Baltimore City Health Department has developed a strategy to vaccinate residents against COVID-19.

**GOALS**

- Fully vaccinate at least 80% of residents by Feb. 28, 2022

- Engage and inform residents about access to and safety of COVID-19 vaccination by providing accurate and transparent health information

**PRINCIPLES**

- Recognize how racism and discrimination in healthcare contributes to vaccine hesitancy
- Listen to, and build trust with residents
- Monitor vaccination by geography, race, ethnicity, and age
- Engage community leaders
- Communicate transparently
- Leverage partnerships
- Reduce barriers to access
- Educate and mobilize residents
- Activate City agencies and first responders

**STRATEGIES**

1. **Equitable Vaccination**
   - Deploy a multilevel response to supplying vaccination to individuals at highest risk of COVID-19 disease
   - Mass vaccination sites in partnership with the State, hospital systems, and community-based organizations
   - Mobile response teams in partnership with hospital systems and pharmacies
   - 50+ neighborhood-based sites at community health clinics and pharmacies

2. **Communication & Education**
   - Launch “Baltimore versus COVID” communication campaign in collaboration with residents and with a racial equity approach
   - Mass media (ex: television, radio, bus ads, billboards, mass texting)
   - Provider education (ex: job aids for clients, vaccine access 1-pagers)
   - VALUE (Vaccine Acceptance and Access Lives in Unity, Education, and Engagement) Initiative
     - 30 cross-city listening sessions
     - Recruitment of 75 paid Vaccine Peer Ambassadors

3. **Monitoring & Evaluation**
   - Provide transparent reporting to city agencies, partners, and residents
   - Public-facing COVID-19 vaccination data dashboard in partnership with Morgan State University
   - Evaluation in partnership with Morgan State University

4. **Partnerships & Collaboration**
   - Mobilize city agencies and providers to work collectively
   - COVID-19 Vaccine External Task Force

**Partners**

- City Agencies
- City Hospitals
- Faith-based organizations
- Universities
- State-run mass vaccination sites
- Primary care medical providers
- Pharmacies
- Mental health providers
- Managed care organizations
- Federally Qualified Health Centers
- Care coordination organizations
- Training partners
- Communications partners
- Evaluation partners
- Community-based organizations
- Faith-based organizations
- City Schools

**VALUE Communities**

- Communities disproportionately impacted by COVID-19 or with barriers to vaccine access, including African-American communities.
  - Residents who are 65 or older
  - People experiencing homelessness
  - Residents with disabilities
  - Latinx residents
  - Immigrant and refugee residents
  - Pregnant and lactating women
  - Young men between the ages of 18-24
  - Orthodox Jewish residents
  - Children (forthcoming)

It’s Baltimore versus COVID and we are in this together. Help your community by:

- Sharing the City's strategy with your friends, family and colleagues
- Posting the City's COVID-19 vaccine messages on social media
- Mobilizing your community to learn more and get vaccinated