State of Missouri COVID-19 Response Vaccine Distribution Analysis

August 9, 2021
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This document includes COVID-19 data and analytics for the State of Missouri in support of their vaccine distribution process

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Executive Summary | Key Insights

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**STATEWIDE REMAINING UNVACCINATED**

- **2.5M** 18+ population
  - 56k

- **49.4%** 18+ population
  - -1.1%

**COVID-19 CASE RATE HOTSPOTS**

- **Case rates increased statewide**, but Census Tracts with highest rates experienced decreases from last week
- Case rates are starting to rise along US 61 (northeast state border, Regions B and C) and around outdoor recreation centers (e.g., Mark Twain National Forest, Lake of the Ozarks)

**VACCINE UPTAKE TRENDS**

- **52%** of Region H's over 18 population remains **unvaccinated** and this past week, **1%** of Region H's 18+ population was vaccinated (on average in comparison to other regions)
- **Case rates are starting to rise along US 61** (northeast state border, Regions B and C) and around outdoor recreation centers (e.g., Mark Twain National Forest, Lake of the Ozarks)
- **Initiations rose for the 4th straight week** in the 18+ population, and the 3rd straight week in the 12-17 population
- **Regions G and D** vaccinated the **highest percent** of their 18+ population for the **6th straight week**, but both experienced a slight decline in initiations
- **Vaccination uptake hot spots clustered around** the more urban communities this week, appearing in and around Columbia, Jefferson City, north and east of Kansas City, Springfield and across Region G county seats

**REGION H DEEP DIVE**

- An estimated **52%** of Region H's over 18 population remains **unvaccinated** and this past week, **1%** of Region H's 18+ population was vaccinated (on average in comparison to other regions)
- **For the 2-week period through July 30th, case rate hotspots in Region H were limited to Greater St. Joseph**, but the pattern of elevated case rates expanding from regional hubs mirrors viral spread in Region D
- **10 Census Tracts in Region H were identified for targeted outreach based on vaccination rates, case burden, and vulnerability**

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Note: Data on vaccinations include 1st round Moderna & Pfizer vaccinations and J&J vaccinations, are based on residence of the 18+ individual vaccinated (unless otherwise stated), and are from 8/3/2021. COVID-19 case rate data is a change analysis of rates (cases per 100k) using data from 7/23/21 to 8/6/21. Region H analyses based on vaccination data from 07/27/2021 and COVID-19 data from 07/30/2021. Methodology, data sources, and limitations are available in the Appendix. Full data set provided in corresponding Excel file.
For the time period between 7/23/21 and 8/6/21, the change in COVID-19 case rate (per 100,000) is displayed on the left and case rate hotspots (areas with statistically significant changes in case rates in comparison to surrounding areas) are displayed on the right.

**14-Day COVID-19 Case Rate Hotspots at the Census Tract Level**

**Note:** Data normalized by population (per 100,000 residents) per Census Tract. COVID-19 case rate data provided by the State of Missouri as of 8/6/21. Previous 2-week change view provided in the Appendix, along with methodology, data sources, and limitations.

- **Hotspots** remained in **west and central Missouri** (Regions A, F and I, in blue); **new hotspots emerged** in north and northwest (regions B and H).
- COVID-19 case rates increased again statewide, although many Census Tracts with the highest rates last week experienced decreases.
- Case rates starting to **rise along US 61** (northeast state border, Regions B and C) and **around outdoor recreation centers** (e.g., Mark Twain NF, Lake of the Ozarks).

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18+ Year-olds | Remaining Unvaccinated

Darker shades on the map on the left indicate Census Tracts with larger vaccination gaps and on the right higher percentages of unvaccinated

VACCINATION GAP (#)

PERCENT UNVACCINATED (%)

Areas with the largest vaccination gaps continue to align with the more populated areas across Missouri. Census Tracts with the highest percentages of unvaccinated populations are concentrated in more rural areas in Regions B, D, I, G, & E.

Note: Data on vaccinations include 1st round Moderna & Pfizer vaccinations and J&J vaccinations, are based on residence of the 18+ individual vaccinated (unless otherwise stated) and are from 8/3/2021. Methodology, data sources, and limitations are available in the Appendix. Full data set provided in corresponding Excel file.

For internal use only by State of Missouri. Output based on available data.
Darker shades on the map on the left indicate counties with larger vaccination gaps and on the right higher percentages of unvaccinated.

**VACCINATION GAP (#)**

- **Region C** continues to have the **largest vaccination gap** (101,881), while **Region G** has the highest **percent unvaccinated** (89.2%).

**Percent Unvaccinated (%)**

0.0% - 51.1%
51.1% - 68.1%
68.2% - 80.5%
80.5% - 88.5%
88.5% - 99.6%

Similar trends persist for the 12-17 population as with the 18+ population – rural areas tend to have larger % unvaccinated rates.

**Note:** Data on vaccinated individuals are based on 1st round Moderna & Pfizer vaccinations and J&J vaccinations, based on the residence of the individual vaccinated, and as of 8/3/2021. All vaccinations tagged to the "<18" age group were assumed to be between ages 12-17. Analysis ran at the county level due to several Census Tracts still with limited uptake thus far. Null counties were filtered out. Methodology, data sources, and limitations are available in the Appendix. Full data set provided in corresponding Excel file.
Regional Vaccination Rates Over Time

The visualization and table below display weekly and cumulative vaccination rates at the regional level.

### 5-Week Additional Percent of 18+ Population Vaccinated by Region

*Region H's vaccination was misreported last week and has been accurately updated this week.

**Note:** All weeks are calendar weeks, defined by SMV using MMWR week, where Week 30 is 7/25 – 7/31. Data on vaccinations include 1st round Moderna & Pfizer vaccinations and J&J vaccinations, are based on residence of the 18+ individual vaccinated, and are from 8/3/2021. J&J vaccinations are coded as both dose 1 and dose 2. Methodology, data sources, and limitations are available in the Appendix.

**Initiations** rose for the 4th straight week in the 18+ population and the 3rd straight week in the 12-17 population.

**Regions G and D** vaccinated the highest percent of their 18+ population for the 6th straight week but both experienced a slight decline in initiations.

Four of the 5 counties that vaccinated the highest percent of their population are in **Region G** (Shannon, Wright, Howell and Oregon)

**Vaccination Summary**

<table>
<thead>
<tr>
<th>Region</th>
<th>18+ Cumulative % Vax</th>
<th>18+ % Vax Previous Week</th>
<th>12-17 Cumulative % Vax</th>
<th>12-17 % Vax Previous Week</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>49.0%</td>
<td>1.0%</td>
<td>34.3%</td>
<td>2.8%</td>
</tr>
<tr>
<td>B</td>
<td>40.4%</td>
<td>0.8%</td>
<td>11.5%</td>
<td>1.3%</td>
</tr>
<tr>
<td>C</td>
<td>55.3%</td>
<td>0.8%</td>
<td>40.9%</td>
<td>2.2%</td>
</tr>
<tr>
<td>D</td>
<td>45.9%</td>
<td>1.2%</td>
<td>23.3%</td>
<td>2.2%</td>
</tr>
<tr>
<td>E</td>
<td>41.9%</td>
<td>1.1%</td>
<td>11.1%</td>
<td>1.6%</td>
</tr>
<tr>
<td>F</td>
<td>55.3%</td>
<td>1.1%</td>
<td>28.5%</td>
<td>2.3%</td>
</tr>
<tr>
<td>G</td>
<td>38.7%</td>
<td>1.8%</td>
<td>10.5%</td>
<td>1.9%</td>
</tr>
<tr>
<td>H</td>
<td>47.7%*</td>
<td>1.0%</td>
<td>18.9%</td>
<td>2.7%</td>
</tr>
<tr>
<td>I</td>
<td>36.7%</td>
<td>1.1%</td>
<td>15.0%</td>
<td>1.6%</td>
</tr>
</tbody>
</table>
7-Day Vaccination Hotspots

Vaccination uptake hotspots for 7/28-8/3 are displayed below in red. These vaccine uptake hotspots represent the communities that far exceeded the State average for the dates indicated.

Hotspots clustered around the more urban communities, appearing in and around Columbia, Jefferson City, north and east of Kansas City, Springfield, and across Region G county seats.

New vaccination uptake hot spots emerged in Jefferson County (Region C), south of Jefferson City, and in and around Miller and Maries counties (Region I).

Hotspots appear to be linked along the metro regions of Joplin-Springfield-Jefferson City-Columbia with the Lake of the Ozarks region at the center.

Note: Data on vaccinated individuals is based on 1st round Moderna & Pfizer vaccinations and J&J vaccinations, includes all ages, and indicates the residence of the individual vaccinated, and is as of 8/3/2021. Methodology, data sources, and limitations are available in the Appendix.
7-Day Vaccine Uptake Deserts

Vaccination uptake deserts are displayed in shades of blue from 7/27-8/3, indicating Census Tracts where the weekly vaccine uptake is significantly lower than State averages – a more sensitive test of differences in community-level uptake in comparison to the hotspot analysis.

How to interpret these maps:
- High Vaccine Uptake: Statistically significant clusters of high initiation rates
- High Regional Uptake: Statistical outlier – high initiation rates surrounded by low
- Low Regional Uptake: Statistical outlier – low initiation rates surrounded by high
- Low Vaccine Uptake/Uptake Desert: Clusters of statistically low initiation rates

Southeast Missouri’s (Region E) vaccine desert continued to recede geographically, while the northcentral (Region B) desert remained consistent with prior weeks.

Pockets of Greater St. Louis initiated vaccination in greater numbers than the weekly State average.

Note: Data on vaccinated individuals is based on 1st round Moderna & Pfizer vaccinations and J&J vaccinations, includes all ages, and indicates the residence of the individual vaccinated, and is as of 8/3/2021. Methodology, data sources, and limitations are available in the Appendix.
Region H Deep-Dive

As presented on 8/6
Executive Summary

REGIONAL & COUNTY TRENDS

- An estimated 52% of Region H's over 18 population remains unvaccinated
- Cases have been spreading in Region H along major transportation routes, mirroring patterns in the southwestern corner of the State
- Pattern of elevated case rates expanding from regional hubs mirrors viral spread in Region D
- Region H vaccinated 1% of its eligible population in the most recent week and had its highest proportion of State initiations since Week 6 (February)

TARGET CENSUS TRACTS

- 10 Census Tracts in Region H were identified as potential priority areas based on vaccination rates, case burden, and vulnerability – with deep dives provided for the top 3
- Within these top 3 Census Tracts, residents tend to have lower levels of income and educational attainment and higher rates of medical comorbidities than the average Missourian
- Target outreach strategies partnering with influential community members, such as local faith leaders, family physicians, and education leaders and meeting residents where they are by offering mobile vaccinations at frequented community spots in vulnerable areas

Note: Data on vaccinations include 1st round Moderna & Pfizer vaccinations and J&J vaccinations, are based on residence of the 18+ individual vaccinated (unless otherwise stated), and are from 7/27/2021. COVID-19 case rate data is a change analysis of rates (cases per 100k) using data from 7/16/21 to 7/30/21. Methodology, data sources, and limitations are available in the Appendix.
COVID-19 Case Rate Spread Over Time

These visuals display the evolution of COVID-19 case rates over the past 4 full weeks (July 2nd- July 30th) in Region H

- Over the **past three weeks**, case rates disproportionately increased in Region H
  - First in areas not affected by Livingston-area outbreak
  - Now, slowly spreading into the previous outbreak Census Tracts
- Pattern of elevated case rates expanding from regional hubs mirrors viral spread in Region D
  - Spread along major transportation routes
  - Hubs of high case rates in nearly every regional/county seat
- Appears to be high levels of COVID-19 spread between Region H and both Kansas City and potentially Kansas

**Note:** Data normalized by population (per 100,000 residents) per Census Tract. COVID-19 case rate data provided by the State of Missouri as of 7/30/21. See Appendix for methodology, data sources, and limitations. "Week" corresponds with MMWR.
COVID-19 Case Rate Hotspots at the Census Tract Level

The visual on the left depicts case rate hotspots – areas with statistically significant changes in case rates in comparison to surrounding areas – for two weeks between July 16th and July 30th.

14-Day Case Rate Hotspots (7/16-7/30)

KEY OBSERVATIONS

• For the two-week period through July 30th, case rate hotspots in Region H were limited to Greater St. Joseph.

• The case rate hotspot in Worth County has dissipated since early June.

• Recent patterns of case spread in Missouri have clustered in regions outside Region H for the past month.

Note: Data normalized by population (per 100,000 residents) per Census Tract. COVID-19 case rate data provided by the State of Missouri as of 7/30/21. See Appendix for methodology, data sources, and limitations.
The visual and table below depict percent unvaccinated and vaccination gap across Region H

Region H Remaining Unvaccinated (%)

<table>
<thead>
<tr>
<th>Rank</th>
<th>Census Tract</th>
<th>County</th>
<th>Adult Population</th>
<th>% Unvaccinated</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>29079960200</td>
<td>Grundy County</td>
<td>1,761</td>
<td>71.83%</td>
</tr>
<tr>
<td>2</td>
<td>29021002900</td>
<td>Buchanan County</td>
<td>2,684</td>
<td>70.98%</td>
</tr>
<tr>
<td>3</td>
<td>29081950100</td>
<td>Harrison County</td>
<td>2,840</td>
<td>70.77%</td>
</tr>
<tr>
<td>4</td>
<td>29081950200</td>
<td>Harrison County</td>
<td>1,847</td>
<td>70.00%</td>
</tr>
<tr>
<td>5</td>
<td>29061470100</td>
<td>Daviess County</td>
<td>2,843</td>
<td>68.13%</td>
</tr>
<tr>
<td>6</td>
<td>29061470200</td>
<td>Daviess County</td>
<td>4,111</td>
<td>67.40%</td>
</tr>
<tr>
<td>7</td>
<td>29129470100</td>
<td>Mercer County</td>
<td>961</td>
<td>67.12%</td>
</tr>
<tr>
<td>8</td>
<td>29079960100</td>
<td>Grundy County</td>
<td>1,706</td>
<td>65.53%</td>
</tr>
<tr>
<td>9</td>
<td>29025950200</td>
<td>Caldwell County</td>
<td>5,311</td>
<td>63.83%</td>
</tr>
<tr>
<td>10</td>
<td>29021000300</td>
<td>Buchanan County</td>
<td>2,782</td>
<td>63.59%</td>
</tr>
</tbody>
</table>

Census Tracts within Grundy and Harrison Counties make up 40% of the 10 Census Tracts with the highest percent unvaccinated in Region H. 13 of 66 (20%) Census Tracts in Region H fall within the largest quintile of percent unvaccinated, and have at least 62% of their populations unvaccinated.

Note: Data on vaccinated individuals are based on 1st round Moderna & Pfizer vaccinations and J&J vaccinations, based on the residence of the individual vaccinated, and as of 7/27/2021. Methodology, data sources, and limitations are available in the Appendix.
Vaccine Uptake Over Time

Vaccination deserts are shown in blue over a four-week period, identifying Census Tracts where vaccination uptake for that time period is significantly lower than State average.

**Region H Share of State Initiations Over the Last 7+ Months**

**Four-Week Uptake Deserts**
**June 23rd - July 30th**

**How to interpret these maps:**
- **High Vaccine Uptake**
  - Statistically significant clusters of high initiation rates in comparison to State average.

- **High Regional Uptake**
  - Statistical outlier - high initiation rates surrounded by low.

- **Low Regional Uptake**
  - Statistical outlier - low initiation rates surrounded by high.

- **Low Vaccine Uptake/Uptake Desert**
  - Clusters of statistically low initiation rates in comparison to State average.

**Vaccine deserts penetrate much of east and west Region H, including greater St. Joseph**

Region H vaccinated 1% of its eligible population in the most recent week and had its highest proportion of State initiations since Week 6 (February)

Teen (12-17) cumulative vaccinations lower than state average

**Note:** Vaccine uptake desert analyses employ Local Moran’s I test for spatial autocorrelation. Data on vaccinations include 1st round Moderna & Pfizer vaccinations and J&J vaccinations, are based on residence of the individual vaccinated (all ages), and are from 7/27/2021. Methodology, data sources, and limitations are available in the Appendix. Full data set provided in corresponding Excel file.
Target Census Tracts

Potential Areas to Focus Outreach Initiatives
To identify **target tracts** in Region H, we analyzed relationships between:

1. 14-Day COVID-19 case rate burden/change
2. Percent of population unvaccinated
3. Ranking based on the COVID-19 Vulnerability Index (CVI)*

Using the above methodology, below are the **top 10 Census Tracts**, of which the **top 3** are discussed further in the following slides:

<table>
<thead>
<tr>
<th>Rank</th>
<th>Census Tract</th>
<th>County</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>29021002900</td>
<td>Buchanan</td>
</tr>
<tr>
<td>2</td>
<td>2902100300</td>
<td>Buchanan</td>
</tr>
<tr>
<td>3</td>
<td>29025950100</td>
<td>Caldwell</td>
</tr>
<tr>
<td>4</td>
<td>2902100400</td>
<td>Buchanan</td>
</tr>
<tr>
<td>5</td>
<td>2902100300</td>
<td>Buchanan</td>
</tr>
<tr>
<td>6</td>
<td>2902100240</td>
<td>Buchanan</td>
</tr>
<tr>
<td>7</td>
<td>2902100500</td>
<td>Buchanan</td>
</tr>
<tr>
<td>8</td>
<td>29063080200</td>
<td>DeKalb</td>
</tr>
<tr>
<td>9</td>
<td>29087960100</td>
<td>Holt</td>
</tr>
<tr>
<td>10</td>
<td>29079960300</td>
<td>Grundy</td>
</tr>
</tbody>
</table>

**Note:** Data on vaccinations include 1st round Moderna & Pfizer vaccinations and J&J vaccinations, are based on residence of the 18+ individual vaccinated (unless otherwise stated), and are from 7/27/2021. COVID-19 case rate data is a change analysis of rates (cases per 100k) using data from 7/16/21 to 7/30/21. Methodology, data sources, and limitations are available in the Appendix. *CVI includes percent below 138% FPL, 1+ comorbidity, minority, cumulative case rate, and percent unvaccinated.
### Target Census Tract -002900 | Key Characteristics

**Census Tract -002900**

**BUCHANAN COUNTY**

#### COVID-19 METRICS

- **71%** % Unvaccinated
- **12%** 14-Day % Increase in Case Rate
- **1,905** # Unvaccinated
- **6,052 per 100k** Cumulative COVID-19 Case Burden

#### VALUES & PREFERENCES

- **80%** seek out primary care providers **compared to 80% statewide**
- **16%** use community and/or retail health clinics **compared to 13% statewide**
- **77%** identify as religious – majority Christian
- Likely to prefer text messages for outreach

#### ACCESS FACTORS

<table>
<thead>
<tr>
<th>Factor</th>
<th>Census Tract (CT)</th>
<th>State</th>
</tr>
</thead>
<tbody>
<tr>
<td>Income below $30k</td>
<td>CT 36%</td>
<td>State 25%</td>
</tr>
<tr>
<td>Net worth &lt; $0</td>
<td>CT 31%</td>
<td>State 27%</td>
</tr>
<tr>
<td>Lacking broadband</td>
<td>CT 26%</td>
<td>State 15%</td>
</tr>
<tr>
<td>Uninsured</td>
<td>CT 15%</td>
<td>State 14%</td>
</tr>
<tr>
<td>Labor force</td>
<td>CT 7%</td>
<td>State 5%</td>
</tr>
<tr>
<td>Unemployment</td>
<td>CT 7%</td>
<td>State 5%</td>
</tr>
</tbody>
</table>

#### This tract at a glance:

<table>
<thead>
<tr>
<th>Age</th>
<th>CT</th>
<th>State</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-34</td>
<td>19%</td>
<td>22%</td>
</tr>
<tr>
<td>35-54</td>
<td>34%</td>
<td>42%</td>
</tr>
<tr>
<td>55+</td>
<td>36%</td>
<td>46%</td>
</tr>
</tbody>
</table>

- **White** Age
- **High-school educated or below** Age
- **1+ comorbidity in 18-64 year-olds** Age
- **Households with children** Age

Note: Data on vaccinations include 1st round Moderna & Pfizer vaccinations and J&J vaccinations, are based on residence of the 18+ individual vaccinated (unless otherwise stated) and are from 7/17/2021. COVID-19 case rate data is a change analysis of rates (cases per 100k) using data from 7/16/21 to 7/30/21. Methodology, data sources, and limitations are available in the Appendix.
OUTREACH CONSIDERATIONS

- Consider engaging local leaders:
  - Health care providers and pharmacists to advocate for vaccination with their patients at the point-of-care – stressing vaccine safety and highlighting tangible risks of not being vaccinated, given older population and high incidence of comorbidities
  - Faith leaders to host vaccination events at their church and/or hold listening sessions with their congregations
- Consider operating a mobile vaccination unit at frequented community spots, such as public parks, given the limited options for vaccine within the CT bounds; advertise via text campaign and via door-to-door outreach
- Visit local businesses (e.g., barber shops, restaurants) as part of canvassing efforts to encourage them to promote vaccination and inform them about tax credits to cover the costs of providing paid time off for employees

**EXAMPLE PARTNERS**

<table>
<thead>
<tr>
<th>Label</th>
<th>Name</th>
<th>Type</th>
<th>Address</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Pony Express Warehouse</td>
<td>Business</td>
<td>2326 SW Lower Lake Rd</td>
</tr>
<tr>
<td>2</td>
<td>Crocket Family Farms Produce LLC</td>
<td>Business</td>
<td>7430 SW State Hwy</td>
</tr>
<tr>
<td>3</td>
<td>Rushville Christian Church</td>
<td>Worship</td>
<td>3rd St and Main St</td>
</tr>
<tr>
<td>4</td>
<td>P&amp;J's Family Restaurant</td>
<td>Restaurant</td>
<td>100 Locust St</td>
</tr>
<tr>
<td>5</td>
<td>Lewis and Clark State Park</td>
<td>Park</td>
<td>801 Lakecrest Blvd</td>
</tr>
</tbody>
</table>

**Census Tract View: Vulnerable Population and Points of Interest (POIs)**

- Low to high density
- Vulnerable Population:
  - <$30k income and/or
  - 1+ comorbidities and/or
  - Racial/ethnic minority

**POI Legend**

- # Highlighted POI in Table
- ▲ Additional POI for Consideration*

*Detailed list provided in accompanying Excel
This tract at a glance:

**Values & Preferences**
- 77% seek out primary care providers compared to 80% statewide
- 20% use community and/or retail health clinics compared to 13% statewide
- 73% identify as religious – majority Christian
- Likely to prefer text messages for outreach

**Access Factors**
- Income below $30k
  - CT 51%
  - State 25%
- Lacking broadband
  - CT 24%
  - State 15%
- Labor force
  - CT 66%
  - State 63%
- Uninsured
  - CT 15%
  - State 14%
- Net worth < $0
  - CT 45%
  - State 27%
- Unemployment
  - CT 2%
  - State 5%

**COVID-19 Metrics**
- 64% % Unvaccinated
- 10% 14-Day % Increase in Case Rate
- 1,769 # Unvaccinated
- 6,878 per 100k Cumulative COVID-19 Case Burden

Note: Data on vaccinations include 1st round Moderna & Pfizer vaccinations and J&J vaccinations, are based on residence of the 18+ individual vaccinated (unless otherwise stated) and are from 7/17/21. COVID-19 case rate data is a change analysis of rates (cases per 100k) using data from 7/16/21 to 7/30/21. Methodology, data sources, and limitations are available in the Appendix.

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OUTREACH CONSIDERATIONS

- Consider engaging with local leaders:
  - Local pharmacists and retail health center providers (e.g. Walmart to the west of Route 59), given strong preferences in this CT, to encourage vaccination and answer any questions at the point-of-care
  - Police and fire leaders to serve as vaccine “ambassadors” to participate in ‘get out the shot’ canvassing
  - Faith leaders to promote vaccination (e.g., host vaccination events at their church and/or hold listening sessions with their congregation)

- Consider hosting vaccination clinics at schools in vulnerable areas, and offer COVID vaccines alongside routine vaccinations; advertise via text campaign and recruit local influencers such as education leaders, teachers, and coaches to spread the word on social media.

EXAMPLE PARTNERS
Sites for Outreach & Vaccination Events

<table>
<thead>
<tr>
<th>Label</th>
<th>Name</th>
<th>Type</th>
<th>Address</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Community Presbyterian Church</td>
<td>Worship</td>
<td>5409 Saint Joseph Ave</td>
</tr>
<tr>
<td>2</td>
<td>Hawkeye's BBQ</td>
<td>Restaurant</td>
<td>4230 Saint Joseph Ave</td>
</tr>
<tr>
<td>3</td>
<td>Lafayette High School</td>
<td>Schools</td>
<td>412 E Highland Ave</td>
</tr>
<tr>
<td>4</td>
<td>Harvest Community Food Bank</td>
<td>Community</td>
<td>915 Douglas St</td>
</tr>
<tr>
<td>5</td>
<td>Rosencrans Fire Department</td>
<td>Police/Fire</td>
<td>10th Street</td>
</tr>
</tbody>
</table>

POI Legend
- Highlighted POI in Table
- Additional POI for Consideration*

Vulnerable Population
- <$30k income and/or
- 1+ comorbidities and/or
- racial/ethnic minority

Low to high density

*Detailed list provided in accompanying Excel
This tract at a glance:

VALUES & PREFERENCES

79% seek out primary care providers compared to 80% statewide

17% use community and/or retail health clinics compared to 13% statewide

ACCESS FACTORS

18-34: 20% CT 99% State 88%
35-54: 33% CT 56% State 40%
55+: 42% CT 50% State 26%

COVID-19 METRICS

63% % Unvaccinated
5% 14-Day % Increase in Case Rate

1,379 # Unvaccinated
11,187 per 100k Cumulative COVID-19 Case Burden

Labor force 58% participate, compared to 63% statewide

Unemployment CT 3% State 5%

Uninsured CT 14% State 14%

Lacking broadband CT 20% State 15%

Income below $30k CT 35% State 25%

Net worth < $0 CT 30% State 27%

Note: Data on vaccinations include 1st round Moderna & Pfizer vaccinations and J&J vaccinations, are based on residence of the 18+ individual vaccinated (unless otherwise stated) and are from 7/17/21 to 7/30/21. COVID-19 case rate data is a change analysis of rates (cases per 100k) using data from 7/16/21 to 7/30/21. Methodology, data sources, and limitations are available in the Appendix.
Target Census Tract -950100 | Outreach Considerations

**Census Tract View: Vulnerable Population and Points of Interest (POIs)**

**POI Legend**
- # Highlighted POI in Table
- Additional POI for Consideration*

*Detailed list provided in accompanying Excel

**Vulnerable Population**
- <$30k income and/or
- 1+ comorbidities and/or
- racial/ethnic minority
- Low to high density

**EXAMPLE PARTNERS**
Sites for Outreach & Vaccination Events

<table>
<thead>
<tr>
<th>Label</th>
<th>Name</th>
<th>Type</th>
<th>Address</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Breckenridge High</td>
<td>School</td>
<td>400 W Colfax St.</td>
</tr>
<tr>
<td>2</td>
<td>Farm Services Agency</td>
<td>Business</td>
<td>23 W Main St</td>
</tr>
<tr>
<td>3</td>
<td>Cowgill Baptist Church</td>
<td>Worship</td>
<td>121 W 5th St</td>
</tr>
<tr>
<td>4</td>
<td>Northwest Health Services, Braymer Clinic</td>
<td>FQHC</td>
<td>109 Main Street</td>
</tr>
<tr>
<td>5</td>
<td>Braymer Police Department</td>
<td>Police/Fire</td>
<td>108 East 2nd Street</td>
</tr>
</tbody>
</table>

**OUTREACH CONSIDERATIONS**

- Consider engaging with local leaders:
  - **Health care providers** and **pharmacists** to advocate for vaccination with their patients at the point-of-care – stressing vaccine safety and highlighting tangible risks of not being vaccinated, given older population and high incidence of **comorbidities**
  - **Farm Services Agency** staff to promote vaccines and address concerns while supporting local farmers
  - **Faith leaders** to host vaccination events at their church and/or hold listening sessions with their congregation
  - **Police officers** to serve as “vaccine ambassadors” and lead open dialogues with community members
- Visit **local businesses** (e.g., barber shops, restaurants) as part of canvassing efforts to inform them about **tax credits** to cover the costs of providing paid time off
Appendix
For the time period between 7/16/21 and 7/30/21, the change in COVID-19 case rate (per 100,000) is displayed on the left and case rate hotspots (areas with statistically significant changes in case rates in comparison to surrounding areas) are displayed on the right.

**Region D** outbreak (in blue) continues to get smaller in areal coverage (a continuation of trends from the past two weeks).

The **Census Tracts in Region F** (in green) experienced rising case rates and emerging clusters of case rate hotspots for a 2nd straight week.

**Note:** Data normalized by population (per 100,000 residents) per Census Tract. COVID-19 case rate data provided by the State of Missouri as of 7/30/21. Previous 2-week change view provided in the Appendix, along with methodology, data sources, and limitations.
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Content is meant to supplement knowledge and resources already available to you.

Content may be used to complement local efforts already taking place in your State and to assist with providing a level of granularity and frequency of updates that are not available in public datasets.

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Content is populated by proprietary and publicly available sources, both of which are non-static and continuously updating.

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