

Access speaker bios here:

<https://files.asprtracie.hhs.gov/documents/communications-roundtable-webinar-speaker-bios.pdf>

Access the webinar recording here: [https://](https://attendee.gotowebinar.com/recording/1111247145975655851)

[attendee.gotowebinar.com/
recording/1111247145975655851](https://attendee.gotowebinar.com/recording/1111247145975655851)



T R A C I E
HEALTHCARE EMERGENCY PREPAREDNESS
INFORMATION GATEWAY

ASPR TRACIE Roundtable: Lessons Learned in Health Care Communications

April 20, 2023



The opinions expressed in this presentation and on the following slides by non-federal government employees are solely those of the presenter and not necessarily those of the U.S. government. The accuracy or reliability of the information provided is the opinion of the individual organization or presenter represented.



T R A C I E
HEALTHCARE EMERGENCY PREPAREDNESS
INFORMATION GATEWAY

Rachel Lehman
Acting Program Director, ASPR TRACIE



ASPR Key Priorities



ASPR TRACIE: Three Domains



- Self-service collection of audience-tailored materials
- Subject-specific, SME-reviewed “Topic Collections”
- Unpublished and SME peer-reviewed materials highlighting real-life tools and experiences



- Personalized support and responses to requests for information and technical assistance
- Accessible by toll-free number (1844-5-TRACIE), email (askasprtracie@hhs.gov), or web form (ASPRtracie.hhs.gov)



- Area for password-protected discussion among vetted users in near real-time
- Ability to support chats and the peer-to-peer exchange of user-developed templates, plans, and other materials



asprtracie.hhs.gov



1-844-5-TRACIE



askasprtracie@hhs.gov



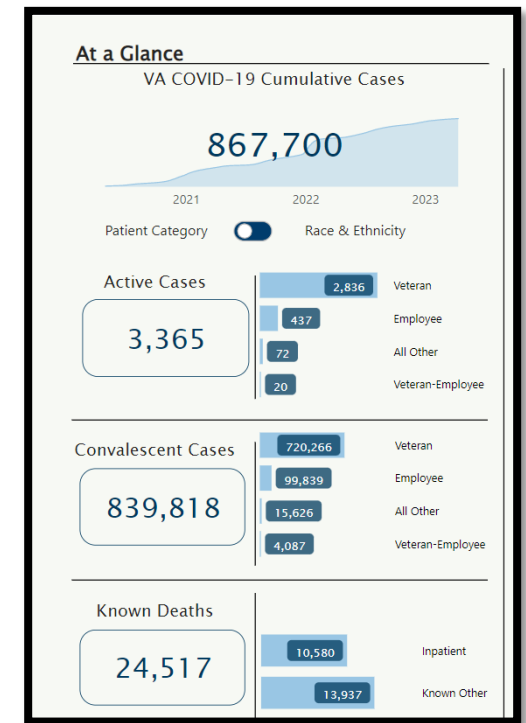
TRACIE

HEALTHCARE EMERGENCY PREPAREDNESS
INFORMATION GATEWAY

Jennifer Askey
Portfolio Manager | Office of Healthcare Transformation
Veterans Health Administration (VHA)

Veterans Health Administration (VHA)

- VHA is the largest integrated health care system in the U.S.
 - 1300+ health care facilities
 - 374,000+ employees
 - 9 million veterans enrolled in VA health care (FY21)
 - VHA completed more than 91 million outpatient visits
- [COVID-19 National Summary](#)



Total Individuals
Fully Vaccinated
4,883,914

Veterans Fully
Vaccinated
4,392,664

Veterans Given
Additional Dose
2,314,283

Employees Fully
Vaccinated
320,936

Federal Partners
Fully Vaccinated
28,853

Others Fully
Vaccinated
141,461



TRACIE

HEALTHCARE EMERGENCY PREPAREDNESS
INFORMATION GATEWAY

Tami Wood, BSN, RN, RRC
Co-Owner, Healthcare Coalition Partners of Kansas, LLC; North Central
Kansas HCC Response and Readiness Coordinator

Kansas Healthcare Coalitions

- Seven healthcare coalitions within the state of Kansas
- HCC members include hospitals, public health, EMS, emergency management and other healthcare partners
- Kansas HCCs are predominately rural
- Work collaboratively with state partners
- Seven healthcare coalitions under one leadership to promote continuity, collaboration and partnerships across the state



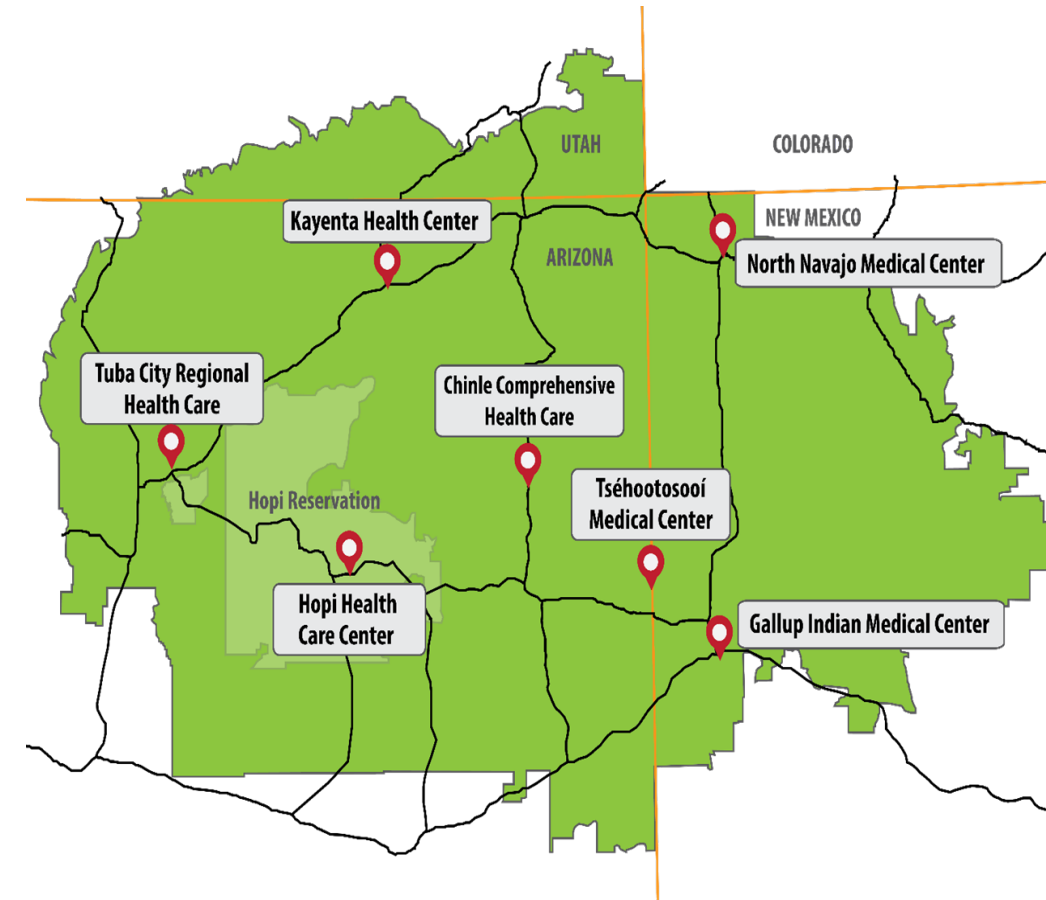
TRACIE

HEALTHCARE EMERGENCY PREPAREDNESS
INFORMATION GATEWAY

Amanda Burrage, MD, MPH
Medical Director of Public Health,
Tuba City Regional Health Care Corporation, Tuba City, AZ

Tuba City Regional Health Care Corporation

- Located on the Navajo Nation and in Coconino County, Arizona
- Only healthcare entity within 75-miles
- Service Area population ~ 34,000
- 96+% Native American
- 30% without running water and/or electricity
- COVID hit Navajo Nation early and hard with super spreader event on 3/7/20
- 64 deaths of patients that presented in March and April of 2020 and 180 deaths in first year
- As of October 2021, 75% of all COVID deaths in Coconino County were Native in a county that is 25% Native





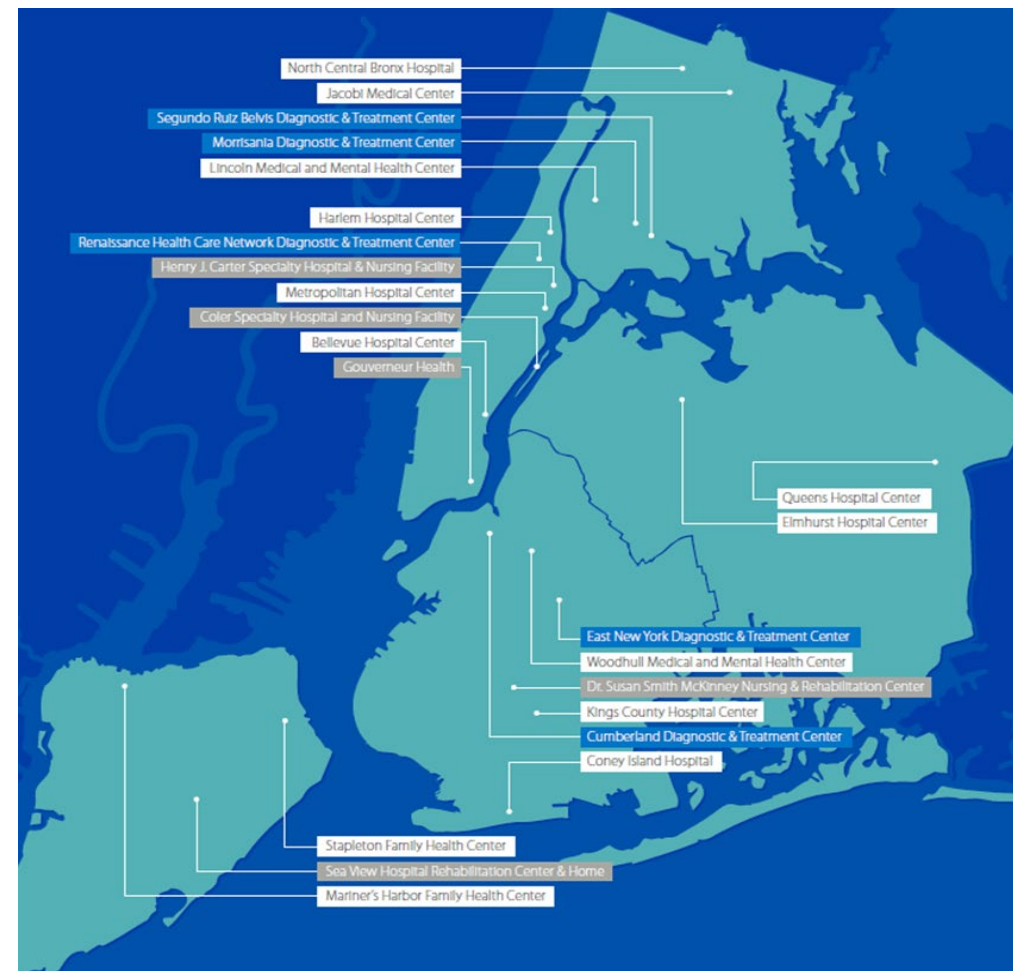
TRACIE

HEALTHCARE EMERGENCY PREPAREDNESS
INFORMATION GATEWAY

Syra Madad, DHSc, MSc, MCP, CHEP
Senior Director, System-wide Special Pathogens Program,
NYC Health + Hospitals

NYC Health + Hospitals Overview

The nation's largest municipal healthcare system in the United States, serving 1.4 million patients, including more than 475,000 uninsured city residents, providing services interpreted in more than 190 language.



11
acute care hospitals

70+
community-based clinics, a home care agency, and HHC's managed care health plan, MetroPlus

6
large diagnostic and treatment centers

5
skilled nursing facilities



TRACIE

HEALTHCARE EMERGENCY PREPAREDNESS
INFORMATION GATEWAY

John Hick, MD
ASPR TRACIE and Hennepin Healthcare

Communications channels and how they changed over time

Messaging at-risk residents and new audiences

Rumor control, monitoring, and filtering sometimes conflicting information

Communicating internally, externally, and by audience type

Local collaboration to create and amplify complementary messaging

Communications lessons learned

Question & Answer



Contact ASPR TRACIE



asprtracie.hhs.gov



1-844-5-TRACIE



askasprtracie@hhs.gov

Additional Resources from Panelists

VA Minority Outreach for COVID-19 Working Group

Results and Participant Feedback

September 24, 2021

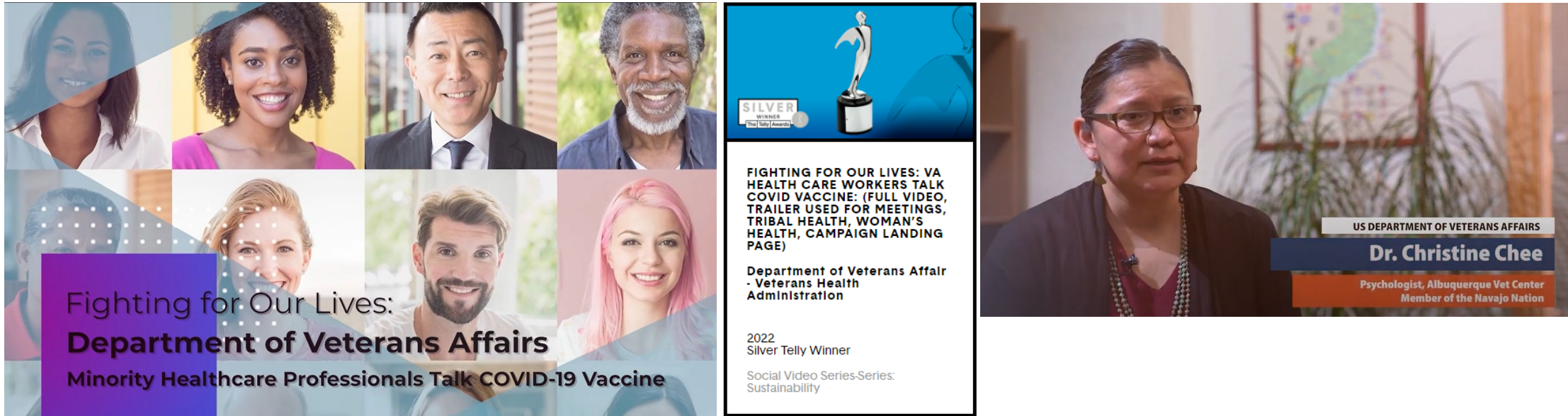
Your Safe Care is Our Mission

VA



U.S. Department
of Veterans Affairs

Fighting for Our Lives: VA Minority Healthcare Professionals Talk COVID-19 Vaccine



- Fighting for Our Lives trailer: <https://youtu.be/bN0-Var1pfM>
- Fighting for Our Lives full video: <https://youtu.be/hrw7MEc7VpA>
- VA Woman's Health Clinician Talks Vaccine: <https://youtu.be/xjsuvpjwtf0>
- Native American VA Psychologist Talks COVID-19 Vaccine: <https://youtu.be/HRIFyligszc>

Your Safe Care is Our Mission

Vaccine Questions Campaign Webpage

WHAT YOU CAN DO

Learn more from trusted VA providers

As you make your decision about what's right for you and your family, you'll want to learn all you can. Our VA health care providers can help answer your questions and share more information.



[Dr. Kim answers common vaccine questions](#)

Dr. Jane Kim is the chief consultant for preventive medicine at VA. In this video series, Dr. Kim answers common questions from Veterans about COVID-19 vaccines.



[Dr. Cosby talks about COVID-19 risks and vaccines](#)

Dr. Chelsea Cosby is our deputy director of Woman's Health here at VA. In this video, Dr. Cosby shares why it's important to understand more about COVID-19 and vaccines. She also shares more about the risks of COVID-19 to pregnant and breastfeeding women.

VA providers share their vaccine perspectives



VA health care providers talk about the importance of COVID-19 vaccines to their communities and provide a perspective many viewers may not have considered. This video is hosted by Emmy-award winner and Marine Corps Veteran James Reynolds.

[Go to the full video](#)

DOWNLOADABLE RESOURCES

Download more helpful resources

Use these resources as you talk with your health care provider and others you trust to help you make decisions.

Vaccine information for Veterans at high risk of COVID-19

[Download \(PDF\)](#)

Women's health and COVID-19 vaccine facts

[Download \(PDF\)](#)

Vaccine facts for Veterans from racial and ethnic minority communities

[Download \(PDF\)](#)

FAQ

Frequently asked questions

Why do I need a COVID-19 vaccine?

+

How do we know that COVID-19 vaccines are safe?

+

What about the pause with the Janssen (Johnson & Johnson) COVID-19 vaccine?

+

How did scientists create and test these vaccines so quickly?

+

How do we know the vaccines work?

+

Will the vaccines work for new forms (variants) of the coronavirus?

+

Can a COVID-19 vaccine change my DNA?

+

Can I get COVID-19 from the vaccines?

+

[Back to top](#)

www.va.gov/covid-vaccine-questions

Your Safe Care is Our Mission