

# GRANT ANALYSIS FORM

## OPERATING & CAPITAL GRANT PROJECTS/PROGRAMS

Department/Division: Health Department

Contact Person & Phone No: Michael Stevenson, 286-6265

### Category of Request

New Grant

Grant Continuation

Change in Previously Approved Grant

Previous Council File No.

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Project/Program Title: STOP COVID-19: Rapid Co-design of culturally relevant communication for vulnerable communities

Grantor Agency: Advancing a Healthier Wisconsin Endowment

Grant Application Date: 3/30/20

Anticipated Award Date: 4/10/20

### Please provide the following information:

**1. Description of Grant Project/Program (Include Target Locations and Populations):** Reduce the spread, morbidity and mortality of COVID-19 in communities of color adversely impacted by the virus in Milwaukee County with culturally responsive messaging, micro-campaigns with trusted influencer/thought leaders, and multi-lingual/multi-cultural community health worker remote psycho-social support.

**2. Relationship to City-wide Strategic Goals and Departmental Objectives:** This project is directly related to the City's COVID-19 response efforts.

**3. Need for Grant Funds and Impact on Other Departmental Operations (Applies only to Programs):** This grant will partially support two staff members at the MHD. Project funds will be used to design and disseminate culturally appropriate communication

### 4. Results Measurement/Progress Report (Applies only to Programs):

- Establish a virtual community advisory board (VCAB) and revise key public health messages for four vulnerable communities (i.e. African Americans, Latinos, Southeast Asian, and Native Americans).
- Work with the VCAB, artists/influencers, and public health professionals to identify and implement the first round of culturally relevant micro-campaigns to reduce the spread of COVID-19.
  - Broaden to engage with 20 additional influencers reaching 50,000+ individuals within the target communities
- Pilot online training with community health workers (CHWs) and public health professionals/outreach personnel (OP) to respond to mental health and wellbeing outcomes for long social distancing orders.
  - Train 15 CHWs online and serve 450 clients within the target populations (Oct. 15).

**5. Grant Period, Timetable and Program Phase-out Plan:** 4/10/20- 10/10/20

**6. Provide a List of Subgrantees:** Known sub grantees include the Medical College of Wisconsin and Milwaukee County's Office on African American Affairs. A number of other contracts will be awarded through this grant to support communication needs.

**7. If Possible, Complete Grant Budget Form and Attach.**