

## OPERATIONS

The Norfolk Department of Public Health receives 2,775 doses weekly from the 105,000 doses allotted by the state.

Since January 25, the health department has hosted seven clinics and administered 4,554 first doses to Phase 1a and 1b eligible individuals and more than 450 second doses.

Residents who preregistered with an email will receive an email from the Virginia Department of Health (@vdh.virginia.gov). Residents who preregistered by phone will receive a phone call from the Norfolk Department of Public Health. If the resident misses the call, their name will remain on a preregistration list.

On February 5, the health department partnered with Norfolk faith leaders and hosted a vaccine clinic focused on high-risk Black and Hispanic residents 65+ years and older. 586 Phase 1b residents received their first dose. The health department data shows more than 70% of Norfolk's minority residents make up COVID-19 hospitalizations. As with all vaccination clinics to date, this clinic was by appointment only.

The Virginia Health Equity Program provided 2,000 doses to the health department for vaccination clinics Saturday and Monday at the Military Circle Mall location and a Southside location. The health department is offering appointments to Norfolk residents, 65 years old and older who preregistered online or over the phone and live-in zip codes identified by the health department as high-risk based on health, lack of transportation and socio-economic data.

## CITY SUPPORT

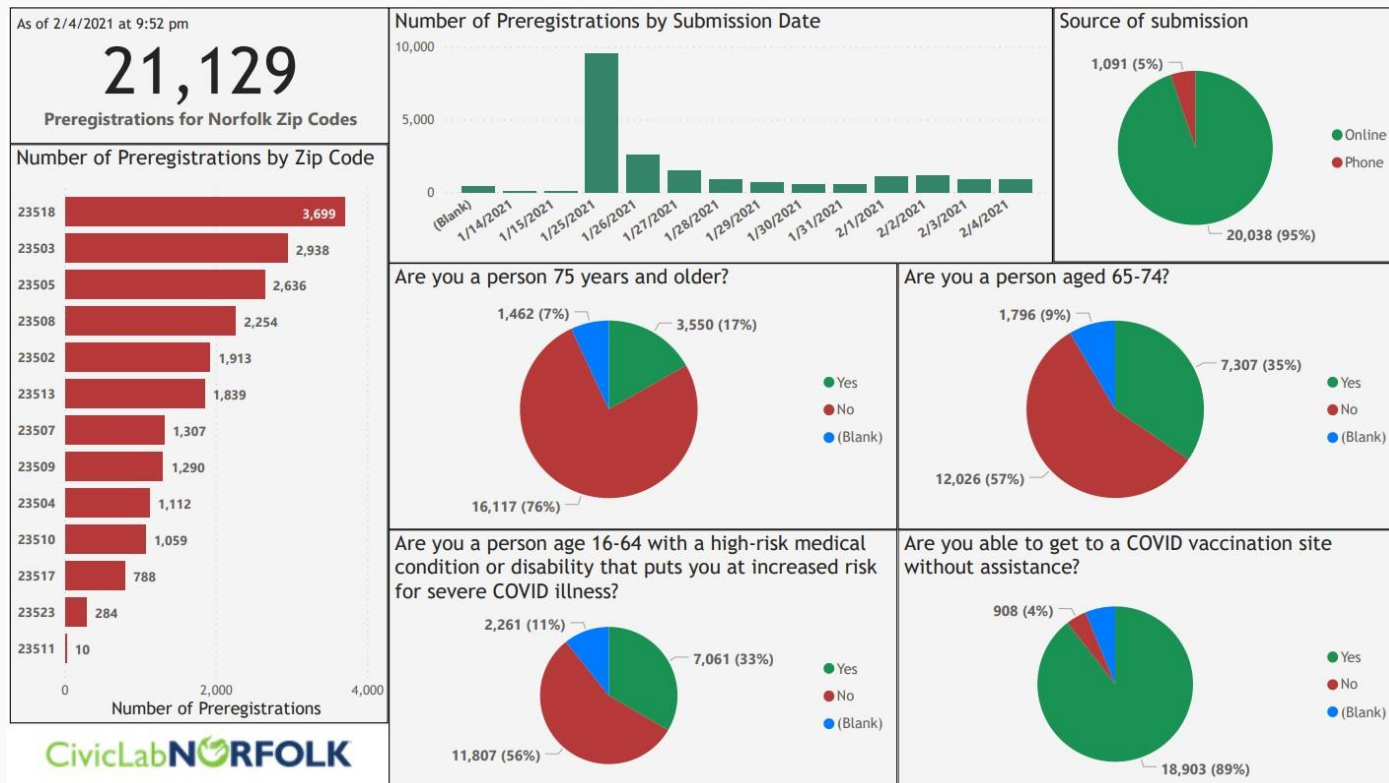
To address the preregistration gap for Norfolk seniors and those without computer access, city employees from Communications, Neighborhood Development, Recreation, Parks and Open Space and IT are collaborating on Vaccinate Norfolk – Senior Preregistration Support. Starting Wednesday, February 10 through Friday, February 28, eligible Phase 1b residents who need hands-on help with the preregistration process can visit one of the following six recreation centers Monday – Friday from 10:00 a.m.-4:00 p.m.

1. Berkley Neighborhood Multi-Service Center
2. Vivian C. Mason Technology/ Teen Center
3. Sherwood Forest Recreation Center
4. Norfolk Fitness & Wellness Center with assistance from Prime Plus
5. Park Place Multi – Purpose Center
6. East Oceanview Recreation Center

Each resident who visits will receive a preregistration confirmation card with the date of their preregistration and important information and flyers with important FAQs and a chart with the vaccination process.

City staff assisted the health department with the Southside vaccination clinic providing logistical support including an operations plan and digital signage, security, and paramedics.

The following dashboard highlights Norfolk residents who have preregistered for a vaccine:



Images this week, left to right.

Governor Northam tours Military Circle vaccination site Wednesday with Dr. Demetria Lindsay, Norfolk Department of Public Health and Dr. Chip Filer, City Manager.

Norfolk Fire-Rescue paramedic vaccinates a Norfolk resident at the February 5 clinic.



## COMMUNICATIONS SUMMARY

The Office of Communications is supporting the Norfolk Department of Public Health with its outreach and information efforts. City staff completed the following actions this week:

- Ongoing updates to the FAQ page on [www.norfolk.gov/covid19vaccine](http://www.norfolk.gov/covid19vaccine)
- Created and distributed flyers to civic leagues and NRHA targeting seniors
- Taping and production of short video featuring Norfolk Fire-Rescue volunteer efforts with vaccine administration at Macy's [https://www.youtube.com/watch?v=q\\_SMMLT5ta](https://www.youtube.com/watch?v=q_SMMLT5ta)
- Social media posts on Facebook, Twitter and Instagram related to common preregistration FAQs
- Development of vaccine phase graphic for [www.norfolk.gov/covid19vaccine](http://www.norfolk.gov/covid19vaccine)
- Development of "Did you know?" graphic to explain Norfolk's 2,775 weekly doses
- Social media posts on Facebook, Twitter and Next Door with the "Did you know" graphic, explaining the preregistration process and appointment email
- Distribution of NDPH release on preregistration guidelines
- Developed call center script related to long lines at Macy's on 2/4 due to a widely distributed appointment email
- Provided responses to call center questions related to vaccine preregistration
- Taping and production of NDPH short video with Dr. Lindsay at the Booker T. High School closed POD
- Development of FAQ and preregistration next steps card for Senior Preregistration Support