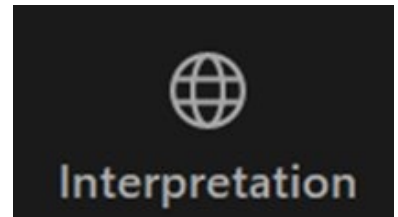


# Partnering for **Vaccine Equity**



Learning Community Webinar  
March 7<sup>th</sup>, 2022



# Zoom Webinar Features

- Participants will **remain muted** during this webinar, but you can use the **raised hand feature** to be unmuted to ask a question, OR
- Use **Q&A tab** in Zoom task bar to submit a question at any time
- **Live Spanish interpretation:** for webinars offering this option, access the interpretation option in the Zoom toolbar (Globe icon)
- **Chatroom Etiquette:** Avoid posting questions for the speaker in the Chatroom, and be civil
- **Technical problems?** Email [vaxequitylearning@urban.org](mailto:vaxequitylearning@urban.org)

# Today's Speakers



Somava Saha  
WE in the World/WIN



Abeni Bloodworth  
Chromatic Black



Pafoua (Pam) Her  
4Chi Business Solutions LLC



Lisa Cruz  
Red Shoes Inc.



Jack Cruz  
Student Organizer

**R**EACH, **I**MMUNIZATIONS, **S**YSTEM CHANGE FOR **E**QUITY

# An equitable recovery is built on **trust**

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**Together we are transforming our relationships and systems to create the conditions for everyone to thrive.**



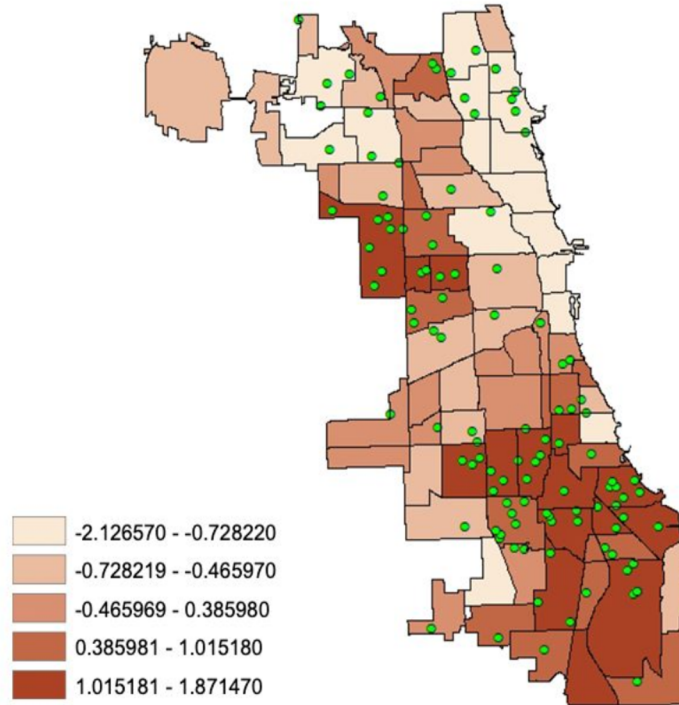
# The Impact of Legacies of Redlining (Chicago)

## Risk Factors

### Risk scores by zip code

As of April 6, 2020

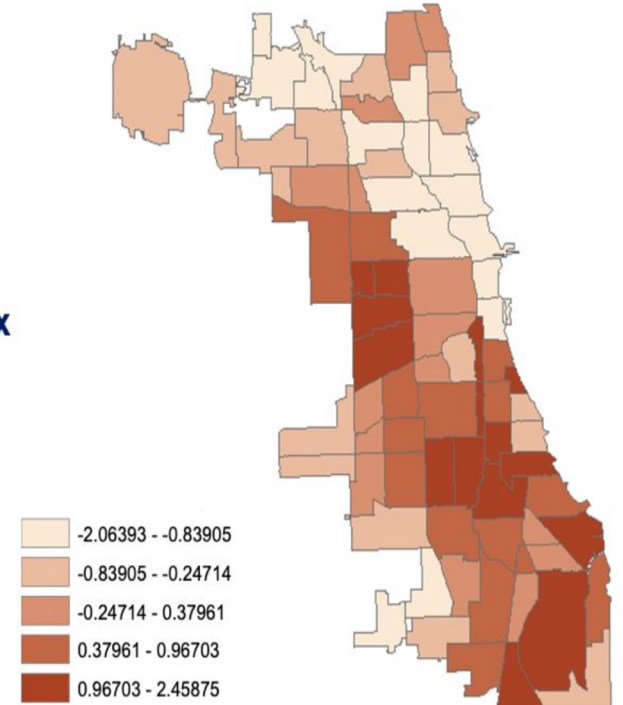
Locations of COVID-19 fatalities represented by green dots



## Social Vulnerability Index

### Social vulnerability index by zip code

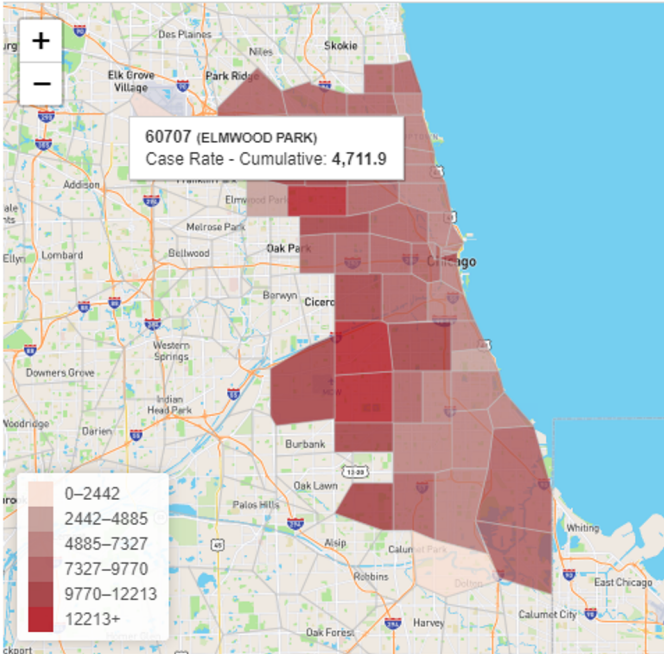
As of April 6, 2020



One of the reasons for such racial disparities is due to the fact that African American communities are disproportionately affected by multiple chronic diseases before the COVID-19 pandemic. Here, I created a risk factor score for the 77 Chicago Community Areas. The risk factor score includes the rates of heart-related death, stroke deaths, asthma, hypertension, diabetes, obesity and smoking. I utilized data from the [Chicago Health Atlas](#).

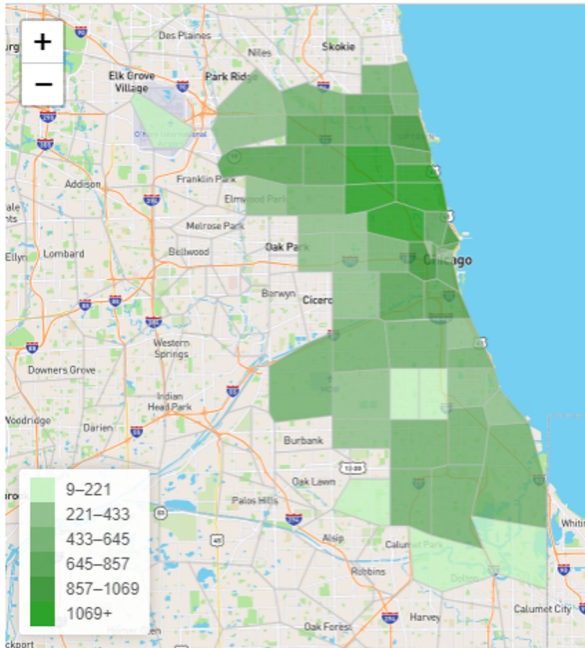
### Case Rate per 100k Population

Source: Chicago zipcode correlations



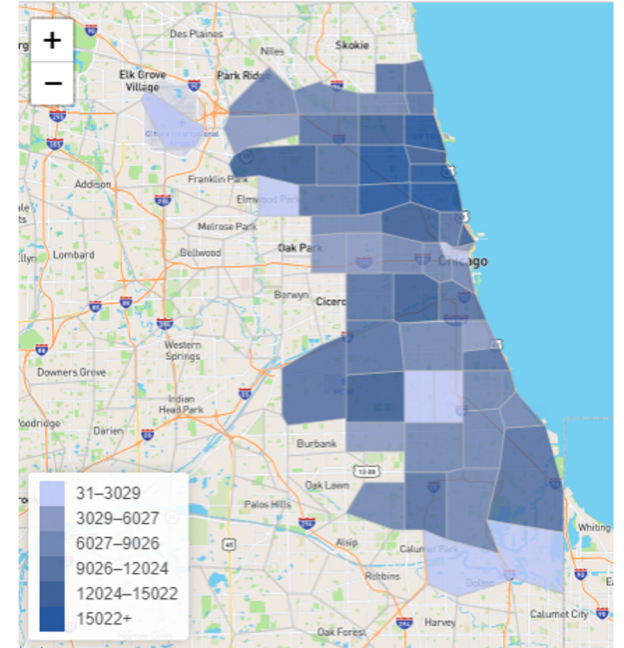
### Number of Loans

Source: Chicago zipcode correlations



### Total Doses

Source: Chicago zipcode correlations



# THE NEW REDLINING – COVID CASES, PAYCHECK PROTECTION PROGRAM LOANS, AND VACCINATIONS IN CHICAGO

# Delaware outcomes



Get Tested



Current  
Restrictions [↗](#)



Unemployment  
Assistance [↗](#)

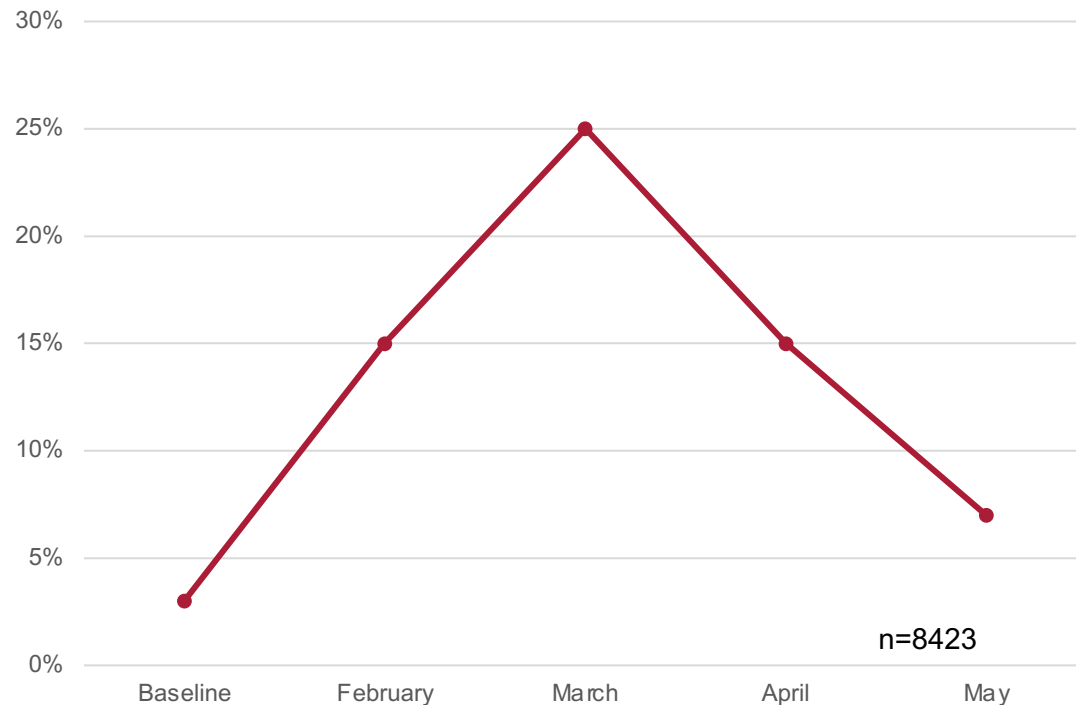


Relief and Support



FAQ

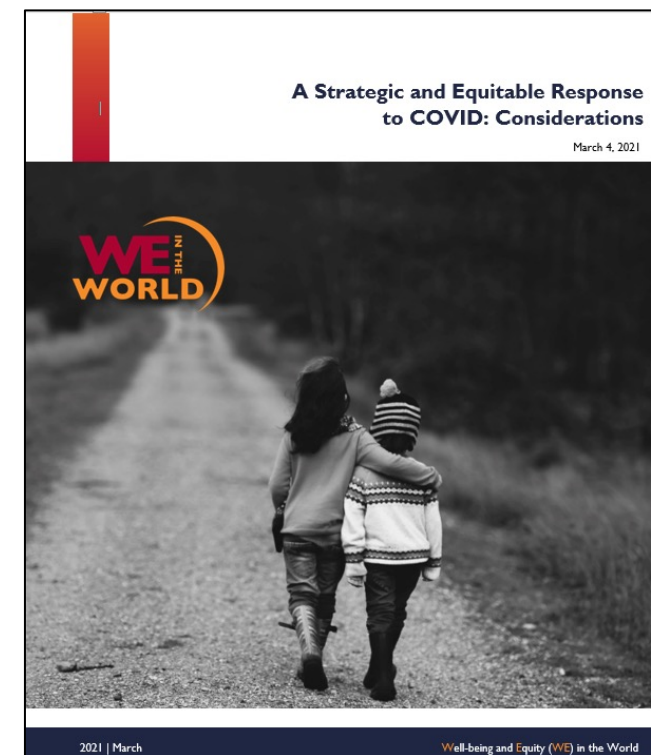
% DSAMH Patients who are Suffering



- Overdose rates increased by only 3.6% compared with national average of 23%
- Reduced incarcerations (diversion)
- Reduced homelessness among the most vulnerable
- Data systems across sectors
- Improved access for everyone leveraging telehealth and online supports (Support Wall)

# WE IN THE WORLD BRIEF ON COVID

1. COVID-19 is a connected “syndemic” which requires a coordinated strategic response across sectors that addresses people’s mental, physical, social and spiritual well-being together.
2. The Corona crisis will re-draw the redlining maps of the past century if we do not apply an equity-first approach to the response.
3. Use this as an opportunity to build community-based infrastructure for a primary health and well-being system that also serves as a new job bill.
4. Leverage and build local webs of trust. Support these with national, multi-local webs of trust which can support rapid scale-up of strategies that work.
5. Use this as an opportunity to chart a path toward long-term equitable recovery, resilience and renewal.





# COMMUNITIES RISE PARTNERS - INTRODUCTION BY PARTNER TEAM AND ROLE



chromatic.black  
www.chromatic.black



This important work is funded by HRSA and CDC. For more information: [www.rise4all.org](http://www.rise4all.org)

# RISE PILLARS OF ACTION

A close-up photograph of two hands shaking, symbolizing agreement or partnership. The background is blurred.

**Build Trust**

[Learn More](#)

A person wearing a light blue t-shirt with a logo and the words "OCEAN CLEAN" is holding a fishing net. Another person's hands are visible, also holding the net. The background shows an outdoor setting with a white archway.

**Deepen Civic Capacity**

[Learn More](#)

A large, out-of-focus crowd of people, suggesting a community gathering or protest. A hand is visible in the foreground, partially obscuring the view.

**Transform systems**

[Learn More](#)



# 10

partners with deep roots working with communities experiencing inequities.

# 25+

states engaging in equitable vaccinations, civic capacity building and system change

# 200+

communities working together to create the conditions for everyone to thrive

# 40M+

people reached

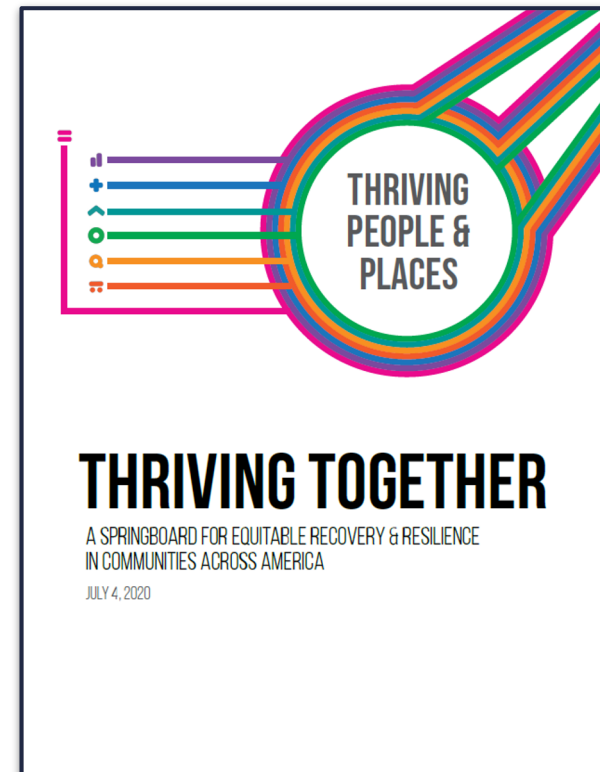
# 137,810

people vaccinated

# 195,790

people connected to basic needs (food, housing, etc)

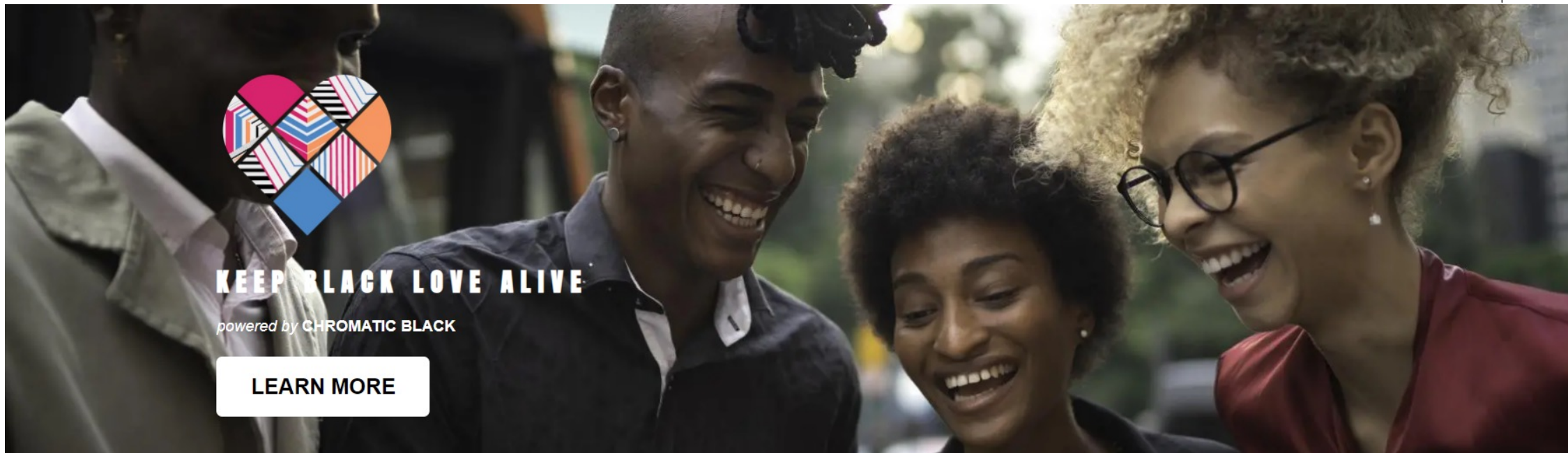
# BUILDING A PATH TOWARD LONGER-TERM RESILIENCE AND SYSTEM TRANSFORMATION



# SPOTLIGHT: KEEP BLACK LOVE ALIVE CAMPAIGN

PARTNER: CHROMATIC BLACK





**STORYTELLING + STORY-CATCHING CAMPAIGN**  
**to capture our**  
**truth + love + justice + joy + resilience**  
**STORIES**  
**in an effort to preserve cultural memory +**  
**immunize the community from truth decay.**

[HTTPS://WWW.KEEPBLACKLOVEALIVE.ORG/?R\\_DONE=I](https://www.keepblacklovealive.org/?R_DONE=I)

# ADDRESSING VACCINE HESITANCY AMONG HESITANT POPULATIONS IN WISCONSIN



# Student-led Community Event

Setbacks to success!



# Students Rise Up to the Challenge

3 students, 2  
community  
events

From surveys to  
marketing to  
vaccinations



# Challenges and Change

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Principal less than welcoming

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No support from school and leadership

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Students and organizers felt the impact

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First event held

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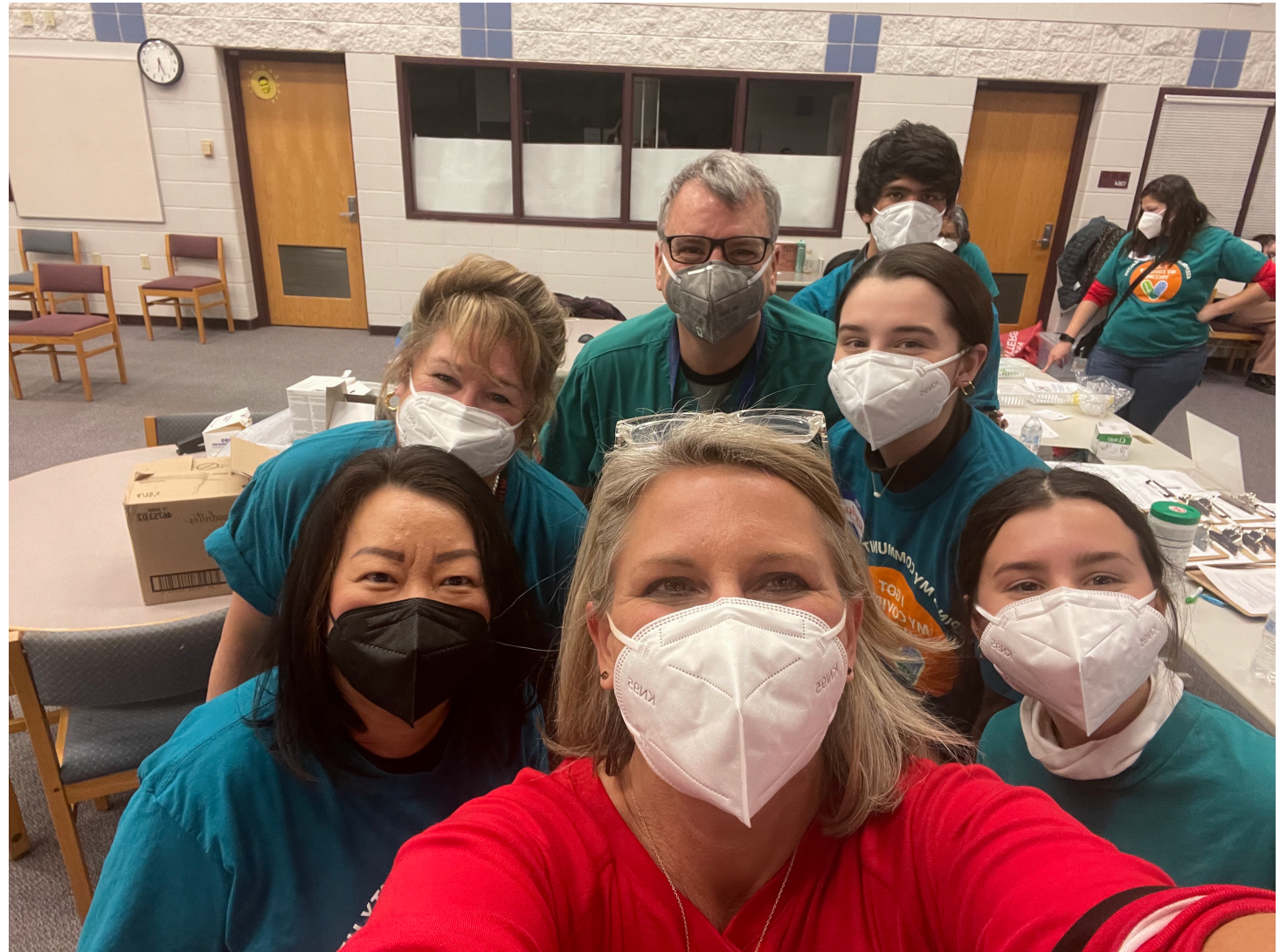
Organizers voiced concerns

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Second event had a different feel

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Success



# Lessons learned

- Engagement from host organization is critical
- Speak up and let your voices be heard
- Don't let the loudness overshadow the opportunity to make change
- Community connections among organizers themselves is vitally important



# Questions & Answers

# Event Satisfaction Poll

# Learning Community Announcements & Tips

- P4VE program members: Check out the [Learning Community website](#) if you haven't already!
  - Peer directory, discussion board, event calendar, resource library
- **NEW** website feature: Add an event to the official P4VE event calendar!
  - P4VE members can submit their events to website's calendar
  - Submission form on right-hand side of [home page](#)
  - After a brief review/approval process, we will add your event to the calendar

Partnering for **Vaccine Equity**

