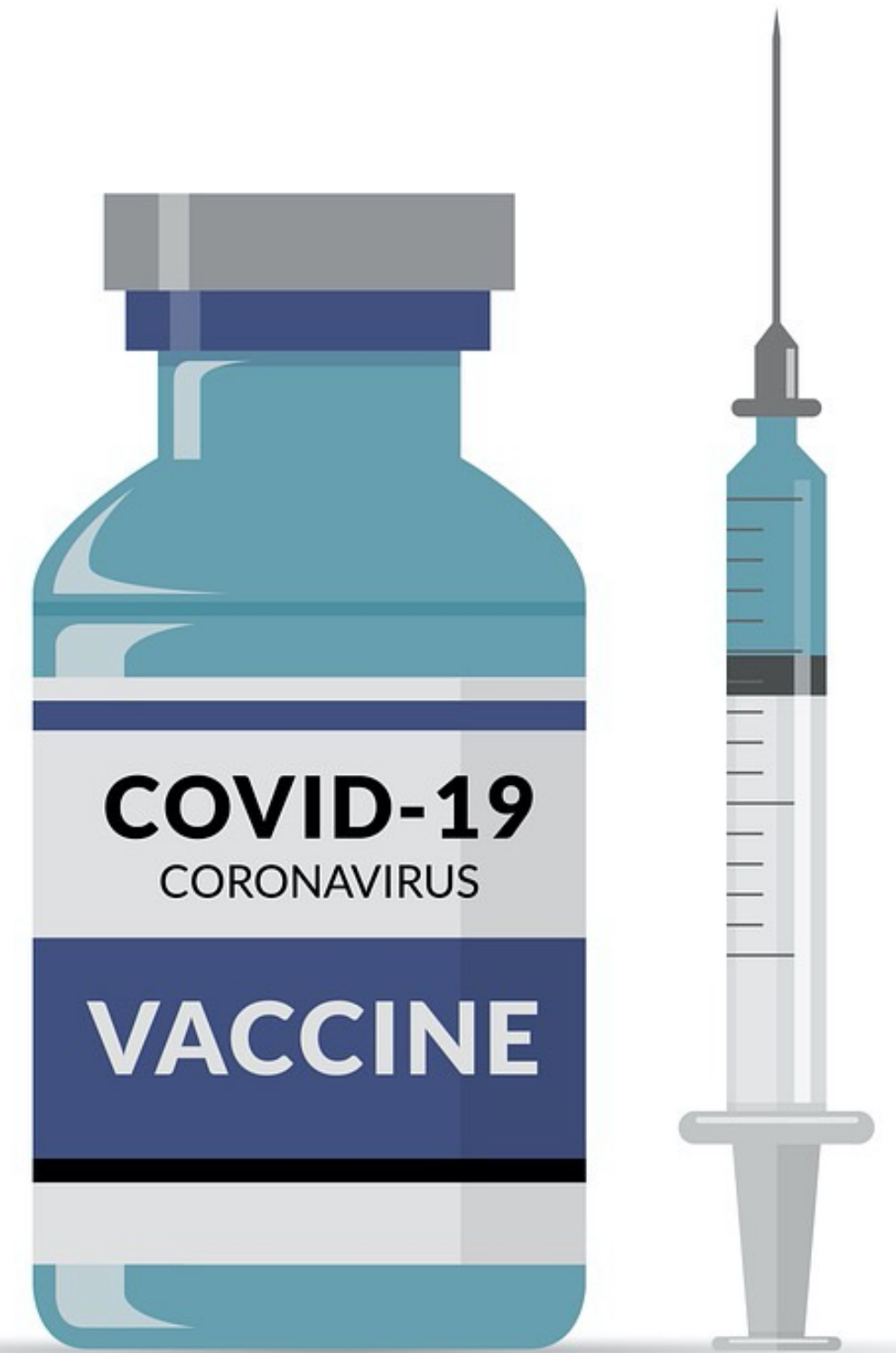


October- November 2021 *VaxUp Augusta!* Report

Administrator Odie Donald II

November 16, 2021



TODAY'S AGENDA



BACKGROUND



VACCINATION ACTIVITIES



MONTHLY REPORT



VACCINATION OUTREACH



COUNTYWIDE IMPACT
OF VAXUP, AUGUSTA!



CONTINUED
IMPLEMENTATION



COUNTYWIDE
OUTCOMES & IMPACT

BACKGROUND

A group of approximately ten people are seated around a long, light-colored wooden conference table in a modern office setting. They are engaged in a meeting, with several laptops open in front of them. The room features large floor-to-ceiling windows on the left side, providing a view of an urban landscape. The entire image is covered with a semi-transparent blue overlay, and the word "BACKGROUND" is written in large, white, bold, sans-serif capital letters across the center.

VAXUP, AUGUSTA! BACKGROUND

On August 19, 2021 the Augusta Commission approved the administration of a vaccine incentive program to encourage eligible County residents to become fully vaccinated against COVID-19. **On October 30, 2021 the Augusta Commission approved the addition of a \$100 incentive for first dose vaccinations.**



VACCINATION ACTIVITIES

VAXUP, AUGUSTA! ACTIVITIES

- The October 30, 2021 James Brown Arena drive thru clinic was the largest vaccine clinic to-date.
- Medical Associates Plus gave three hundred and twenty (320) total vaccinations and distributed two hundred and seventy (270) vaccine incentive cards.
- The clinic at Robert Howard community center resulted in Public Health administering one hundred and seventy-seven (177) vaccinations and distributing one hundred thirty-seven (137) vaccine incentive cards.



MONTHLY REPORT



VAXUP AUGUSTA! MONTHLY REPORT

This is a cumulative report out of all five (5) vaccination partners. Nightingale Infusion & Pharmacy and Augusta University Student Health started vaccinations in October and they are now included in the monthly report. Below on the left is a cumulative report of activities since program exception, while the chart on the right represents cumulative data for the current reporting period.

Richmond County VaxUp Augusta! Cumulative Outcomes (Reporting 8/19 thru 11/10/21)

Total First Doses for Richmond County Residents	2,130
Total Number of Fully Vaccinated Richmond County Residents	2,279
Total Shots for Richmond County Residents	4,583
Total Gift Cards Issued	2,460
Total Amount Expended (including administrative cost)	\$253,235.90
Total Clinics in Richmond County	200

Richmond County VaxUp Augusta October Outcome (Reporting Period 10/8 thru 11/10/21)

Total First Doses for Richmond County Residents	1,025
Total Number of Fully Vaccinated Richmond County Residents	1,011
Total Shots for Richmond County Residents	2,190
Total Gift Cards Issued	1,431
Total Amount Expended (including administrative cost)	\$39,948.90
Total Clinics in Richmond County	88

VAXUP, AUGUSTA! MONTHLY REPORT (10/8-11/10)

In addition to the cumulative report, included below is a detailed report of total doses administered, total second doses administered, incentives administered, and total clinics by vaccination partner for the current reporting period (October/November).

Richmond County Health Department (Reporting Period: 10/8 thru 11/10/21)

Total First Doses for Richmond County Residents	617
Total Number of Fully Vaccinated Richmond County Residents	734
Total Shots for Richmond County Residents	1,351
Total Gift Cards Issued	823
Total Amount Expended (including administrative cost)	1,938.
Total Clinics in Richmond County	Static Clinic at Windsor Spring Clinic M-F, 32 mobile/off-site clinics (19 Homebound visits)

Medical Associates Plus (Reporting Period: 10/8 thru 11/10/21)

Total First Doses for Richmond County Residents	302
Total Number of Fully Vaccinated Richmond County Residents	150
Total Shots for Richmond County Residents	452
Total Gift Cards Issued	429
Total Amount Expended (including administrative cost)	\$20,163.00
Total Clinics in Richmond County	18 Mobile Clinic's 16 In House Clinic's 34 Total Clinics in Richmond County

VAXUP, AUGUSTA! MONTHLY REPORT (10/8-11/10)

Christ Community Health (Reporting Period: 10/8 thru 11/10/21)


Total First Doses for Richmond County Residents	39
Total Number of Fully Vaccinated Richmond County Residents	77
Total Shots for Richmond County Residents	260 (Includes 144 boosters)
Total Gift Cards Issued	121 (5 patients came to pick up cards from previous month)
Total Amount Expended (including administrative cost)	11,775
Total Clinics in Richmond County	19

Augusta University Student Health Clinic (Reporting Period: 10/8 thru 11/10/21)

Total First Doses given to AU students	16
Total Number of Fully Vaccinated AU students served (i.e., received 2 nd vaccine dose)	8
Total Shots provided to AU students	34
Total Gift Cards Issued	8
Total Amount Expended (including administrative cost)	\$800
Total Clinics at AU providing vaccines to students	1

Nightingale Infusion and Pharmacy (Reporting Period: 10/8 thru 11/10/21)

Total First Doses for Richmond County Residents	51
Total Number of Fully Vaccinated Richmond County Residents	10 2 nd doses 32 booster doses
Total Shots for Richmond County Residents	93
Total Gift Cards Issued	50
Total Amount Expended (including administrative cost)	\$5,272.90
Total Clinics in Richmond County	2



COUNTYWIDE IMPACT OF *VAXUP, AUGUSTA!*

COUNTYWIDE IMPACT OF VAXUP, AUGUSTA!

Since the August 19, 2021 Commission authorization, interest, and education related to the vaccine and mitigating COVID-19 has increased substantially. Almost 15,000 more residents (7%) have received at least one dose, while 15,000 more residents (7%) have become fully vaccinated. A detailed overview of the countywide data and statistics is included in the chart below.

Richmond County Vaccination Metrics

	# ADMINISTERED	# ADMINISTERED PER 100K		
August 13, 2021	138,597	68,662		
October 9, 2021	164,943	81,714		
November 9, 2021	179,448	88,900		
	RESIDENTS VACCINATED			
	# At Least One Dose	% At Least One Dose	# Fully Vaccinated	% Fully Vaccinated
August 13, 2021	74,749	37%	65,798	33%
October 9, 2021	86,249	43%	77,288	38%
November 9, 2021	89,579	44%	80,842	40%

CONTINUED IMPLEMENTATION



CONTINUED IMPLEMENTATION

The next mass vaccination event will be held on November 20, 2021 at the Augusta Mall. The remaining 2021 scheduled is also listed below.

COVID Vaccine Clinic Schedule

Date	Time	Location	Vaccine Partner	Vaccine
Saturday, Nov 20	10am - 2pm	Augusta Mall (drive-thru)	Public Health	Pfizer, Moderna
Thursday, Dec 2	11am - 2pm	Jamestown	Nightingale Services	Pfizer, Moderna
Saturday, Dec 4	12pm - 4pm	Carrie J Mays	Public Health	Pfizer, Moderna

A group of people are seated around a long table in a modern office with large windows. They are working on laptops and some are looking at their phones. The office has a bright, airy feel with natural light coming in from the windows. The text is overlaid on the image in a large, white, sans-serif font.

COUNTYWIDE OUTCOMES AND IMPACT

COUNTYWIDE OUTCOMES AND IMPACT

- Initial results allude to the mobile vaccine clinics having a significant impact countywide.
- At the James Brown Arena drive thru clinic, Medical Associates Plus provided 320 vaccine shots and distributed 270 vaccine incentive gift cards.
- At the mobile vaccination event held at the Robert Howard Center, DPH administered 177 vaccine shots and distributed 137 vaccine incentive gift cards.
- Augusta's next large vaccine clinic is at the Augusta Mall on November 20th in partnership with DPH and the Golden Harvest Food Bank.
- Since full implementation of the program (September 3, 2021) area hospitals have seen significant decreases across the board. COVID patients on September 3, 2021 totaled 356, compared to a total of 56 on November 9, 2021. Additionally, 5 deaths were recorded on September 3, 2021, whereas there was no death recorded since the October reporting period.



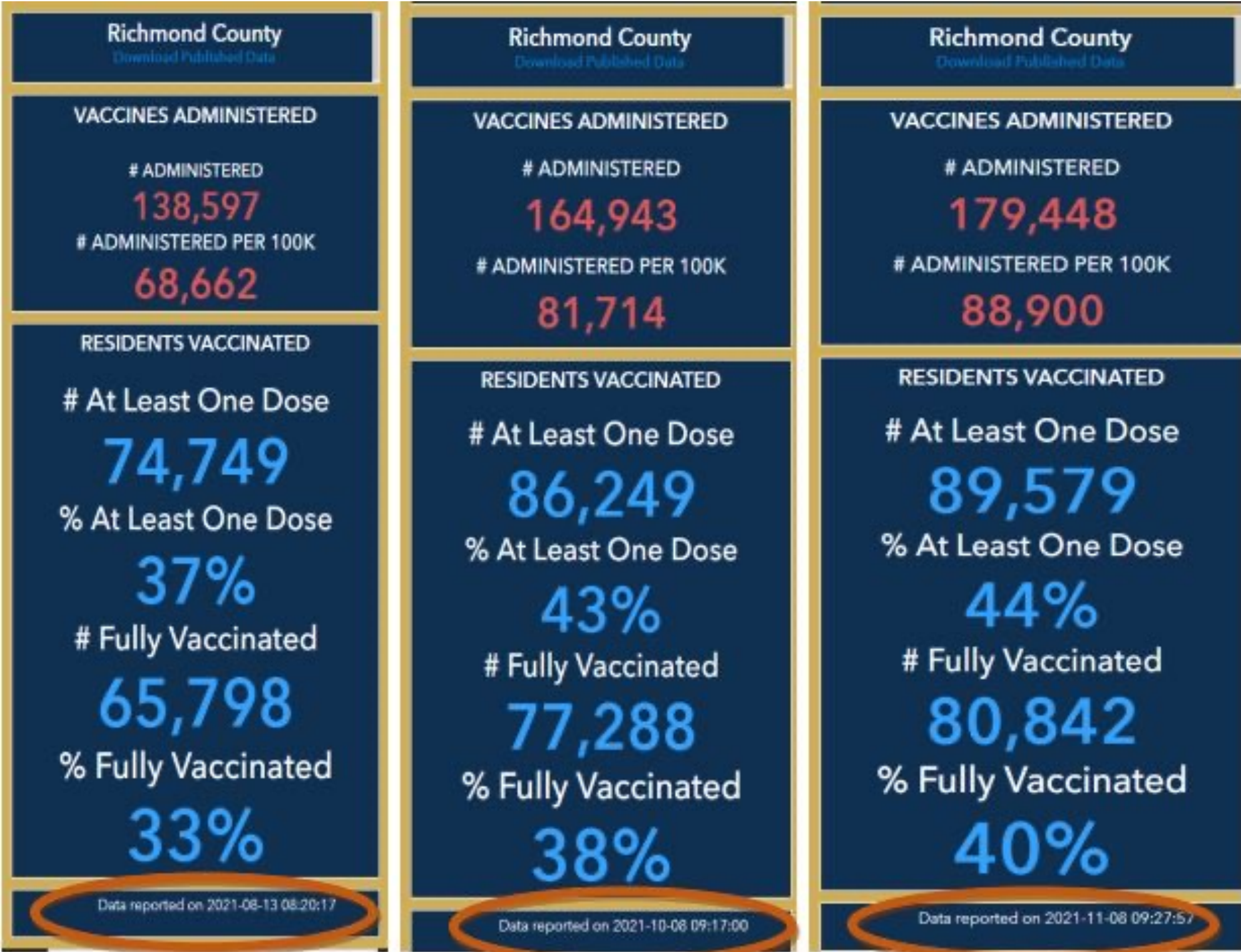
HOSPITAL UPDATE

	Augusta University Medical Center	Doctors Hospital	University Hospital	Total
COVID Inpatient 9.3.21	123	85	148	356
COVID Inpatient 10.11.21	59	36	58	153
COVID Inpatient 11.9.21	29	9	26	56
Patient Under Investigation 9.3.21	1	0	1	2
Patient Under Investigation 10.11.21	0	0	2	2
Patient Under Investigation 11.9.21	0	0	1	1

Deaths 9.3.21	1	4	0	5
Deaths 10.11.21	1	0	0	1
Deaths 11.9.21	0	0	0	0



CHANGES IN VACCINATION PERCENTAGE SINCE THE BEGINNING OF THE INCENTIVE



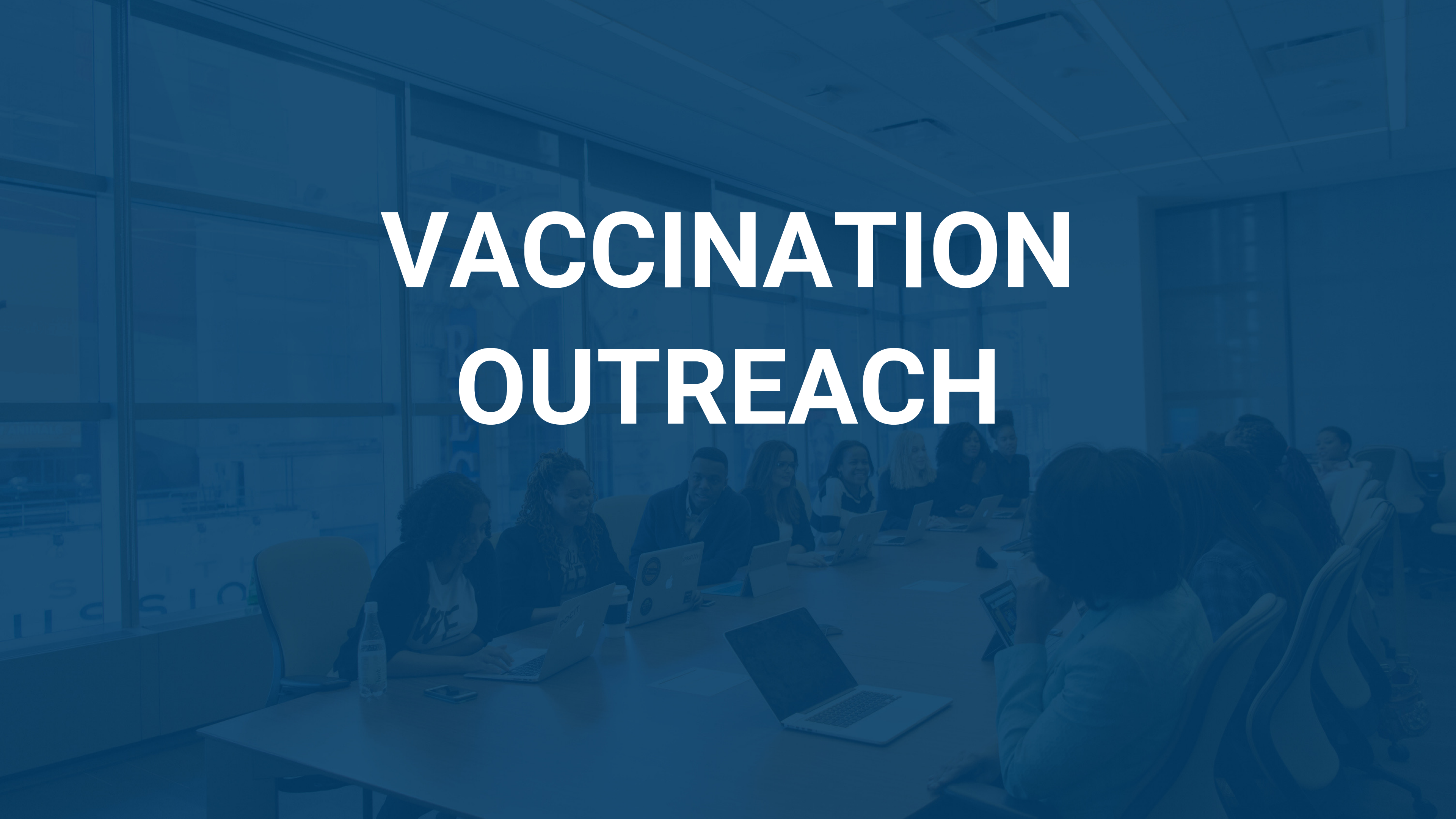
Current Vaccine Statistics

- Data shows a continued increase in initial doses and vaccinations
- Significant uptick since program rollout
- Positive impact on area hospitals
- 15,000+ residents fully vaccinated countywide

GA Public Health Dashboard for Vaccine:

<https://experience.arcgis.com/experience/3d8eea39f5c1443db1743a4cb8948a9c>

VACCINATION OUTREACH



VACCINATION OUTREACH

In support of the vaccination programs the Commission approved a \$25,000 outreach allocation from the total allocation of \$1,500,000. In addition to earned media and internal marketing tools, staff has secured 171 radio spots to push the message out into the community. These ads run until November 29, 2021.

Vax Up, Augusta- Radio Buys

Name of Radio Stations
WAKB Magic 100.9 FM- 18 Commercials/PSA
WBBQ 104.3FM- 16 Commercials/PSA
WCHZ Hot 95.5- 34 Commercials/PSA
WGAC- News Talk 95.1 & 580AM- 10 Commercials/PSA
WHHD- HD 98.3FM- 14 Commercials/PSA
WKSP- 96.3 KISS FM- 16 Commercials/PSA
WKZK- 103.7FM and 1600AM- 21 Commercials/PSA
WLUB- 105.7 FM- 17 Commercials/PSA
WTHB- 96.9 FM and 1550 AM- 18 Commercials/PSA
Total Cost: \$1,489.00

Note: Additional commercial rotations were added with no additional cost.

VACCINATION OUTREACH- CONT'D.

Collegiate Outreach: Memorandums of Agreements have been executed with Augusta University and Augusta Technical College to encourage students to be vaccinated and educate them on their eligibility for the vaccine incentive. Below is a monthly report on collegiate outreach.

Augusta University/COA Vaccine Incentive Communications & Marketing Highlights for October 6-October 31, 2021

Publication	Page Views	Average time on page
Jagwire	875	02:17 minutes

Social media efforts results

Posts shared on social media channels	Impressions	Engagements	Link clicks	Follower shares
9	18,482	772	237	10

Impressions are the number of times your content is displayed, no matter if it was clicked or not.

Engagement is any interaction a follower or visitor has with your social media content.

Link clicks are the number of clicks on links to select destinations or experiences.

Follower shares is the number of times someone has shared your post on social media.



QUESTIONS?