



A WCHQ Webinar Presentation

“Prioritizing COVID-19 Vaccine Outreach and Communications by ZIP based on Potential Barriers to Vaccination and Estimated COVID-19 Mortality Risk”

**February 4, 2021
12 PM – 1 PM CST**

Featuring

Jessica Bonham-Werling, Director
ICTR Neighborhood Health Partnerships Program

Ann Lewandowski, Founder
Wisconsin Immunization Neighborhood, Southern
Wisconsin Immunization Consortium

While every neighborhood is at risk for COVID-19 infection, some neighborhoods may have more residents who are at higher risk of death if they contract COVID-19. This webinar will provide WCHQ members tools they can use to identify people living in their service territories who are at higher risk of mortality from COVID-19 by ZIP code. We will share tools for prioritizing outreach and how to build messages likely to drive action based on estimated COVID-19 mortality risks and potential barriers to vaccination. From the onset of the pandemic, the Neighborhood Health Partnership program has been working with WCHQ and the [UW Health Innovation Program](#) (HIP) to provide EHR data to help community decision makers mitigate risk in their planning, outreach, and resource allocation.

The CDC and others have learned more about the risk factors for COVID-19 since we first shared ZIP level estimates for the risk of severe illness with WCHQ members in April 2020. Based on this new information, we are now able to share estimates of the relative risk of COVID-19 mortality for many Wisconsin ZIPs and an analysis of the potential barriers to successfully vaccinating the residents in those ZIPs for COVID-19. These new tools are available to WCHQ provider members in the NHP portal.

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Jessica Bonham-Werling, director of the Neighborhood Health Program, will explain how to use the new tools and field questions about how they can help health systems and public health effectively identify and communicate with community members who may not have a medical home.

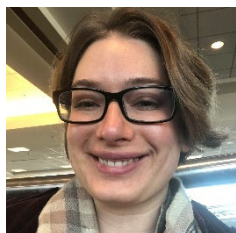
Ann Lewandowski co-chairs the State Disaster Medical Advisory Committee Vaccine Subcommittee. The sub-committee was established to develop guidance to DHS for the allocation of limited numbers of vaccine doses during the COVID-19 pandemic, especially in the first month following vaccine release. Ms. Lewandowski will field members’ questions related to the sub-committee’s work and describe a new a statewide campaign called “Vaccine Voices, Vaccine Choices” to address COVID-19 vaccine hesitancy. This state-level campaign, launched by the Wisconsin Immunization Neighborhood, will be complemented by a national campaign she convinced and partnered with Vaccinate Your Family to execute.

**If you are from a member, partner or sponsor organization, you may register for free; however, you must first have an account in WCHQ's Online Community. If you do not have an account go to [JOIN](#). If you are unsure whether your organization is a member, click [here](#) for provider members; [here](#) for corporate sponsors and annual partners.*

About Our Speakers:



Jessica Bonham-Werling, MBA, is the Director of the Neighborhood Health Partnerships Program and the Associate Director of Research Operations at the Health Innovation Program within the University of Wisconsin. Prior to her roles at the University of Wisconsin, she led efforts to optimize the consumer experience at Kaiser Permanente and spent seven years with Deloitte Consulting.



Ann Lewandowski is founder of the Wisconsin Immunization Neighborhood (WIN). WIN is a collaborative group of stakeholders who advocate to reduce barriers to vaccines, distribute accurate, science-based immunization information and advocate evidence-based vaccine policy. Ms. Lewandowski is also the program manager for the Southern Wisconsin Immunization Consortium.

For more information, contact [Mary Kay Fahey](#).