

Leveraging City + Community Partnerships to Address COVID-19

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Welcome

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Population Approaches to Health

- **Welcome**
- **Context and Overview of Partnership**
- **Strengthening Communities**
 - **Mamta Gakhar**, Y-USA
 - **Jenn Gilburg**, Y-USA
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 - **Surili Patel**, Metropolitan Group
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How NLC & YMCA Are Partnering to Improve Vaccine Confidence & Access



SEPTEMBER 3, 2021



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

INVESTING IN OUR NATION'S HEALTH STRENGTHENING COMMUNITIES

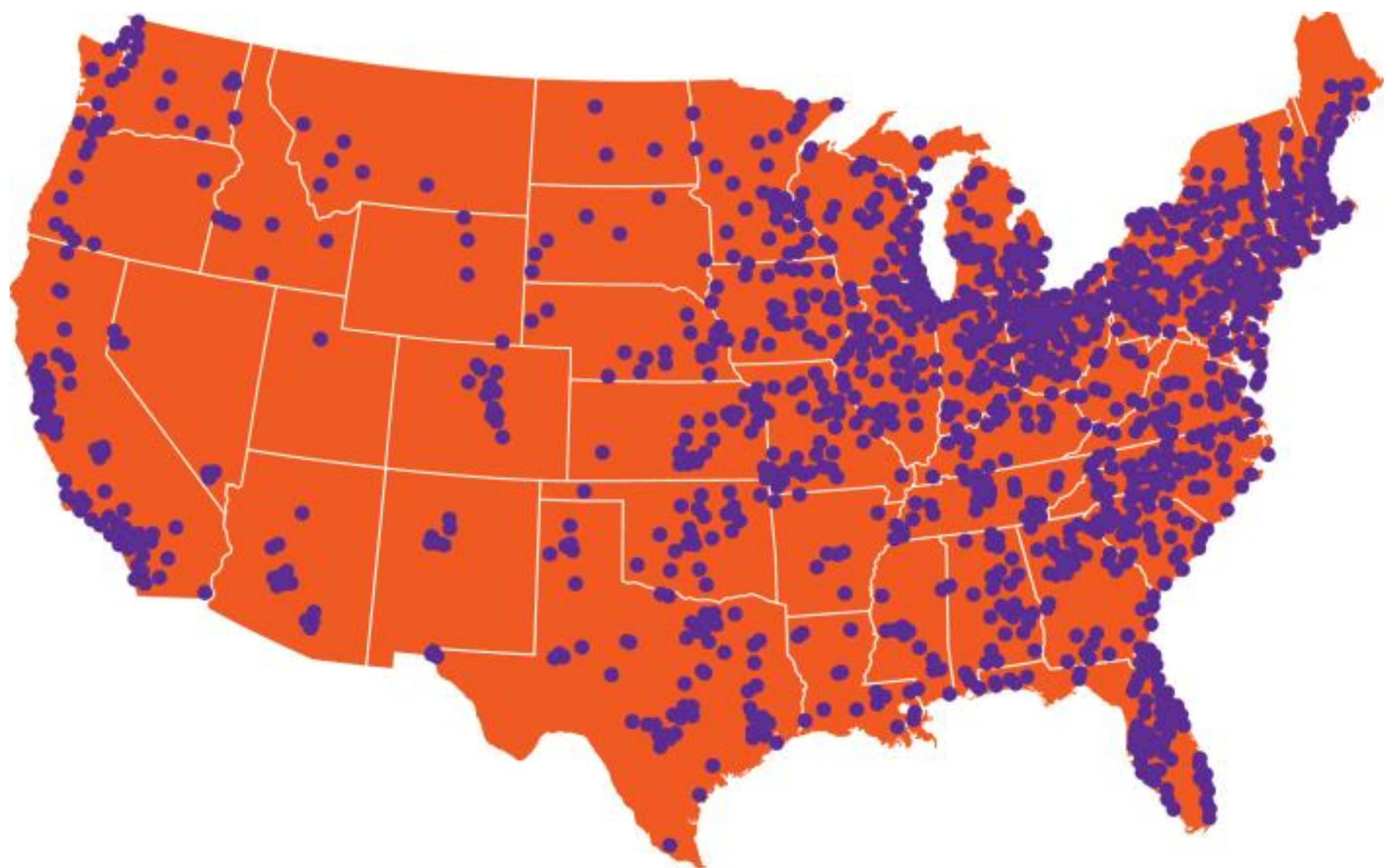
2021 Equitable Vaccine Education Project

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Engagement

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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...



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:

Direct to Consumer

Implement strategies to improve vaccine education dissemination and collaborate to counter vaccine misinformation and increase vaccine confidence.

New Partnership Development

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.

Vaccine Access Barriers

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.

SUPPORTING VACCINE ACCESS AND EDUCATION – TYPES OF ACTIVITIES

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

COVID-19 Vaccine Survey

[This survey is anonymous – your name and personal information will not be collected.]

1. What State do you live in?

2. What is your 5-digit Zip Code?

3. Do you plan on getting a COVID-19 vaccine?

- ☐ Yes
☐ No
☐ I have already received at least one dose of a COVID-19 vaccine

4. Have your feelings about receiving a COVID-19 vaccine **changed** since vaccines first became available?

- ☐ Yes, I feel MORE POSITIVE about the vaccine [GO TO #5.A]
☐ Yes, I feel MORE NEGATIVE about the vaccine [GO TO #5.B]
☐ No I have ALWAYS FELT POSITIVE about the vaccine [GO TO #5.A]
☐ No I have ALWAYS FELT NEGATIVE about the vaccine [GO TO #5.B]
☐ I'm not sure how I feel about the vaccine [SKIP TO #6]

5.A. If you feel MORE POSITIVE about the vaccine OR you have ALWAYS felt positive about the vaccine, please tell us why:

[Select all that apply.]

- ☐ A doctor or healthcare provider talked to me about the vaccine
☐ A friend or family member talked to me about the vaccine
☐ A religious leader talked to me about the vaccine
☐ A community leader I respect talked to me about the vaccine
☐ I tested positive for COVID-19
☐ Someone close to me tested positive for COVID-19
☐ I decided there was enough research about the vaccine
☐ Many people I know have been vaccinated
☐ Someone in my community helped me make a vaccination appointment
☐ Someone in my community made it easier for me to get vaccinated
☐ I am concerned about the recent rise in COVID-19 cases due to the Delta variant
☐ No reason, I just changed my mind
☐ Other: _____

5.B. If you feel MORE NEGATIVE about the vaccine OR you have ALWAYS felt negative about the vaccine, please tell us why:

[Select all that apply.]

- ☐ I don't think I need the vaccine
☐ I am worried about side effects or reactions to the vaccine
☐ I am waiting to see how the vaccine affects people like me
☐ COVID-19 is not as dangerous as people are saying
☐ I do not trust the sources that are telling us to get the vaccine
☐ Other: _____

6. How strongly do you agree or disagree with this statement?

"It is easy to get a COVID-19 vaccine."

- ☐ Strongly agree ☐ Somewhat agree ☐ I don't know ☐ Somewhat disagree ☐ Strongly disagree

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?



PARTICIPATING YMCAs

YMCA	City	ST			
YMCA of the Shoals	Florence	AL	YMCA of Catawba Valley	Hickory	NC
YMCA of Metropolitan Huntsville AL	Huntsville	AL	YMCA of Greater Nashua	Nashua	NH
YMCA of Anaheim	Anaheim	CA	YMCA of Montclair	Montclair	NJ
YMCA of East Bay	Oakland	CA	West Morris Area YMCA	Randolph	NJ
Corona-Norco Family YMCA	Corona	CA	Metropolitan YMCA of the Oranges	Livingston	NJ
YMCA of Silicon Valley	Santa Clara	CA	Raritan Bay Area YMCA	Perth Ambroy	NJ
YMCA of South Florida, Inc	Fort Lauderdale	FL	Raritan Valley YMCA	East Brunswick	NJ
YMCA of the University of Illinois	Champaign	IL	Watertown Family YMCA	Watertown	NY
YMCA of Greater Indianapolis	Indianapolis	IN	YMCA of Greater Cincinnati	Cincinnati	OH
Paris-Bourbon County YMCA	Paris	KY	YMCA of Greater Cleveland	Cleveland	OH
Greater Holyoke YMCA	Holyoke	MA	YMCA of Central Ohio	Columbus	OH
Mystic Valley YMCA	Malden	MA	YMCA of Columbia-Willamette Association Services	Portland	OR
YMCA of Central Massachusetts	Worcester	MA	Harrisburg Area Metropolitan YMCA	Harrisburg	PA
Central Lincoln County YMCA	Damariscotta	ME	Lakelands Region YMCA of South Carolina	Laurens	SC
Auburn-Lewiston YMCA (Northern NE Alliance)	Auburn	ME	YMCA of Metropolitan Dallas	Dallas	TX
Bangor YMCA (Northern NE Alliance)	Bangor	ME	YMCA of Greater El Paso TX & Rio Grande Valley	El Paso	TX
YMCA of Greater Waterville (Northern NE Alliance)	Waterville	ME	YMCA of Metropolitan Fort Worth	Fort Worth	TX
Penobscot Bay YMCA	Rockport	ME	YMCA of the Greater Houston Area	Houston	TX
YMCA of Southern Maine	Portland	ME	YMCA of Southeast Texas	Port Arthur	TX
Battle Creek Family YMCA	Battle Creek	MI	YMCA of Greater San Antonio	San Antonio	TX
Monroe Family YMCA	Monroe	MI	Piedmont Family YMCA Inc.	Charlottesville	VA
YMCA of the Blue Water Area	Port Huron	MI	YMCA of Greater Seattle	Seattle	WA
			YMCA of Metropolitan Milwaukee Inc.	Milwaukee	WI

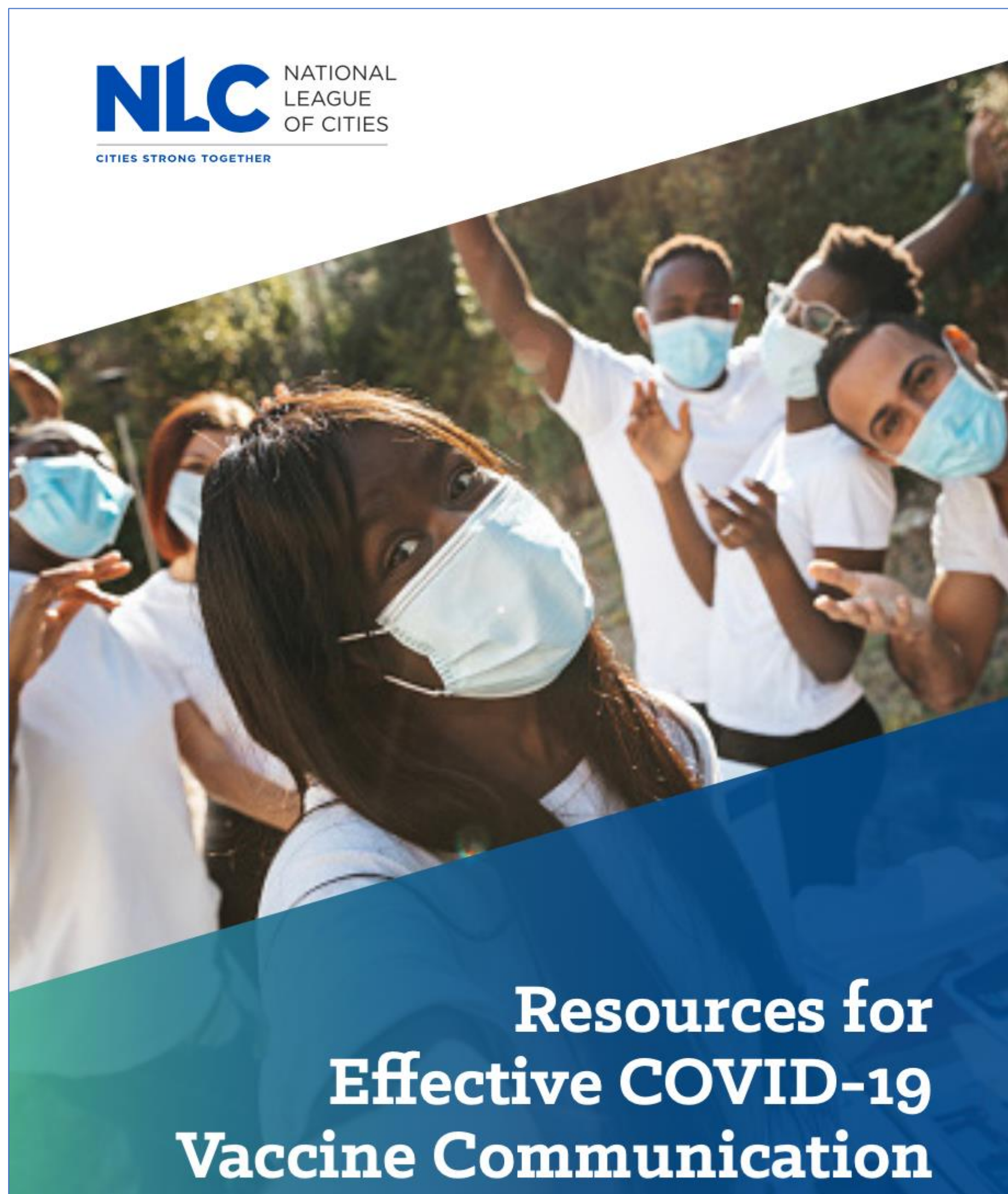
2021 Vaccine Communications Toolkit

Resources for Effective COVID-19 Vaccine Communications



GOAL

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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