



Leading Together **2021**

**June
14-17
2021**

Registration is NOW OPEN!

Pre-conference sessions

- Grappling with Global Treats from Within and Without
- Pushing the Policy Envelope: Foundations Acting in a Pivotal Time
- Reclaiming Community

For more information, visit www.cof.org/leadingtogether



Equitable COVID-19 Vaccine Distribution:

Build It but Will They Come?



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National League of Cities



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Stephanie Powers

Senior Advisor for Public Policy & Partnerships
Council on Foundations

Moderator

May 11, 2021

\$1 million in grants to advance efforts to address vaccine hesitancy and counter misinformation (April 1st, 2021)

To curb the spread of the COVID-19 virus, New York needs as many people as possible to be vaccinated, but many remain hesitant about getting vaccinated or are unable to make and/or get to appointments easily.

Six nonprofits will work together, over the next 18-months, to counter misinformation, use science-based messaging to encourage people to get the vaccine, and improve access.



THE NEW YORK
COMMUNITY
TRUST

Community Health Care Association of New York (\$200,000)

To work with health centers in neighborhoods with high vaccine hesitancy. This will involve collecting vaccination data, creating messaging and educational resources to fight misinformation, and coordinating with other nonprofits involved in the effort.

CUNY Graduate School of Public Health and Health Policy (\$225,000)

To gather information about why some New Yorkers are hesitant to get vaccines. It will conduct surveys to track changes in sentiment, create a web-dashboard with their findings, and work with community members to create targeted messaging.

Fund for Public Health in New York (\$150,000)

To hire a coordinator to assist community, immigrant, and faith-based groups in neighborhoods with high COVID-19 deaths and low vaccination rates conduct outreach and convince people to get vaccinated.

New York Academy of Medicine (\$150,000)

To bring together nonprofits, faith-based groups with, medical personnel, and government partners to gather information about vaccine distribution needs in hesitant communities. The groups will have access to the latest guidance and data as they determine how best to encourage vaccination.

Public Good Projects (\$125,000)

To assist community and faith-based groups to create customized messaging that counters vaccine misinformation. This will involve working with influential local influencers, deploying social media, and tracking messaging success.

VOCAL-NY (\$150,000)

For a vaccine advocacy campaign to encourage the formerly incarcerated, people with HIV/AIDS, injection drug users, and homeless people to get vaccinated. It will work one-on-one with individuals, share public health information via social media, and share stories of members who have been vaccinated.



COVID-19 AFRICAN AMERICAN EDUCATION & OUTREACH PARTNERSHIP

Presentation for Council on Foundations: Equitable COVID-19 Vaccine Distribution

May 11th, 2021

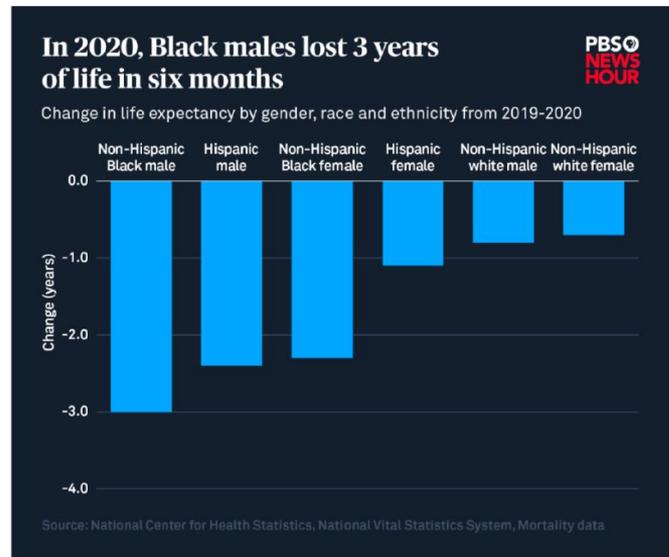


CONTEXT

The COVID-19 pandemic has exposed deep **structural racism in our healthcare system, which has created health disparities** for Black and Brown communities in the United States for generations.

COVID-19 response efforts must build the foundation for a **racially just healthcare system.**

Press release "Anti-Racism in Public Health"





EAST BAY
COMMUNITY
FOUNDATION



KAISER PERMANENTE®





PARTNER ORGS ACROSS 7 GEOGRAPHIES

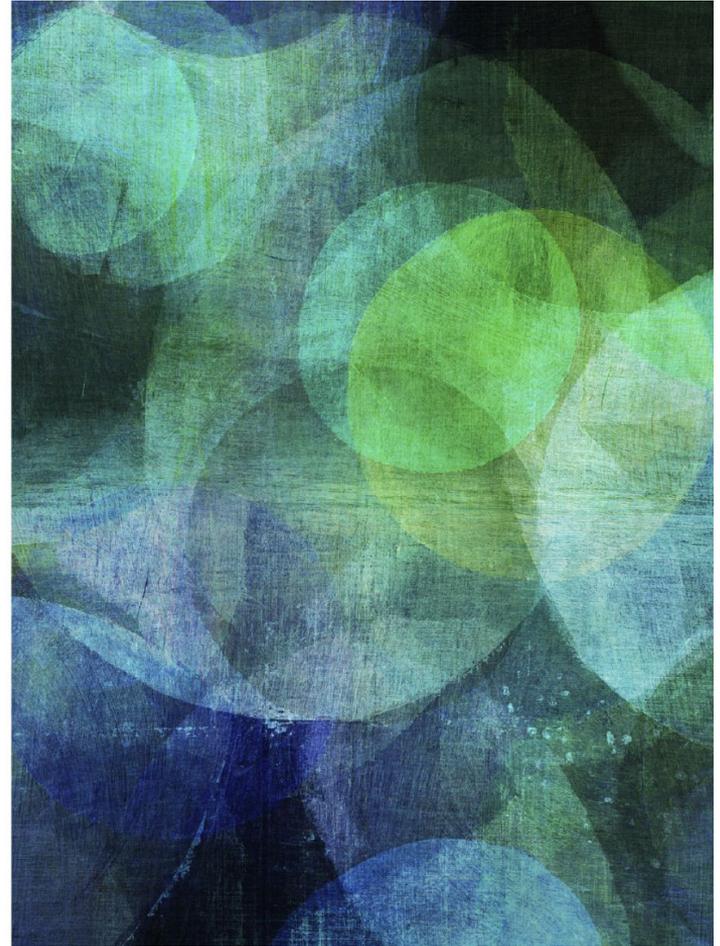
-  Oakland, CA
-  Los Angeles, CA
-  Selma, AL
-  Tunica County, MS
-  Washington, DC
-  Beaufort County, SC
-  Atlanta & Albany, GA

12 Anchor Institutions & 30+ CBO partners across all geographies



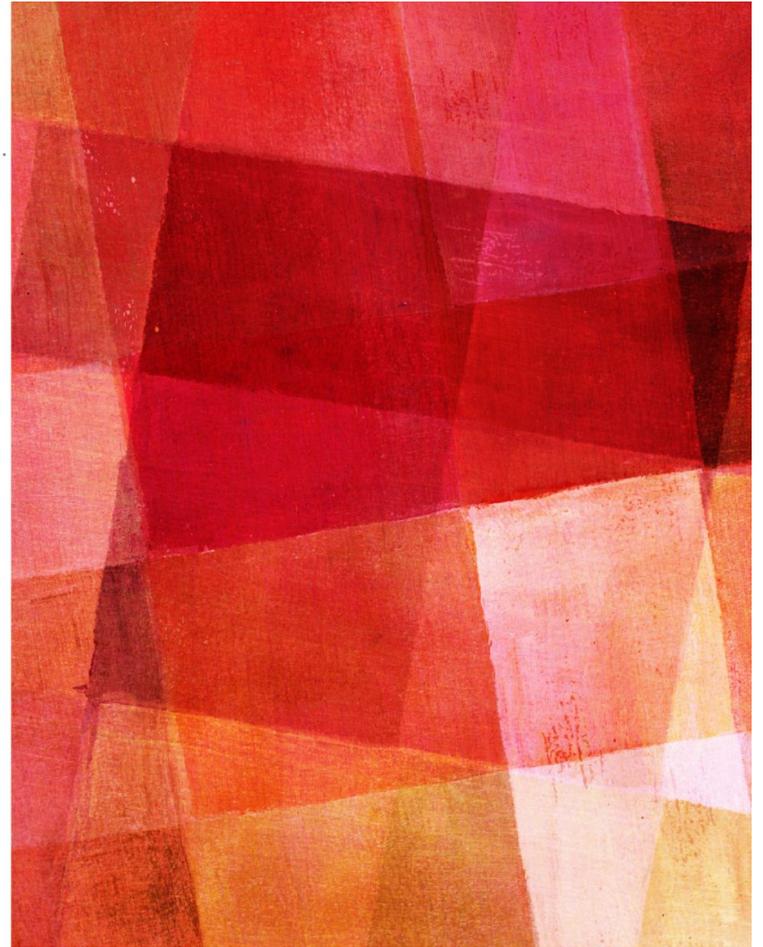
EBCF Approach

**COORDINATE, AMPLIFY AND ADVOCATE
WITH COMMUNITY AT THE CENTER**



CBO ACTIVATION STRATEGY

- **Consult community based organizations in each region** to plan and implement the project (e.g. understand assets and opportunities and inform grantmaking criteria)
- **Convene community based organizations** to foster peer learning within each region and if appropriate across the 7 regions
- **Partner with community based organizations** to evaluate the impact and lessons of this pilot project





OVERVIEW







Evaluation Conversations with CBOs

Data Analysis

Communications + TA Resources

National CBO Convening

Address evolving community needs through Network Building + Resource Sharing

COVID Community Care Act Introduced in 117th Congress

CA CBO Convening

\$125M HRSA Community Outreach Grants Posted

Final Convening

Feb

Mar

Apr

May

Summer 2021

Sep 2021





FEDERAL & STATE LEGISLATION

COVID Community Care Act

Rep. Lee and Senator Warren

HRSA Grants, via American Rescue Plan

W/ language from CCCA

Anti-Racism in Public Health Act

Reps. Lee & Pressley and Senator Warren

AB 1358 Disaggregated Data & Health Equity Bill

CA Assembly Member Bonta



LEARNINGS

- ✓ EBCF is uniquely positioned to center community + partner with regional/state/national multi-sector partners
- ✓ Community trust of CBOs leads to effective messaging and efficient vaccine rollout
- ➔ Long term federal funding informed by community = structural and systemic change beyond the pandemic



NATIVE AMERICAN HEALTH CENTER FEMA PILOT SITE

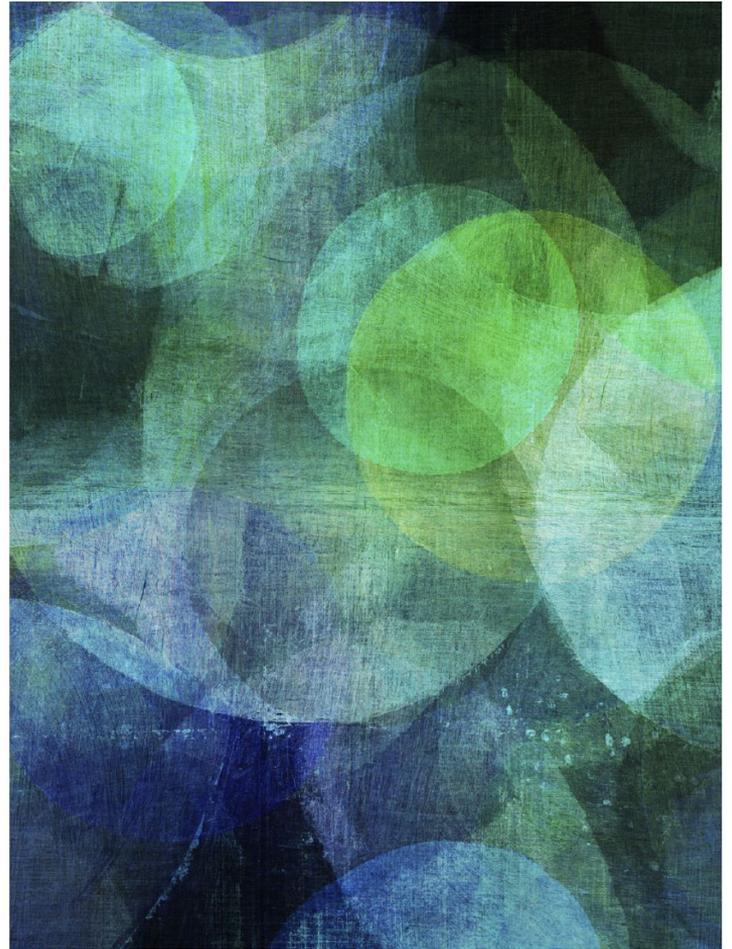


Partner with us

- *Amplify and advocate learnings from our Education & Outreach Partnership*
- *Encourage **agile** investments to community coalitions led by experts and innovators **on the ground***
- *Center **racial justice** in an inclusive and **long-term** view of health equity*

For more information, please contact:

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2021
GRANTMAKER SALARY
AND BENEFITS SURVEY

The 2021 GSB Survey is now open!

Get a complimentary copy of the report, a \$499 value, AND access to create custom benchmark reports by completing the survey.

www.cof.org/GSBsurvey

Survey Deadline is
May 24, 2021

Questions? Email
research@cof.org



Thank You!

We look forward to seeing you on our next call!

Contact govt@cof.org for questions about Public Policy.