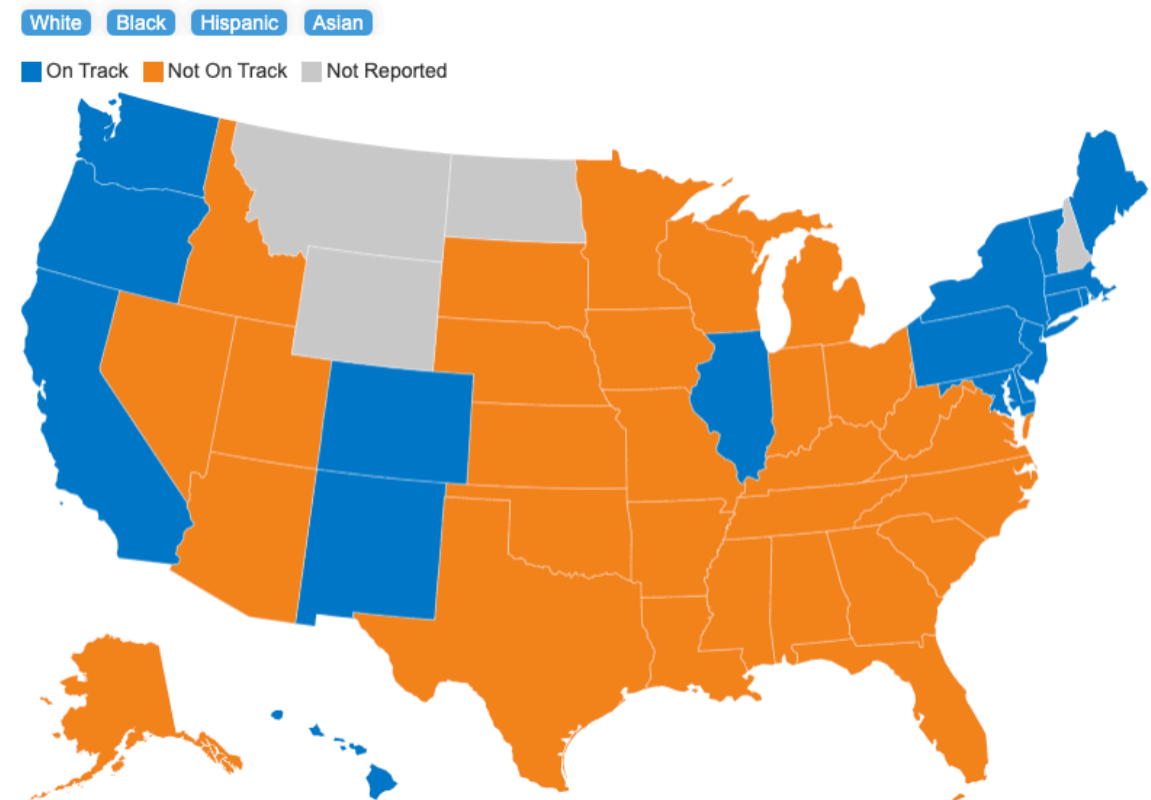


Projected Vaccination Rates

COVID-19

Messaging Update, June 14, 2021
Portland, Oregon



Slide show by Ruth Ann Barrett of Red Digital Marketing and based on article by Kaiser Family Foundation (KFF) on Projected Vaccination Rates, June 14, 2021.

Disparities in Reaching COVID-19 Vaccination Benchmarks: Projected Vaccination Rates by Race/Ethnicity as of July 4.

Source is Kaiser Family Foundation, June 14, 2021

Marissa Reitsma, Jeremy Goldhaber-Fiebert, Neesha Joseph, and Joshua Salomon are with Stanford University. Samantha Artiga, Jennifer Kates, Larry Levitt, and Anna Rouw are with KFF.

All charts and text are from this article.

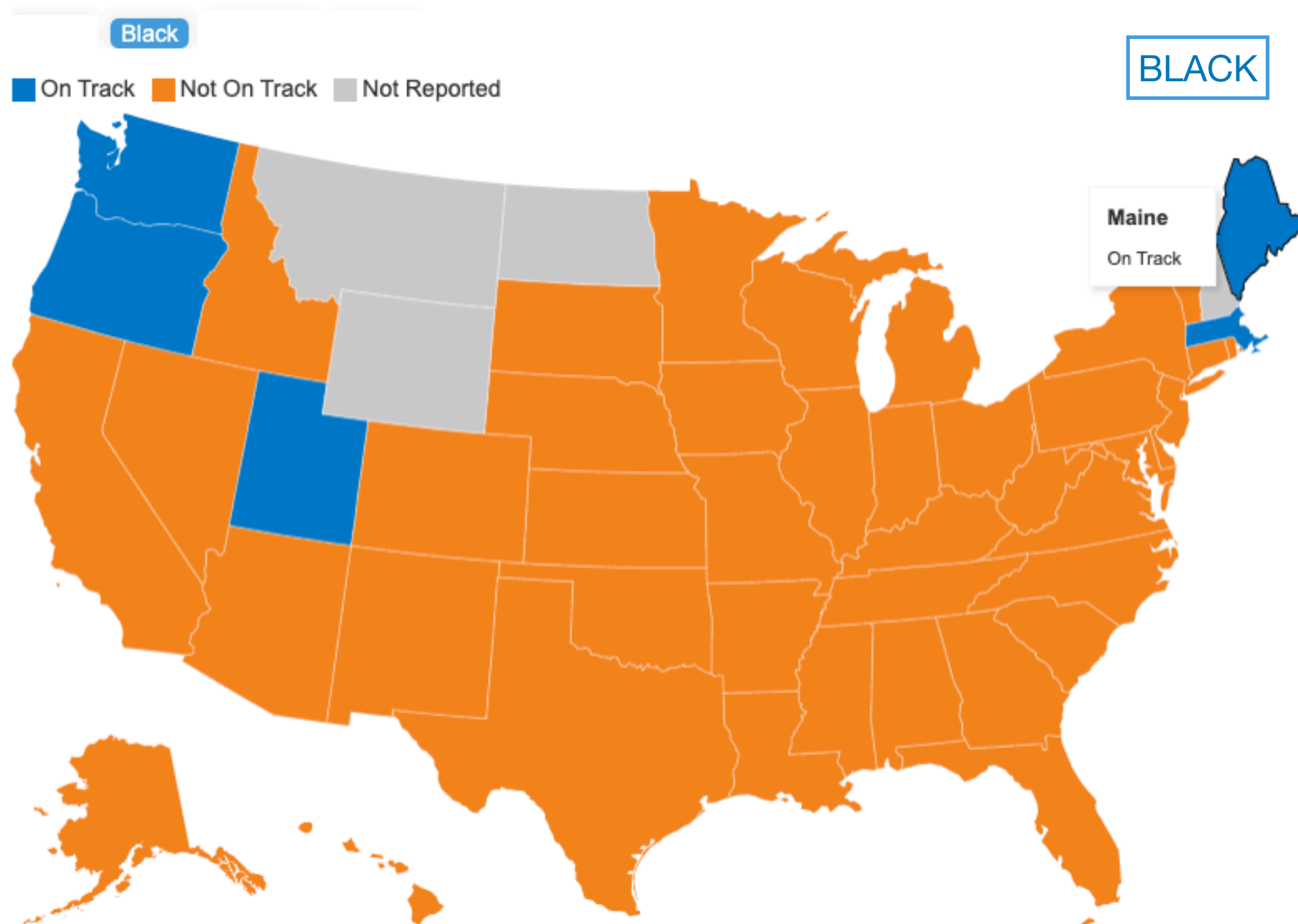
The intent of this brief slide show is to emphasize the importance of this research and the need for more impactful and targeted marketing and distribution efforts in order to reach a **70% vaccination rate by July 4,** the pace of vaccination would need to increase substantially in many states, particularly for Black people.

Click the buttons below to see estimates for each group.

WHITE

SOURCE: Stanford University and KFF analysis of publicly available vaccination data by race and ethnicity from state websites and the percentage of people vaccinated from the Centers for Disease Control and Prevention; total population data used to calculate rates based on 2019 American Community Survey. • [PNG](#)

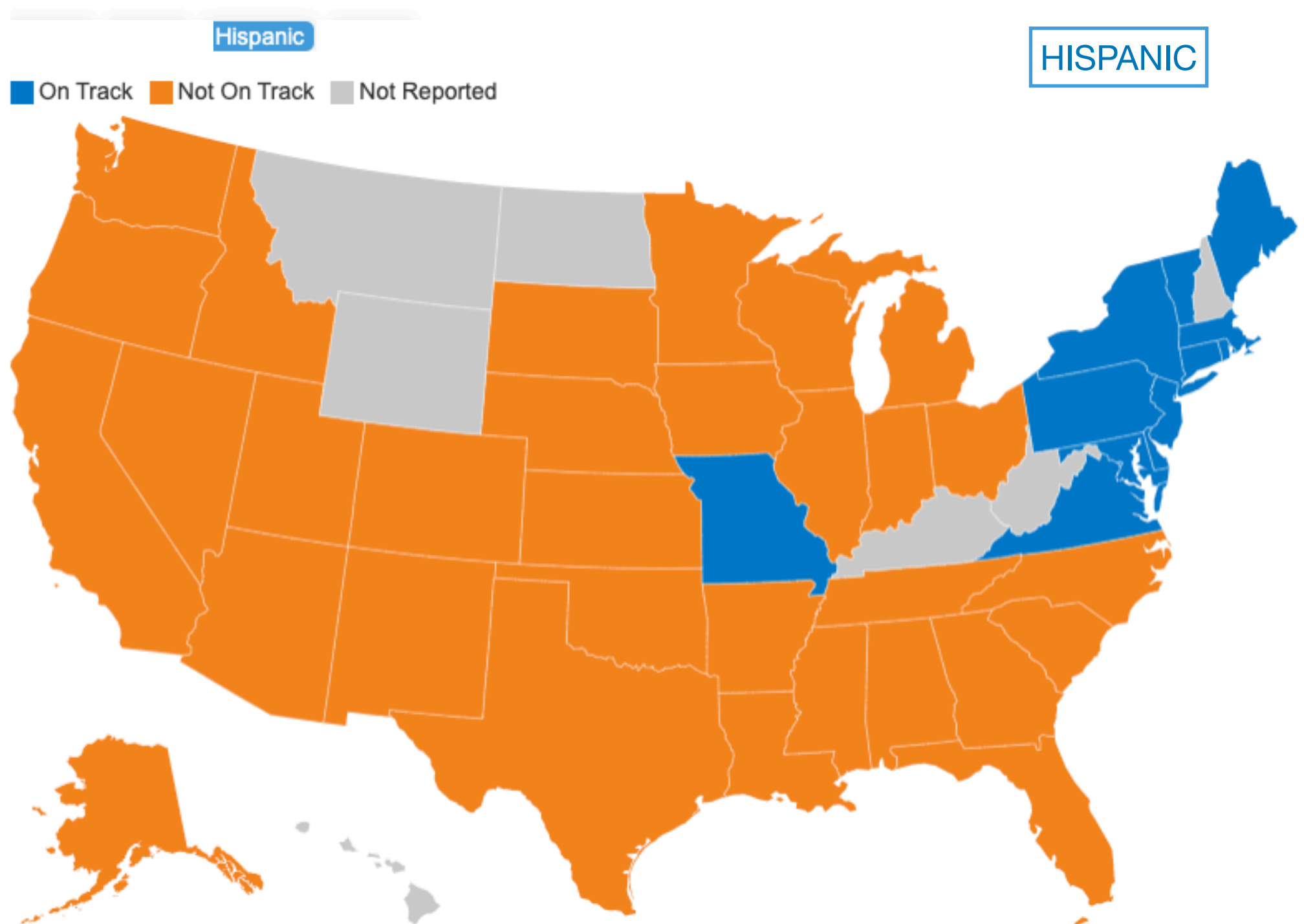
KFF



NOTE: Projected rates assume continuation of current rate of vaccinations based on the preceding two weeks. Persons of Hispanic origin may be of any race but are categorized as Hispanic; other groups are non-Hispanic.

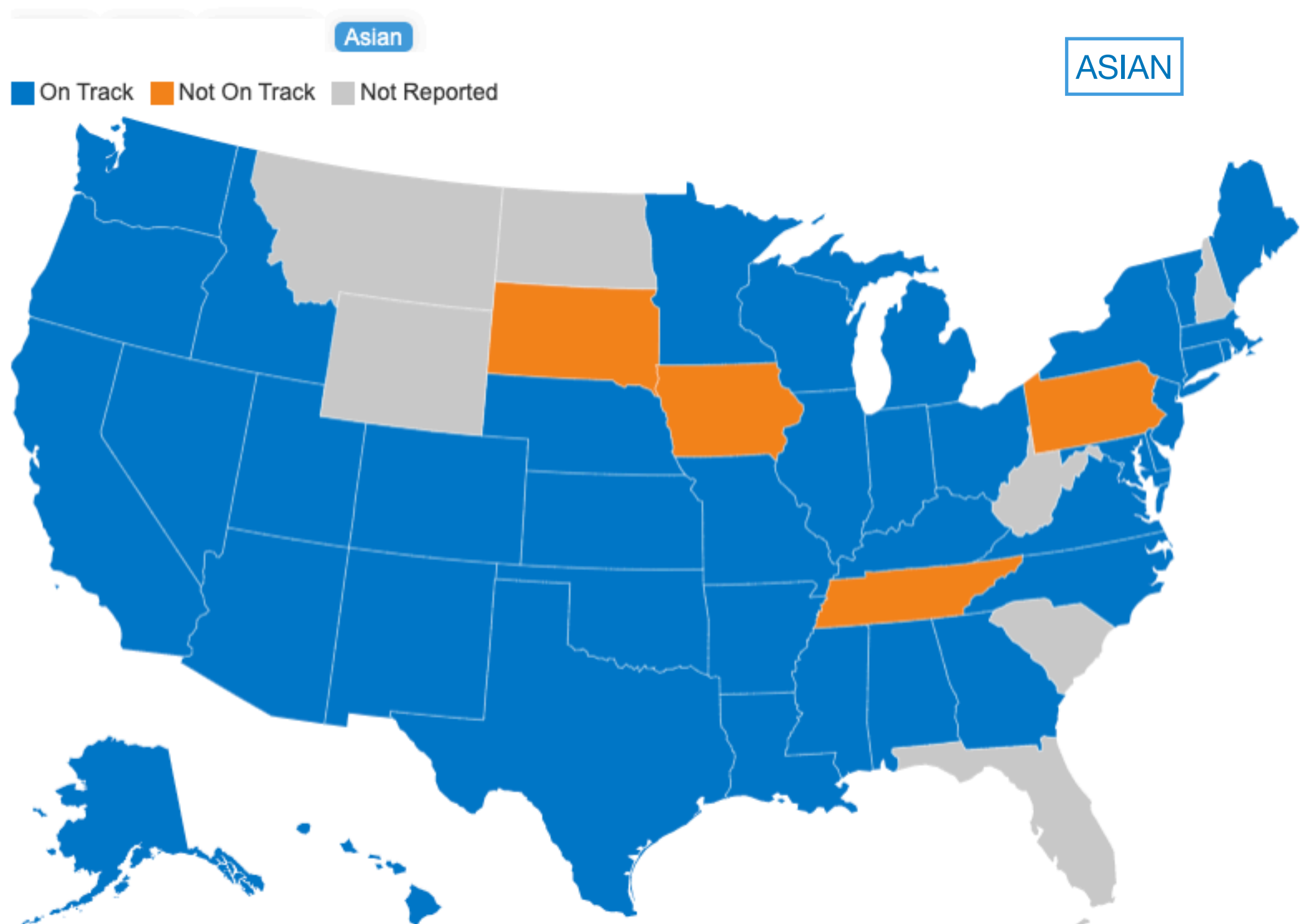
SOURCE: Stanford University and KFF analysis of publicly available vaccination data by race and ethnicity from state websites and counts of people vaccinated from the Centers for Disease Control and Prevention; total population data used to calculate rates based on 2019 American Community Survey. • [PNG](#)

KFF



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KFF



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KFF

Vaccine Equity

Implications

It remains to be seen whether President Biden's goal of at least 70% of adults receiving at least one COVID-19 vaccine dose by July 4 will be achieved, particularly given the slowdown in vaccinations. Regardless of when this goal is achieved, it is important to recognize that this national benchmark may mask underlying disparities.

Vaccine Equity

Implications

It remains to be seen whether President Biden's goal of at least 70% of adults receiving at least one COVID-19 vaccine dose by July 4 will be achieved, particularly given the slowdown in vaccinations. Regardless of when this goal is achieved, it is important to recognize that this national benchmark may mask underlying disparities. This illustrative analysis, which examines potential disparities toward achieving a 70% coverage rate among people ages 12 and older, shows that Black and Hispanic people will likely be left behind even if and when national goals are achieved, with substantial variation across the country.

Vaccine Equity

Implications

As such, even if the nation, overall, reaches a broad level of protection through vaccination, certain groups and communities will remain at increased risk for COVID-19. These disparities in vaccination may lead to further widening of the disproportionate impacts of COVID-19 on people of color and health disparities more broadly.

These findings underscore the importance of continuing to prioritize vaccine equity and focused efforts to deliver vaccinations to underserved people and areas, as well as the importance of maintaining these efforts even after broader national goals are achieved.