



Vaccinate Racine Vaccination Community Outreach
Grant Funding Request

Vaccination Community Outreach Grant Funding Request Form

Organization Information

Organization Name: City of Racine
COVID-19 Vaccination Community Outreach Project Title: Vaccinate Racine
Contact Name: Vicky Selkove
Contact Email: vicky.selkove@cityofracine.org
Contact Phone: 262-598-6580
Website: vaccinateracine.org
Social media page (if applicable): <https://www.facebook.com/CityOfRacineWI>

Request Information

Requested award amount: \$100,000

Provide a brief description of your request for funding. (60 word limit)

Vaccinate Racine will continue our multi-pronged efforts to encourage vaccination among our community’s residents, particularly African Americans, Hispanic/Latinos, and younger residents. Our proposal centers around professional, bilingual healthcare outreach staff; development of strategic communication and direct mail to address questions/concerns and dispel misinformation; and proactive and innovative efforts to make vaccination as accessible and convenient as possible.

(59 words)

Population Served

Which of the following categories describe the population(s) you will be focusing on for your project?

The following list is not designed to be comprehensive, nor are grant recipients limited to populations fitting these categories. If the population(s) you will be focusing on are not listed below, please select other and describe.

- | | |
|--------------------------------------------------------------------|-----------------------------------------------------------------------|
| <input checked="" type="checkbox"/> African American/ Black | <input type="checkbox"/> American Indian/Alaskan Native |
| <input type="checkbox"/> Elderly | <input type="checkbox"/> Farm Workers |
| <input type="checkbox"/> Frontline or Supply Chain Workers | <input type="checkbox"/> Hmong |
| <input type="checkbox"/> Homebound | <input checked="" type="checkbox"/> Houseless/Housing Insecure |
| <input type="checkbox"/> Immigrants/Refugees | <input type="checkbox"/> Individuals with Disabilities |
| <input checked="" type="checkbox"/> Latinx and Hispanic | <input type="checkbox"/> LGBTQ+ |
| <input checked="" type="checkbox"/> Low Income | <input checked="" type="checkbox"/> Low Literacy |
| <input type="checkbox"/> Migrant Workers | <input type="checkbox"/> Rural Populations |
| <input checked="" type="checkbox"/> Youth | <input type="checkbox"/> Other (<i>please describe below</i>) |

If you selected other, or would like to provide more detail, please briefly describe your target population for your project. (optional)

Our targeted population are City of Racine residents who have not yet received a first dose of vaccination. The mobile clinics we host and plan are open to any community resident regardless of where they live, and will certainly include residents of the entire County, but our outreach and messaging will focus on City of Racine residents, with particular emphasis on our City's African American, Latino/Hispanic, and younger residents.

Which size region will you be serving with your project?

- One or multiple counties
Please list the counties you will be serving:
- One or multiple Tribal Nations
Please list the Tribal Nation you will be serving:
- One or multiple cities
Please list the cities you will be serving: **Racine**
- The whole state

Is this the same or similar population to the one you served under your current Vaccination Community Outreach grant award?

- Yes (*if yes, please skip the next question*)
- No

If this is a different population than the one you are currently serving under the Vaccination Community Outreach grant, please briefly describe your experience working with this population. (125 words or less).

Project Information

Briefly describe your request for funding and how it will provide timely and accurate information to promote COVID-19 vaccination among high-risk and underserved populations including racial and ethnic minority populations and rural communities and/or how it will reduce barriers for individuals facing racial, economic, or geographic inequities related to COVID-19 vaccination efforts. Please note what lessons learned you will be applying from your previous VCO project. (500 words or less).

Our funding request will allow the City of Racine to: 1) Subcontract with Health Care Network (HCN) to strategically and aggressively plan, promote, and staff mobile vaccination clinics and to make direct calls to likely unvaccinated residents; 2) Plan, design, and mail targeted mail featuring localized influencers/leaders to neighborhoods in the City with low vaccination rates; and 3) Design and promote informational social media and outreach materials promoting mobile clinic opportunities, addressing specific vaccination concerns and questions that we know many residents have about the COVID-19 vaccines.

Among the lessons learned from our VCO project that we are building upon for this proposal:

- 1) Having trained bilingual outreach staff matters a great deal to the success of mobile clinics and to our ability to provide accurate & timely information to residents about COVID and vaccinations. Mobile clinic locations are strategically chosen to reach targeted residents. HCN's staff are skilled at outreach, engagement, and trained at answering questions about both the COVID-19 virus and vaccinations. They will be staffing and promoting mobile clinics and making outreach calls to lists of targeted residents to directly answer questions and encourage vaccination.
- 2) Conducting extensive outreach in advance of mobile clinics is also key to their success. We have learned that we have to aggressively supplement social media and earned media promotions in creative grassroots ways to reach targeted residents. We now design flyers & posters for the host location to display/distribute prior to the mobile clinic. HCN staff and our Public Ally conduct pre-event outreach, flyering nearby neighborhoods and businesses, and calling residents to answer questions and encourage them to attend upcoming mobile clinics. We will supplement these approaches this winter with direct mail.
- 3) Racine's African American unvaccinated residents have numerous questions and skepticism about COVID-19 vaccines that we must continue to identify and address. We will design targeted mail featuring local leaders responding directly to these questions and misinformation, and utilizing similar images/messages in strategically designed social media posts that specifically name and respond to these questions/concerns. We

will also continue to offer virtual Q&A sessions with local African American healthcare professionals & other prominent leaders.

- 4) Incentives make a difference. The Racine Common Council authorized \$600,000 in ARPA funding for vaccine incentives; launched in August, those have led to a 19% increase in African American and Hispanic vaccinations, and a nearly 30% increase among those who identify as 'other race.' Approximately \$200,000 remains of these funds and we will continue to promote incentives in the coming months. We may go back to the Council and request additional funds for incentives if necessary.
- 5) For our Hispanic/Latino residents, access and convenience to vaccination opportunities is important, as is reassurance that vaccination requires neither proof of health insurance nor ID. Our outreach materials are always bilingual and address those concerns. We will continue to seek mobile clinic locations that are at trusted and known locations to Hispanic community members, and have bilingual HCN staff promote and staff each event.

(497 words)

Please describe the existing barriers faced by the intended population(s) for your activities (indicated above), and how these barriers will be addressed through the project. Please note if the barriers have changed or remain the same from your previous application. (500 words or less).

Our previous VCO project crystallized the specific barriers faced by Racine residents. Our Vaccine Champions and partners at the Racine Kenosha Black Nurses Association had countless conversations with residents at community events and mobile clinics, and the focus group we conducted early on in that project also shed light on those barriers. Below is a summary of the primary barriers we've learned about, and how we will address them:

- 1) For African American unvaccinated residents, numerous questions remain about the safety of the vaccine and the speed at which the vaccines were perceived to have been developed. Many African American residents share that they'd rather "take their chances" with COVID-19 infection. Additionally, our African American residents appear to have been heavily influenced by vaccination misinformation. We will continue to work to reach these residents to have 1:1 conversations to dispel myths and misperceptions, provide information about the potential consequences of COVID-19 infection, and lift up local champions/influencers to provide credible, trusted vaccination validation. Despite extensive social media and press coverage, we also hear from African American residents that they did not know incentives were available or where/how to find vaccination near them, so we are adding more direct mail and direct phone calls to better reach these residents.
- 2) For many of our Hispanic/Latino residents, particularly those who are primarily Spanish-speakers, the barriers center more around access/convenience and apprehension about privacy or requirements for vaccination. For example, many Spanish-speaking residents asked our bilingual Vaccine Champions whether health

insurance or ID were required for vaccination, and were nervous that they'd be asked for both when seeking vaccination. We now regularly include in all bilingual promotions the fact that neither health insurance nor ID are required, to proactively address these concerns, and our outreach team stresses these facts when speaking to Hispanic/Latino residents. Many of these residents also maintain long or irregular work hours, making convenient access to vaccination in strategic locations even more important. We saw large numbers of Hispanic residents getting first doses at our clinics at a Piggly Wiggly grocery store that sells a large number of Hispanic products, and we will continue to pursue those types of clinic location partners.

- 3) For younger Racine residents the reasons for not yet being vaccinated are varied. For those ages 12-18, we find considerable parental hesitation and concern that we continue to work to address, and we anticipate similar hesitation once children 5-11 are eligible. We hosted a virtual parent Q&A session with the Racine Unified School District to answer parents' questions about youth vaccinations, and we anticipate repeating that session this winter. We also plan to produce parent-specific outreach materials answering questions about youth vaccination and promoting those opportunities once expanded. For those 18-24, the most commonly stated reason for being unvaccinated is the perception that the virus is not that serious. We will continue our social media and outreach messaging aiming at dispelling that perception and finding youth voices to promote vaccination among young people.

(500 words)

Please briefly describe your planned project activities and milestones through October 31, 2022. (500 words or less)

1. **Proactive & Innovative Planning, Promotion and Staffing of Mobile Clinics:** We aim to plan, promote, and staff mobile clinics in strategically chosen locations throughout the City of Racine, concentrating on areas with the lowest vaccination rates and highest social and economic vulnerability. We anticipate planning and hosting approximately 8-12 mobile clinics/month. We continue to seek new partners and test new locations for these mobile clinics. For example, we had very successful clinics at a local Piggly Wiggly grocery store, where we provided the store with posters and flyers to display in advance, and we provided City residents getting vaccinated there with Piggly Wiggly or Visa gift cards. We will return to that same Piggly Wiggly again this fall/winter and we plan also to work with other local grocery stores to bring mobile clinics inside their stores, with similar advance promotion and incentives. We are also testing the possibility of mobile clinics at Racine's Community Oriented Policing (COP) Houses, which are well-known and trusted locations in targeted neighborhoods, with COP Officers who will assist in promotion of the vaccine clinic opportunities. We are also experimenting with very localized clinics where a vaccination van will come into targeted neighborhoods and

canvassers will door knock the neighborhood ahead of time to encourage residents to literally come down the block to get vaccinated right then.

2. **Designing and Deploying Targeted Direct Mail:** We have learned that directly reaching residents in targeted areas is a key component of successful outreach. We saw increases in vaccination rates after directly mailing to 20,000 City addresses in zip codes with the lowest vaccination rates. We plan to tailor and target our direct mailing more narrowly, having smaller-run mail pieces that feature very locally known individuals (i.e. City alders, County Board supervisors, prominent neighborhood residents) and promote convenient, nearby vaccination opportunities.
3. **Conducting Direct Outreach Calls:** We are working with partners to obtain names and phone numbers of local residents so that HCN's trained and bilingual outreach staff can directly contact these individuals to ask if they've been vaccinated yet, answer their questions about vaccination, help them find a vaccination opportunity convenient for them (and scheduling appointments if desired), and arranging transportation to vaccination if necessary. For outreach calls to individuals who indicate they're already vaccinated, these calls will serve as an opportunity to thank them for being vaccinated, let them know of the City's Good Neighbor vaccination incentive, and answer questions and assist with setting up children's vaccination once available. HCN and/or the City will be executing privacy protection agreements with partners supplying contact lists.
4. **Designing Targeted & Local Social Media Content:** We will continue to utilize Facebook and Instagram to promote mobile clinics. We will also develop a series of posts aimed specifically at addressing the skepticism and questions that many African American residents have expressed about the vaccination. We will utilize this content as well in outreach flyers promoting the mobile clinics and in some of the direct mail to key neighborhoods.

(497 words)

Describe how you would work with existing partners, or develop new partnerships in the community to connect with the population. (250 words or less).

The Mayor's Office of the City of Racine convened the Vaccinate Racine Coalition regularly from May-September. Those meetings included active participation from representatives of the United Way of Racine County, Racine Unified School District, Racine Kenosha Black Nurses Association, Gateway Technical College, Health Care Network, Higher Expectations for Racine County, City of Racine Public Health Department, Hispanic Roundtable, Central Racine County Health Department, and the Housing & Homelessness Alliance of Racine County. We will continue to partner with all of these organizations to promote our vaccine efforts and mobile clinics, engage their members and clients, and share information. During the course of our first VCO project, we also forged partnerships with several local churches, most notably North Pointe United Methodist Church, Wayman AME Church, Zoe Outreach Ministries, Emaus Lutheran

Church, and the Hospitality Center at St. Luke’s Episocopal Church. We will continue to seek and build these faith-based partners and return to those and other faith-based institutions to promote and conduct vaccinations, especially when we conduct vaccination of children ages 5-11 at those sites. We also had successful mobile clinics at the Racine Public Library. We envision hosting regularly occurring clinics at several of these locations, as well as continuing to experiment with new locations and new partners such as employers, housing complexes, additional retail locations, and fall/winter events.

(219 words)

If known, please list any organizations you intend to collaborate with on this project and their intended role for this project.

Health Care Network: Primary subcontractor, providing trained health care professionals to conduct one-on-one outreach to potential unvaccinated community members, promoting mobile vaccine clinics (including door to door flyering and outreach), staffing mobile vaccine clinics, and assisting those who receive first doses at our mobile clinics with scheduling, transportation, and reminders for second doses.

City of Racine Public Health Department: providing data on vaccination rates, including disaggregated data by race, ethnicity, age, and gender.

Hospitality Center at St. Luke’s Episcopal Church: Hospitality Center provides a day-shelter for residents experiencing homelessness or economic insecurity. We have partnered with them on several successful vaccine clinics and will continue to collaborate to bring regular vaccine clinics to their site and engage their staff and volunteers in outreach.

United Way of Racine County: United Way has been very helpful in getting the word out about mobile clinics, incentives, and virtual Q&A sessions to their large membership and their social media lists. We will continue to partner with them on promotions and outreach to their networks.

Racine County: We are partnering with the County on our first attempts to bring a ‘vaccination van’ directly into low-vaccination neighborhoods; they will be providing some support for developing outreach materials and potentially some staff to assist with canvassing.

Racine Public Library: We had several successful mobile clinics at the Library this summer, and plan to return there over the winter. Particularly once mobile clinic vaccinations move forward for 5-11 year olds, we plan to hold youth vaccination clinics at the Library.

Does your organization intend to offer sub-awards with this funding?

Yes

No *(If no, please skip the following two questions)*

If yes, list any organizations identified for sub-awards with this funding, and/or your plan for identifying sub-awardees.

Health Care Network: We have already begun contracting with Health Care Network (HCN), a nonprofit local agency providing free or low-cost health care to uninsured and low-income residents of Racine County. We have been using a small amount of ARPA dollars to fund HCN's work with us this fall, and hope to expand their work with the City of Racine through this VCO project.

Detail any criteria that will be used for making and monitoring sub-awards. (125 words or less).

We have executed a contract with Health Care Network for their work on this project, and will amend that contract to reflect additional DHS VCO funds if/when awarded. Mayor's office staff meets weekly with HCN leadership, and are in regular communications in-between meetings to monitor performance, answer questions, and make progress on shared goals. Our Deputy Finance Director closely monitors grant spending, reviews submitted invoices from sub-awardees, and prepares required fiscal submissions and reports to DHS. Any additional sub-awards will be similarly overseen and monitored. We evaluate potential vendors for sub-awards based on their connections to and knowledge of the Racine community, their demonstrated track record of performance and partnership, and their ability to provide high-quality services in accordance with our expectations and timelines.

(125 words)

Expenses

List and briefly describe your expected expenses in as much detail as you can in the table below.

Categories may include personnel, travel, supplies and equipment, indirect, incentives, and miscellaneous costs. Add rows as needed.

Category	Item/Description	Quantity	Amount
Personnel	Health Care Network's staff providing logistical support to plan and conduct targeted outreach to promote mobile clinics; providing bilingual staff for each mobile clinic; scheduling second appointments and conducting reminder calls for those who get first doses at our mobile clinics; and making direct outreach calls to targeted lists of City residents to answer questions and encourage vaccination.		\$55,000
Personnel	Contracted services or intern in the Mayor's office to design social media graphics, outreach flyers promoting mobile clinics, and posters to display in advance of mobile clinics at site locations.		\$15,000
Copying, Printing & Postage	Professional design, printing, and postage for direct, targeted mail to City residents in low-vaccination neighborhoods featuring localized credible voices/influencers, encouraging vaccination and promoting convenient/accessible vaccine opportunities; copying costs for outreach flyers & posters.		\$30,000
Total			\$100,000

Please briefly describe the need for the above proposed costs for your project. (250 words or less).

As described above, these expenditures will allow us to continue to bring accessible vaccination opportunities directly to Racine's residents, and to conduct targeted and locally-influenced outreach to African American and Hispanic/Latino residents, as well as to younger community members. These costs enable us to procure significant time from Health Care Network's trained and professional staff, ensuring that we have at all times local and bilingual staff as the public face of our vaccination efforts at community events, door-to-door outreach, and mobile vaccine clinics. That subaward to HCN covers their outreach staff's hourly wages for the work on the project, supervisor salary, mileage reimbursement, overhead costs, and clerical support. Professionally designed mailings featuring localized influencers/leaders and direct mail is costly, but necessary to reach targeted residents, particularly during winter when door-to-door operations will need to be paused. Our project necessitates significant development of both printed outreach materials and social media graphics, and our proposed project budget will allow us to cover those costs. We continue to utilize FEMA vaccine funding to cover much of the

printing costs for those outreach materials, but our office does design and print hundreds of copies per week for all of our planned outreach and funding is necessary for us to have dedicated contracted or internal intern office support to design these materials.

(219 words)

Does your organization expect to use any additional funding sources, volunteer staff, or in-kind resources to support this project? If so, please briefly describe. (125 words or less).

Yes. We are utilizing significant FEMA grant funding for our vaccine outreach and COVID-19 education efforts. The Racine Common Council also approved \$600,000 in ARPA funding for vaccine incentives for City residents. We are also paying for a Public Ally in the Mayor's Office who is designing social media graphics and outreach materials, and aiding in African American outreach. The Mayor's Office continues to provide significant in-kind staffing resources for this work: nearly 10-15hours/week each from the Chief of Staff and the Manager of Strategic Initiatives & Community Partnerships, and at least 5 hours/week from our Executive Assistant. The City's Deputy Finance Director also oversees our funding and funding compliance for all of our vaccine outreach, as additional in-kind contribution to these efforts.

(125 words)

Does your organization intend to purchase incentives with this funding?

Yes (If yes, please complete an Incentive Request Form)

No

The Incentive Request Form can be found on the Vaccination Community Outreach grant landing page.

Funding requests are **due to DHS no later than 4:00 pm CST on October 25, 2021. Late funding requests will not be accepted.** Applicants should email their application to DHSCOVIDVaccineOutreachGrant@dhs.wisconsin.gov with the subject line "Request for Funding–COVID-19 VCO Grant 2.0."