



COVID-19 African American Education and Outreach Partnership

Anchor Community Based Organizations

Organization Name	Region	Grant Purpose
Beaufort Jasper Hampton Comprehensive Health Services	Ridgeland, SC	Dissemination of accurate information by trusted messengers through partnership with the National Minority Quality Forum, Responsible Artistry Studio, a coalition of local Black churches, radio stations, and community-based organizations. Provision of COVID testing resources and potential vaccine clinics in Beaufort Jasper Hampton Comprehensive Health Services area, including mobile testing and navigator networks in Black communities utilizing community health workers.
Grady Health System	Atlanta, GA	Expand a phone-based education and support program with partner agencies at senior affordable housing communities and partner with ARCHI, a collective impact-based coalition of public, private and nonprofit organizations, to provide education sessions and amplify COVID prevention messages via social media.
Keep the Faith Foundation, Inc.	Bolton, MS	Partner with Community Health Centers to increase access in African American communities to testing and education about the benefits of getting tested and vaccinated for COVID-19. The project will establish additional testing/vaccine sites within African American communities and collaborate with churches and other non-profits that serve the African American Community.
Rural Health Medical Program Inc.	Selma, AL	Increase awareness of and accessibility to testing for the coronavirus in the African American community in the Selma, Dallas County area. The project will provide access to 3,000 COVID testing kits; create and disseminate public education materials in collaboration with the local city COVID-19 Task force; organize drive-thru testing community outreach events; and establish a COVID-19 hotline with timely, accurate information about COVID-19 symptoms and virtual screening for people who are experiencing symptoms.
Samaritan Clinic <i>Fiscal Sponsor: Mount Zion Community Reinvestment Corporation, Inc.</i>	Albany, GA	Dispel myths and misinformation about COVID 19 through the use of targeted messaging to the African American population, increase access to rapid testing in the African American Community, administer/provide for flu vaccine as a preventative strategy for high-risk patients, and share accurate information about the COVID 19 vaccine to the African American community using a virtual platform in the first quarter.
Unity Health Care	Washington DC	Partner with the Community Advisory Board and trusted community messengers to develop engaging and thought-provoking social media and traditional media campaigns to



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		prevent the spread of COVID through both increased testing and vaccination awareness. Educational videos produced will play on televisions at the community health centers located across all 8 wards of the city; educational materials will be posted outside COVID evaluation tents and trusted community messengers will be activated to amplify these messages.
Watts Healthcare Corporation	Los Angeles, CA	Partner with trusted faith, community groups, students and local celebrities to develop and promote appropriate messages to prevent the transmission of COVID-19 and better understand the barriers that inhibit health-seeking behavior among Black community members.
Allen Temple Baptist Church	Oakland, CA	Develop, strengthen and train a network of trusted messengers including faith leaders, health care navigators and natural helpers to share accurate information about COVID 19 and build trust in health care systems.
Asian Health Services	Oakland, CA	Disseminate accurate and timely COVID-19 health and wellness information by trusted sources and messengers, to Oakland’s vulnerable AAPI communities, in Asian languages and cultures. The AAPI community will have increased awareness about COVID-19, decreased feelings of stigma around COVID-19 testing and community trust in testing access within the AAPI community. AHS’ strategy will also focus on addressing social needs by providing information and connections to available community resources.
Native American Health Center	Oakland, CA	Plan, develop, coordinate, and host four (4) COVID-19 focused educational outreach events throughout the 10-month duration of the project period targeted at the Community Members in the Fruitvale/San Antonio and other neighborhoods primarily populated by people of color
Roots Community Health	Oakland, CA	Partner with local creative and production partners and community collaboratives to capture and share the stories, images and videos of the impact of COVID on community members including Roots frontline workers and those standing in line to get tested at Roots. They will be authentically Bay Area, with the uniqueness of our people reflected in the stories they tell, the outfits they wear, and the words they speak. Once the vaccine becomes available, stage II will shift the questions to highlight the incentives towards vaccination.
West Oakland Health Council	Oakland, CA	Use trusted messengers and print and social media to increase the percentage of African Americans getting tested for Covid-19 and getting vaccinated once the clinic begins administering a COVID prevention vaccine. The clinic will leverage existing relationships with faith leaders in the African American Community, and small businesses operated in the African American Community (restaurants, barbershop and beauty parlor owners)