

Strong Communities Fund

SUPPORTING COVID-19 TESTING AND OUTREACH

In November of 2021, Brooklyn Communities Collaborative distributed \$1 Million in grants to 14 community-based organizations (CBOs) to increase COVID-19 testing and combat vaccine hesitancy. From January to August of 2022, these organizations increased COVID-19 testing and vaccination in Brooklyn neighborhoods with high transmission and low vaccination.

\$1M

In grants provided to 14 CBOs to increase COVID-19 testing and vaccination

106,093

Brooklynites engaged through events, webinars, phone and in-person outreach, social media and more

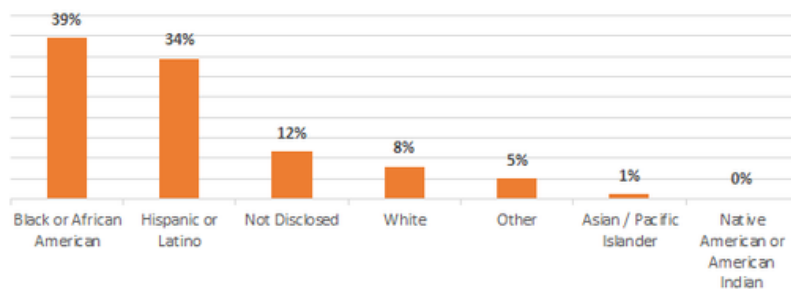
2,679

Brooklyn residents vaccinated as a direct outcome of grantees effort

KEY TRENDS

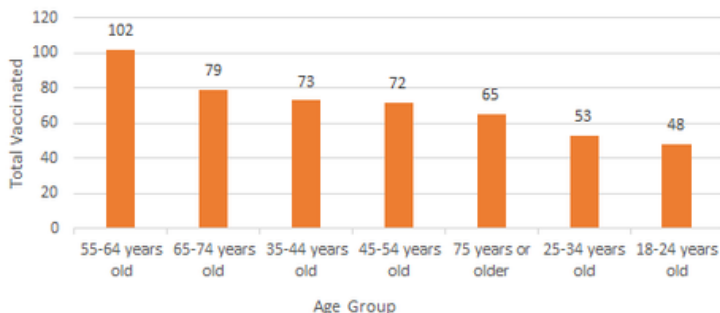
- Community events were a successful way to share information about COVID-19 testing and vaccination
- COVID fatigue as a challenge to successfully engaging community members
- Organizations with the highest number of vaccinations: Arab-American Family Support Center, Exalt Youth, Chinese-American Planning Council, Neighborhood Technical Assistance Clinic, Christopher Rose Community Empowerment Campaign, Inc

Percentage of Total Vaccinations by Demographic



*based on supplemental data provided by a subset of participating sites

Vaccinations by Age Group



*based on supplemental data provided by a subset of participating sites

COMMUNITY EVENTS INCLUDED

- Co-hosting Mother's Day, Easter, and Juneteenth events (The Alex House Project)
- Hosted 2022 SWEAT Africa Fitness and Wellness (Haitian Centers Council, Inc)
- Tabled at Brownsville Community Justice Center B. Live Concert, and DCS Community Day: Love Fest (Arthur Ashe Institute for Urban Health)

Grantees

The Alex House Project (AHP) - Funding supported outreach through park tabling, events and virtual discussions with doctors of color.

Arab American Family Support Center - Funding provided integration of vaccine/testing education in existing service delivery, in-person outreach, virtual events, digital media, one-on-one calling, Vaccine Vans, and appointment registration.

"With [BCC's] support, AAFSC set out to implement a multi-pronged, culturally and linguistically competent, trauma-informed outreach approach." - Arab American Family Support Center

Arthur Ashe Institute for Urban Health - Funding supported listening session in barbershops, hair salons, and faith-based organizations.

Bay Ridge Center Inc - Funding supported an outreach program that included flyers and posters with vaccination information.

Brooklyn Center for Independence of the Disabled Inc – Funding supported phone outreach, social media outreach, virtual events, and in-person vaccination event.

Brooklyn Perinatal Network INC/FT Green SNAP – Funding supported staff to provide education sessions, scheduling assistance, and escorted clients to vaccine and test appointments.

Brownsville Community Development Corporation DBA BMS Family Health Center - Funding supported pop-up vaccination events and provided incentives to receive the COVID-19 vaccination.

Chinese American Planning Council - Funding supported flyers, virtual town halls, mobile vaccination units, and providing information to community members.

Christopher Rose Community Empowerment Campaign - Funding supported outreach at street and community events, and provided follow up to clients who get vaccinated.

Elite Learners Inc – Funding supported events with information sessions and mobile vaccine units.

Exalt Youth – Funding provided a series of workshops, materials, and safety packets for the youth alumni community.

"Thanks to this grant, 70% of the new youth served through our core program became vaccinated." - exalt Youth

Haitian Americans United For Progress – Funding supported outreach and educational activities at community locations and provided connections to vaccination and testing locations.

Neighborhood Technical Assistance Clinic – Funding supported one on one conversations, wellness check-ins, social media posts, and Zoom informational and Q&A sessions. The organization also utilized a black woman clergy network to provide vaccination and testing outreach to congregations.

Haitian American Community Coalition (HCC) – Funding supported the creation of resource guide for clients and hosting health and fitness expo as outreach to community.

Brooklyn Communities Collaborative (BCC) is a New York State not-for-profit focused on strengthening health, wealth, and leadership in Brooklyn communities. Leveraging the power of anchor institutions and knowledge of community members, BCC convenes and supports stakeholders to collaborate, integrate services, build resources, and inform the policies and practices that most affect health and well-being.

