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?
$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.
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, 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
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”
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

- **Oct 2020**: Project Planning + Development
- **Nov**: Begin CBO Outreach
- **Dec**: Launch Media Campaign ($2.4M Grants)
- **Jan 2021**: CBO Activation Kickoff
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
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
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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   East Bay Community Foundation  
   syoshii@eastbaycf.org
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.