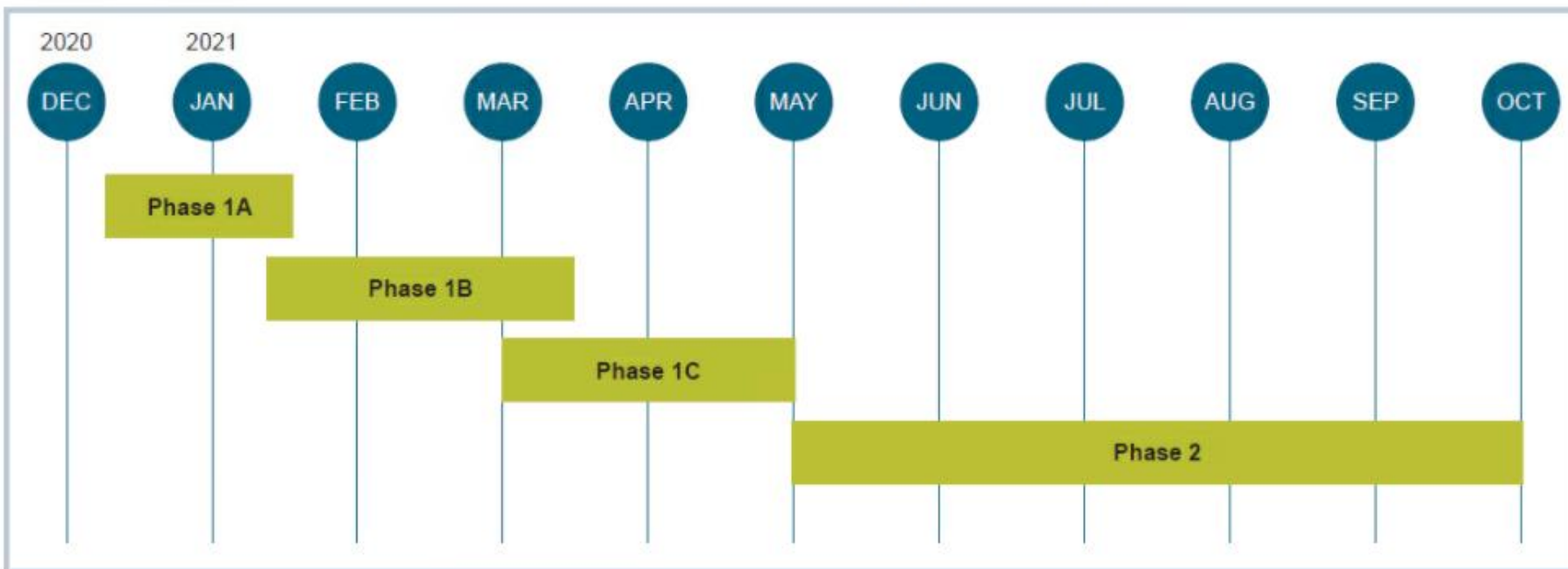


Covid-19 Vaccine Status Report

Lincoln Chamber of Commerce

January 19, 2021

Vaccination Timeline (tentative)



Phase 1A

- Healthcare
- Long-Term Care residents

Phase 1B

- Age 75+
- First Responders (firefighters, police)
- Education (teachers, support staff, daycare)
- Food & Agriculture
- Manufacturing
- Corrections workers
- U.S. Postal service workers
- Public transit workers
- Grocery store workers

Phase 1C

- Age 65-74
- High risk medical conditions

Phase 2

- General population

Statewide Numbers (week ending January 16)

1.5 million	Nebraskans 16 and older eligible for the vaccine
91,000	Received 1 st dose (>6%)
16,000	Received 2 nd dose (>1%)
25,000	Nebraskans over 65 that have received 1 st dose
30,000	Doses given last week (2% of herd immunity threshold of 70%)
15,000	Cumulative doses given in Lancaster County
192,000	Cumulative doses received in the State

Vaccines at Bryan Health

How Many?

- 1st doses 5327
- 2nd doses 3180

Who?

- Bryan Employees
- Providers associated with Bryan Medical Center
- Providers and office staff assigned by Public Health Department

Public Vaccination

Ready to help

Health Department vaccination clinics

Sending Bryan Health staff to assist

Bryan Physician Network

Dependent upon vaccine distribution

Vaccine Awareness Approach

January thru June 2021

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Segmented Messages

Mindsets

Aware & Action-Oriented
Skeptical or Scared
Distrustful of Health Care
Uninformed
Inconvenient
Fatigued
Refusing

Key Groups

African Americans
Hispanics
Native Americans
Asians
Women of Childbearing Age (18-44):
Faith based communities

Influencers and Messaging

Influencers

Physicians

Cultural Centers

Community Health Endowment

LMEP

Others being explored

Mediums

Social Media

Digital

Print

Webinars

Podcasts

PSAs

Others being considered

Current Resources

Twice a week press briefings

- Bryan Health YouTube Channel

- Bryan Health Facebook page

www.bryanhealth.com/coronavirus-clp/covid-19-vaccine/

Re-start

Looking forward to our employees reentering volunteer roles, shopping, dining, etc.