

Equitable Allocation of Vaccine for the Novel Coronavirus

Friday August 7, 2020

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SCIENCE $\rightleftharpoons$ COMMUNITY



Guerrilla Clinic for Gay Men



Advocact, Advisor, Provocateur

100,000 Volunteers Community Engagement Effort

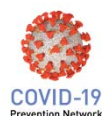


Engagement and Participation Foci with Priority Populations

PRIORITY POPULATIONS

- Native/Indigenous
- AA/Black
- Latinx
- Occupational Engagement
- People with pre-existing health conditions
- Communities experiencing health disparities
- Older Adults
 - Nursing Home (mAb trials)
 - Assisted Living Facility residents (vaccine trials)

- All activities will be tailored for each of these vital priority populations
- Priority populations will require varying:
 - Outreach
 - Engagement
 - Recruitment approaches
- Building and maintaining relationships with experts working with these groups



Learning from the Past

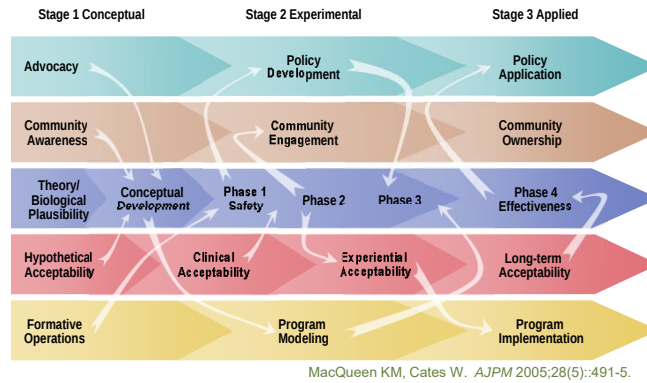


Planning For Success

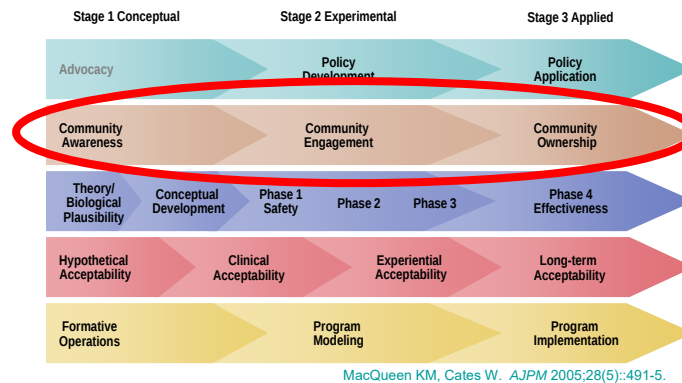
Cultural Translation of Science



Prevention Science A Research Continuum with Multiple Layers



Components of the Prevention Science Research Continuum



What Does Community Engagement Look Like for A COVID Vaccine Product?

Community engagement focuses on the development and maintenance of *partnerships and quality relationships* with a variety of stakeholders to develop trust and engage those partners in a *shared vision*. Community engagement requires commitment to a process of shared principles and values for the mutual benefit of all parties.

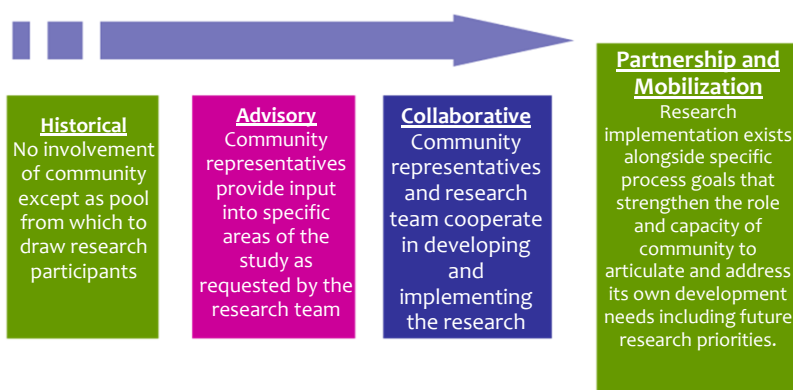
When Is The Right Time to Engage?

2/21/2018

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Authentic community involvement

Evolution of norms for community involvement in research*



*Global Campaign for Microbicides

Current Communication Environment

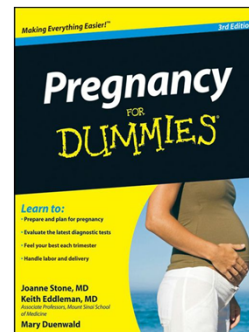
New experts
New spokespeople
“I look forward to
going back to normal
when we get a
vaccine”



2/21/2018

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Magical Thinking Is Not New



**“I won’t take anything created by the
Federal Government – I will only take a
vaccine if it is approved by the FDA”**

Most Effective Way to End Viral Infection So Far

Vaccines teach your body to recognize and fight invaders.



Experts on equity and vaccine hesitancy



The news media environment

Ownership

Agenda / Priorities

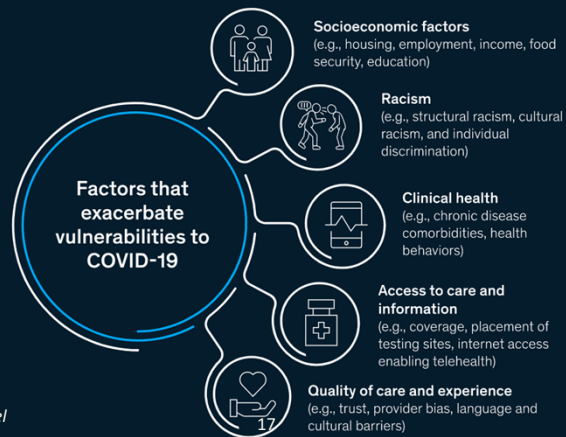
News room

Reporters / Journalists /
Independent writers /
Contributors



McKinsey's Center for Societal Benefit through Healthcare shares insights on underlying health inequities

Disparities in COVID-19 outcomes expose underlying inequities



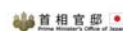
July 31 Erica Coe, Kana Enomoto, Alex Mandel, Seema Parmar, and Samuel Yamoah

Avoid the "Three Cs"!

- 1. Closed spaces** with poor ventilation.
- 2. Crowded places** with many people nearby.
- 3. Close-contact settings** such as close-range conversations.



One of the key measures against COVID-19 is to prevent occurrence of clusters.
Keep these "Three Cs" from overlapping in daily life.



MHLW COVID-19 Search



