

REQUEST FOR BOARD ACTION

**HENDERSON COUNTY
BOARD OF COMMISSIONERS**

MEETING DATE: June 16, 2021

SUBJECT: COVID-19 Update

PRESENTER: Steve Smith, Public Health Director
Jimmy Brissie, Emergency Management Director

ATTACHMENTS: Yes
1. PowerPoint Presentation

SUMMARY OF REQUEST:

Staff will provide the Board with the most current information pertaining to COVID-19 in Henderson County.

BOARD ACTION REQUESTED:

No specific Board Action is requested, this item is for informational purposes only.

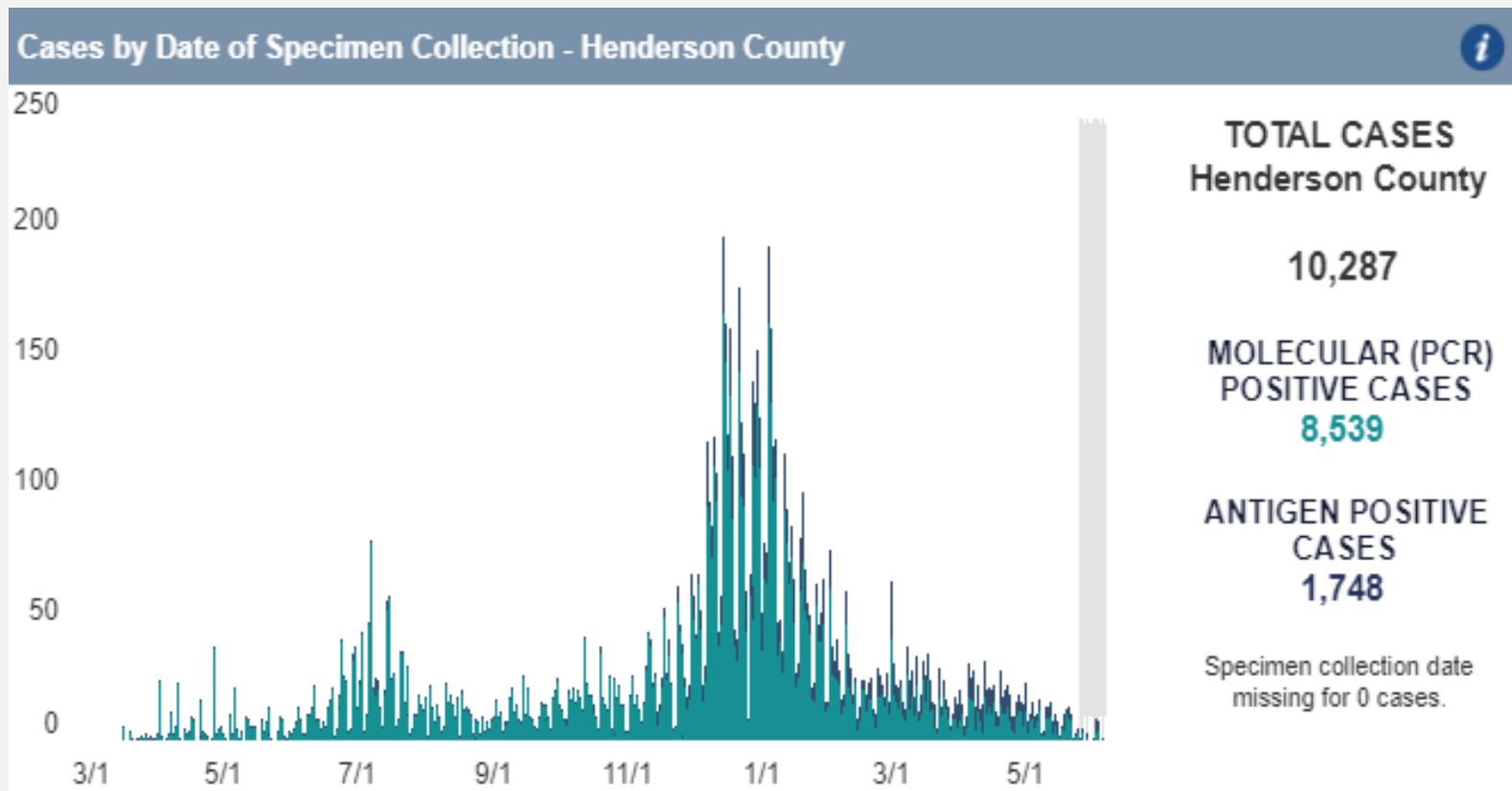
Suggested Motion:

No motion suggested.

**HENDERSON COUNTY
BOARD OF COMMISSIONERS
COVID-19 RESPONSE UPDATE**

June 16th, 2021

DATA & TRENDS



DATA & TRENDS

Daily New Cases Rate per 100,000

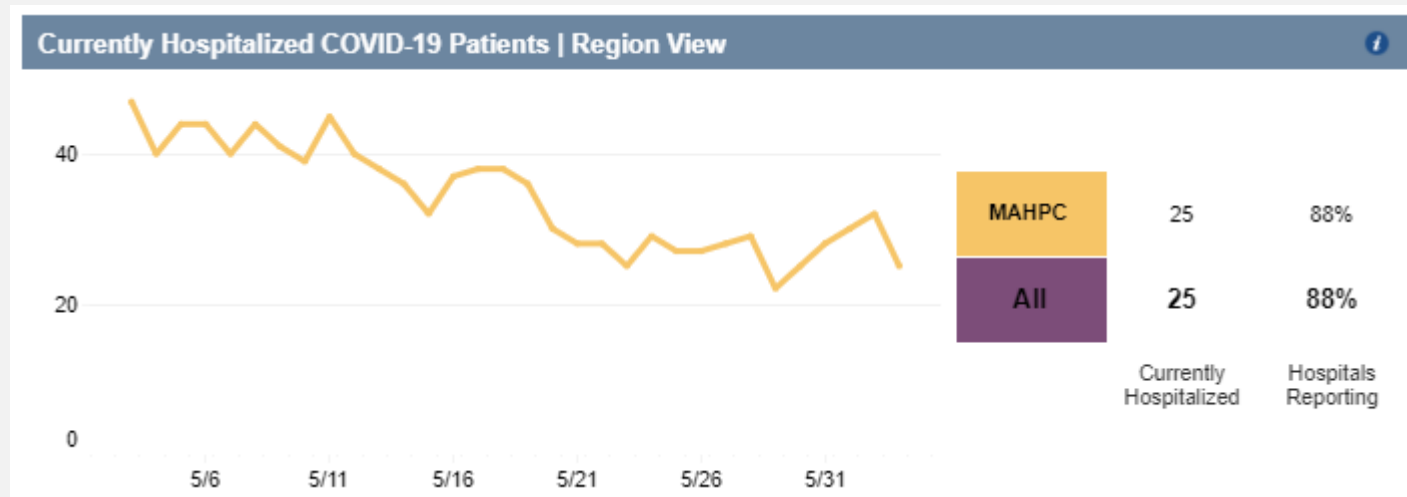
	<u>February 9</u>	<u>March 9</u>	<u>April 13</u>	<u>April 21</u>	<u>June 7</u>
• United States	35	18	21	21	Error*
• North Carolina	58.3	18.9	18.1	20.2	
• Henderson County	58.3	24.7	14.5	20.7	

- Harvard Global Health Institute

DATA & TRENDS

	Nov. 10, 2020	Jan. 12, 2021	Feb. 8, 2021	March 9, 2021	April 21, 2021	June 7, 2021
CASES	2,655	6,413	8,178	9,027	9,853	10,287
DEATHS	68	91	127	150	157	160
TESTS	44,830	73,403	102,639	*	*	*

EMERGENCY SERVICES & HEALTHCARE



- As of 6/6/21 there is one local hospitalizations for COVID (peak of 60 on January 4th)
- EMS is averaging one COVID transport daily (peak of 17 on January 13th)
- The supply chain for more specialized respirators (N95s) is improving allowing staff to begin to replenish stocks and begin to compile a cache for future needs.

COVID-19 VACCINATION CAMPAIGN

Henderson County Vaccine Update

All Groups **Updated June 7**



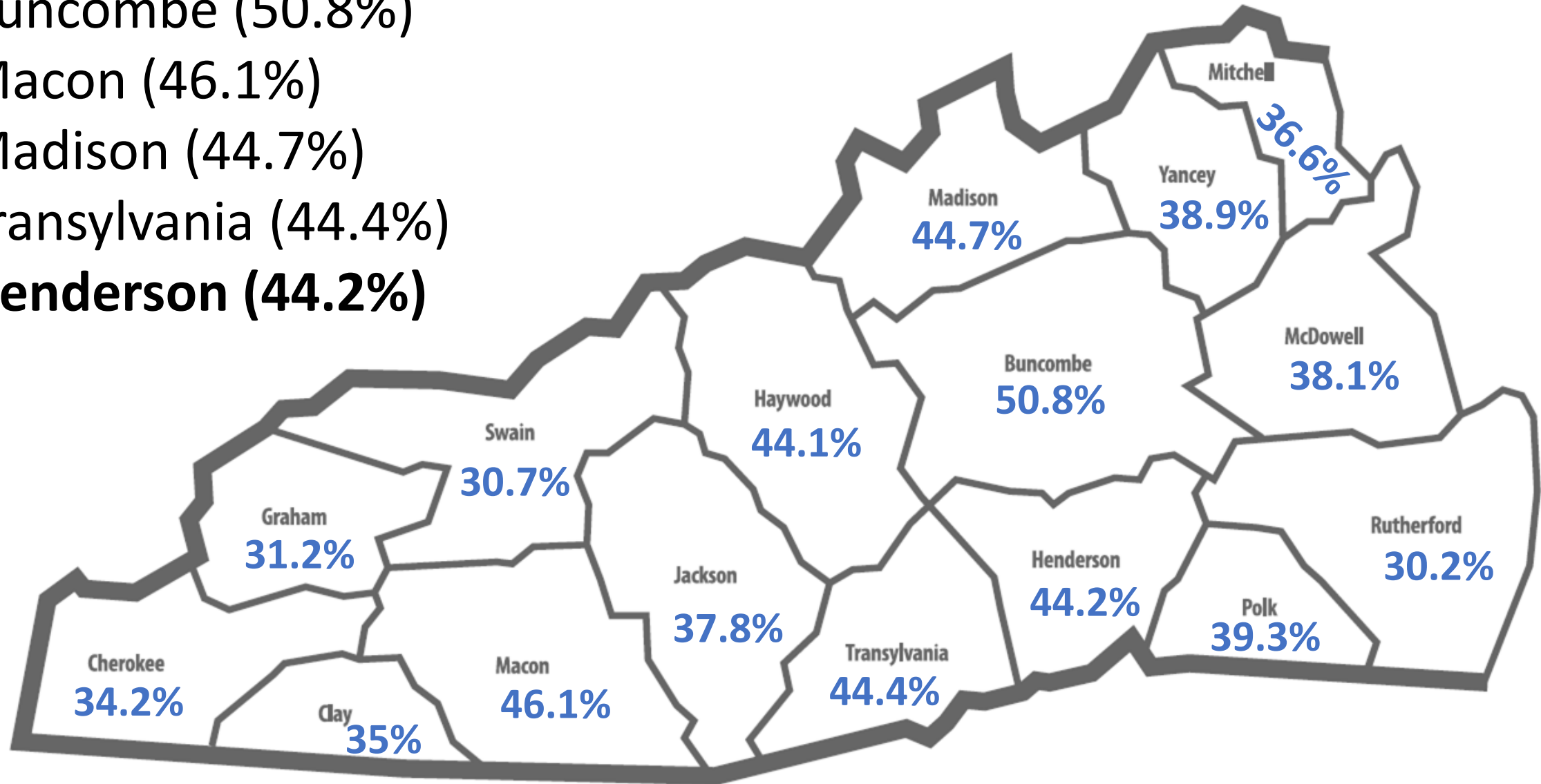
Public Health
Prevent. Promote. Protect.
Henderson County, NC

	Individuals vaccinated by the Henderson County Health Department	Henderson County residents vaccinated as a whole*
At Least One Dose	11,269	52,396
Fully Vaccinated	10,722	49,081

*Source: NCDHHS

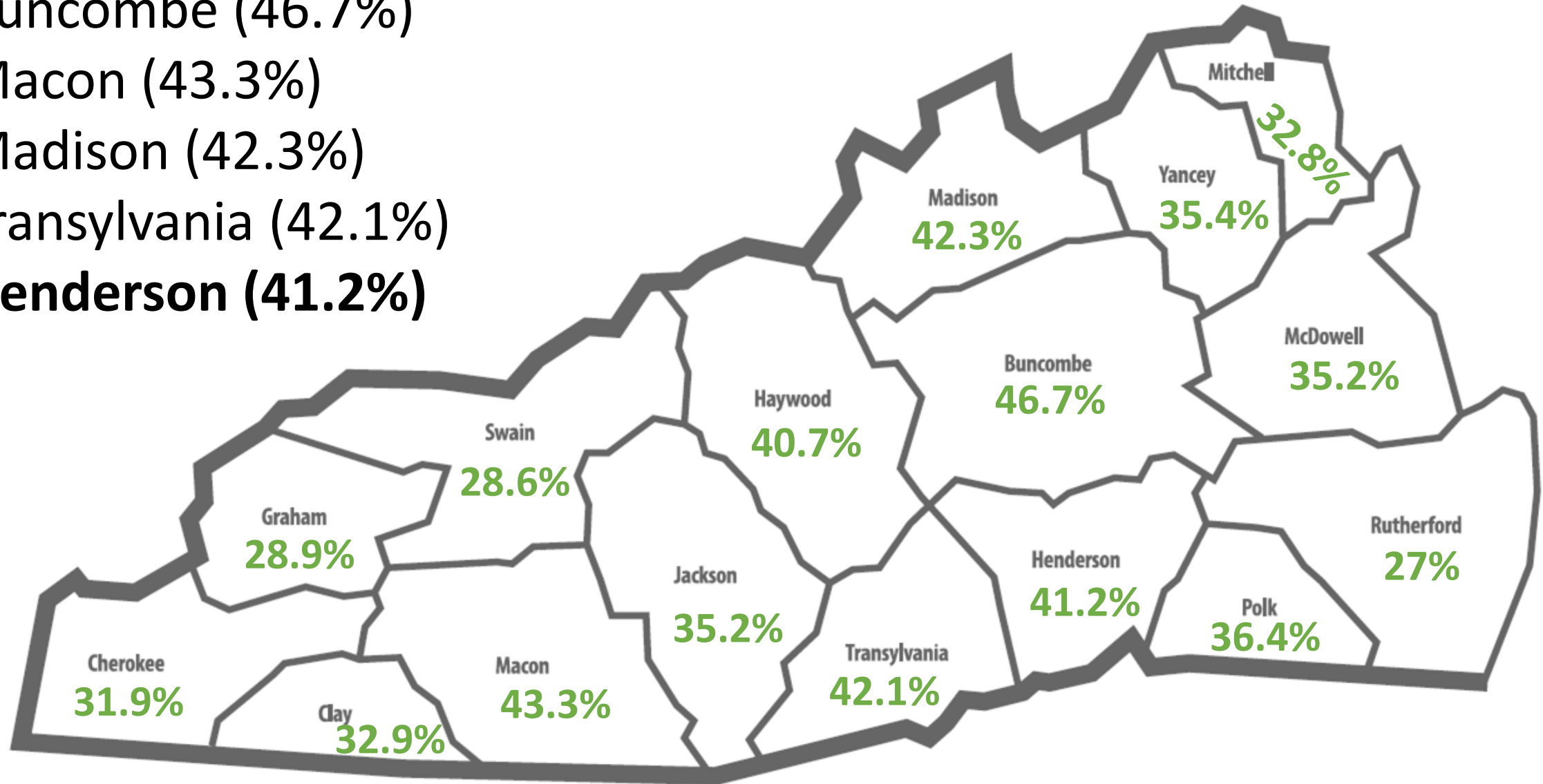
Population at least partially vaccinated:

1. Buncombe (50.8%)
2. Macon (46.1%)
3. Madison (44.7%)
4. Transylvania (44.4%)
5. Henderson (44.2%)



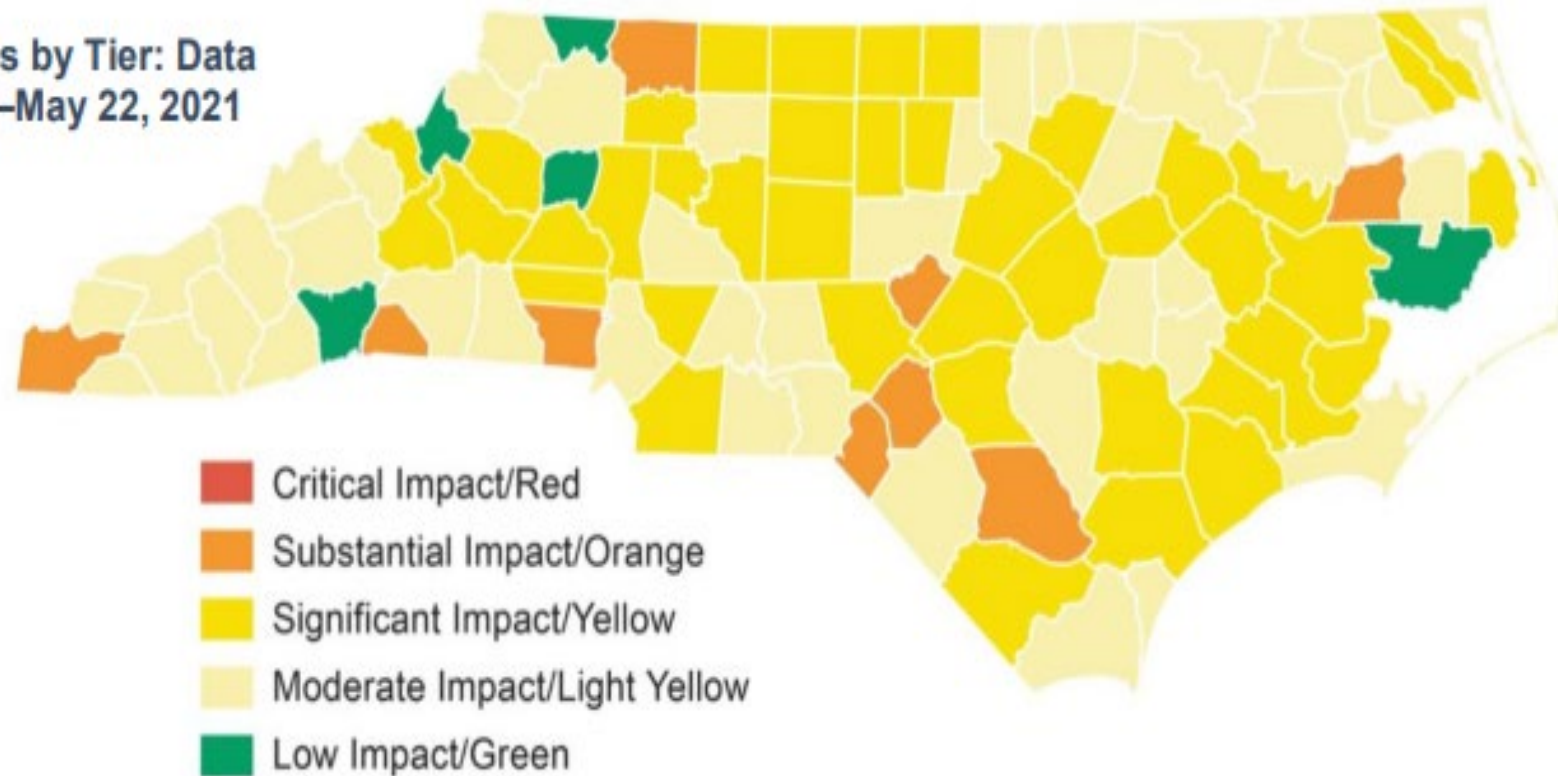
Population fully vaccinated:

1. Buncombe (46.7%)
2. Macon (43.3%)
3. Madison (42.3%)
4. Transylvania (42.1%)
5. Henderson (41.2%)



NC DHHS COUNTY ALERT MAP

NC Counties by Tier: Data
from May 9–May 22, 2021

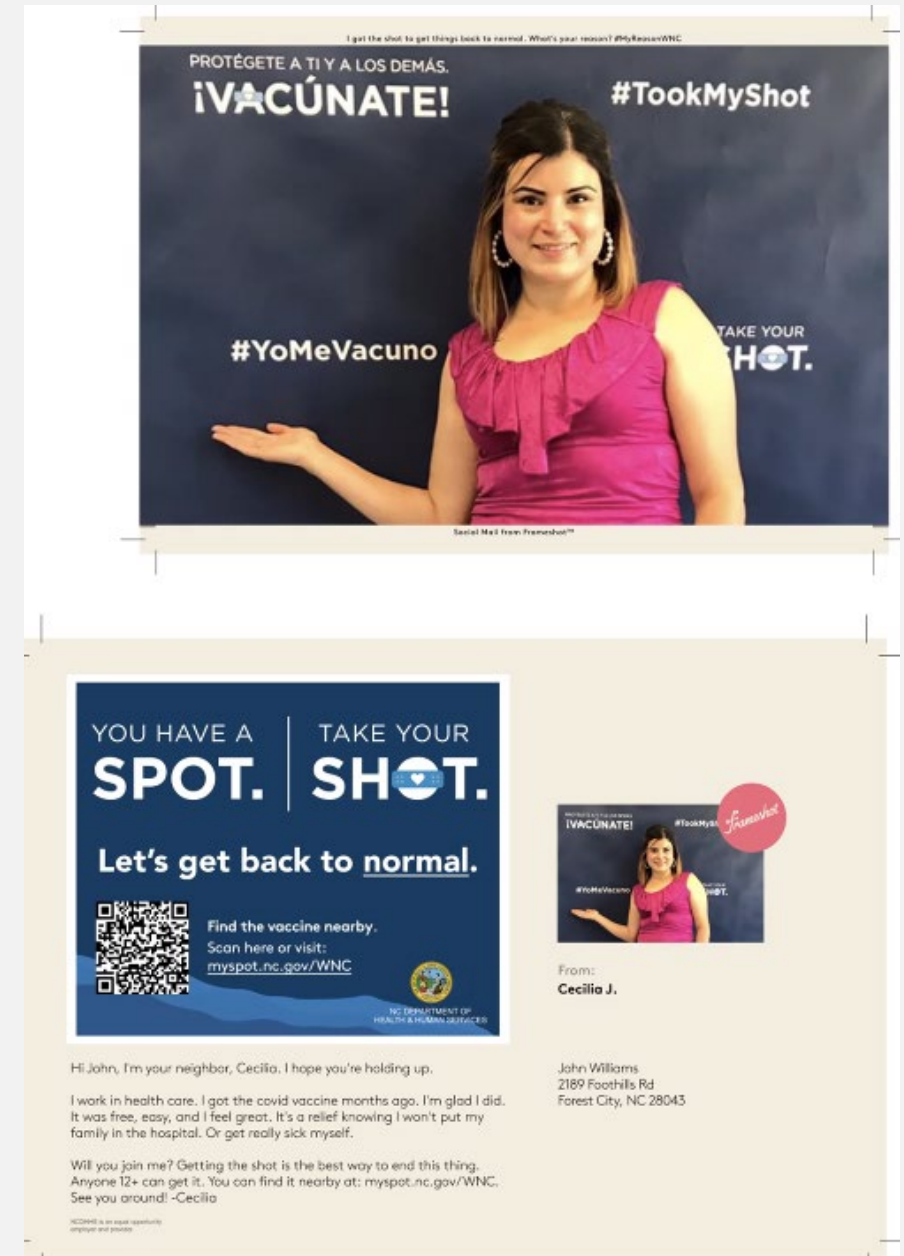


TRADITIONAL MEDIA CAMPAIGN

- **Billboard Campaign**
 - Working with Henderson County Public Schools to identify a rising senior leaders from each high school with a simple message to encourage their peers to get vaccinated.
 - Billboards will be placed near each high school. Materials will be reused for flyers and printed materials.
 - Another billboard is proposed featuring local pediatricians in Henderson County.
 - Pediatricians are in a “wait and see” approach before proceeding after rare reports of myocarditis in young people have been reported.

PEER-TO-PEER DIRECT MAIL PILOT

- Henderson County selected for NC DHHS pilot postcard program in partnership with local Latinx support nonprofit True Ridge
- Postcards will be mailed to Latinx residents in using zip codes identified with high SVI and low vaccination percentages.
- Residents receive a Spanish version with hyper-local, visibly Latinx messengers.



Sample of front and back

#MYREASONWNC CAMPAIGN

- Campaign funded through August and continues to see impressive engagement numbers.
- Ads feature videos from local messengers and infographics related to COVID-19 vaccines.
- Ads display on Facebook, Instagram, Mobile Apps and several websites used by targeted audiences.

WNC Health Network
Sponsored · 🌐

Western North Carolina is known for its music and creativity. Local resident Graham Sharp is the banjo player, songwriter, and vocalist of The Steep Canyon Rangers, and he's urging all of us to get vaccinated and continue practicing the 3 Ws so that we can return to the vibrant gatherings, live music, and community celebrations we cherish!

Public Health
Prevent. Promote. Protect.
Henderson County.

"The sooner we can tamp this down and get life back to normal, the sooner we can make music, create music, enjoy music."
-Graham Sharp of the Steep Canyon Rangers

WEAR **WAIT** **WASH**

COVID19.NCDHHS.GOV
Looking forward to music and merriment in WNC [LEARN MORE](#)

#MyReasonWNC

NC DHHS SUMMER CASH CARD PROGRAM

- N.C. DHHS is offering \$25 Summer Cash Cards in 4 counties to offset the time and transportation costs of getting vaccinated.
- Anyone 18 and older who gets their first dose of a COVID-19 vaccination — or drives someone to their vaccination — receives a \$25 cash card after vaccination.
- Program has led to increased average daily vaccinations at sites. Surveys indicate low-income and Latinx are benefitting the most.
- N.C. DHHS plans to expand the program to other counties.
 - Current counties: Rowan, Guilford, Mecklenburg and Rockingham