OPERATIONS

The Norfolk Department of Public Health has determined approximately 45,700 Norfolk residents are in Phase 1b. The department receives 2,775 doses weekly from the state. Until the supply increases, it may take up to 4 to 8 weeks before individuals in Phase 1b is contacted for an appointment.

The health department hosted six vaccination clinics this week and administered more than 2,200 doses between the Military Circle Mall location and the health department. On Monday, 202 high-risk residents received their first dose at the Southside STEM Academy clinic. These preregistered residents live in zip codes identified by the health department as high-risk based on health, lack of transportation, and socio-economic data. For more information, view this video.

On Tuesday February 16, the Virginia Department of Public Health will open a state-wide preregistration call center. City staff will continue to operate the Norfolk Vaccine Call Center, online preregistration at www.norfolk.gov/covid19vaccine and hands-on support at the recreation centers until the Norfolk Department of Health and city staff are confident the state system is operating as designed. The teams are working closely with the state to ensure a smooth transition of all preregistration information.

CITY SUPPORT

We had a successful three days with the hands-on preregistration help at the recreation centers. Staff helped 618 residents with the online preregistration form and provided information.

Here is a breakdown of preregistrations at each recreations center:

1. Berkley Neighborhood Multi-Service Center - 92
2. Sherwood Forest Recreation Center - 139
3. Norfolk Fitness & Wellness Center - 197
4. Park Place Multi-Purpose Center - 86
5. East Ocean View Recreation Center - 104

The recreation centers will not be open Monday since it is a city holiday. All five recreation centers will reopen Tuesday at 10:00 a.m. Communications has created materials in Spanish and is working with Neighborhood Development to distribute that information to our Spanish speaking residents. Neighborhood Development, Human Services and Communications are also working on outreach to seniors.

CivicLab has provided two dashboards for your review and information. The first features the latest number of preregistered Norfolk Phase 1b eligible residents.
This dashboard shows the percent of the population who has preregistered in relation to their zip code. You will notice we saw the largest uptick in preregistrations in the dark blue areas of the map. We believe this is a direct result of our hands-on help at the recreation centers.
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:

- Created and promoted media opportunity at Southside STEM Academy high-risk vaccination clinic.
- Taping and production of NDPH short video with Dr. Lindsay at STEM Academy. Video emphasized the importance of still wearing a mask, practicing physical distancing, etc. while vaccines are being distributed.
- Daily posts on Next Door, Facebook, Twitter and Instagram related to common preregistration FAQs.
- Distribution of Vaccine Phases information to residents through Next Door. Also provided in a flyer to NRHA, St. Paul’s and Civic Leagues. Additional posts on Facebook, Twitter and Instagram explaining the phased process.
- Reshared NDPH Facebook post for the televised town hall hosted by Virginia Department of Health.
- Promoted vaccine preregistration at recreation centers for eligible individuals in Phase 1b. Created press release, flyer in English and Spanish, FAQ and preregistration card. Distributed flyer to Civic Leagues, NRHA, St. Paul’s, CSB, RPOS senior groups and promoted on Next Door, Facebook, Twitter, Instagram.
- Provided responses to call center questions related to vaccine preregistration
- Distribution of NDPH high risk individuals press release
- Updates to www.norfolk.gov/covid19vaccine adding the vaccine phases graphic, did you know? graphic, preregistration at the recreation centers, etc.
- Development of Phase 1b messaging/flyer

Pictures from the vaccination clinic at Southside STEM Academy at Campostella