Leveraging City + Community Partnerships to Address COVID-19

October 15th, 2021
Welcome

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Founder
Population Approaches to Health
Agenda

• Welcome
• Context and Overview of Partnership
• Strengthening Communities
  • Mamta Gakhar, Y-USA
  • Jenn Gilburg, Y-USA
• Vaccine Communication Toolkit
  • Surili Patel, Metropolitan Group
• Incentives in Action
• Next Steps
How NLC & YMCA Are Partnering to Improve Vaccine Confidence & Access

SEPTEMBER 3, 2021
INVESTING IN OUR NATION’S HEALTH
STRENGTHENING COMMUNITIES

2021 Equitable Vaccine Education Project

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Director, Health Equity, Access and Engagement

Jenn Gilburg
Manager, Movement Engagement & Program Approaches

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THE Y: ASSOCIATIONS & BRANCHES

OUR REACH

FACTS

YMCAs: 2,700

YMCAs in communities where household income is below the national average: 58%

Communities served: 10,000

States: 50 plus District of Columbia and Puerto Rico
COVID -19: HOW Ys RESPONDED

Ys were among the first to close and were still able to support their communities...

Building closure did not mean the Y closed

• 1,100+ emergency child care sites
• 1,300+ sites serving meals to food-insecure children, adults, and older adults - Ys distributed 10 million pounds of food, serving 37 million meals from March to August 2020
• 150+ Ys conducting senior wellness checks (resulting in tens of thousands of check ins each week)
• 1,400+ blood drive sites
• Transition of traditional in-person programs to virtual
• And more...

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Y MOBILIZATION TO SUPPORT VACCINE ACCESS AND EDUCATION

• Serving as vaccine distribution sites in partnership with health care
• Sharing accurate information with the community
• Helping older adults obtain vaccine appointments
• Facilitating transportation to reduce access barriers
• Offering child care support for parents seeking vaccines
PROJECT OVERVIEW

Through funding from the CDC, Y-USA is engaging local Ys to work in tandem with local city leaders and other local partners (e.g., CBOs, public, private, faith-based) to ensure the equitable distribution of vaccine education and to increase vaccine access throughout their community.

Project Timeline: June 2021 – Q1 2022

**YMCA Engagement**

- Ys implement strategies to address vaccine hesitancy, counter vaccine misinformation, improve vaccine confidence, and increase vaccine access.
- Strategies grounded in equity and focused on reaching populations underserved by vaccine supports and/or not represented in existing vaccine education campaigns

**Partner Engagement**

- Y-USA partnering with both the National League of Cities (NLC) and the CDC Foundation (CDCF) to provide training, to help source and develop culturally appropriate vaccine education collateral, and collect learnings from local experiences
## PROJECT IMPLEMENTATION

45 Y associations are engaged in one or more of the following project tracks:

<table>
<thead>
<tr>
<th>Track</th>
<th>Description</th>
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<tbody>
<tr>
<td>Direct to Consumer</td>
<td>Implement strategies to improve vaccine education dissemination and collaborate to counter vaccine misinformation and increase vaccine confidence.</td>
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<tr>
<td>New Partnership Development</td>
<td>Implement strategies for identifying stakeholder groups within the community viewed as leaders and credible sources of information among the populations being prioritized to increase the dissemination of vaccine education, counter vaccine misinformation, and increase vaccine confidence.</td>
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<tr>
<td>Vaccine Access Barriers</td>
<td>Implement strategies for working with local City leaders, health care partners, and other community-based organizations to reduce access barriers and ensure equitable access to the vaccine.</td>
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Partnership Development:

- Serving as vaccine distribution sites in partnership with health care and city leaders
  - YMCA of Greater Houston partnered with their Mayor’s office for use of their mobile vaccine clinic

- Partnering with local TV station to develop vaccine education series
  - Central Lincoln County YMCA partnered with their local television broadcasting station to develop a three-part vaccine education series

- Partnering with local health department and city leaders to support vaccine efforts for target populations (e.g., refugee, immigrant, houseless, teens)
  - YMCA of the University of Illinois partnering with the Champaign county health department and COVID-19 Immigrant Cooperative to promote culturally appropriate messaging and incentives directly targeted towards immigrants and other minoritized communities
SUPPORTING VACCINE ACCESS AND EDUCATION – TYPES OF ACTIVITIES

Reducing Access Barriers:

• Facilitating transportation to reduce access barriers
  • *Greater Holyoke YMCA is working to connect seniors with transportation services provided by their local senior center to reduce transportation barriers*

• Providing space to increase the number of COVID-19 vaccine distribution sites
  • *Lakelands Region YMCA of SC is working with city government to increase the number of vaccine distribution locations in rural communities by providing space for both vaccinations and testing*

• Aligning with existing social supports to include vaccine clinics along with other wrap-around service
  • *YMCA of Greater Nashua is using community data to identify the food distribution sites located in communities with low vaccination rates and providing on-site vaccine clinics and vaccine education materials.*
HOW WE’RE ASSESSING IMPACT

- Consumer-facing survey to gauge vaccine confidence – Ys administering to community members when applicable

- Ys are reporting on workplan progress, estimated reach, types of partnerships developed, populations being served, and areas identified for ongoing support

- Collection of testimonials, collateral, resources
OPPORTUNITY

• Partnerships and relationships are key to building trust among those we aim to serve and ensuring equitable vaccine education and access

• How can we facilitate connections between city representatives and YMCAs where priorities and service area overlap?
<table>
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<tr>
<th>YMCA</th>
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Services
Resources for Effective COVID-19 Vaccine Communications
Offer a step-by-step guidance on how cities and local partners can increase vaccination education and access.
Contents of the Toolkit:

- Checklist
- Step 1: Identify and understand your audience.
- Step 2: Gather the information and messages you need.
- Step 3: Reach people where they are, in many ways.
- Appendix: Ready-to-use tools to reach various communities, including
  - Broad reach campaigns and message tools
  - Tools to engage specific populations and communities
  - Tools for use with specific sectors and partners
Key Messages
To Boost Vaccination in Your City

• Vaccination is our best path to ending the COVID-19 pandemic.

• COVID-19 vaccines are free, safe and they work. The vaccines prevent COVID-19 disease, especially severe illness and death.

• Vaccines not only keep individuals healthy, they help keep communities healthy.

• Free vaccines are offered at health clinics, pharmacies and other place in the community.
Key Messages

To Boost Vaccination in Your City (cont.)

• Vaccinations are required by many employers and in some public spaces. This creates the safest possible environment for workers and customers.

• You may have some side effects after you get the vaccine - these are normal signs that your body is building protection, and they should go away after a few days.

• It’s OK to have questions about vaccination. Talk to your doctor or visit getvaccineanswers.org to find the information you need.
QUESTIONS?

We are working to finalize the Vaccine Communication Toolkit.

When it is available NLC will share with you and widely with anyone interested.
Incentives To Residents

- Gainesville, FL **direct payments** in east Gainesville locations to directly address vaccination in minority communities.
- St. Louis, MO, Clarkston, GA and Little Rock, AK **gift cards, prepaid debit cards and VISA Rewards Cards** $50 to $100.
- Gadsden, AL and South Thomaston, ME offering residents $100/$200 per person to boost the town’s vaccination rates.
- Wauwatosa, WI a **vaccine prize drawing** to incentivize vaccines.
- Fayetteville, AK and Honolulu, HI **monetary vaccine incentives plus additional incentives.**

Incentives To City Employees

- Pensacola and Winter Park, FL offering incentive pay ($100/$150) for vaccination or provide proof of vaccination.
- Knightdale, NC offering vacation days and a cash incentive for vaccination.
Vaccine Communication Toolkit webinar

How to connect with your Y?
Email: Mary Morcos at Morcos@nlc.org
QUESTIONS? GET IN TOUCH.

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