

Midlands CARE Panel Meeting Minutes – April 30, 2021
Virtual 9:00 am to 10:05 am

Present: Sue Shugart – Kershaw Health; Karen Hutto- DHEC Midlands OPHP; Toya Murph – DHEC Midlands OPHP, Janae Stowe – Dept. of Aging, Carolyn McClain – Rural Health Services, Ernest Brown – Community Medicine Foundation, Liz Mann – Fairfield Medical Associates, Dr. Rick Scott – Prisma Health, Tricia Richardson – SC Thrive, Mike Taylor – Batesburg/Leesville Chamber of Commerce, Buck Wilson – DHEC State Office, Scott Broome - MUSC, Raphael Ofendo Reyes, Brenton Brown – SC Commission on Minority Affairs.

| AGENDA TOPIC | DISCUSSION | ACTION ITEMS |
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| Welcome | Sue Shugart brought the meeting to order. We had Technical Issues this morning getting everyone on the same call. | Karen Hutto is taking the minutes today. She will get with IT to correct the issues with connecting. |
| Regional Data Review | Facilitated by Dr. Scott and gave a brief overview of Covid 19 data. For Fairfield - Liz Mann talked about vaccine availability but hesitation of people to take them. Tricia mentioned 2 zip code areas in Barnwell that were low on vaccinations, 5 or less. Main area of concern is the availability of the vaccine in Barnwell. Many members saw more females than males getting the vaccine. Tricia also observed that the allocation for Barnwell County did not seem sufficient given the number of unvaccinated but eligible people. Discussion was held about whether the allocation reflected what had been sent to the County versus what could be sent. DHEC officials confirmed that the number is the number allocated for the County—not necessarily what actually was sent. Aiken – Carolyn talked about not getting all of their vaccine they had ordered. Richland – Brenton Brown talked about higher % of white population getting vaccine. Lots of mistrust and misunderstanding about vaccine. Prisma Health has done targeted vaccine clinics in underserved rural areas. Messaging is key. Dr. Scott mentioned that clinic at Gamecock Park moving to Colonial Life Arena next Wednesday. Mike Taylor reported out on Lexington Cty. Statistics. Stated we aren't reaching the people 45 and under. Karen and Toya did speak about the Columbia Place Vaccination Site. | <ul style="list-style-type: none"> • Rural areas • Persons under 45 years old • Table with demographics like done in Upstate • Zip Code data |
| Recommendations | Sue created a barrier table with a solutions list and showed it on the screen. Discussion about group looking at it to overlay the solutions with the specific barriers based on data. Dr. Scott mentioned that it felt like there is vaccine available but there is lack of desire for it. The EUA | See Barrier/Solution List |

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| | <p>status was also mentioned as possibly being a hinderance. Brenton Brown stated that there needs to be a public relations campaign for communities. Sue Shugart also talked about decreasing the data that is needed to be able to set up clinics (popups). Sue S. asked about how to reach people that do not watch traditional channels but stream. One answer was to utilize social media outlets and talk with Media Strategists. Carolyn mentioned that they are doing that in Aiken at Rural Health Services. Tricia R. also mentioned using Snapchat avenues to reach students and parents. Understanding vaccines before travel is also important especially with younger population. Targeted marketing is key.</p> | |
| <p>Follow up Actions</p> | <ol style="list-style-type: none"> 1. Match solutions to barriers on Sue’s list. 2. Check with IT about TEAMS issues this morning. 3. Data Dive, like Upstate panel, to be acquired for Midlands. | <p>Sue will share her Barrier/solution List.</p> |
| <p>Adjournment And Next Meeting</p> | <p>Date: May 14, 2021 Time: 9 am to 10 am Via Microsoft TEAMS meeting</p> | |