COVID-19 Messaging, Part I Multnomah County, Portland, Oregon October 24, 2021



Children
Boosters
Vaccination Rates
The Unvaccinated

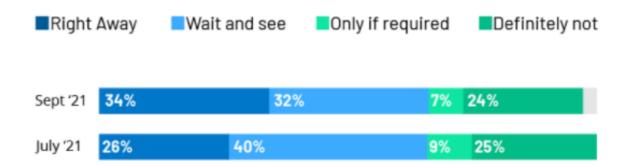


F.D.A. regulators said the Pfizer vaccine's benefits outweigh its risks for 5- to 11-year-olds. Emergency authorization could come as early as next week.

Friday, October 22, 2021 10:56 PM EST/New York Ties

Children

1 in 3 Parents of Children Ages 5-11 Say Their Child Will Get a COVID-19 Vaccine Right Away Once Eligible



https://www.kff.org/policy-watch/the-next-stage-of-covid-19-vaccine-roll-out-in-united-states-children-under-12/



Table 1: Distribution of Children Under Age 12 by Race/Ethnicity

State	White	Black	Hispanic	Asian	Other*
United States	49.5%	13.3%	25.8%	4.7%	6.7%
Oregon	63.5%	1.9%	22.0%	3.8%	8.9%

https://www.kff.org/policy-watch/the-next-stage-of-covid-19-vaccine-roll-out-in-united-states-children-under-12/

Reminder



"The purpose of the vaccines is to prevent illness severe enough to require medical attention, not to prevent infection."

Dr. Wilbur Chen, an infectious disease physician at the University of Maryland and a member of the C.D.C. panel, the Advisory Committee on Immunization Practices

New York Times, October 21, 2021

Boosters

- J.&J. vaccine second dose of that vaccine at least two months after the first.
- mRNA vaccine (Moderna and Pfizer), boosters six months or more after the second dose.
 - Those eligible include adults over 65, adults 50 to 65 years old with certain medical conditions, and those in long-term care.
 - The advisers also said adults 18 to 49 years old with certain medical conditions, and adults whose jobs regularly expose them to the virus, may choose to receive a booster after considering their individual risk, perhaps in consultation with a medical provider.

Mix and Match

Oct. 20 (UPI) -- The Food and Drug Administration on Wednesday authorized boosters of the Moderna and Johnson & Johnson COVID-19 vaccines and gave its approval for people to "mix and match" booster shots.

U.S. NEWS OCT. 20, 2021 / 7:28 AM / UPDATED OCT. 20, 2021 AT 5:32 PM

The Vaccinated State and Multnomah County

% Vacci	nated	People Vaccinated	Selected Population	80% of Selected Pepulation	People Remaining to Reach 80%	Previous Week - 7 Day Running Average People Initiated	Current Week - 7 Day Running Average People Initiated	Absolute Percent Change	Relative Percent Change
State	76.6%	2,608,000	3,403,051	2,722,441	114,441	1,998 per day	1,546 per day	▲ 0.3%	▲ 0.4%
County	81.0%	547,816	676,498	541,198	0	388 per day	336 per day	▲ 0.3%	▲ 0.4%

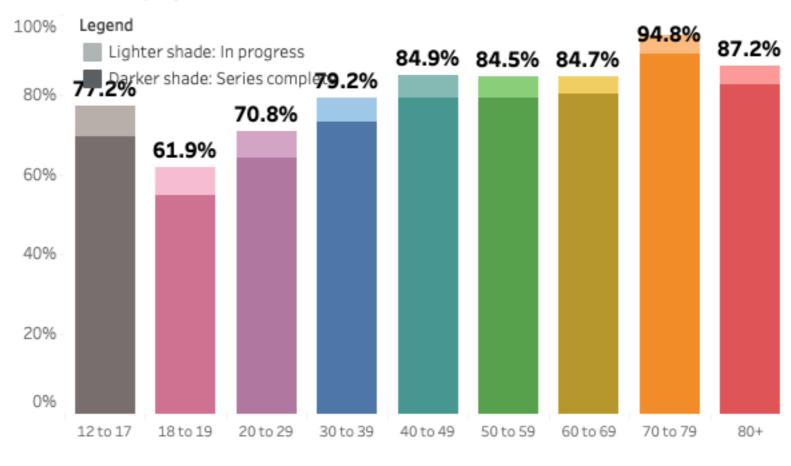
https://public.tableau.com/app/profile/oregon.health.authority.covid.19/viz/OregonCOVID-19VaccineEffortMetrics/StatewideProgress

Researchers predict Oregon will reach herd immunity by late December. Source

by age

Current rates by age

Labeled with % people vaccinated with at least one dose



10/21

https://public.tableau.com/app/profile/oregon.health.authority.covid.19/viz/OregonCOVID-19VaccineEffortMetrics/StatewideProgress

The UNvaccinated* | Multnomah County | By Age

Number Unvaccinated in Multnomah County by Age

Age Ranges	Unvacinated September 13th	Unvacinated September 25th	Unvacinated October 9*	Unvaccinated Oct. 17	Current Rates by Age vaccinated	Proof of Vaccination Mandates
12 to 17	3,491	2,423	1,692	1,399	77.2%	Schools/Recreation
18-19	4,051	3,786	3,593	3,515	61.9%	Schools/Recreation
20-29	16,349	14,467	12,522	11,887	70.8%	Entertainment/Schools/ Workplaces
30-39	6,237	4,222	1,918	1,188	79.2%	Workplaces/Entertainmnet
TOTAL	30,128	24,898	19,725	17,989		
					13,075	20 to 39 years old Total

https://public.tableau.com/app/profile/oregon.health.authority.covid.19/viz/

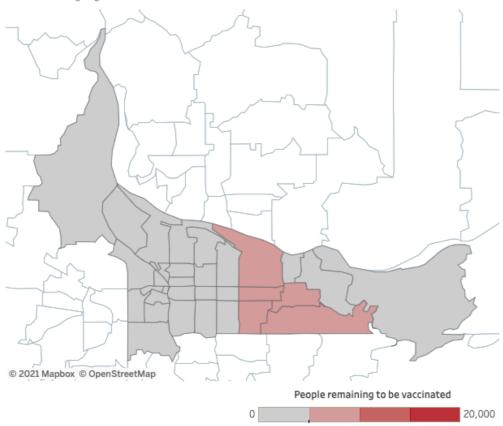
OregonCOVID-19VaccineEffortMetrics/StatewideProgress

^{*}People remaining to reach 80%.

The UNvaccinated* | Multnomah County | By ZipCode

ZIP codes with the most people remaining to be vaccinated for COVID-19 to reach 80% are shown in red.

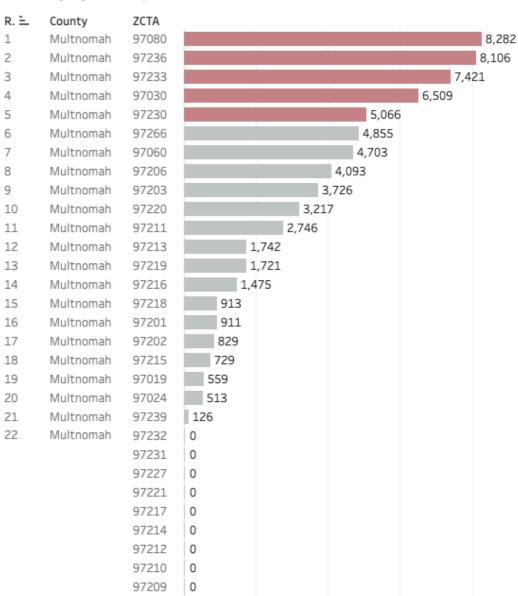
The darker the red, the more people in the ZIP code who are not vaccinated for COVID-19. Select a ZIP code to highlight the bar chart.



https://public.tableau.com/app/profile/oregon.health.authority.covid.19/viz/ OregonCOVID-19VaccineEffortMetrics/StatewideProgress

Top-ranked ZIP codes on the map with the most people remaining to be vaccinated to reach 80%.

ZIP codes are sorted and ranked with the most people remaining at the top. Select a ZIP code to highlight the map.



COVID-19 Messaging, Part II.

Multnomah County, Portland, Oregon
October 24, 2021



Breakthrough cases
Mandates
Testing

Download <u>here</u>.

PDXdowntowner.com

Ruth Ann Barrett
Red Digital Marketing
ruthann@reddigitalmarketing.com