City of Milwaukee

Equity Impact Statement

1. Describe the proposed ordinance or resolution.

This resolution would accept funding of the Wisconsin DHS COVID-19 Vaccination Community Outreach Grant. This grant will support the implementation of our outreach strategies to promote COVID-19 vaccination across Milwaukee including an Ambassador program – the "Crush COVID Crew" – and a series of Town Hall Events for different racialized, ethnically and culturally diverse populations in Milwaukee to increase COVID-19 Vaccination.

2. Identify the anticipated equity impacts, if any, of this proposal.

This proposal will increase equity in the city's COVID-19 vaccination and communication efforts, will enable us to equitably compensate these Ambassadors, develop and distribute evidence-based, culturally-relevant content, and host and translate information in public forums to empower racialized populations to make informed decisions about COVID-19 vaccination. This project will reduce inequities in access to vaccination and improve the equity of distribution of information about COVID-19 vaccines.

3. Identify which minority groups, if any, may be negatively or positively impacted by the proposal.

This project will positively impact the ability of refugee and immigrant communities, African American/Black, Hispanic/Latinx, Hmong, and other populations whose primary language is not English to access culturally competent information about COVID-19 Vaccinations, and will reduce COVID-19 vaccination-related health disparities among these groups. By contracting with racialized and ethnically and culturally diverse contractors within the city, we can create culturally competent content from the start, instead of creating informational resources in English and directly translating into another language.

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4. Describe any engagement efforts with minority communities potentially impacted by the proposal.

We have already engaged Ambassadors from our racialized, culturally and ethnically diverse communities to serve as ambassadors in this program, and plan to collaboratively work with representatives from these communities that will potentially be impacted by this proposal. We have developed partnerships with community-based organizations based in these communities and plan to engage them to spread information and increase access to COVID-19 vaccines.

5. Describe how any anticipated equity impacts of the proposal will be documented or evaluated.

We will continue to collect and evaluate data on COVID-19 vaccination efforts and racial and ethnic disparities as we work to reduce these inequities. We will collect data on populations served through our mobile vaccination clinics, and the location of these clinics to evaluate equity impacts. We will also regularly evaluate our ambassador's outreach efforts including the equity impacts, description of the populations they are serving and will compile these results to evaluate this program's success on reducing barriers to accessing COVID-19 vaccines.

6. Describe strategies that will be used, if any, to mitigate any anticipated equity impacts.

We will regularly evaluate the equity impact of this program on reducing COVID-19 vaccination disparities among racialized, ethnically and culturally communities, and adjust engagement, partnerships, and outreach activities as needed to ensure we are serving the intended communities in a culturally competent manner. We will work to be accountable to our partners and our community to mitigate any anticipated and unanticipated equity impacts.

Name: **Erica Olivier**

Signature: E Olivier Date: 2021.04.06 17:08:11 -05'00'

Date: **4/6/2021**