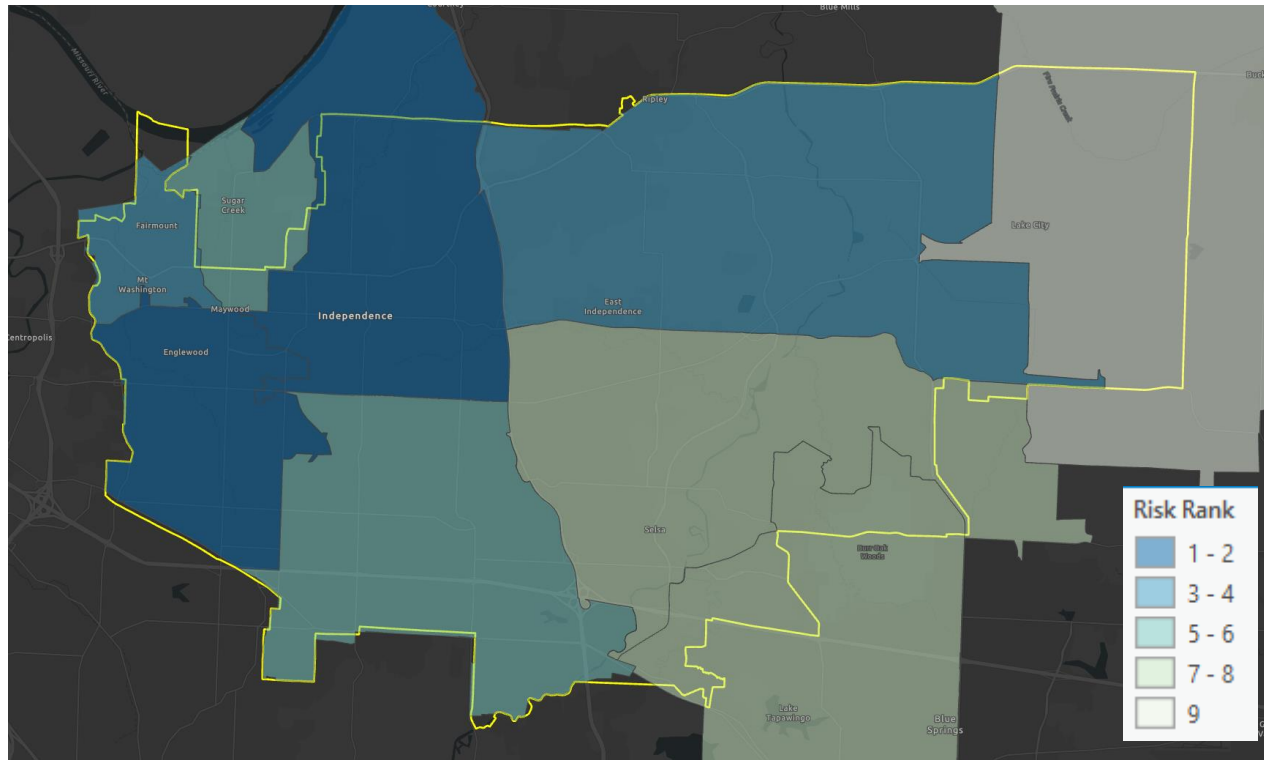
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Priority Populations



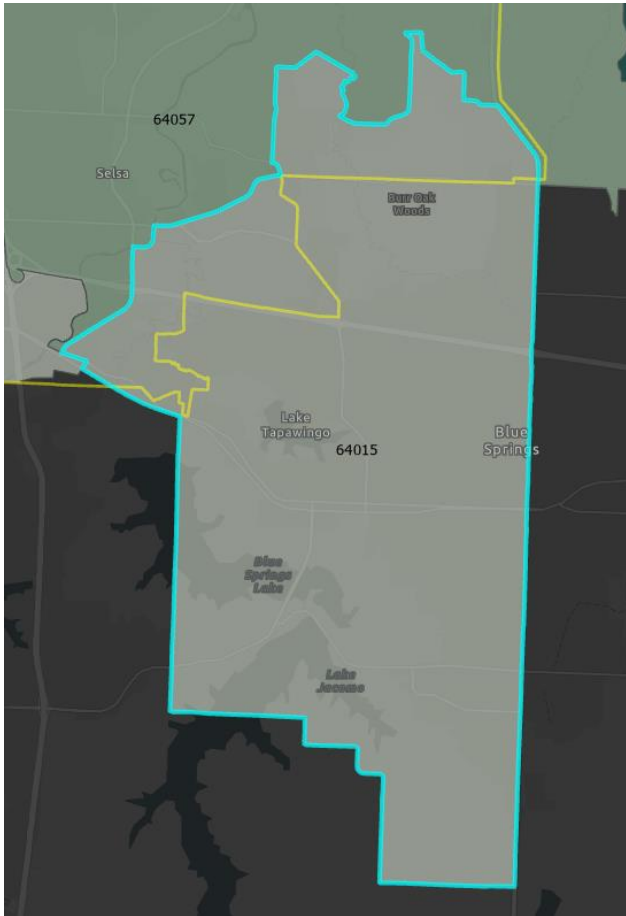
- Pre-identified variables from ESRI (GIS software) used
 - Population 65+
 - Households below poverty level
 - Black Population
 - Hispanic Population
 - ***Pacific Islander Population**
 - Education (25+ with some HS, no diploma)
- Dark blue areas have a higher concentration of at-risk factors

Underserved Areas



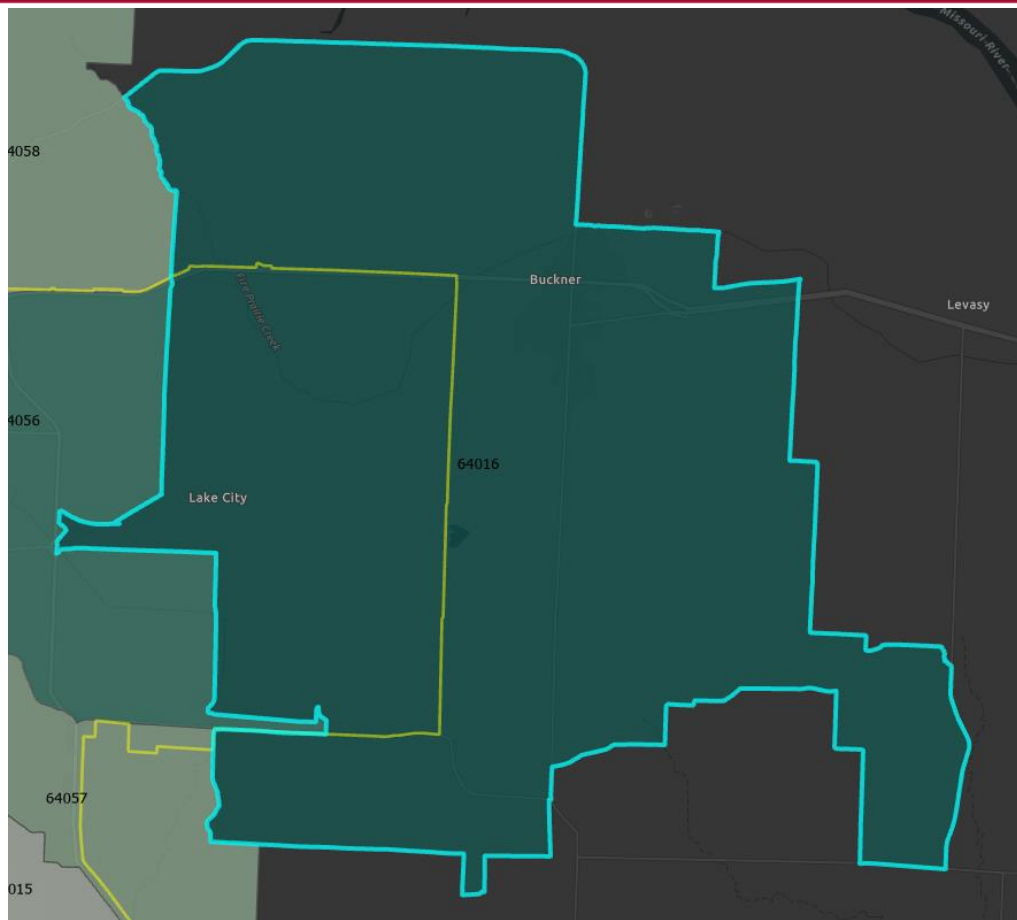
- Underserved areas are those with low vaccination rates and high counts of priority populations
- Dark blue areas have higher concentrations of underserved populations

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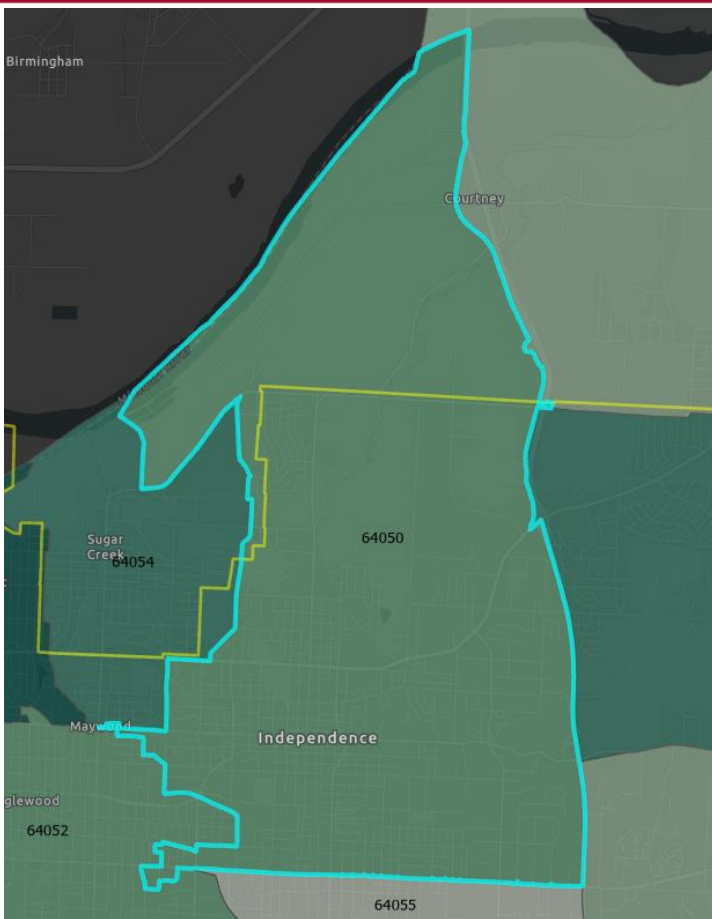
- Tapestry Segmentation: [Green Acres](#)
- Country living featuring single-family homes with acreage, farms, and rural resort areas.
- Very low population density distinguishes this group—typically fewer than 50 people per square mile.
- Over half of all households are occupied by persons 55 years and older; many are married couples without children at home.
- Mostly homeowners (80%), but rentals are affordable in single-family or mobile homes.
- Long trips to the store and to work—often drive alone in trucks or SUVs, listening to country radio.
- Blue-collar jobs dominate the landscape, including manufacturing, agriculture, mining, and construction.
- Many are self-employed, retired, or receive income from Social Security.
- Satellite TV and landline phones are necessary means to connect.
- More conservative in their spending practices.
- Comfortable, established, and not likely to move.

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- Tapestry Segmentation: [Heartland Communities](#)
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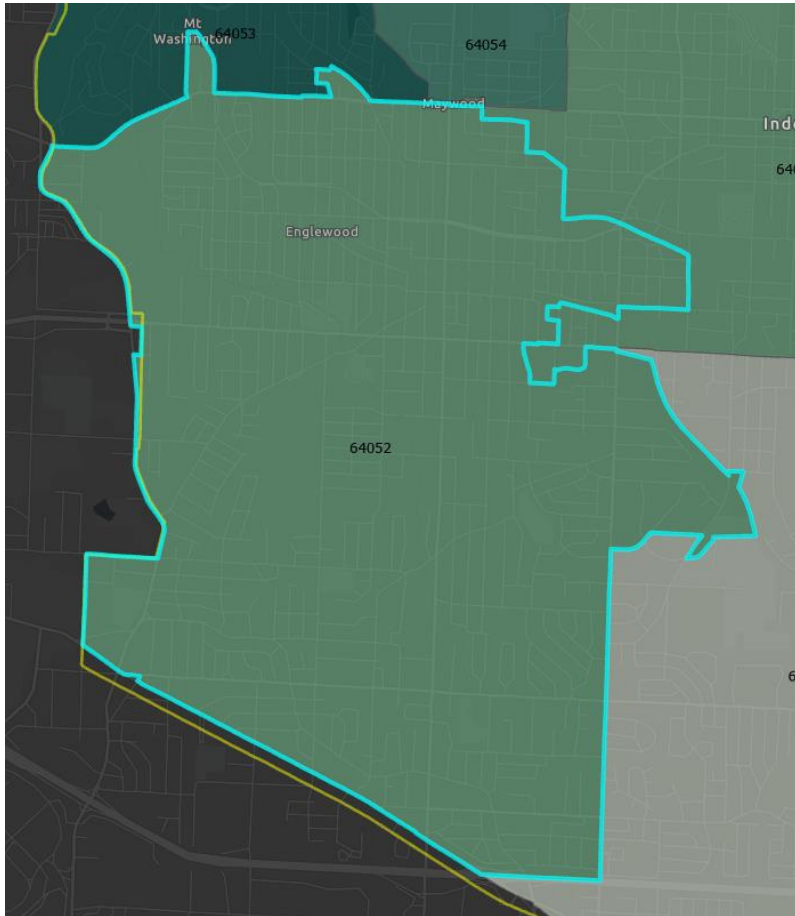
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- Tapestry Segmentation: [Traditional Living](#)
- Affordable city life including smaller metropolitan cities or satellite cities that feature a mix of single-family and multiunit housing.
- Single householders seeking affordable living in the city: usually multiunit buildings that range from mid- to high-rise apartments; average monthly rents and home value below the U.S. average.
- Consumers include college students, affluent Gen X couples, and retirement communities.
- Student loans more common than mortgages; debit cards more popular than credit cards.
- Residents share an interest in city life and its amenities, from dancing and clubbing to museums and concerts.
- Convenience and mobility favor cell phones over landlines.
- Many residents rely on the internet for entertainment (download music, play online games) and as a useful resource (job searches).

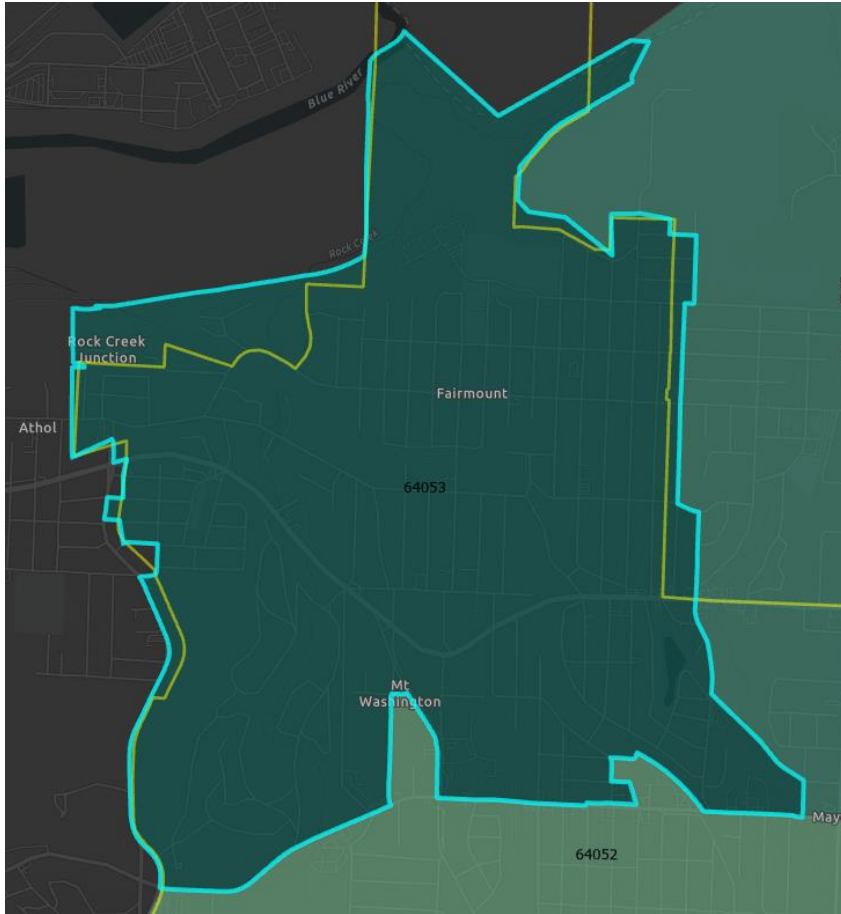
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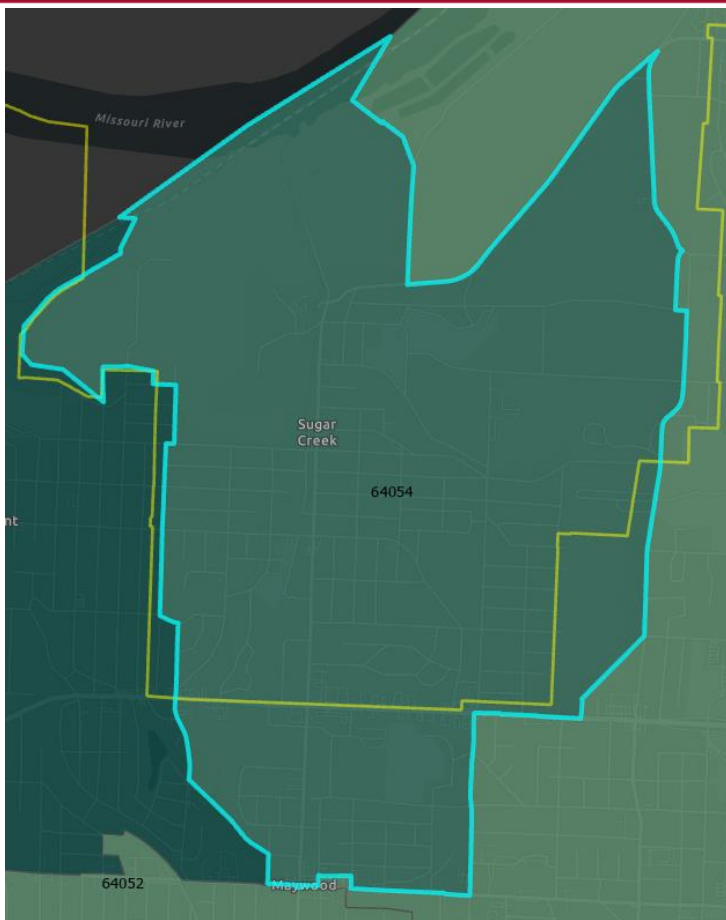
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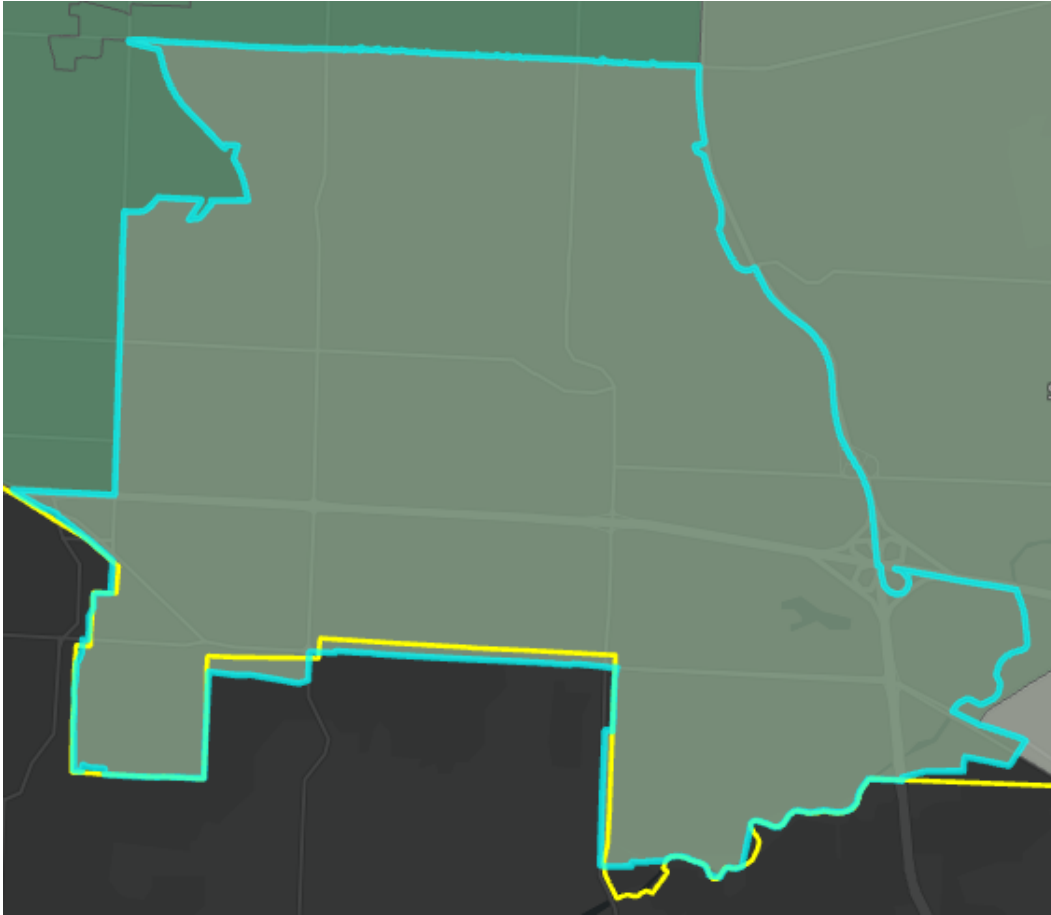
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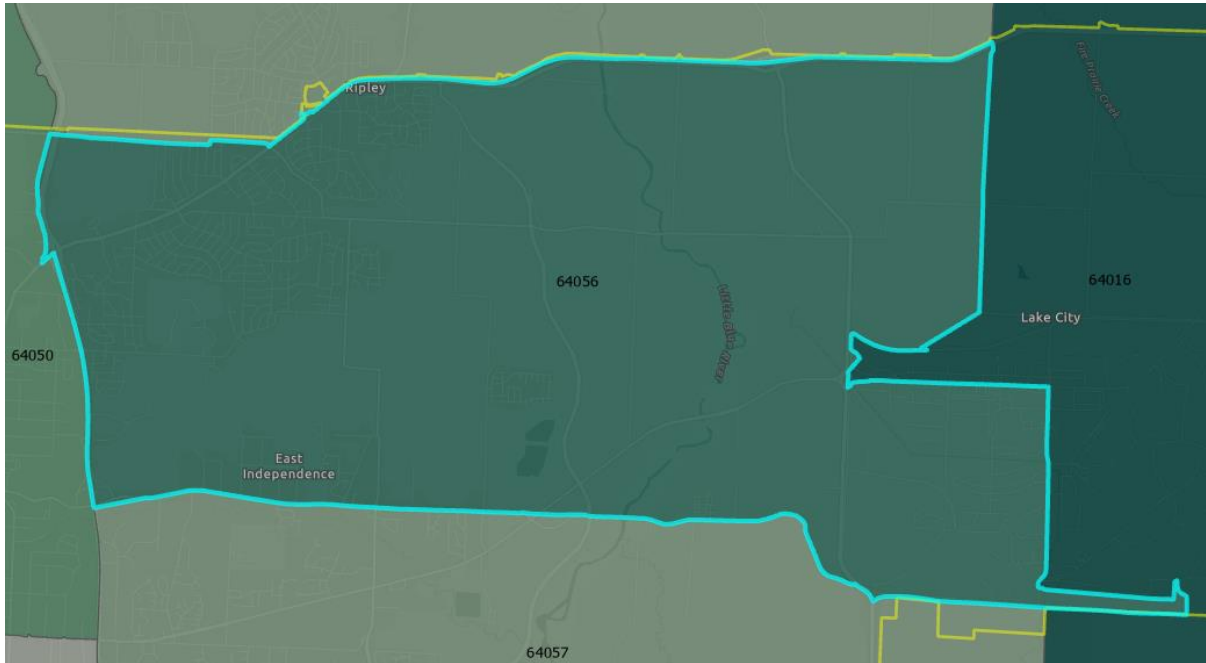
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- Tapestry Segmentation: [Midlife Constants](#)
- Gen X in middle age; families with fewer kids and a mortgage.
- Second-largest Tapestry group, composed of Gen X married couples, and a growing population of retirees.
- About a fifth of residents are 65 or older; about a fourth of households have retirement income.
- Own older single-family homes in urban areas, with 1 or 2 vehicles.
- Live and work in the same county, creating shorter commute times.
- Invest wisely, well insured, comfortable banking online or in person.
- News enthusiasts (read a daily newspaper, watch news on TV, and go online for news).
- Enjoy reading, renting movies, playing board games and cards, doing crossword puzzles, going to museums and rock concerts, dining out, and walking for exercise.

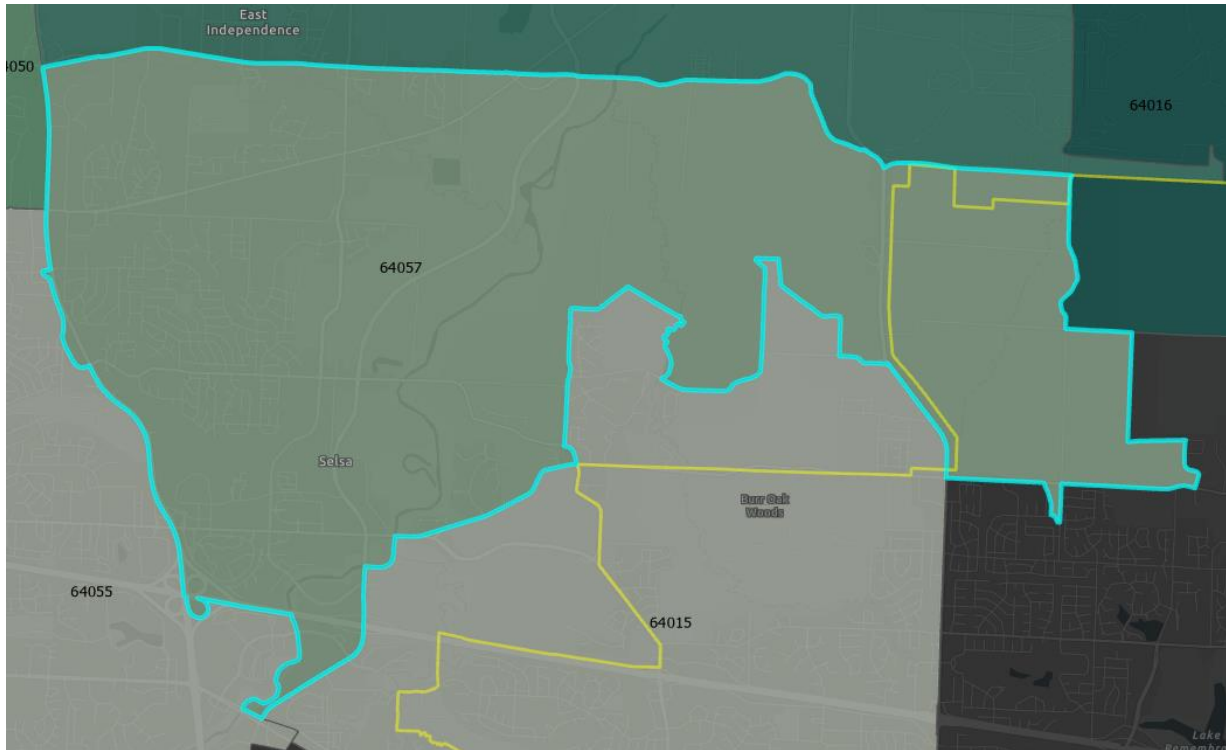
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- Tapestry Segmentation: [Home Improvement](#)
- Urban expansion: affluence in the suburbs or city-by-commute.
- The most populous and fastest-growing among Urbanization groups, Suburban Periphery includes one-third of the nation's population.
- Commuters value low-density living, but demand proximity to jobs, entertainment, and the amenities of an urban center.
- Well-educated, two-income households; accept long commute times to raise their children in these family-friendly neighborhoods. Many are heavily mortgaged in newly built, single-family homes.
- Older householders have either retired in place, downsized, or purchased a seasonal home.
- Suburbanites are the most affluent group, working hard to lead bright, fulfilled lives.
- Residents invest for their future and insure themselves against unforeseen circumstances, but also enjoy the results of their hard work.

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- Tapestry Segmentation: [Old and Newcomers](#)
- Lifestyles of thirtysomethings.
- Millennials in the middle: single/married, renters/homeowners, middle class/working class.
- Urban market mix of single-family, town home, and multiunit dwellings.
- Majority of residents attended college or attained a college degree.
- Householders have traded their landlines for cell phones, which they use to listen to music, read the news, and get the latest sports updates on their favorite teams.
- Online all the time: use the internet for entertainment (downloading music, watching YouTube, finding dates), social media (Facebook, Twitter, LinkedIn), searching for employment.
- Leisure includes nightlife (clubbing, movies), going to the beach, some travel and hiking.

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Thoughts

- Geographic availability of vaccination sites is high
- Break unvaccinated persons into groups:
 - Vaccine resistant
 - Medical exemptions
 - Children
 - ***Vaccine hesitancy**
 - ***Access restrictions – transportation, homebound (medical, childcare)**
- * = Groups we can impact

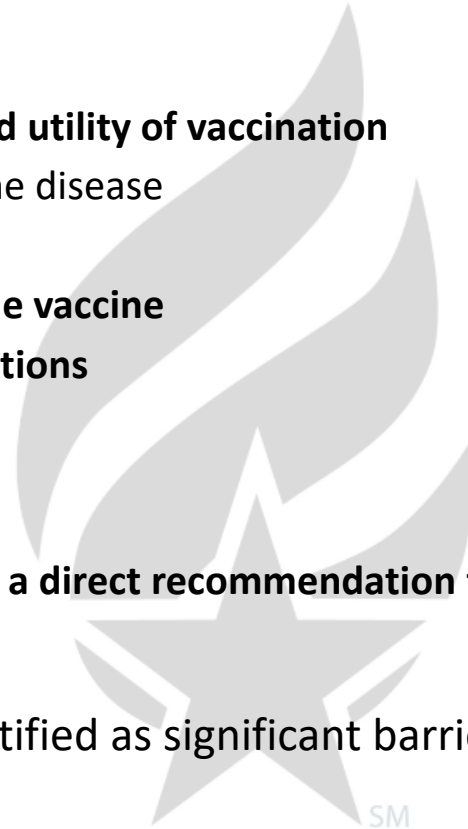


Think Micro to go Macro

- Micro-level (individual)
 - Media/outreach campaigns targeting barriers to vaccination
- Mezzo-level (large group, organization)
 - ISD Parent Outreach via text/calls
 - Door-to-door public health campaigns
- Macro-level (large-scale community)
 - Campaigns targeting young people
 - Hyper-local and population-specific vaccine programs
 - Women control more than 80% of healthcare decisions and are the de facto “Chief Medical Officers” of their families
 - Implications for fertility, pregnancy, and breastfeeding

Micro-level Barriers to *Influenza Vaccine

- Psychological Barriers
 - ***Utility – Benefits vs. Risk; Low perceived utility of vaccination**
 - Risk Perception – Perceiving low risk of the disease
 - Social Benefit – Ethical argument
 - ***Attitude – Negative attitude towards the vaccine**
 - ***Past Behavior – Fewer previous vaccinations**
- Physical Barriers
- Contextual Barriers
 - ***Lacking cues to action – did not receive a direct recommendation from medical personnel**
- Sociodemographic Barriers
- * = Most frequently and consistently identified as significant barriers to influenza vaccination



Questions



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