



Public Health Department

City Council
COVID-19 Update
7.19.21

PASADENA



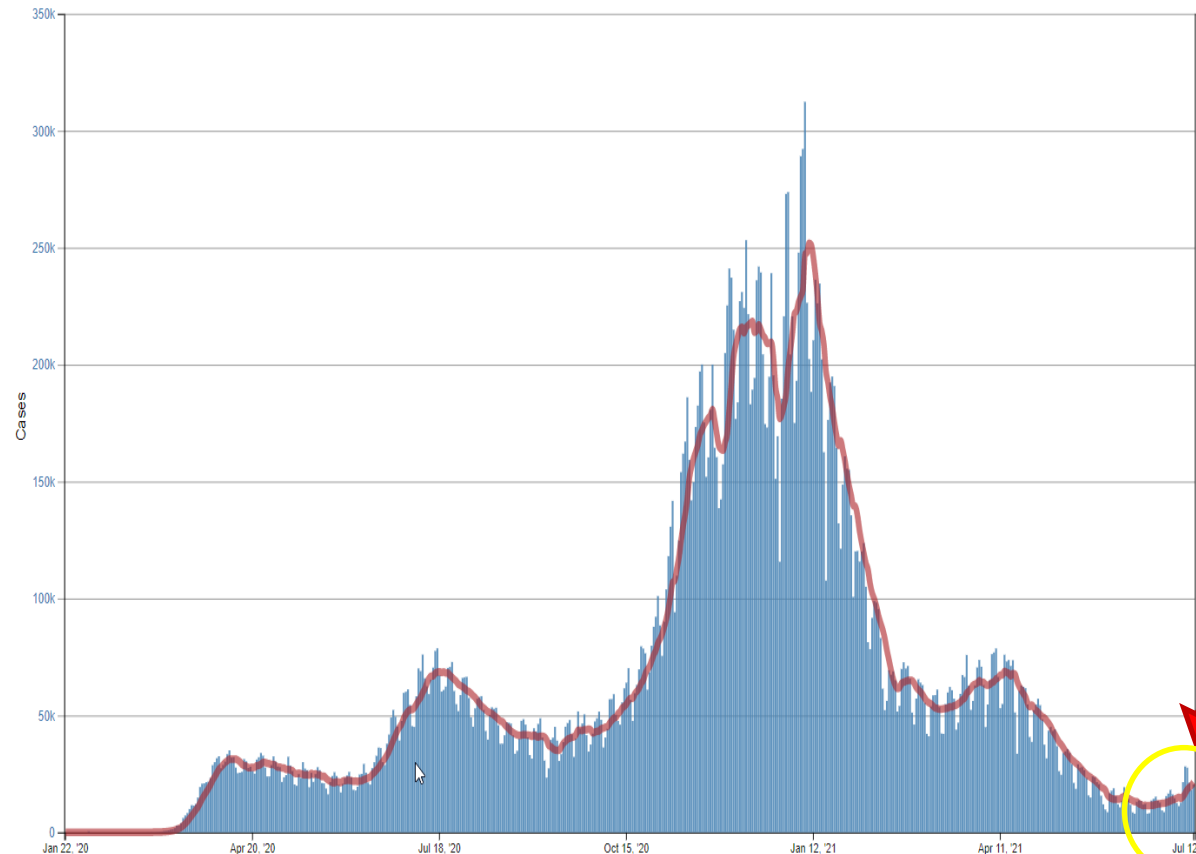
Confirmed COVID-19 Cases in the US and CA

Public Health Department

☒ 7-Day moving average

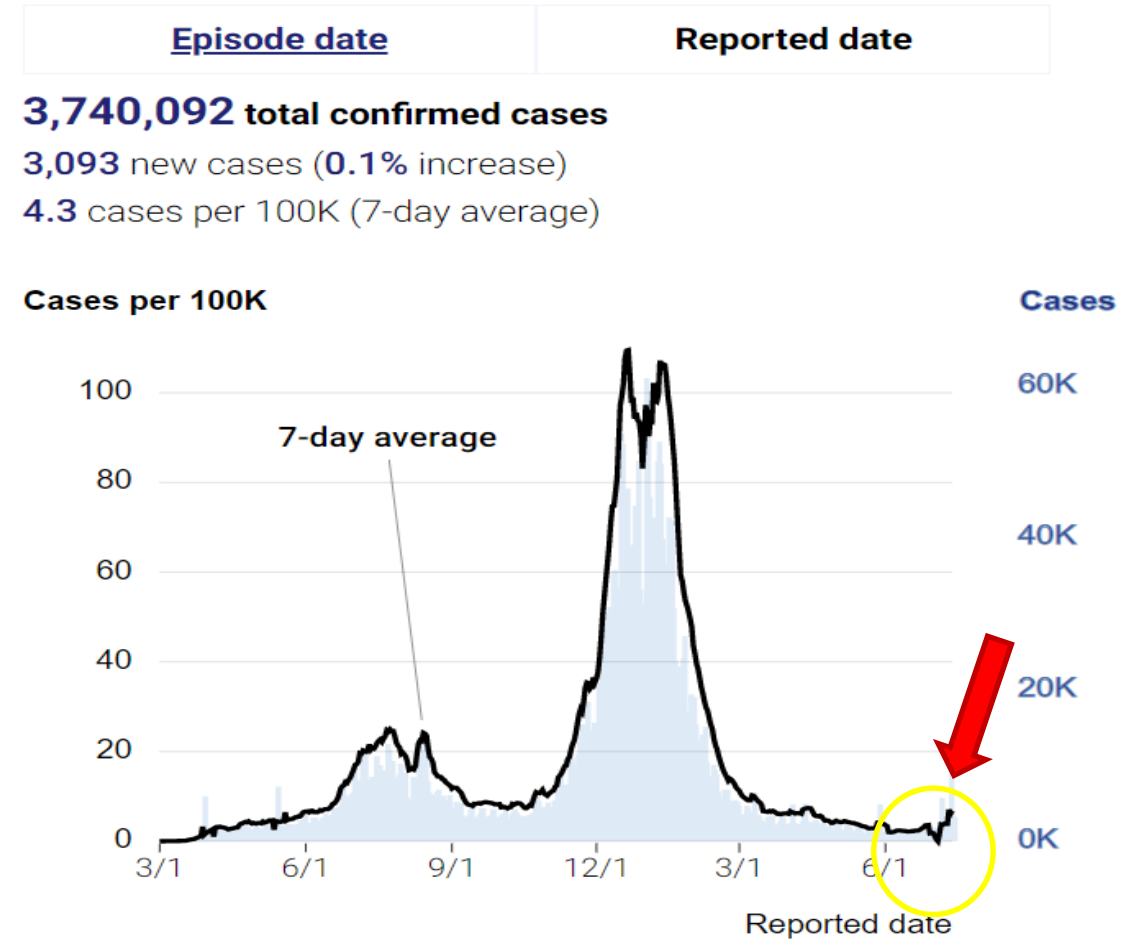
Confirmed Cases in United States

Daily Trends in Number of COVID-19 Cases in the United States Reported to CDC



https://covid.cdc.gov/covid-data-tracker/#trends_dailytrendscases
https://covid.cdc.gov/covid-data-tracker/#cases_casesper100klast7days

Confirmed cases in California

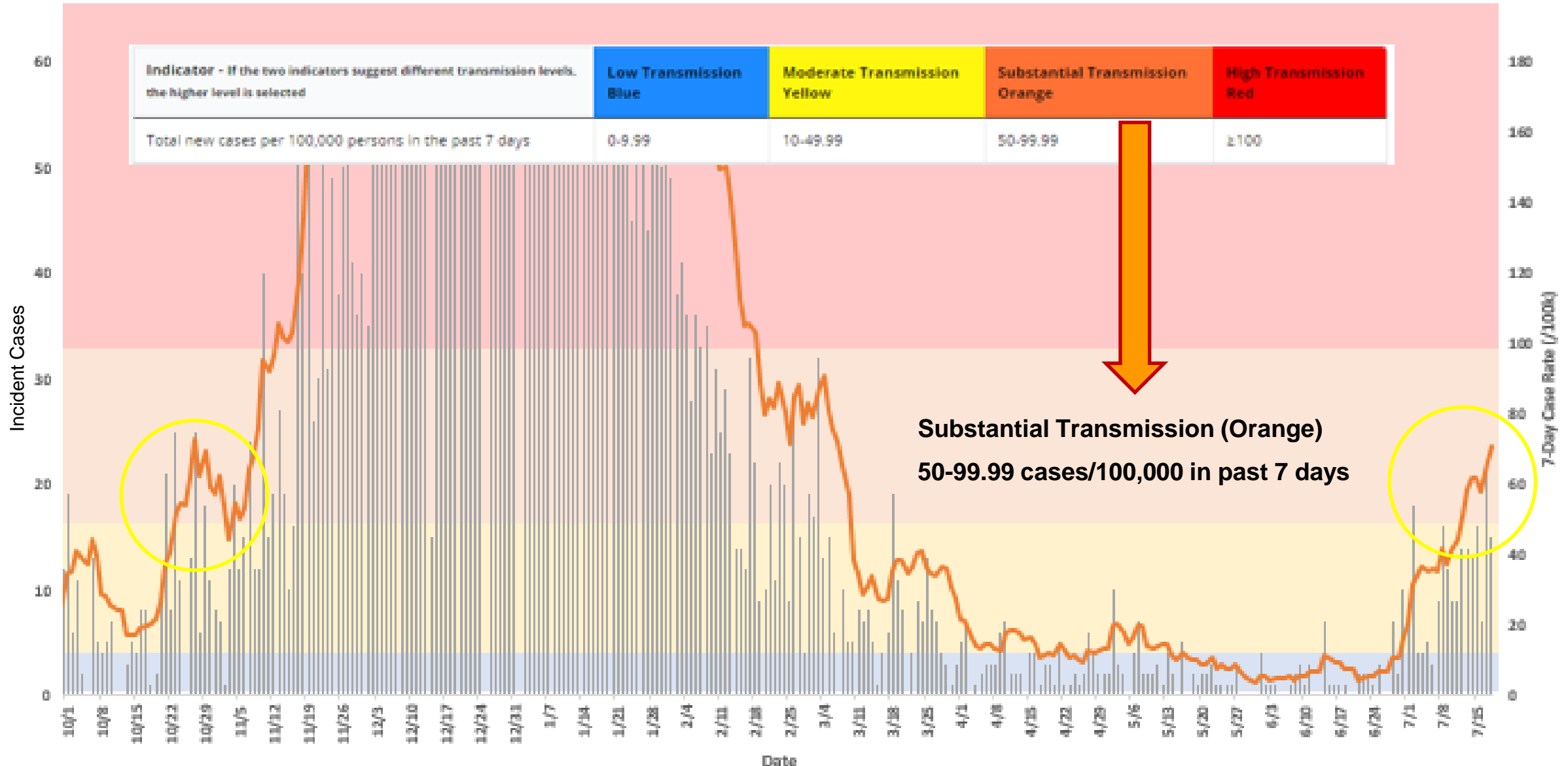


<https://covid19.ca.gov/state-dashboard/>



Confirmed COVID-19 Cases, Pasadena

Total new cases per 100,000 persons in the past 7 days October 1, 2020 – July 18, 2021





Concerning, Rapid Increase in Transmission

Public Health Department

- Since July 1, the average daily number of confirmed cases has increased by 240%
- On July 8th, first COVID-19 death of a resident since April 1, 2021 (98 days)
 - > Unvaccinated male over the age of 65, with multiple underlying health conditions
 - > Investigations show unvaccinated household members were apparent source of exposure
- Multiple unlinked households with cases of the Delta variant confirmed



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Curbing the Impact of Another Rise in COVID-19

Public Health Department

- Continuing to increase vaccination rates
- Requiring indoor masking

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U.S. Vaccines are Effective against Variants

Public Health Department

- Viruses constantly change through mutation and new variants are expected to occur
- The more people who are unvaccinated, the greater the opportunity for replication and development of mutations/variants
- Studies suggest that COVID-19 vaccines authorized for use in the United States protect against circulating variants including Delta, especially in reducing hospitalization and death



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Vaccine Dashboard – as of 7/13/21

Public Health Department

Doses Administered	Pasadenans Vaccinated with at least One Dose+	Percent Pasadenans Vaccinated with at least One Dose+	Number Pasadenans Fully Vaccinated+	Percent Pasadenans Fully Vaccinated+
	107,425	88.0%	97,012	79.5%

* Of Pasadena residents ages 12 years and older





Vaccine Opportunities

Public Health Department

Find a Vaccine Site

Keep checking back for additional provider listings. New locations will be added as they become available.

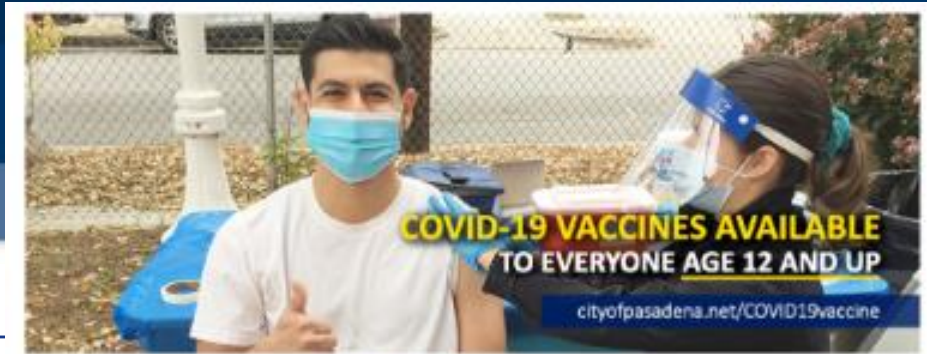
Appointment Type: **Walk-In** means you don't need to pre-register for this clinic, but you will have to [register on-site](#). **Pre-Registration** means you can reserve an appointment time using the [link/phone number](#) provided in the **Register at/Additional Information** field.

Vaccine Type ▾ Age ▾ Doses Available ▾ Day(s) ▾ Appointment Type ▾ [Reset](#)

Search:

Location	Date	Day(s)	Time	Vaccine Type	Ages
+ Rite-Aid Pharmacy		Daily		Moderna	16+
+ Vons Pharmacy		Daily		Johnson & Johnson, Moderna, Pfizer	12+
+ Walgreens Pharmacy		Daily		Moderna, Pfizer	12+
+ Ralphs Pharmacy		Daily		Johnson & Johnson, Moderna, Pfizer	12+
+ Pavilions Pharmacy		Daily		Johnson & Johnson, Moderna, Pfizer	12+
+ CVS Pharmacy		Daily		Johnson & Johnson, Moderna, Pfizer	12+
+ Villa Parke	July 9, 2021	Fri	5-7pm	Johnson & Johnson, Moderna, Pfizer	12+

<https://www.cityofpasadena.net/public-health/covid-19-vaccine/#vaccination-sites>



[City Of Pasadena Vaccine Page](#)

7/12/2021

Here is a schedule of **COVID-19 Vaccine** clinic opportunities in the community. Book an appointment now at [MyTurn.ca.gov](#). Walk-ups are also accepted. Please note that only the Pfizer vaccine is authorized for individuals age 12 and up.

*Starting July 7, 2021 Pasadena Public Health Department (PPHD) will offer \$20 Target Gift Cards to all vaccine recipients at the following PPHD clinics, while supplies last.

Aquí hay un calendario de oportunidades clínicas de la vacuna de COVID-19 en la comunidad. Reserve una cita ahora en [MyTurn.ca.gov](#). También se aceptan caminatas sin cita previa. Tengo en cuenta que solo la vacuna Pfizer está autorizada para personas mayores de 12 años.

*A partir del 7 de julio de 2021, el Departamento de Salud Pública de Pasadena (PPHD) ofrecerá tarjetas de regalo de \$20 a todos los receptores de vacunas en todas las clínicas de PPHD, mientras que los suministros duran.

Date Fecha	Time Tiempo	Location Localización	Vaccine Available Vacuna Disponible
Monday, July 12	3:30-5 p.m.	Pasadena Church 404 E. Washington Blvd.	Pfizer, Johnson & Johnson
Tuesday, July 13	2:30-4 p.m.	Pasadena Public Health Department 1845 N. Fair Oaks Ave.	Moderna, Pfizer Johnson & Johnson
Wednesday, July 14	3:30-5 p.m.	First AME Church 1700 N. Raymond Ave.	Pfizer, Johnson & Johnson
Thursday, July 15	9-11:30 a.m.	Pasadena Public Health Department 1845 N. Fair Oaks Ave.	Moderna, Pfizer Johnson & Johnson
Friday, July 16	5-7 p.m.	Robinson Park 1081 N. Fair Oaks Ave.	Moderna, Pfizer Johnson & Johnson



Community-Partnered Mobile Clinics – Faith-based

Public Health Department

- 38 clinics conducted in partnership with 8 faith-based agencies throughout the city



Walk-up and drive-through clinics

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Community-Partnered Mobile Clinics - PUSD

Public Health Department



- Administered 1,847 doses at 9 PUSD clinics
- Supported PUSD Health Services to administer an additional 3,024 doses



ed 12 and older can receive COVID-19 vaccinations at a city-sponsored clinic on May 25, 2021 at Blair High School.
(ie Rivera/Pasadena Now)



Blair High School Health Careers Academy
students volunteering

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Community-Partnered Mobile Clinics - Special Events

Public Health Department

Rose Bowl Flea Market



City Redistricting Meetings and Parks After Dark



18 news and print outlets

Total reach: 721,922 national TV audience and 6,640,155 online news audience

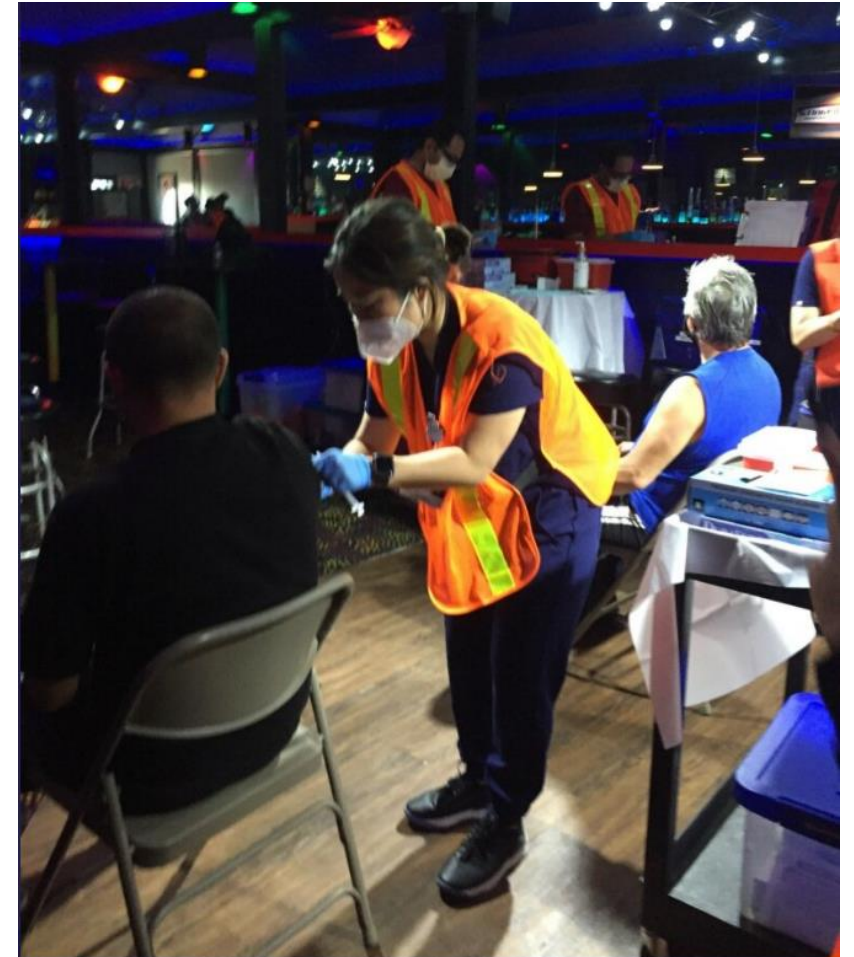
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Community-Partnered Mobile Clinics – Businesses

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- The Boulevard Bar
- Barbershop
- Old Pasadena Management District
- Grocery Stores



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More Mobile Vaccinations

Public Health Department

- PORT Outreach
- Homebound residents
- Long-term care facilities



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Social Media Ads

Public Health Department

Between May 28 - June 27

Impressions: 75,331

Reach: 27,330

Frequency: 2.76

Engagements: 161

Unique link clicks: 121



City of Pasadena - Public...

SPONSORED

Vacúnese y obtenga recompensas

¡Podrías ganar \$1.5 millones por recibir la vacuna COVID-19!

[Learn More >](#)



City of Pasadena - Public Agency

The more people vaccinated against COVID-19, the sooner we can get back to the people and places we miss.



City of Pasadena - Public Agency

Todas las personas de 12 años o más podrán recibir gratuitamente la vacuna contra el COVID-19.

MYTURN.CA.GOV
Get Vaccinated in Time for Summer



MYTURN.CA.GOV
Mantenerse sano.
Vacunarse.

[LEARN MORE](#)



City of Pasadena - Publ

Your Health Is Priority #1



City of Pasadena - Public Agency

Talk to your doctor or visit [MyTurn.ca.gov](#) a COVID-19 vaccine appointment nearby that fits your schedule.



MYTURN.CA.GOV
It's FREE and Easy To Get Vaccinated

[LEARN MORE](#)



City of Pasadena - Public Agency

Todas las personas de 12 años o más pueden vacunarse contra el COVID-19.



MYTURN.CA.GOV
¡citas disponibles!
Las vacunas contra el COVID-19, s...

[BOOK NOW](#)

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Bringing in Resources to Pasadena

Public Health Department

- **Public Health Institute - Together Toward Health - \$225,000**
 - > Day One
 - > Families Forward
 - > Young & Healthy
- **Pasadena Community Foundation - \$20,000**
 - > 8 “Promotora/es” for vaccine education through neighborhood canvassing
- **CDC Disparities Grant - \$21,000 through LA County**
 - > 7 CBOs funded to support vaccine outreach

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Outreach and Education - Busting Myths

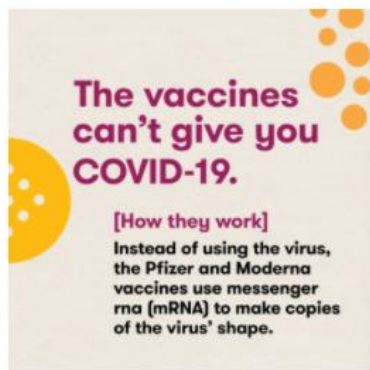
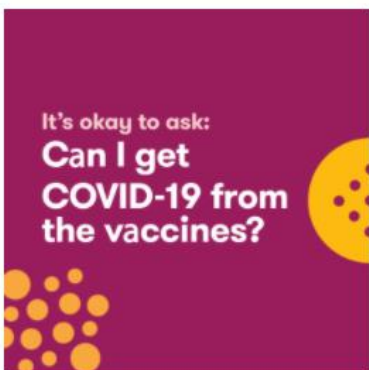
Public Health Department



Vaccinate with **Confidence**

CDC's Strategy to Reinforce Confidence in COVID-19 Vaccines

- Boost trust about COVID-19 vaccine safety and efficacy
- Engage communities & individuals about the role of vaccination in protecting family and friends and resuming social activities
- Encourage peer-to-peer promotion



Myths and Facts about COVID-19 Vaccines

Updated June 23, 2021

Languages ▾

Print

Now that there are authorized and recommended COVID-19 vaccines in the United States, accurate vaccine information is critical and can help stop common myths and rumors.

How do I know which COVID-19 vaccine information are accurate?

It can be difficult to know which sources of information you can trust. Before considering vaccine information on the Internet, check that the information comes from a credible source and is updated on a regular basis. Learn more about [finding credible vaccine information](#).

Can receiving a COVID-19 vaccine cause you to be magnetic?

No. Receiving a COVID-19 vaccine will not make you magnetic, including at the site of vaccination which is usually your arm. COVID-19 vaccines do not contain ingredients that can produce an electromagnetic field at the site of your injection. All COVID-19 vaccines are free from metals such as iron, nickel, cobalt, lithium, and rare earth alloys, as well as any manufactured products such as microelectronics, electrodes, carbon nanotubes, and nanowire semiconductors. In addition, the typical dose for a COVID-19 vaccine is less than a milliliter, which is not enough to allow magnets to be attracted to your vaccination site even if the vaccine was filled with a magnetic metal.





Canvassing – Together Towards Health Partnership

Public Health Department

- 16 Pop-Up Outreach Events
 - Food for Less
 - Vallarta
 - Coin Laundry Super Wash
 - Food Truck Friday





Vaccine Digital Record

Public Health Department

California Department of Public Health (CDPH) COVID-19 Digital Vaccination Record



Digital COVID-19
Vaccine Record

Everyone who is vaccinated in California can now request a digital COVID-19 Vaccination Record. Visit myvaccinerecord.cdph.ca.gov to request your record. Be sure to use the email or cell phone number you used when you received your vaccine. It takes less than a minute to complete the request and your record is sent by email or text within seconds. You can take a screenshot of your record or print it out. It also includes a QR code that makes your digital COVID vaccination record readable by a QR scanner.

- If you request your record and it can't be found, re-enter your information. Check that your name and birthdate are correct. If your record is still missing or it has errors, follow the troubleshooting tips at cdph.ca.gov/covidvaccinerecord or call 833-422-4255. For more information, see myvaccinerecord.cdph.ca.gov/faq.
- If you lose your digital COVID-19 vaccine record, you can start the process over at myvaccinerecord.cdph.ca.gov.
- If you are a parent or guardian and have created multiple appointments with the same phone number or email, enter the requests one at a time to receive separate links for each vaccine record.

Visit
myvaccinerecord.cdph.ca.gov
to request your record

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