

VCC's COVID-19 Response: Community Based Efforts

Herminia Ramirez, MPH
Outreach and Migrant Health
Program Manager



Choose Health TM

Our Mission

To advance community health and hope by providing access to premier health services and education for those who need it most.

Our Vision

A community where every person chooses health.

Our Values

RESPECT **INTEGRITY**
COLLABORATION
HELPFULNESS
EXCELLENCE
RELIABILITY

About Vista Community Clinic (VCC)

- Federally Qualified Community Health Center and Migrant Health Center (since 2002).
- Community Clinic Model – fully comprehensive health care organization that offers excellent and innovative health services to all.

Our Patients

- Over 76,000 patients served
- Over 213,000 patient visits
- 100,000 + health education contact visits
- 1 in 4 Vista residents
- 1 in 8 Oceanside residents



Clinic Locations



VCC: Vale Terrace
1000 Vale Terrace
Vista CA 92084
760-631-5000



VCC: Grapevine
134 Grapevine Road
Vista CA 92083
760-631-5000



VCC: North River
4700 North River Road
Oceanside, CA 92057
760-631-5000

Clinic Locations



VCC: Horne

517 N. Horne Street
Oceanside, CA 92054
760-631-5000



VCC: Pier View

818 Pier View Way
Oceanside, CA 92054
760-631-5000



La Tortuga Administrative Offices

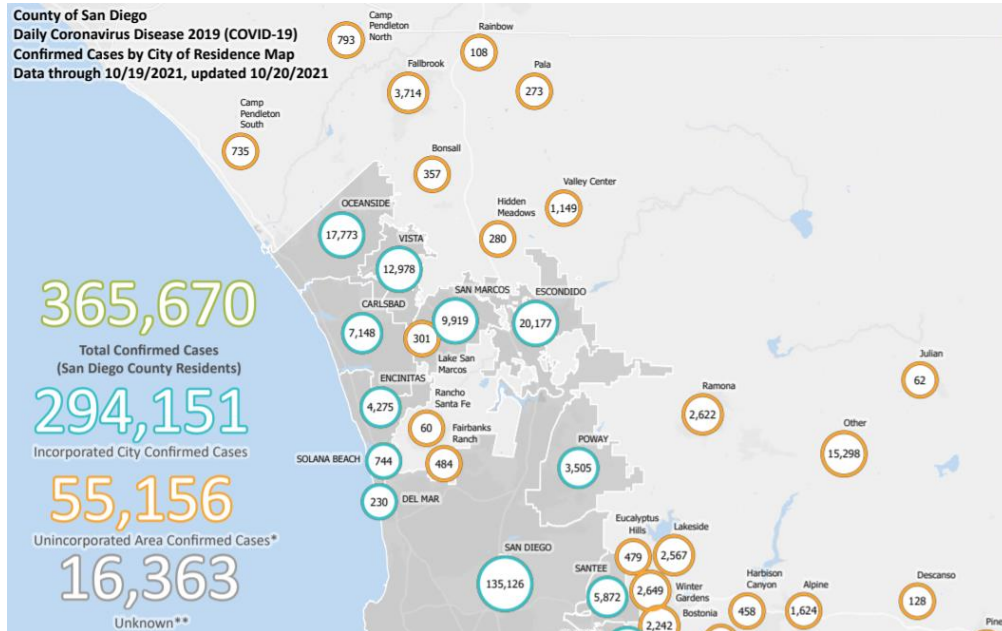
465 La Tortuga Drive
Vista, CA 92081
760-631-5000

Community Health Programs

- HIV Services
 - Case management
- Youth Development
- Paternal & Child Health
- Migrant Health & Community Engagement
 - Food Distribution
 - Mobile Dentistry
 - Club 55 Senior Fitness Center
- Women's Health
 - Breast Health Services
- Clinical Support Services
 - Enrollment
 - Care Coordination
- North Coastal Prevention Coalition
- Tobacco Control Program

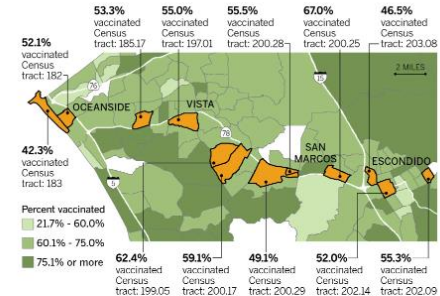
COVID-19

Looking at the data



Low COVID-19 vaccination rates

Census tracts with the lowest percent of eligible population vaccinated with at least one dose, for four cities in north San Diego County.



City	Census tract	Eligible population	Percent vaccinated
Oceanside	183	2,987	42.3%
Escondido	203.08	6,401	46.5%
San Marcos	200.29	7,636	49.1%
Escondido	202.14	5,346	52.0%
Oceanside	182	6,225	52.1%
Oceanside	185.17	4,360	53.3%
Vista	197.01	6,912	55.0%
Escondido	202.09	4,542	55.3%
San Marcos	200.28	3,265	55.5%
Vista	200.17	3,063	59.1%
Vista	199.05	4,625	62.4%
San Marcos	200.25	4,403	67.0%
San Diego County	2,802,581		89.7%

Eligible population is 12 years and older. Data through 9/26/2021. San Diego County population vaccinated with at least one dose through 10/20/21.

Source: San Diego Immunization Registry

MICHELLE GILCHRIST U-T

Staying up to date

Updated 10/20/21

Weekly Status Update

COVID-19 Testing and Cases

- [Confirmed COVID-19 Cases by Date of Illness Onset](#)
- [Map of Cases by City of Residence](#)
- [Percentage of Positive COVID-19 Cases Among Tests by Date Reported](#)
- [Summary of Cases Among Persons Experiencing Homelessness](#)
- [Summary of Cases By Vaccination Status](#)
- [Summary of County of San Diego COVID-19 Cases by City of Residence](#)
- [Summary of County of San Diego COVID-19 Cases by Race/Ethnicity](#)
- [Summary of County of San Diego COVID-19 Cases by Zip Code](#)
- [Summary of Variant Cases](#)

https://www.sandiegocounty.gov/content/sdc/hhsa/programs/phs/community_epidemiology/dc/2019-nCoV/status.html

Our biggest challenges in North County

- Mis-Information
- Nuanced and fast changing information
 - Accessibility
 - Individual hesitancy
- Geographic landscape



Our strategies & efforts

Lideres Comunitarios



poder popular



para la salud del pueblo

Overview of our COVID-19 efforts

- **Outreach**

- COVID-19 Outreach Focus
 - Supporting Mobile Unit
 - Maintaining partner connections
 - Project SAVE
 - RLA COVID-19 Project
- Food and Diaper Distribution
- Bridges to Health – Enrollment
- Text Message & Social Media Outreach

- **Migrant Health**

- COVID-19 Testing and Vaccines at work sites
 - Project SAFE
- COVID-19 PPE Distribution
- Appointment assistance
- FWCC Finance Assistance Program
- Text Messaging- What's App

Our goal was to keep resources in the community, and grow the trust the community has in our organization.



Food and Diaper Distribution

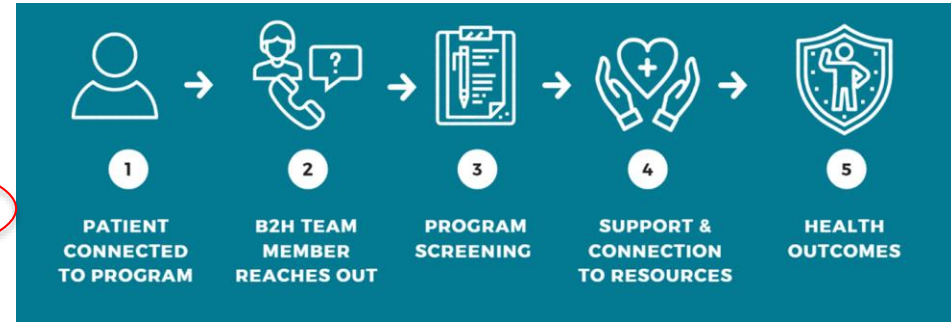
- Pre-COVID: 1-3 days per month
- During COVID: 4-5 days per week
- Food Distribution: Serves 600-700 individuals per month in Vista, Oceanside and Fallbrook
- Diaper Distribution: Serves 300 individuals per month through our outreach program and our prenatal program



Bridges to Health

Community Based in Vista and Oceanside:

- Care Coordination
- Health Education
- Certified Enrollment Assistance to Covered California & Medi-Cal
- Referrals to emergency items
- Transportation to health care resources, in and outside of Oceanside



COVID-19 Outreach & Education

- County Contracts to provide:
 - Access to community-based COVID-19 Testing (Ended)
 - Project SAVE (On-going)
 - Community Health Worker Education
 - Poder Popular is supporting these efforts



Project SAVE

- A county funded project to increase access to the vaccine and reduce hesitancy in the community
 - **We have a direct extension people can call 760-631-5000 x1011**
 - Through this extension we can help people with the following:
 - Vaccine appointments to VCC and county sites
 - Access to transportation to vaccine appointments regardless of the site
 - Health education regarding the vaccine



**The test is no cost to you, but please bring your insurance card (if uninsured, this does not apply).*

City of Vista Events	City of Oceanside Events
Hours: 9:00 am - 11:45 am 12:30 pm - 3:30 pm	Hours: 9:00 am - 11:45 am 12:30 pm - 3:30 pm
Dates and Locations: July 6 Luz Duran Park 340 E Townsite Dr, Vista, CA 92084	Dates and Locations: July 10 Chavez Resource Center 605 San Diego St, Oceanside, CA 92058
July 8 Luz Duran Park 340 E Townsite Dr, Vista, CA 92084	July 14 Crown Heights Resource Center 1210 Division St, Oceanside, CA 92054
July 13 Luz Duran Park 340 E Townsite Dr, Vista, CA 92084	July 16 Libby Lake Community Center 4700 N. River Rd, Oceanside, CA 92057
July 15 Luz Duran Park 340 E Townsite Dr, Vista, CA 92084	

Walk-ins Welcome

***Please note we are following and enforcing all safety guidelines, and ask your help in adhering to all safety guidelines.*



For more information contact:
Para más información llame a: 760-631-5000 x1011

WWW.VCC.ORG

Medical Mobile Unit



- Launched in Oct. 2020, the unit has been focused on VCC's COVID-19 Response
- Outreach support ensuring the community is connected to resources:
 - Testing
 - Vaccines
 - Screenings

Fallbrook Efforts

- UCSD Border Health and CRLA
 - Donation drive
 - Lead by Marisela Monroy
- Partnership with Universidad Popular and VOCES
 - VCC participated through outreach and connecting people to resources, health education, and PPE distribution



Agriculture COVID-19 Testing and Vaccination



Project SAFE

- A partnership with UC Davis on a state-funded project to increase access to the vaccine and reduce hesitancy in the farmworker community
- Funded December 2020- January 2022
 - **Through this effort we provide:**
 - On-site health education
 - Vaccine appointments
 - Access to transportation to vaccine appointments regardless of the site
 - Social Media Promotion



Our Ag Employer Partners

Employers:

- Green Paradise (Vista)
- Valdivia Ranch (Oceanside)
- Ponto Nursery (Vista)
- Pardee Nursery (Oceanside)
- ACW (Fallbrook)
- West Coast Growers (Oceanside)
- El Plantio (Escondido)
- Bandy Ranch (Vista)
- Olli Sulameria (Oceanside)
- Solatube (Vista)



Community Partners

Community:

- City of Oceanside
- City of Vista
- MAAC
- Northgate Market (Vista)
- Palomar College (San Marcos)
- NAACP (Oceanside)
- Migrant Education (Vista, Fallbrook, Valley Center, Escondido, San Marcos)

Partnership with Fallbrook Health District

- Vaccine event for Migrant Education families
 - Access to other resources was also provided
- Fallbrook Health District
 - Hosted the event



Migrant Education Student



Health Screening & COVID Vaccination Event

MIGRANT EDUCATION HAS PARTNERED WITH VISTA COMMUNITY CLINIC TO PROVIDE NO COST HEALTH SCREENINGS & COVID VACCINES.

**The services are no cost to you, but please bring your insurance card (if uninsured, this does not apply).*

Hours:
3:00pm-6:30pm

Vista:
June 15 & 23 & 29, 2021
MAAC Head Start
956 Vale Terrace
Vista, CA 92084

Oceanside:
June 16 & 22, 2021
Libby Lake Resource Center
4700 North River Rd.
Oceanside, CA 92057

Services:

- Health Screenings
- Sport Physicals
- Vision screenings
- COVID-19 Vaccines
- Distribution of masks, and other COVID safety materials
- COVID-19 Health Education

Each participating individual will be entered for a chance to win:

- \$25 Gas Card
- \$50 Walmart Gift Card
- \$50 Target Gift Card

***Opportunities at each event!**

***Please note we are following and enforcing all safety guidelines, and ask your help in adhering to all safety guidelines. Appointments are limited.*



If you have questions or would like to schedule an appointment please contact:

VCC Migrant Health
760-631-5000 x1011

WWW.VCC.ORG

Farmworker Communities

Overview of our farmworker focused efforts

- Project SAFE
- Weekly food drop offs
- UCSD supply drive
- Partnership efforts to provide vaccine access
- COFS Survey
- FWCC Finance Assistance



FarmWorker CARE Coalition

- VCC is the fiscal agent and backbone organization
- Mission: To recognize farmworkers as a vibrant part of the community and to improve their living, working and health conditions, and access to health, social and educational services through empowerment, advocacy, and coordinated efforts
- 40+ member coalition, VCC was a founding agency
 - Meeting the third Friday of each month



FWCC Finance Program

- 1 of 2 partners funded in San Diego
- Funded June 2020-October 2020 and March 2021-June 2021
- A \$500 check was provided to eligible participants to use as they needed
 - People's number one concern was rent.
- **FWCC/VCC disbursed \$500,000 in direct aid to farmworkers and other essential workers in North County San Diego.**

COFS Survey



FARMWORKER STUDY

English ▼

Partners ▼

Data

Media

Contact

Donate



Our impact

Outreach outcomes

- **1,500** individuals reached per month from all of our efforts
- **30,000** PPE Kits and Masks distributed in the community
 - PPE: Hand sanitizer, wipes, reusable masks, surgical masks, N-95 masks, gloves
- **1,500** COVID Testing appointments Scheduled
- **500** COVID Vaccine appointments scheduled
- **6,000** households reached via canvassing

COVID Mobile Unit Outcomes

- Community events
 - **190** COVID Testing & COVID Vaccine Events
 - 18 Agricultural Sites
 - 2 Workplace sites
 - 9 Migrant Education
 - 2 Community locations
 - **328 Farmworkers Vaccinated**
- Totals:
 - # of tests provided: **3,700**
 - # of positives: **333**
 - Highest percent of positives: **31% (Jan 2021)**
 - # of vaccines provided: **900**



Highlights

Best Practices

1. Stay community centered
2. Trusted messengers
3. Comprehensive look
4. Partnerships
5. Follow the data



Questions?

Herminia Ramirez, MPH

Program Manager

760-631-5000 x 7206

hledesma@vcc.org