

# CDC and Rural COVID-19

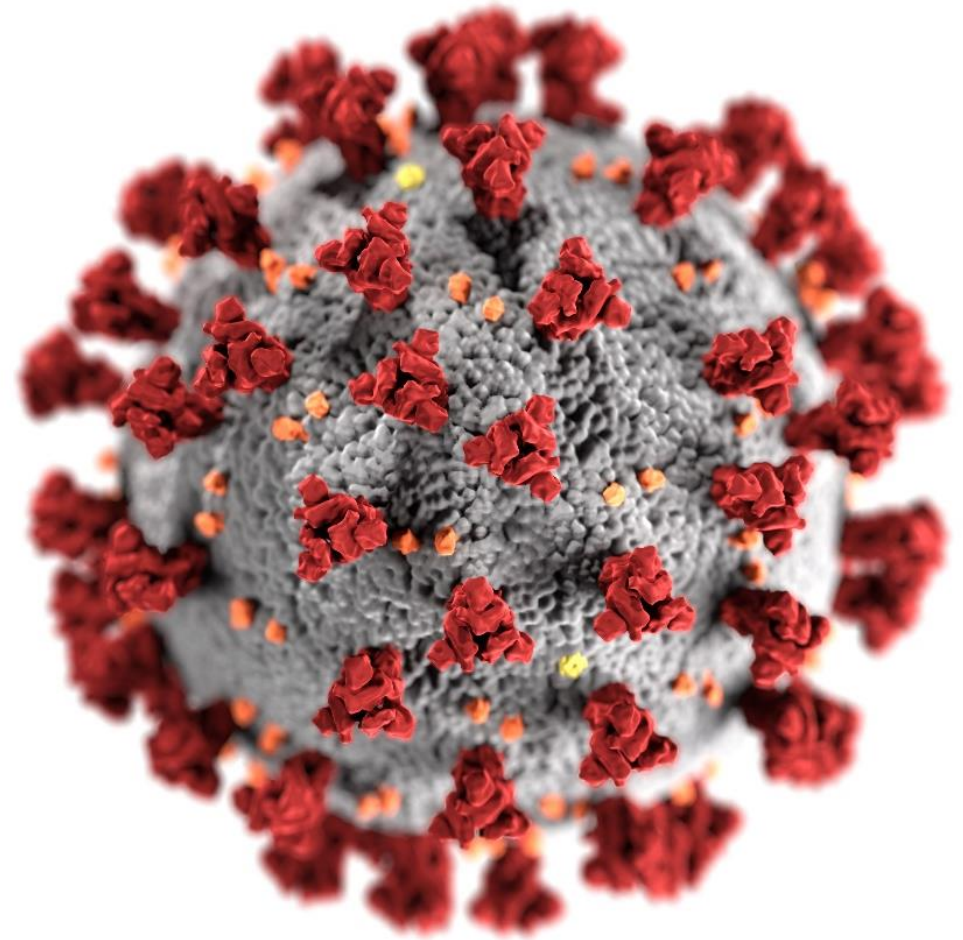
**Diane M. Hall, Ph.D., MEd.**

**Senior Health Scientist**

**Lead, CDC Rural Health**

**Office of the Associate Director for Policy  
and Strategy**

**Currently deployed to CDC's COVID-19  
Vaccine Task Force**



[cdc.gov/coronavirus](https://cdc.gov/coronavirus)

# Rural and COVID-19 Data



Select US, [Region](#), or State:

Select Classification:

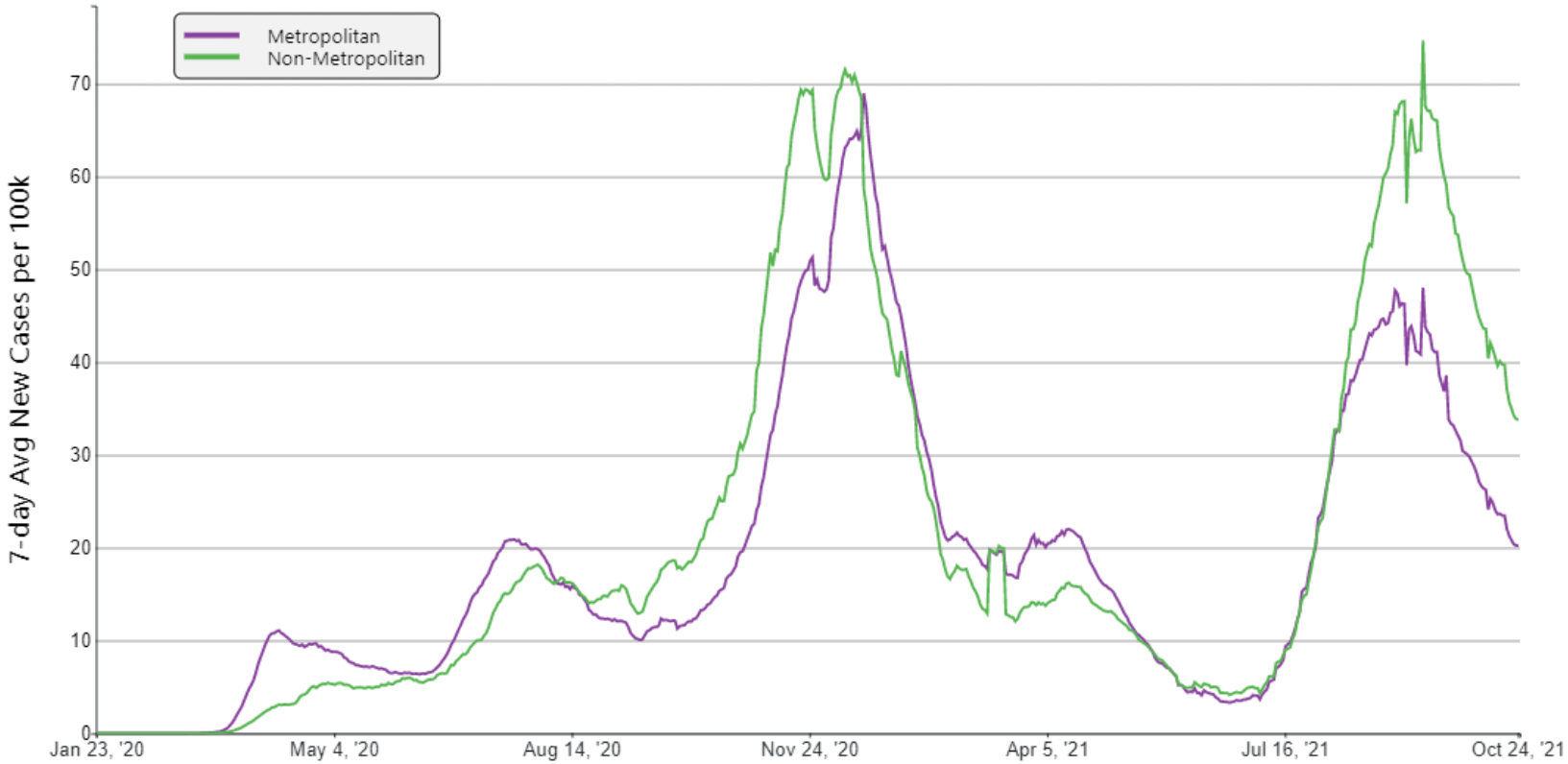
View:  Cases  Deaths

Measure:  New - 7 Days  New - 14 Days  Cumulative

# CDC's COVID Data Tracker and Rural: "Demographic Trends" Tab

[https://covid.cdc.gov/covid-data-tracker/#pop-factors\\_totaldeaths](https://covid.cdc.gov/covid-data-tracker/#pop-factors_totaldeaths)

COVID-19 7-Day Case Rate per 100,000 Population in United States, by Metro vs. Non-Metro



# CDC's COVID Data Tracker and Rural: "Demographic Trends" Tab

[https://covid.cdc.gov/covid-data-tracker/#pop-factors\\_totaldeaths](https://covid.cdc.gov/covid-data-tracker/#pop-factors_totaldeaths)



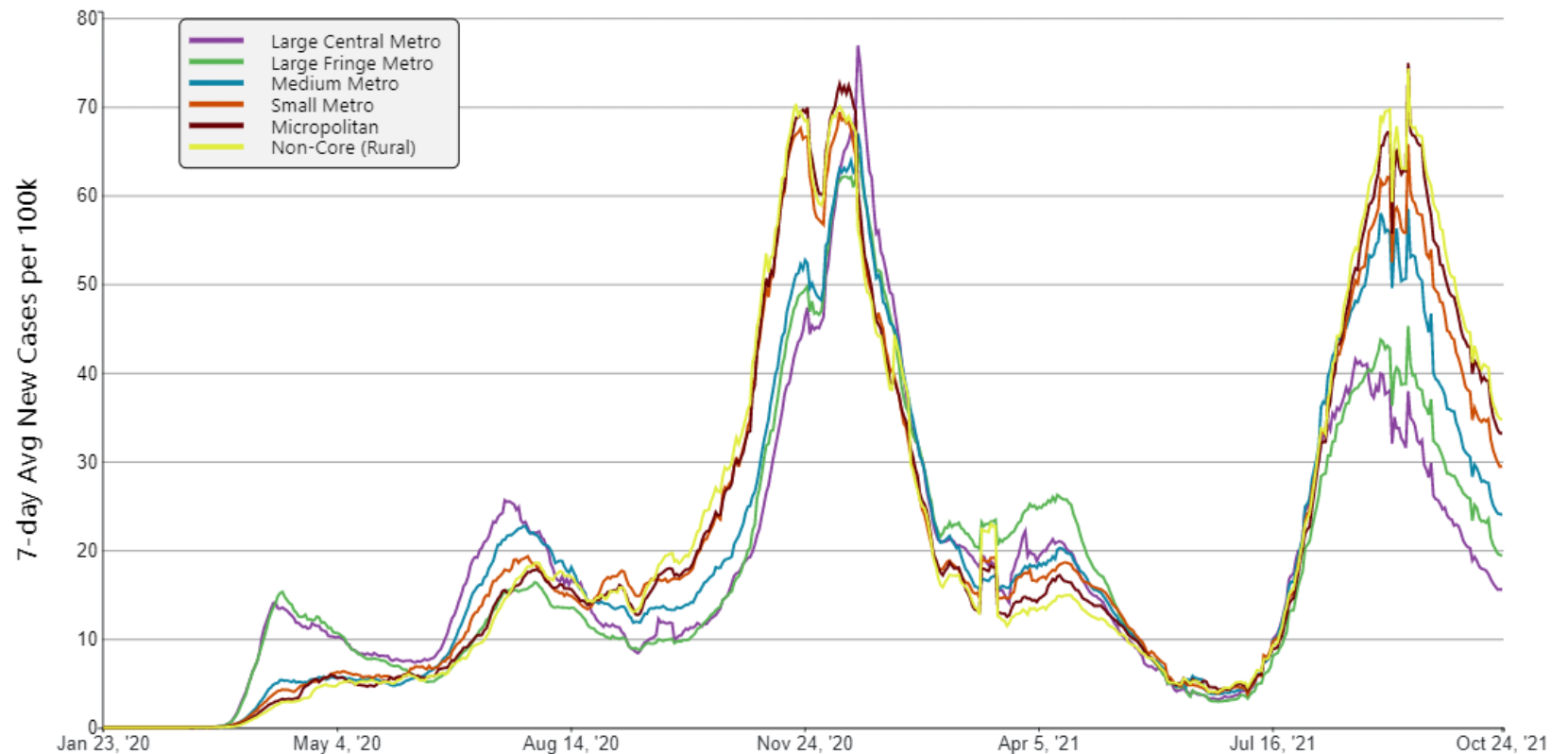
Select US, Region, or State:

Select Classification:

**View:**  
 Cases  
 Deaths

**Measure:**  
 New - 7 Days  
 New - 14 Days  
 Cumulative

COVID-19 7-Day Case Rate per 100,000 Population in United States, by County Urban/Rural Classification Type



# Vaccination Status and Intent by Demographics - United States

Data Collection Period: September 26 – October 2, 2021 (N= 20,488)

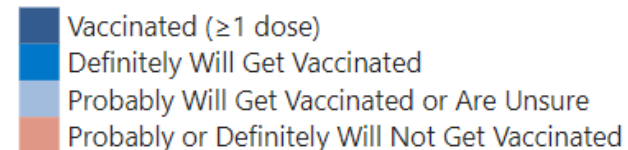
National Jurisdictional

## Overall

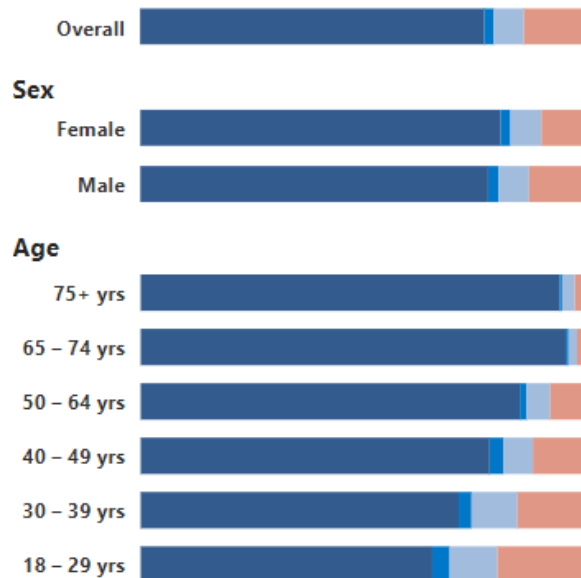
**80.0%** are **Vaccinated (77.8%)**  
or **Definitely Will Get Vaccinated (2.2%)**

**6.8%** **Probably Will Get Vaccinated**  
**or Are Unsure**

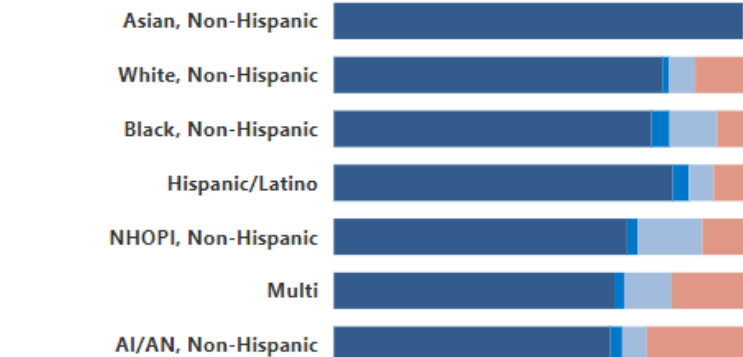
**13.2%** **Probably or Definitely**  
**Will Not Get Vaccinated**



### All Adults Age 18+



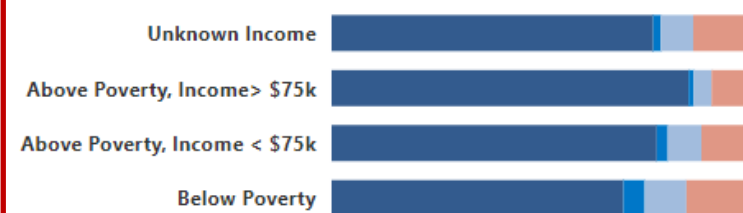
### Race/Ethnicity



### Health Insurance



### Poverty and Income



### Metropolitan Statistical Area



Weighted Percentage (%)



<https://covid.cdc.gov/covid-data-tracker/#vaccine-confidence>

# State and Local Efforts

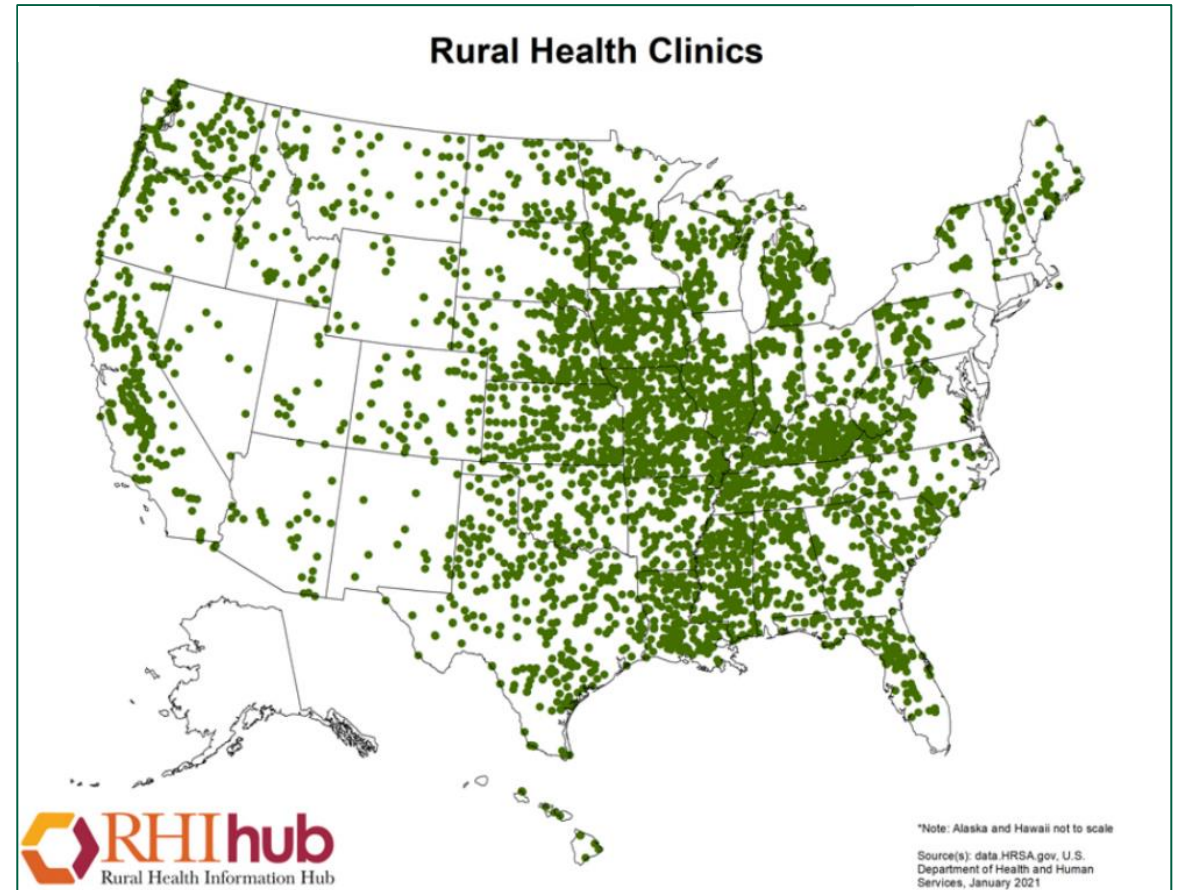


# Rural Health Clinic (RHC) Program

- HRSA Rural Health Clinic Program
  - Testing & Mitigation
  - Vaccine Confidence
  - Vaccinations

For more information:

<https://www.hrsa.gov/coronavirus/rural-health-clinics>



# Funding to States

## ■ Public Health Departments

- Awards ranging \$500,000 to \$50 million
  - Period of performance 2 years
  - COVID-19-related health disparities
  - Advance health equity
    - Racial and ethnic minority groups
    - People living in rural areas
  - 107 awardees, with rural carve-out for each state
- <https://www.cdc.gov/publichealthgateway/partnerships/COVID-19-Health-Disparities-OT21-2103.html>





# Funding to States (cont.)

## ■ Immunization Programs

- \$3 billion to 64 jurisdictions to ensure greater equity and access to COVID-19 vaccine <https://www.cdc.gov/vaccines/covid-19/downloads/COVID-19-Vaccination-Supplemental-4-Guidance.pdf>



# Prevention Research Centers (PRCs) 2019–2024



<https://www.cdc.gov/prc/center-descriptions/index.htm>



# EXCITE (Extension Collaborative on Immunization Teaching and Education)

- CDC-funded, in collaboration with USDA project and Cooperative Extension System
- Activity 1
  - Vaccinate with Confidence education and communication
  - 73 land-grant institutions funded
- Activity 2
  - Adult immunization education pilot projects
  - 38 applications received
  - 24 selected for funding



**EXCITE**

Extension Collaborative on  
Immunization Teaching & Engagement



For more information, see the Extension Foundation's press release: <http://bitly.ws/fy2S>

# EXCITE: Registry of Programs & Assets

**EXTENSION FOUNDATION** Tables **National Registry of Cooperative Extension Programs & Assets**

National Registry of Cooperative Extension Programs & Assets | Immunizati... | Urban Ext... | FACS Prog... | 4-H/Youth ... | Ag & Natur... | Comm

Search Filter All time

Immunity in AR Communities	Napa County 4-H Vaccine Outreach & Education	COVID-19 Education UCCE Modoc County	Santa Clara County Vaccine Outreach
Submission Date Jun 10, 2021	Submission Date Jun 9, 2021	Submission Date Jun 9, 2021	Submission Date Jun 7, 2021
Last Update Date Jun 14, 2021	Last Update Date Not updated yet	Last Update Date Not updated yet	Last Update Date Jun 7, 2021
Logo or Branding Add attachment(s)	Logo or Branding Add attachment(s)	Logo or Branding Add attachment(s)	Logo or Branding Add attachment(s)
Name of Program, Project, or Curriculum Immunity in AR Communities	Name of Program, Project, or Curriculum Napa County 4-H Vaccine Outreach & Educat...	Name of Program, Project, or Curriculum COVID-19 Education UCCE Modoc County	Name of Program, Project, or Curriculum Santa Clara County Vaccine Outreach
Active? <b>YES</b>	Active? <b>YES</b>	Active? <b>YES</b>	Active? <b>YES</b>
Description Immunity in AR Communities will provide an innovative solution that combines Cooperative	Description 4-H Youth Development Staff provided general	Description COVID Education to 4-H, Modoc Junior Livestock	Description We ascertained the vaccine status of all our

<https://registry.extension.org/tables/210738947796171>

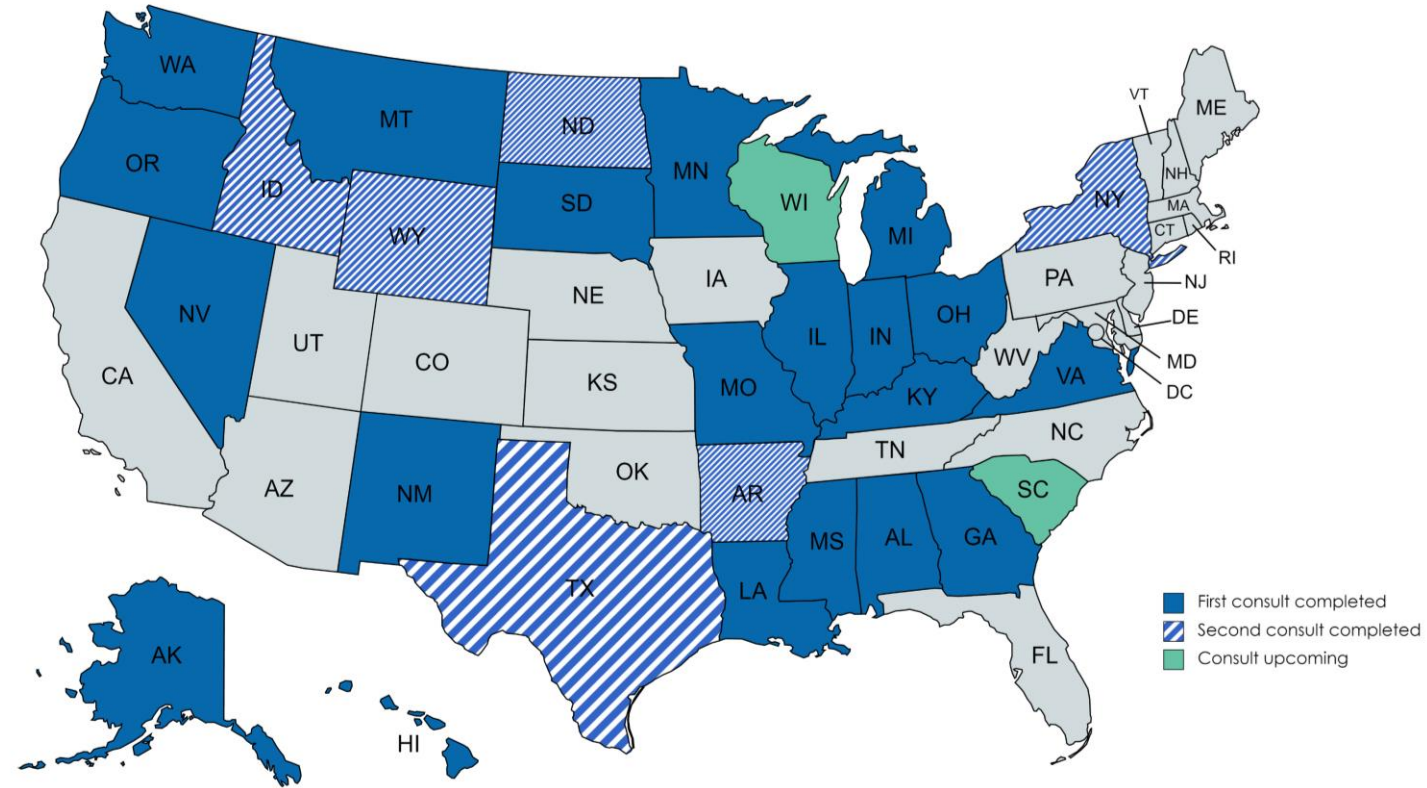


# Resources



# Vaccine Confidence Consults

- Total requests: 42
- Consults completed: 39
- Consults upcoming: 2
- Common themes
  - Government mistrust (28%)
  - Misinformation – infertility (26%)
  - Strategies to improve communication/tailor messages to populations of focus (51%)
  - Vaccine safety concerns (31%)
  - Strategies to reach specific populations: Hispanic/Latinx (36%), African American (31%), Rural (23%), Youth (23%)
  - Interest in Rapid Community Assessment Guide (56%)



To request a consult, email us at [confidenceconsults@cdc.gov](mailto:confidenceconsults@cdc.gov)



# RCA's Conducted To Date

August 2021:  
Umatilla and Morrow  
Counties (Migrant  
Farmworkers)

July 2021:  
San Mateo County  
(Adolescent-focused)

February 2021:  
Albuquerque  
-Immigrant and refugee  
populations  
-Essential workers  
-Clinic patients  
-Mobile populations  
-Older adults

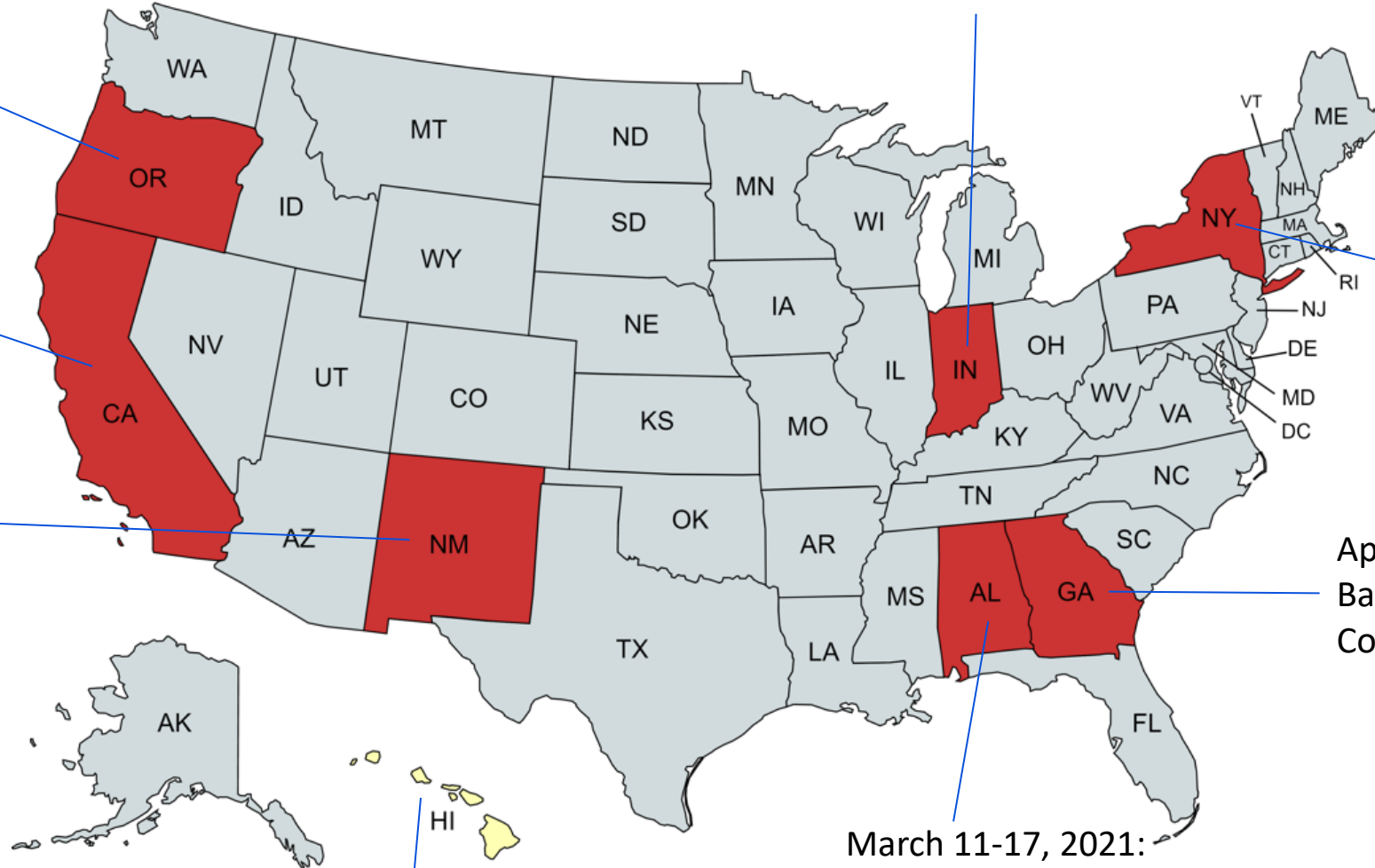
May 24-28, 2021:  
Jasper, LaGrange, and Kosciusko  
Counties

July 2021:  
Orange  
County

April 11-16, 2021:  
Bacon County, Dougherty  
County

March 11-17, 2021:  
Sumter County  
March 18-24:  
Macon County

<https://www.cdc.gov/vaccines/covid-19/vaccinate-with-confidence/rca-guide/index.html>



Upcoming: Honolulu  
County



# Other Updates

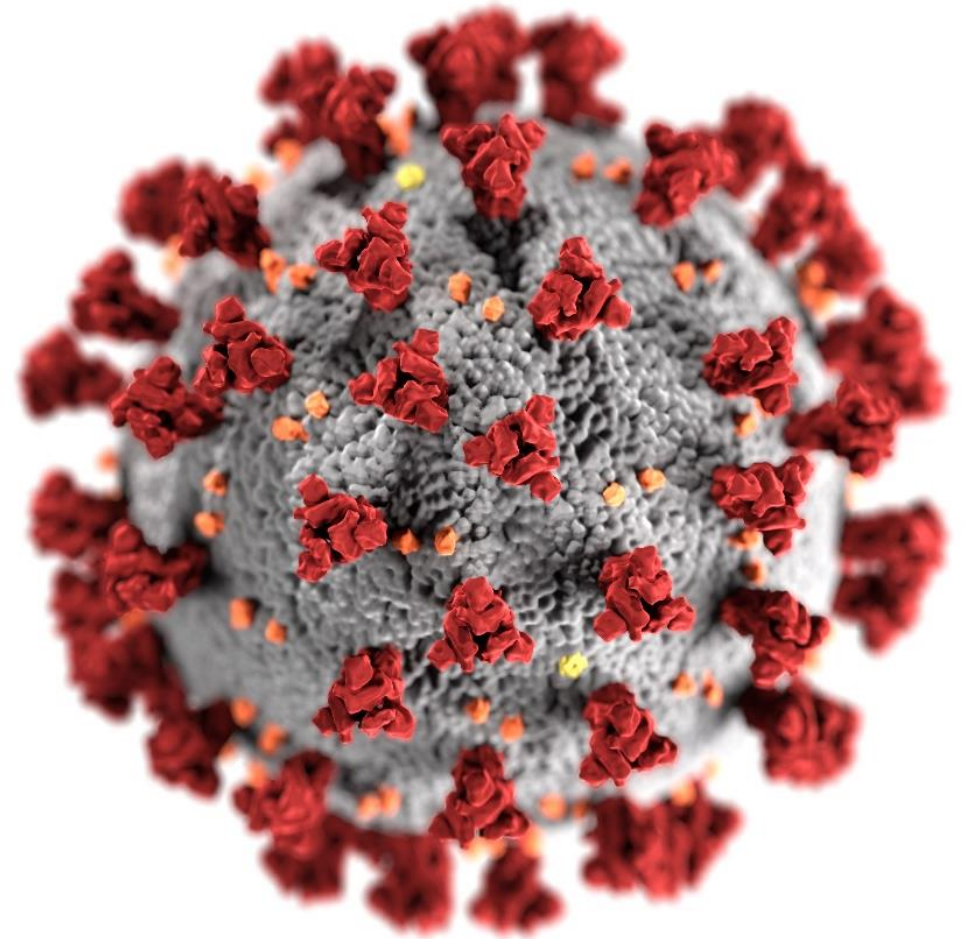




Diane M. Hall, PhD, MSEd

[dmhall@cdc.gov](mailto:dmhall@cdc.gov)

[ruralhealth@cdc.gov](mailto:ruralhealth@cdc.gov)



For more information, contact CDC  
1-800-CDC-INFO (232-4636)  
TTY: 1-888-232-6348 [www.cdc.gov](http://www.cdc.gov)

The findings and conclusions in this report are those of the authors and do not necessarily represent the official position of the Centers for Disease Control and Prevention.

