



## Broward JIC Snapshot #25: Vaccine-Hesitant Hold Key to Return to Life as Normal

Broward County has made tremendous strides vaccinating residents against COVID-19. The Florida Department of Health in Broward (DOH-Broward) and Broward County Emergency Management Division extend a huge “THANK YOU” to our federal, state, municipal and community organization partners for helping our community travel this far in our quest to end the pandemic. However the race to the finish line is far from over. It is no time for residents to let down their guard on protective measures, including the most important protective measure of all: getting the vaccine.

As the availability of vaccine has increased, most communities across the nation are beginning to shift their focus from mass vaccination sites, which are provided to assist a large number of residents who are eager to receive the vaccine, to targeted outreach to members of the community who are vaccine-hesitant. Reasons for vaccine hesitancy are as varied as the diversity of our nation’s communities and may include:

- previous unavailability of the vaccine – there is no shortage now
- inconvenience of long lines and waiting to get the vaccine – most Broward County vaccination sites are “no appointment required” and vaccines are available same day
- concerns about cost and lack of insurance – vaccination is free at DOH-Broward managed sites
- misinformation about the vaccines – multiple public education campaigns in multiple languages have been launched to ensure residents have the true facts about the vaccine – visit [IDidItSFL.com](https://www.diditsfl.com), [cdc.gov/coronavirus](https://www.cdc.gov/coronavirus) and [floridahealth.gov](https://www.floridahealth.gov)
- uncertainties about the vaccine relating to personal situation – residents are encouraged to consult with their doctor if they have any questions about whether or not they should get the vaccine

### LOCATION UPDATES

Here’s a recap of recent location changes in test collection and vaccination site locations:

- The City of Lauderdale Lakes, in partnership with the Florida Division of Emergency Management (FDEM), has opened a vaccination site at Vincent Torres Park.
- FDEM has announced a Mobile Vaccination Site at Pride Center at Equality Park on Monday, April 26, at 2040 N. Dixie Highway in Wilton Manors, beginning at 9AM, with 600 projected doses. ***This information is subject to change without advance notice.***
- Broward County’s Reverend Samuel Delevoe Park in Fort Lauderdale in the Broward Municipal Services District is now open as a public vaccination site; no appointment required.
- Broward Health, who has administered more than 100,000 vaccinations to caregivers and members of the community, is suspending participation in first dose vaccinations. Anyone receiving a first dose through Broward Health is guaranteed a second dose as scheduled. FDEM will continue to support the Miami CF Stadium at Lockhart Park walk-up vaccination site, at a reduced footprint, in keeping with demand.
- The Mitchell Moore test collection site closes at the end of the day on Saturday, April 24. The site has been open for one year and in collaboration with the City of Pompano, has performed 64,446 test swabs.

For a full list of vaccination sites, visit [GetVaccinated.Broward.org](https://www.getvaccinated.broward.org). Remember appointments are no longer required at vaccination sites operated by DOH-Broward.

### PUBLIC EDUCATION CAMPAIGN RESOURCES

A variety of public education campaign materials is available for use by our federal, state, municipal and local community organization partners. Please click [here](#) for downloadable materials for the “Want Life to Return to Normal? Get Vaccinated!” campaign, and click [here](#) for information on the Health Foundation of South Florida’s “I Did It” campaign.

### FOR MORE INFORMATION

For DOH-Broward, visit [FloridaHealth.gov](https://www.floridahealth.gov); call 866-779-6121 or eMail [COVID-19@flhealth.gov](mailto:COVID-19@flhealth.gov). For Broward County, visit [GetVaccinated.Broward.org](https://www.getvaccinated.broward.org).

*This update was prepared by Broward County ESF 14 – Public Information for the purpose of keeping elected officials, municipal contacts and key stakeholders informed about collaborative activities in our community to combat COVID-19. Questions, email [publicinfo@broward.org](mailto:publicinfo@broward.org).*