

# GRANT ANALYSIS FORM OPERATING & CAPITAL GRANT PROJECTS/PROGRAMS

Department/Division: **Health Department**

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## Category of Request

New Grant

Grant Continuation

Change in Previously Approved Grant

Previous Council File No.

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Project/Program Title: **COVID-19 Vaccination Community Outreach Grant**

Grantor Agency: **State of Wisconsin Dept. of Health Services (COVID-19 Response Team)**

Grant Application Date: **March 19<sup>th</sup>, 2021**

Anticipated Award Date: **March 31<sup>st</sup>, 2021**

Please provide the following information:

### 1. Description of Grant Project/Program (Include Target Locations and Populations):

The City of Milwaukee Health Department (MHD) is requesting funding to 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 targeted to different racial and ethnic populations. We recognize the importance and value in engaging trusted messengers who can provide culturally-relevant information to diverse populations, and have built our outreach strategies around providing Ambassadors with the most up-to date and accurate information on COVID-19 vaccines to their networks. This funding 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 primarily serve the city of Milwaukee and intend to engage Ambassadors that are geographically dispersed across the city, with a focus on zip codes and neighborhoods that have been most affected by COVID-19 and that have large racialized and ethnically and culturally diverse populations. We will not limit activities to only the City of Milwaukee, so we expect that our Ambassadors will likely have a reach beyond the city to also serve Milwaukee County, and the Southeast Region of Wisconsin.

### Project Goals & Objectives:

- Overall Goal: Increase COVID-19 Vaccination among racialized, refugee and immigrant, and/or ethnically diverse communities and other groups that may face additional barriers to accessing medical care by providing culturally-relevant information distributed through trusted Ambassadors who will increase vaccine confidence and connect people in their networks to vaccination events.
  - Project Objectives:
    - Recruit and train at least 300 Ambassadors from geographic and racially and ethnically diverse communities
    - Provide resources and support to Ambassadors so they can reach at least 20 people each
    - Host at least three town hall events tailored to diverse communities that represent our Milwaukee population

### 2. Relationship to City-wide Strategic Goals and Departmental Objectives:

Since March 1, 2020 there have been 63,585 cases, 4,575 hospitalizations, and 591 deaths from COVID-19 in the City of Milwaukee (as of March 19<sup>th</sup>, 2021 – application period). 18,931 of those cases have been among individuals who are African American/Black, representing 29.8% of the total cases, and 245 deaths (41.9% of the deaths in the city). Just over half (52%) of Black people who died from COVID-19 in the state of Wisconsin were residents of the city of Milwaukee. Among the Hispanic/Latinx community in Milwaukee, there have been 18,562 cases of COVID-19 and 103 deaths from COVID-19. Racialized populations in Milwaukee have been disproportionately burdened by COVID-19, and it is our responsibility to address this inequity by promoting equitable access to COVID-19 vaccines by eliminating barriers. Additionally, Milwaukee County has the second highest score in the state of Wisconsin on the CDC’s Social Vulnerability Index, which indicates significant need for additional support during and after disasters such as the COVID-19 Pandemic.

The mission of the Milwaukee Health Department is to advance the health and equity of Milwaukeeans through science, innovation, and leadership. Equity is one of our key values and we acknowledge historic and current injustices in our community and strive to cultivate an environment where everyone in our community has equitable opportunity to be healthy. As an organization, MHD prioritizes an Inclusive and Fair Society - Eliminate Racism in our Community Health Improvement Plan, we declared racism a public health crisis in 2019, we established an Antiracism Plan in 2020, and we were

one of the first municipalities to share racial and ethnic data in our COVID-19 cases and deaths dashboard. These are just some ways we demonstrate our commitment to advancing and achieving racial equity.

MHD has a unique role in responding to needs at the community level. We have direct links to community partners, stakeholders, and residents and we also have connections to data and research that inform and guide our evidence-based approach to health improvement. MHD has established partnerships with organizations serving racialized populations, and immigrant, refugee and populations whose primary language is not English that we intend to leverage to advance this work. We operate one of the largest mass vaccination efforts in the state and coordinate with vaccine providers across the region, enabling us to share the most up-to-date information and connect our ambassadors and the populations they work with to vaccination appointments. As part of our vaccine operations strategy, we are operating mobile clinics across the city to ensure equitable access to vaccines, especially in zip codes and neighborhoods that have been disproportionately burdened by COVID-19. Using the CDC's Social Vulnerability Index, we've identified the ten zip codes to target and strengthen our efforts: 53204, 53205, 53206, 53209, 53215, 53216, 53218, 53223, 53224 and 53233. We intend to utilize our ambassadors to help promote these opportunities as they occur in their neighborhoods and inform our process to identify sites to effectively reach our target populations.

### **3. Need for Grant Funds and Impact on Other Departmental Operations (Applies only to Programs):**

Through this program, we intend to increase COVID-19 Vaccination among racialized, refugee and immigrant, and/or ethnically diverse communities and other groups that may face additional barriers to accessing medical care by providing culturally-relevant information distributed through trusted Ambassadors who will increase vaccine confidence and connect people in their networks to vaccination events. By recruiting and training ambassadors from geographic and racially diverse communities, and providing resources and support to Ambassadors, we intend to have significant community reach among Milwaukeeans to get vaccinated for COVID-19. This ultimately aligns with the needs of not just the Health Department, but the City of Milwaukee as a whole as this will help us Move Milwaukee Forward in curtailing COVID-19 spread, increase awareness/access to vaccinations throughout the City and embolden the importance of health equity and inclusion. The grant funds are needed to mobilize the ambassadors and subcontracting partners to effectively organize these efforts as soon as possible.

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

#### *Short-Term Outcomes*

- Successfully recruit Ambassadors who represent diverse identities, are geographically dispersed throughout the city and can reach communities that have faced additional barriers to accessing medical care
- Well-trained and confident Ambassadors who understand how to communicate about vaccines and feel empowered to share that information with others
- Ambassadors interact with community members and increase vaccine confidence among target populations
- Ambassadors are able to connect community members to vaccination opportunities
- Town hall events have wide community reach and increase the number of community members who intend to get vaccinated
- Ambassadors and MHD collaboratively develop and distribute culturally competent flyers and graphics in languages other than English

#### *Long-Term Outcomes*

- MHD is able to expand our capacity to provide culturally-relevant health information, that will inform our practices moving forward
- MHD develops new connections, partners, and champions in the Ambassadors that can be a resource for future work to promote health among racialized and other marginalized populations

#### *Program Evaluation*

To measure the impact our Crush COVID Crew Ambassadors are having, we will collect and monitor responses to impact forms to be completed regularly by Ambassadors. During or after a connection/communication an Ambassador makes with the community, they will answer the following questions:

- Impact Form Questions
  - How many people were reached?
  - How many people were connected to vaccination appointments?
  - How many people who previously reported hesitancy to take the vaccine ultimately received a COVID-19 vaccination?
  - Successful outreach interactions
  - Requests for additional resources and feedback on existing resources

We will capture the stories demonstrating the impact of our ambassadors through these forms, through social media, and through a designated e-mail address we will set up for this project. We also plan to utilize these forms to collect feedback from Ambassadors and the communities they work with on the City's overall messaging strategy, any misinformation we can address, and to inform opportunities to make our content more culturally relevant to different communities. We will track the reach of the town hall events by attendance, shares and views on social media, and interactive polls will capture audience's knowledge and attitudes towards vaccines.

At the conclusion of the Ambassador Program, we will survey ambassadors to assess the impact of the program on ambassador's skill development, vaccine uptake in target communities, barriers and facilitators to vaccination in racialized communities, project successes, and outstanding needs for the development of culturally competent information about COVID-19 vaccination.

### **5. Grant Period, Timetable and Program Phase-out Plan:**

Funding is through April 1<sup>st</sup>, 2021 – August 31, 2021

**6. Provide a List of Subgrantees:**

Ujima United, LLC

Elastic Designs

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

See Attached Budget