

COVID-19 Health Equity Through Collective Action

Phase 1 Impact Report:
July 2021 to January 2022

Collective Action Has an Impact



The Public Health Corps (PHC), a citywide investment to ensure a just recovery from COVID-19, began as an effort to expand the public health workforce in New York City. To ensure stakeholder contributions, the NYC Department of Health and Mental Hygiene (the Health Department) partnered directly with community-based organizations (CBOs) to align the agency's programming directly with community needs. Using a collective impact framework, we implemented a holistic, neighborhood-based community engagement strategy to eliminate COVID-19 disparities. This framework of collective action is based on five simple principles:

1. A common agenda for change
2. Shared measurement for data and results
3. Mutually reinforcing activities
4. Open and continuous communications
5. A backbone coordinating infrastructure

Through an inclusive and wide-ranging process, the Taskforce on Racial Inclusion and Equity (TRIE) identified the chronically underresourced and underserved communities that have experienced the brunt of the COVID-19 pandemic. The TRIE communities, defined by ZIP codes, have been the focus of Phase 1 COVID-19 health equity initiatives.

Our initial goal was to ensure that at least 70% of all adults living in the 74 TRIE neighborhoods were fully vaccinated. On October 25, 2021, we reached that goal.

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Cultivating relationships with local libraries has allowed our team to hold tabling events and have in-depth conversations that led to scheduling vaccine appointments.

- Life Church

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Building Partnerships

421,089
people linked to
vaccination sites



1,023,791
people reached through
phone and text banking

14,289
vaccine information
events reached
2,400,279
people



83 CBOs served 74 TRIE neighborhoods

Community Engagement for Outreach and Education

The Health Department partnered with well-established community-based and faith-based organizations who are trusted and respected within the communities they serve. These organizations have the adaptive capacity required to tailor COVID-19 outreach and education based on the needs of their local community. These adaptations go far beyond the translation of materials into 17 languages — CBOs also develop culturally relevant materials and host community events.

Our model of tailored community engagement relies on frequent and up-to-date information, delivered by trained community health workers (CHWs), who help the community directly access COVID-19 testing, vaccines and personal protective equipment (PPE).

By mobilizing place-based community engagement, community members have easy access to events and activities hosted in a variety of settings, ranging from CHW street outreach and education to in-person activities to virtual events, such as interactive community conversations about COVID-19.

In addition to increasing knowledge and uptake of COVID-19 prevention services, and addressing misinformation head on, CBOs provide direct referrals for COVID-19 prevention, testing and vaccination services. COVID-19 education is often integrated into the more general health and social service navigation and referrals for which the CBOs are already appreciated in the community.

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An outreach worker talked with a mother who was hesitant about the vaccine. The staff shared her own personal story and her reasons for getting vaccinated. The community member later contacted the staff to say that not only did she get vaccinated, but she also took her children and her husband to get vaccinated.

- CAMBA

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Important BENEFITS of the COVID VACCINE

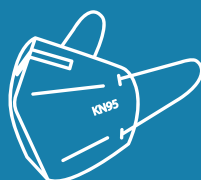
- 1 PROTECTION from COVID!**
COVID vaccines lower your chances of hospitalization, serious illness, and death. They can also keep you from spreading COVID to others.
- 2 RETURN of a SOCIAL LIFE!**
Keep wearing masks indoors to help stop the spread!
Vaccines are safe and no cost to you!
- 3 YOUR "KEY to NYC!"**
New York City now requires proof of vaccination for bars, restaurants, gyms, theaters, sporting events, museums, and other indoor venues. Your vaccine card is your "Key to NYC!"

ADDED BONUS! New Yorkers can get a \$100 prepaid debit card for getting their first dose at an NYC-run vaccine location! Scan for participating vaccine sites: www.nyc.gov/covid19-vaccine

SMART www.smartuniversity.org

Tailored Engagement

On average,
184 CHWs conducted community outreach daily



Beginning in December 2021,
718,308 KN95 masks



and
51,081 rapid test kits distributed

1,886 non-English-language vaccination events

Our Work Is Not Done

Although we reached our initial target goal of vaccinating at least 70% of adults in TRIE ZIP codes, we have more work to do in our efforts to bring about COVID-19 health equity. People in our partner communities continue to fall ill and die unnecessarily. For Phase 2, we have set ambitious new goals to ensure that all New Yorkers are vaccinated against COVID-19.

Our next steps will maximize the reach and impact of proven outreach and educational activities to reduce the gaps that remain in COVID-19 vaccination rates by race/ethnicity, geography and age. We will continue to build vaccine confidence, support the implementation of best practices by our community partners, and respond to future COVID-19 waves with the equitable distribution of services, resources and investments in the most impacted neighborhoods.



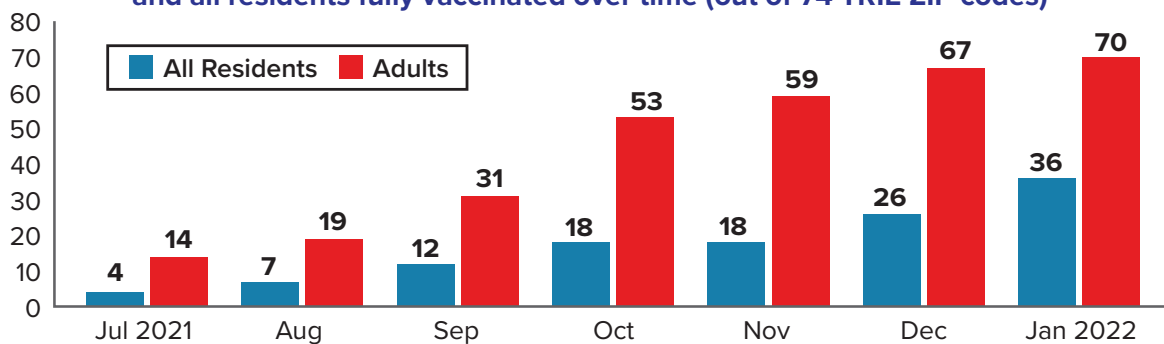
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Your open communication and addressing topics such as the time in which the vaccine was developed, side effects, who needs to be vaccinated, and where to get vaccinated helped me get comfortable and gave me confidence to get my vaccination.

- Community member talking about outreach led by United Sikhs

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Number of TRIE ZIP codes that have reached 70% of adults and all residents fully vaccinated over time (out of 74 TRIE ZIP codes)



Capacity Building

25 trainings reached
744 CBO participants



162 Federally Qualified Health Center supported community vaccination events

June 2022 Vaccination Goals

70% of Black adults fully vaccinated

70% of 13- to 17 year-olds fully vaccinated

70% of 5- to 12 year-olds with at least one dose

