

COVID-19 Community Outreach Grant Recipients

Organization/ Project Name	Geographic Area Served	Brief Description of Proposal* (*note: excerpts taken from application submitted)	Amount
100 Black Men of Madison, Inc.	Dane County	100 Black Men of Madison, Inc. will use existing relationships and long-standing community strategic partnerships to expand the dissemination of information and foster the promotion of COVID-19 vaccinations among high-risk and underserved populations including racial and ethnic minority residents. Their efforts will include paid and non-paid social media posts; TV and cable; digital video ads; digital audio and podcasts; community media (print, online, radio); direct communication using prepared informational toolkits via a range of partners including neighborhood centers, faith-based organizations, and area barbers and hair dressers.	\$43,365.00
365 Media Foundation	Statewide	365 Media Foundation will create culturally appropriate media content that will help communities of color stay informed about the virus and promote equitable vaccination efforts within communities of color. Content will be disseminated through public service announcements, an article series, interviews, podcasts, and a Virtual Summit.	\$49,500.00
ABC for Health, Inc.	Statewide	ABC for Health and HealthWatch Wisconsin will conduct outreach, education, and an innovative in-reach campaign to better communicate vaccine information and support for racial/ethnic minorities or Tribes in Wisconsin, especially those displaced from work due to COVID. Their multi-pronged approach to engage and bridge the service gaps for Wisconsin families will: identify families in need; collect and share family stories; and conduct a traditional and multi-media education and outreach campaign.	\$43,308.00
ABC for Rural Health, Inc.	Rural Northwestern Wisconsin	ABC for Rural Health, Inc. will use direct consumer appointments to improve knowledge and understanding of 500 family members of vaccines, vaccine accessibility, and health insurance coverage for vaccines. They will conduct outreach with established network of over 500 individuals in public health and county departments, critical access hospitals and network of local free and community clinics, and other rural agencies in the region to increase distribution and spread of vaccine educational materials to the broader community.	\$31,818.00
African Heritage, Inc./Black American COVID-19 Vaccine Education Public Service Campaign: Lifesaving Information Vaccination Education (L.I.V.E.)	Northeast Wisconsin	The African Heritage, Inc./Black American COVID-19 Vaccine Education Public Service Campaign will use funds to address the urgent need to authentically engage and connect with Black/African-American populations in Northeast Wisconsin. The major activities of this program include training 50 medical professionals to provide culturally humble, competent vaccine education and vaccine administration to Black/African-American populations in doctors' offices, hospitals, mass vaccination sites, and other healthcare settings in Northeast Wisconsin; translation services; address barriers to vaccination; town hall sessions, and informative digital content.	\$100,000.00

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Angelic Assistance Community Care	City of Milwaukee	Angelic Assistance Community Care will use community organizers to carry out vaccination campaigns in collaboration with religious organizations highlighting the importance of vaccine, posters encouraging vaccination for protection from COVID-19. They will also coordinate transportation to and from vaccination clinics, arrange Home visits by vaccinators to homebound clients who are unable to travel, assist with scheduling vaccine appointments, and identify vaccine locations that accept walk-ins and do not require an appointment.	\$49,875.00
Barron County Department of Health & Human Services - Spanish and Somali Vaccine Outreach	Barron County	Barron County Department of Health & Human Services proposes to fund three part-time community health workers to ensure equitable access to the COVID-19 vaccine for the county's Somali and Hispanic residents. Through outreach and education, the CHWs will build individual and community understanding to increase health knowledge. This will include through non-print, alternative tools; cultural and linguistic accommodations; and ensuring appropriate vaccine location sites, sufficient language interpreters, and the inclusion of Somali and Hispanic health care providers.	\$49,300.00
Benevolent Specialists Project (BSP) Free Clinic	Madison, Southcentral Wisconsin	The Benevolent Specialists Project (BSP) Free Clinic will provide outreach, vaccination coordination, and vaccine education using appropriate language and literacy levels.	\$8,508.00
Bread of Healing Clinic Vaccine Outreach Project	City of Milwaukee	The Bread of Healing Clinic (BOHC) will conduct outreach to low-income, uninsured adults, primarily people of color at high risk of COVID infection, to increase awareness and knowledge about COVID-19 vaccines, their safety, and where to access vaccines for uninsured and underserved populations. The campaign will reach over 1,000 patients at the Bread of Healing Clinics and among residents in the neighborhoods surrounding the three clinics on Milwaukee's Northside. In addition to direct outreach through trusted staff, BOHC will help patients navigate where to go to get the vaccine (whether at the clinic or elsewhere in the city).	\$20,863.00
Catholic Multicultural Center	Dane County, Madison, South Madison	The Catholic Multicultural Center plans to increase awareness of and access to COVID-19 vaccinations among immigrants and refugees in Madison and Dane County. The project aims to connect individuals to vaccinations; share information about the COVID-19 vaccine and CMC's vaccine navigation services; and support access to vaccinations through advertising Public Health Madison Dane County Mobile Vaccination Teams.	\$16,101.00
Charles Hamilton Houston Institute	Dane County	The Charles Hamilton Houston Institute (CHHI) will develop three task forces, in partnership with nine organizations, to provide timely and accurate information to promote COVID-19 vaccination among underserved and low-income African American communities in Dane County. As community leaders, CHHI and the task forces they convene will serve as trusted messengers, in addition to liaisons to government institutions and community agencies. Task forces will focus on communications (clear, accurate info), outreach (dissemination), research and education (work with DHS and other experts to maintain thorough, accurate, timely info).	\$100,000.00

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City of Racine Vaccinate Racine!	Residents of Racine County	The City of Racine, with a coalition of partners, proposes to implement a robust, multi-pronged strategy driven by BIPOC and targeted community residents to provide accessible, timely, and accurate information to high-risk and underserved community residents about the COVID-19 vaccine. The coalition will promote vaccine, learn about and address community members' questions and barriers to vaccination, and provide real-time feedback to key health system partners.	\$100,000.00
City on a Hill	Central city of Milwaukee (53233) and other low- income neighborhoods in Milwaukee's North and South sides	City on a Hill will provide timely and accurate information on the COVID-19 vaccination through small group presentations and one-on-one conversations with approximately 1,000 low-income, primarily African American central city residents. To implement a COVID-19 vaccine education campaign, they will add 1:1 vaccine education, resources, and navigation assistance to health appointments.	\$33,830.00
Community Relations - Social Development Commission/COVID-19 Vaccination Outreach	31 counties throughout the state	Community Relations-Social Development Commission plans to work closely with community action agencies throughout the state to maximize the influence of trusted community messengers to distribute information and resources regarding the facts and benefits of COVID-19 vaccinations. The project will focus on BIPOC and low-income individuals in both urban and rural counties throughout the state. This would be accomplished through vaccination outreach training through the Wisconsin Immunization Network, distribution of culturally appropriate information, and access to transportation to vaccination sites.	\$100,000.00
Coulee Region Immigration Task Force (CRITF): Community Health Champions	four-county Coulee Region	Coulee Region Immigration Task Force (CRITF): Community Health Champions will disseminate accurate information about the COVID-19 pandemic and vaccine to Latinx immigrants in La Crosse, Monroe, Trempealeau, and Vernon counties in order to ensure Latinx individuals have access to and are receiving the COVID-19 vaccine. They will identify and support four members of the Latinx community as Community Health Champions (CHCs).	\$20,800.00
COVID Vaccination Community Outreach in Milwaukee Neighborhoods	Milwaukee, primarily zip codes 53208, 53210	United Methodist Children's Services of Wisconsin (UMCS) proposes to leverage current staff and programs, relationships, and partnerships to deliver a culturally-sensitive program that increases access to factual information regarding the COVID-19 vaccine and increases the overall vaccination rates in some of Milwaukee's most underserved and vulnerable neighborhoods. This will be accomplished through dissemination of factual, culturally sensitive information about the COVID vaccine; virtual information sessions; and helping to navigate the registration process for getting a vaccine appointment.	\$30,000.00

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Cudahy Health Department	South Shore of Milwaukee County	Cudahy Health Department, in partnership with Oak Creek and South Milwaukee/St. Francis Health Departments, plans to build vaccine acceptance in their communities and reduce barriers to care by hiring a full-time community health worker to provide culturally competent outreach and education. The community health worker will also assist the communities served by the South Shore COVID-19 Vaccine Clinic in navigating systems developed for widespread vaccination efforts.	\$43,000.00
Eau Claire City-County Health Department (ECCCHD)	Eau Claire county	Eau Claire City-County Health Department (ECCCHD) will partner with and allocate funds to community-based organizations to provide outreach and education to address vaccine hesitancy and accessibility, reduce barriers to securing of and transportation to a vaccination appointment, and partner to plan, promote, and host one-time large clinics in trusted locations specific to underserved populations.	\$100,000.00
Forward Latino, Inc./Wisconsin COVID-19 Awareness Campaign	Statewide	The "Por Mi Familia" campaign is targeted at Wisconsin's underserved Hispanic community and is designed to educate and inspire the community to get vaccinated with one of the federally approved vaccines. The campaign will promote the safety and effectiveness of the vaccine, affirm that all are eligible to be vaccinated, regardless of immigration status, and provide information about where to go to schedule a vaccination appointment. The campaign will produce videos and use Hispanic media including television, radio, newspapers, and in person pamphlet distribution. Materials will be in both English and Spanish.	\$50,000.00
Great Lakes Inter-Tribal Council, Inc.	Tribal lands of the 11 federally-recognized Tribes in the state of Wisconsin and Milwaukee	The Great Lakes Inter-Tribal Epidemiology Center (GLITEC) will reduce inequities and improve vaccine access and acceptance among American Indians and Alaska Natives by increasing normalcy of the vaccines, implementing culturally-specific promotion of the COVID-19 vaccines, and improving the ability to get to vaccination locations by easing the burden of transportation costs associated with receiving the vaccine.	\$99,990.00
Great Rivers United Way	La Crosse, Monroe, and Trempealeau Counties	Great Rivers United Way will provide timely, accurate, culturally specific information to promote COVID-19 vaccination among diverse groups through one-on-one education sessions, education events, and town halls in rural areas. To engage communities facing the greatest barriers, expressing hesitation for vaccination, or comprised of underserved populations, interventions and outreach need to be designed by and for those communities. This requires a multi-level approach and coordination from a variety of community-based partners. Great Rivers HUB's network of CHWs and nine project partners will focus on the needs of Latinx Spanish speakers, Black, Hmong, and other minority communities, those with identified disabilities, and individuals with mental health diagnoses.	\$99,996.63

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Hmong American Center, Inc.	North Central Wisconsin	Hmong American Center, Inc. plans to support the Hmong and Hispanic Community Network (H2N) Community Coordinators and community health workers, who are trusted messengers working in their communities to continually deliver messaging about how to prevent the spread of COVID-19; reinforce the risks and long-term effects associated with COVID-19 infections; educate about the safety and effectiveness of COVID-19 vaccines; share stories and build routineness around being immunized; and help community members access COVID-19 vaccines, particularly if uninsured, underinsured, or undocumented. Infographics with limited text, videos, and interpersonal interactions will be used as they are often the best way to convey messaging.	\$100,000.00
Hmong American Friendship Association/Reducing Vaccine Fears in Wisconsin's Hmong Community	State of Wisconsin	The Hmong American Friendship Association will provide information to reduce vaccine hesitation and to provide individualized assistance to members of the Southeast Asian community in procuring vaccinations as soon as they are eligible. This project will educate Hmong people in Wisconsin about the benefits and safety of COVID-19 vaccinations, with a particular focus on older refugees and those who's English is limited.	\$49,695.00
Inclusa, Inc.	Statewide	Inclusa, Inc. proposes to create and facilitate local programs of customized education regarding COVID-19 vaccines and develop a program to reduce transportation barriers for people to be vaccinated against COVID-19. This will be accomplished through developing, translating, printing, and distributing culturally relevant plain language resources for Hmong, Latinx, Black/African American, and rural/agricultural populations statewide. Inclusa will also develop a transportation program in Forest, Ashland, Clark, Monroe, and Rock Counties to ensure reliable transportation to and from vaccination appointments.	\$100,000.00
Independence First Vaccine Outreach to the Disability Community	Milwaukee, Ozaukee, Washington, and Waukesha Counties	Independence First propose a project that will support ground level assistance to people with disabilities as they navigate the COVID-19 vaccination process through one-on-one support, printed materials, and an informational video that are inclusive, culturally relevant, and address barriers this population experiences in accessibility of vaccination sites and transportation to vaccination sites. This project will increase representation of people with disabilities in outreach efforts, improve access to resources for transportation to vaccine sites, and ensure that vaccine outreach efforts are inclusive and representative, which will empower people with disabilities to manage their needs.	\$50,000.00
Jump at the Sun Consultants	Milwaukee County (53205,53206,53209,53216,53218,53223,53224,53233)	Jump at the Sun Consultants will provide targeted community outreach and education focused on trusted community leaders and residents building health literacy, providing general education on COVID-19, and debunking myths about COVID-19 vaccines. Efforts including training community health workers and community mobilizers to provide culturally relevant health information, providing transportation, and using a variety of communication strategies to provide timely, accurate, and credible COVID-19 vaccine information.	\$100,000.00

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Langlade County Health Department	Langlade County	The Langlade County Health Department plans to leverage partnerships, engage targeted communities and provide direct services of timely and culturally competent outreach and educational activities, and safe vaccination sites. The vulnerable populations in Langlade County who have been identified as at risk for access barriers for the COVID-19 vaccine, include the elderly, Spanish-speaking, and rural areas.	\$10,000.00
Latino Health Council of Dane County	Dane County	The Latino Health Council of Dane County proposes an outreach campaign to provide culturally and linguistically appropriate information and education to the Latinx community in Madison and Dane County on COVID-19 vaccination along with general information about COVID-19. They will utilize radio and social media channels to provide information and education in collaboration with community partners.	\$41,300.00
Literacy Network of Dane County	Dane County	Literacy Network of Dane County plans to provide current, accessible COVID-19 vaccination education and information to at least 400 low-income adults with low literacy in Dane County by leveraging the warm, caring relationships between their learners and their staff/instructors who will serve as trusted messengers. This will help Dane County residents access and interpret accurate health information so they can make confident decisions about their health and lives.	\$13,000.00
Living Our Visions Inc.	Dane County	Living Our Visions Inclusively, in partnership with Padres e Hijos en Acción, will address vaccine hesitancy and access among Latino families which include a family member with a significant disability in the Madison area and surrounding region. Padres e Hijos en Acción and LOV Inc. will bring the voices, stories, and solutions from the Latino community together with key local stakeholders in the healthcare ecosystem to help remove barriers to and promote acceptance of COVID-19 vaccination with the Latino Community. They will focus on a multifaceted approach to address barriers, including developing and providing basic info about the vaccine and where to get it; having Vaccine Ambassadors share their stories with families and in social media marketing campaign; resources will be updated to address families' concerns; there will be an effort to arrange vaccine clinics at familiar locations, ensure families can register together for one appointment, and offer incentives to families to participate.	\$31,000.00
Mayo Clinic Health System - La Crosse	La Crosse County	Mayo Clinic Health System (La Crosse) plans to increase messaging through local community networks, and increase awareness regarding vaccine safety, efficacy, and local availability by leveraging trusted medical expertise, brand-recognition, and resources to ensure the community can make informed decisions and access vaccine in their neighborhood. This work will be accomplished through a coalition of passionate, experienced community partners and culturally aware community groups.	\$49,867.00

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Milwaukee Muslim Women's Coalition	Milwaukee, Racine, Kenosha, and Waukesha Counties	Milwaukee Muslim Women's Coalition will create a robust plan to dispel the disinformation regarding the vaccine, including providing flyers in multiple languages distributed to ethnic stores, shops, and places of worship. They will also engage nurses, pharmacists, and medical professionals who speak the same languages as community members to help them access and register for vaccines.	\$48,000.00
Milwaukee Repertory Theater - Hip Hop Vaccination Videos	Milwaukee Zip code 53206	Milwaukee Repertory Theatre proposes to create four Public Service Announcement (PSA)-style hip hop music videos that will encourage black, indigenous and persons of color (BIPOC) to receive the vaccine against COVID-19. These artist-led videos are meant to inspire and give hope around the vaccine, and the musical format provides an accessible way to connect with neighborhood residents through a style that is reflective of their culture and experiences.	\$10,000.00
Neighborhood House of Milwaukee: COVID-19 Community Outreach Initiative	Milwaukee county	This initiative will raise awareness and acceptance of and remove barriers to COVID-19 vaccination for underserved black, indigenous and people of color in the community who experience higher rates of COVID-19 infection and worse outcomes. Specifically, Neighborhood House of Milwaukee plans to implement a public awareness/outreach campaign combined with vaccination clinics conducted through a partnership already established with Hayat Pharmacy.	\$50,000.00
Open Arms Free Clinic, Inc.	Walworth County	Community Health Workers will outreach to Walworth County restaurants and churches to deliver key public health messages. CHWs will be equipped to register people for Open Arms Free Clinic services and vaccination clinics.	\$50,000.00
Opportunities, Inc.	Counties of Jefferson, Dane, Dodge, Waukesha, Rock, and Milwaukee	Opportunities, Inc. will coordinate community vaccine outreach to minimize the adverse impact of COVID-19 and the importance of the vaccine to contain the virus, while navigating financial and work/life stability amidst a pandemic. Opportunities, Inc. will provide education through short videos, create printed materials, electronic media, and educational sessions. They will also provide transportation and translation and interpretation services.	\$100,000.00
Oshkosh Area School District/Community COVID-19 Outreach	City of Oshkosh and the towns of Algoma, Black, Wolf, Nekimi and Oshkosh, situated in Winnebago County	Oshkosh Area School District will leverage trusted relationships with marginalized populations in the community to conduct critical outreach as the COVID-19 vaccine becomes available. They will use current communication structures and partnerships to disseminate quickly changing information to community members and families and expand community coalitions to erase barriers and ensure marginalized and economically disadvantaged families are given the knowledge and resources they need about COVID-19 and COVID-19 vaccinations.	\$99,997.36

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Planned Parenthood of Wisconsin, Inc.	18 counties across the state	Planned Parenthood of Wisconsin plans to implement multiple COVID-19 vaccine education and outreach activities with a focus on communities of color and low-income communities, including patient education in health centers, outreach in communities surrounding health centers, and engaging Promotores de Salud to provide further, individualized support for Latinx community members, especially those who only or primarily speak Spanish and many of whom are immigrants. Messaging will include the importance of individuals getting vaccinated to help protect their families and communities.	\$100,000.00
Polk/Burnett County Public Health Departments	Polk and Burnett Counties	Polk and Burnett Counties Health Departments plan to increase the knowledge, awareness, and importance of receiving the COVID-19 vaccine by individuals at a higher risk from the impacts of COVID-19. They plan to partner with ADRC of Northwest Wisconsin to maximize resources and outcomes to promote COVID-19 vaccinations among high-risk and underserved populations through outreach materials and create a short video with community members about the importance of vaccination, why these members are getting vaccinated, details of the community vaccination site, and where to find additional COVID-19 resources.	\$50,000.00
Racial Justice Group of Beaver Dam/Building Trust through Conversation	City of Beaver Dam, rural/farmland areas and small cities/villages in and surrounding Dodge County	Racial Justice Group of Beaver Dam proposes a project that will build trust and dispel myths through conversations with people from marginalized and underserved communities; conduct outreach and education about COVID-19 and vaccines to physically and mentally prepare marginalized and underserved communities in greater Dodge County; and reduce barriers to provide vaccines for easy access. The goals are to build relationships and trust between groups of people for shared cultural understanding, racial justice, and health equity.	\$25,032.00
Rebalanced Life Wellness Association	South Central Wisconsin with particular focus in Dane County including Madison and Sun Prairie locations	Rebalanced-Life Wellness Association plans to recruit health educators from the Black community, Edgewood College School of Nursing, UW Health, and work with the Wisconsin Department of Health Services (DHS) to develop a training and education infrastructure in order to have real conversations about the impacts of COVID-19, dispel myths, and promote vaccination. They plan to reach communities of color, in particular Black men and families with particular focus in Dane County including Madison and Sun Prairie locations.	\$50,000.00
Running Rebels Community Organization	Milwaukee (focus on northside including Lindsey Heights, Harambee, and Metcalfe Park)	Running Rebels Community Organization will promote COVID-19 vaccination among Milwaukee's primarily African American communities through a youth-partnered campaign. This campaign will advertise opportunities to access the vaccine and address misinformation by hosting public conversations with trusted members of the Black and medical community, disseminating fact sheets, and creating media to promote the importance of being vaccinated.	\$50,000.00

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Sauk County Public Health/Equitable COVID-19 Vaccine	Sauk County	Sauk County Public Health plans to communicate vitally important COVID-19 information in a culturally competent manner by providing timely and accurate information to promote COVID-19 vaccination. This will be accomplished by hiring a bilingual community health educator to assess the needs of local BIPOC communities regarding vaccination barriers. They will coordinate with the communities to plan, implement, and evaluate activities that increase vaccination rates. This data will be shared with community partners that provide COVID-19 information, medical care, and/or COVID-19 vaccinations.	\$62,355.00
Sherman Park Community Association, Inc.	Sherman Park Neighborhood, Milwaukee (53210 and 53216)	Sherman Park Community Association, Inc. will equip their fellow residents with culturally responsive and current information about the COVID-19 vaccine through virtual and in-person outreach and direct marketing through culturally relevant channels. SPCA will leverage its deep connections in the neighborhood with existing community partners to reach residents about the safety, efficacy, and importance of COVID-19 vaccination for individual, family, and community health.	\$81,352.35
SSM Health St. Mary's Foundation	Counties of Dane, Jefferson, Lafayette, Iowa, Columbia, Rock, Sauk, Green	SSM Health St. Mary's Foundation proposes to create a seamless transition from education and trust building to navigating vaccine access in an eight-county region in Southern Wisconsin. The major activities include identification of communities who are in most need of focused support in accessing the vaccine, working with key leaders of these communities, and empowering and actively working alongside community leaders in talking about vaccination and the medical facts of COVID-19.	\$100,000.00
The Findley Foundation	Zip codes: 53204, 53205, 53206, 53208, 53209, 53212, 53215	The Findley Foundation will build on existing relationships developed and nurtured to provide appropriate and accessible communications and opportunity through a strong targeted media campaign that will address issues of trust between the BIPOC communities and government and provide culturally competent and up-to-date COVID-19 health information; dissemination of information by neighborhood canvassers and through trusted local church groups; and providing easy access to the vaccine.	\$100,000.00
United Community Center	Milwaukee County	The United Community Center's Venciendo la Pandemia con la Vacuna program will provide culturally specific messaging targeted to three age groups (young, middle-aged, and older adults) to Latinos in Milwaukee Co and the City of Waukesha. Outreach will consist of small group conversations that provide accurate vaccine information and dispel myths and misinformation. Secondary strategies will include: distributing culturally resonant literature (e.g., flyers, posters) with basic facts about COVID-19 vaccination (including where to register to get the vaccine) and a social media campaign.	\$100,000.00

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United Migrant Opportunity Services/UMOS, Inc, (UMOS)	27 counties	UMOS is requesting funds to promote COVID-19 vaccination among Wisconsin's migrant and seasonal farmworker (MSFW) population who reside in rural communities. UMOS will conduct direct community outreach to find and connect with MSFWs where they live and work; provide print materials in English and Spanish; and make verbal presentations to groups (e.g., Migrant and Seasonal Head Start parents, MSFWs residing in farm labor housing camps, and at UMOS' MSFW program recruitment events).	\$49,918.00
UniteWI	Communities in southeastern Wisconsin: Kenosha, Racine, Milwaukee, and Waukesha	UniteWI requests funds to develop and pilot a CHW COVID-19 Vaccination protocol and launch a COVID-19 campaign that will have the potential to reach high risk individuals across the state. They will address the gap in knowledge and understanding about COVID-19 and its vaccination by developing and implementing a new Pathways to Immunization protocol, which includes: 1) training for CHWs; 2) education and support related to COVID-19 spread, testing, and vaccination; and 3) referral follow-up.	\$100,000.00
Us 2 Behavioral Health Care Inc./COVID-19 Vaccination Community Outreach Fox Valley	Fox Valley Area: Outagamie, Calumet, and Winnebago counties	Us 2 Behavioral Health Care, Inc. proposes a project to increase accessibility, awareness, and access to education regarding COVID-19 and the vaccine to Hmong, Latinx, African American, refugee, and other marginalized populations through trusted community members and organizations. Educational materials will be provided in multiple languages, and linguistically competent staff will be available to answer questions that arise and help individuals register for the vaccine. Further, they will collaborate with the local news station to develop digital, radio, and television public service announcements.	\$81,770.00
VIA Community Development Corp.	Milwaukee neighborhoods of Silver City, Layton Park, and Burnham Park	VIA Community Development Corp. will use existing communication channels, platforms, and community engagement models to share information and increase knowledge about COVID-19 vaccines and how they can be accessed. They will also use a relational communication model that enables neighbors to share up to date and accurate information with their peers.	\$17,500.00
Walnut Way	Lindsay Heights, zip codes: 53205 and 53206	Walnut Way proposes to promote vaccination and reduce barriers for Lindsay Heights residents through the Innovations & Wellness Commons (IWC), a comprehensive wellness and resilience hub on Milwaukee's northside. IWC will create an outreach advisory council to leverage collaboration with neighborhood partners; advance direct resident engagement through door-to-door outreach; create a community-based education and awareness campaign targeted to residents; create and manage a vaccination waiting pool; and innovate and coordinate strategies to remove barriers to participation, such as transportation.	\$50,000.00

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Walworth County Food Pantry Inc.	Walworth County	Walworth County Food Pantry Inc. plans to conduct outreach to low-income senior citizens of Hispanic, Black, and Asian and others through a phased approach campaign. Utilizing direct mailings, social media, door hangers and trusted staff for direct conversations on the importance of the vaccine safety and efficacy. Phone calls with translation services will be made to answer questions and where to go for vaccination, including assistance with transportation if needed.	\$29,400.00
WI Latino Chamber of Commerce "Mi Vacuna"	Wisconsin minus metropolitan Milwaukee area	We propose an outreach program "Mi Vacuna" (My Vaccine) aimed at the Latino Population in Madison, Fitchburg, greater Dane County, the southwestern and mid-western counties and the central and northern counties. Outreach approaches would differ based on geographic location, using different approaches for urban and rural communities and among different employment sectors. It will include a media campaign with recorded and live events by trusted messengers, printed and broadcast information, and work directly with businesses that employ Latinos.	\$100,000.00
Wisconsin Community Health Fund, Inc.	Green County	The development of an innovative collaborative project that will provide vital health education and access to COVID-19 vaccinations to Hispanic residents within Green County of Wisconsin. The project will provide a Spanish speaking Community Health Worker that will assist with offering relevant education and outreach to Green County Hispanic Residents, and work with partners including the Green County Health Department to provide education and vaccinations.	\$40,345.00
Wisconsin Council of Churches	Statewide, with particular attention to Madison, Greater Milwaukee and rural outstate	The Wisconsin Council of Churches will leverage their existing network of more than 2,000 churches to provide accurate, timely, curated information on COVID-19 vaccination to their communities. In addition to reducing barriers related to internet access, they will also eliminate transportation barriers (through their GOTV network, volunteers, and/or vouchers). In addition to serving faith community members and people who access faith-based nonprofit services, WCC will focus particular attention on addressing the needs of Black, Hispanic/Latinx, LGBTQ, justice-involved individuals, and rural populations and will work in partnership with African American Council of Churches and Just Dane to reach target audiences.	\$99,975.00
Wisconsin Institute for Healthy Aging - COVID-19 Public Education and Community Outreach	State of Wisconsin	The Wisconsin Institute for Healthy Aging seeks to break down barriers to COVID vaccination among older adults by working in partnership with its network of more than 260 providers, county and tribal aging offices, ADRCs, and community-based organizations in key communities. The project will conduct a media campaign to reach older, diverse, underserved populations; develop customizable materials to promote vaccination; partner with and provide pass-through grants to key community organizations representing African American, Latinx, and Indigenous populations to take WIHA materials, customize messages, and engage in direct outreach with individuals; and work to identify and target messages to local areas with the greatest need as the grant period progresses.	\$98,683.15

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Wisconsin Literacy, Inc./COVID-19 Vaccination Through Trusted Community Education	29 Counties	Wisconsin Literacy will create and implement a COVID-19 vaccination train-the-trainer program with easy-to-read curriculum, talking points, and other resources that literacy staff and tutors can share with their communities. By working with member agencies, targeted community organizations, and the Marshfield Clinic AmeriCorps program, the project will reach immigrants, Hispanic, Indigenous, and rural adults in approximately 35 communities.	\$99,013.00
Wisconsin Network of Urban Leagues	Southern Wisconsin, focusing on Madison, Milwaukee, Racine, Kenosha, surrounding communities	The Wisconsin network of Urban League affiliates is proposing a COVID-19 outreach, education, and access initiative – Back to Better - targeted to Black and other underserved communities in southern Wisconsin. The three Urban League affiliates will communicate vital COVID-19 vaccine information in culturally appropriate ways and help remove barriers to acceptance of and access to the vaccine through Community Advisory Teams, education video and social messaging campaign, webinars and/or workshops, popup events, hosting clinics, and incorporating vaccine education into existing programs.	\$100,000.00
Wisconsin United Coalition of Mutual Assistance Associations (WUCMAA)	Eau Claire, Madison, Milwaukee, La Crosse, Sheboygan, Manitowoc, Stevens Point, and Wisconsin Rapids	WUCMAA is requesting \$100,000 to develop and implement a collective community outreach effort in eight cities, with four of them representing communities with the largest populations of Hmong residents in Wisconsin. WUCMAA will sub-award contracts to the local community-based partners in the eight communities to support grassroots efforts comprised of a combination of outreach activities and venues that include dissemination of informational materials, panel discussions, videos, social media, radio, texting, emailing, local resource line, etc.	\$100,000.00
Worker Justice Wisconsin (WJW) and Wisconsin Faith Voices for Justice (WFVJ)	Dane County	Worker Justice Wisconsin and Wisconsin Faith Voices for Justice propose a project to promote confidence and trust in the COVID-19 vaccine in communities of color, especially low-wage and undocumented workers in the African American and Latinx communities. This will be achieved through coordinated public relations campaign across a spectrum of traditional and social media outlets and interpersonal outreach to members of the targeted populations.	\$20,000.00
African American Health Network of Dane County	communities within Madison, Wisconsin area	This is a non-profit organization whose mission is to foster networking among African American health professionals and promote health education, healthy lifestyle, self-advocacy, empowerment, and wellbeing among African Americans in Dane County. With this funding they have two goals: To implement a community-based COVID-19 education program for African Americans and other persons who have limited access or are 'hesitant' about being vaccinated and to offer onsite vaccinations to community members at the same events where education is offered.	\$48,000.00

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Organization/ Project Name	Geographic Area Served	Brief Description of Proposal* (*note: excerpts taken from application submitted)	Amount
Black Health Coalition of Wisconsin (BHCW)	Milwaukee City and County	Continue the work of Milwaukee Black Immunization Project that was formed by state funding in October 2020. Goal is to increase the number of African American people from the city and/or county who have been educated regarding COVID-19 and other infectious diseases and will show an increase in getting vaccines and/or engaging in other protective actions. Emphasis on removing barriers and providing culturally competent care.	\$95,500.00
Boys & Girls Clubs of Dane County	Dane County	For the purposes of COVID-19 vaccine outreach, BGDC will develop the most effective, trustworthy, and equitable communications strategy, using the direct perspectives of the Black and Latinx members of our community– including concerns, motivations, values, and language needs. These factors will dictate vaccination communication priorities, including an understanding of the different reasons for vaccine hesitancy in diverse communities. Vaccine information will also be shared through a 'vaccination week' and at community events.	\$80,233.00
Boys & Girls Clubs of Greater Milwaukee	Milwaukee	The Boys & Girls Clubs of Greater Milwaukee (BGCGM) will communicate updates, correct misunderstandings, and manage expectations around the COVID-19 Vaccine distribution through the Community COVID Education project. Through active partnerships, this project will help create and distribute flyers and videos and engage local health professionals to dispel COVID-19 myths. Deliberate efforts will be made to get information in front of high-risk and underserved populations including those who are minorities and that are not as reachable by social media, such as people without internet at home. Additional plans to host a remote vaccine clinic.	\$94,966.00
Burmese Rohingya Community of Wisconsin Inc.	Greater Milwaukee area	BRCW was founded to provide much-needed help to the Rohingya community in the form of resettlement assistance and enabling access to housing, food, education, work and health care. Goal is for majority of 300 Rohingya families in Milwaukee to be vaccinated. Plans to reach out to community through educational content, as well as provide them will transportation to vaccination sites.	\$100,000.00
Carter G. Woodson Scholarship and Community Service Foundation, Inc.	Greater Madison Area	CGW was developed to serve high-risk and underserved populations including racial and ethnic minorities who face racial, economic, and geographic inequities. Goal to increase knowledge, trust, access, and actual testing and vaccination rates among the African American community in Madison. Plans to disseminate information about vaccine through various formats, as well as provide transportation to vaccine sites for those who need it.	\$35,000.00
Casa ALBA Melanie and COMSA (Community Services Agency Inc.)	Statewide	Casa ALBA Melanie serves migrant and Hispanic populations. COMSA serves Somali and refugee communities. Together they plan to travel to rural areas across Wisconsin where these populations are located to provide culturally competent, COVID-19 vaccination safety education. When possible, mobile clinics will be brought to these areas to vaccinate marginalized individuals. Plans to invite doctors and medical professionals to promote the vaccine at their informational sessions.	\$100,000.00

COVID-19 Community Outreach Grant Recipients

Organization/ Project Name	Geographic Area Served	Brief Description of Proposal* (*note: excerpts taken from application submitted)	Amount
Chippewa County Department of Public Health	Chippewa County	Target population includes individuals that do not have adequate transportation, have limited or no access to internet services, those living in poverty, the elderly/disabled, and minority populations (Hmong and Latino). Plans to create culturally competent education materials and provide Kwik trip gift cards to reimburse individuals for travel costs to get to vaccine clinics.	\$50,000.00
City of Beloit	City of Beloit	Providing mobile and stationed vaccine clinics with the intent of reaching out to the following marginalized populations: Latinx, elderly and ill, African-American. Meals will be provided to those participating in mobile clinics, in partnership with Meals on Wheels. City will provide free bus tokens to individuals unable to reach the stationed vaccine clinics. City will create culturally competent vaccine communications to connect with multiple populations.	\$100,000.00
City of Milwaukee Health Department	City of Milwaukee	Target populations is BIPOC populations and those who live in poverty living in Milwaukee. Overall goal is to increase vaccination rates among target population. Efforts include recruitment and training of 300 within-community ambassadors to vouch for the vaccine in their respective groups, as well as hold three town hall meetings to educate the community about the vaccine.	\$100,000.00
City of Wauwatosa Health Department	City of Wauwatosa	We are committed to reaching black, indigenous and other people of color (BIPOC) in our community to foster greater understanding of and increased access to the vaccine. We plan to do this through a community education campaign, community champions, and provide a vaccination clinic. Aim to address misinformation and hesitancy about the vaccine.	\$50,000.00
Coalition of WI Aging and Health Groups	Milwaukee County	The Coalition of Wisconsin Aging and Health Groups will post science-based vaccine messages on the outside of busses in the Milwaukee area. The messages will feature local leaders in communities of color.	\$48,620.00
Community Connections Free Clinic (CCFC), Free Clinic on Wheels (FCOW)	Lafayette County	Community Connections Free Clinic's (CCFC) will promote the COVID-19 vaccine among underserved populations in Southern Wisconsin through the CCFC Free Clinic on Wheels (FCOW) program. CCFC aims to both educate and reduce barriers to the vaccine during on-site farm visits.	\$10,000.00
Concordia University of Wisconsin (CUW)	Milwaukee City	Concordia University of Wisconsin will provide culturally appropriate information regarding the effectiveness and safety of COVID-19 vaccines through in-person community sessions. The basis of this project is the distribution of culturally sensitive messaging through community Ambassadors and printed media.	\$28,965.00
Fond du Lac Area United Way	Fond Du Lac County	Fond du Lac Area United Way will develop and distribute culturally appropriate print materials with vaccine education and registration information through a variety of channels. They will also facilitate targeted pop-up vaccination clinics.	\$50,000.00

COVID-19 Community Outreach Grant Recipients

Organization/ Project Name	Geographic Area Served	Brief Description of Proposal* (*note: excerpts taken from application submitted)	Amount
HealthNet of Rock County	Rock County	HealthNet of Rock County plans to hire two community ambassadors with lived experience for minority communities (Latinx/Black, African-American) in Rock County. Their job will be to target cultural hubs for both minority communities for providing education cafes, and serve as a trusted voice about the vaccine to minority communities. These community ambassadors will also be charged with staffing a VIP phone line for both minority communities that will allow them easy access to a trusted person to assist them with vaccine scheduling, and provide individualized assistance for any barriers that may occur. HealthNet will also develop an online portal for any Rock County resident who wants more information about the vaccine and where to get it.	\$44,197.75
Hispanic Collaborative Network	Southeast WI, Waukesha and Milwaukee Counties	Hispanic Collaborative Network will provide culturally competent and bilingual materials in Spanish and English to minority communities in collaboration with organizations and universities in the community. They will also provide a virtual health fair for culturally competent health information to the public through social media and coordinate vaccine clinics collaboratively in trusted locations.	\$50,000.00
Kenosha County Division of Health	Kenosha County, focusing on Wilson Heights and Lincoln Park/Uptown neighborhoods	Kenosha County Division of Health will 1) create culturally appropriate and CDC-compliant messaging about the COVID-19 vaccine for each target community with a focus on community-specific anxiety and false narratives, 2) develop and implement strategies to disseminate new vaccine messaging through a variety of media and live events, 3) reduce barriers to accessing the vaccine for target communities by designing and implementing equitable vaccine distribution methods, and 4) utilize data analyses and community feedback to consistently monitor and evaluate the efforts of the taskforce and make any necessary improvements to ensure functionality and success.	\$100,000.00
Prevea Health	Brown County, then expand to Barron, Buffalo, Calumet, Chippewa, Door, Dunn, Eau Claire, Kewaunee, Manitowoc, Marinette, Menominee, Oconto, Outagamie, Rusk, Shawano, Sheboygan, Taylor and Winnebago	Prevea Health plans to develop and implement a culturally responsive, trauma-informed COVID-19 vaccination outreach campaign to provide timely and accurate information to promote COVID-19 vaccination among high-risk populations including Black, Indigenous, People of Color(BIPOC), immigrant, refugee, and LGBTQ communities, as well as hard to reach rural communities. Prevea Health will leverage and build on existing vaccination education efforts such as our Town Halls, community coalition meetings, and Community Vaccination Clinics to reach additional communities who either face barriers to vaccine access or have vaccine hesitancy in their 19-county catchment area throughout Wisconsin.	\$100,000.00

COVID-19 Community Outreach Grant Recipients

Organization/ Project Name	Geographic Area Served	Brief Description of Proposal* (*note: excerpts taken from application submitted)	Amount
Riverwest Food Pantry	Primarily 53212 (Milwaukee)	Riverwest Food Pantry plans to capitalize on their well-established relationship of kinship and trust to deliver messaging to their neighborhood residents about receiving the COVID-19 vaccination. Utilizing one-on-one conversations with community members who come to the food pantry, flyers in the weekly food bags, a postcard mailing and text message campaign to reach residents in the zip codes they serve in the Milwaukee area.	\$15,000.00
Safe and Sound/Vaccine Education and Outreach	City of Milwaukee	Safe & Sound plans to disseminate and distribute COVID vaccine information to residents in ten key priority Milwaukee neighborhoods serving primarily low-income Black and Latinx community members. Utilizing its community organizing to conduct literature drops to resident's doors, host pop-up lot/resource fair distribution events, social media messaging, Facebook Live events, and assistance with COVID-19 vaccination registration. Safe & Sound is a well-established organization in the neighborhoods with over 20 years' experience of interacting with residents.	\$40,000.00
Sheboygan County Division of Public Health	County of Sheboygan	Sheboygan County Division of Public Health will work to increase vaccination rates of the two highest racial and ethnic groups in the county, the Latinx and Hmong populations. Activities will focus efforts on strengthening partnerships to engage community members in Q&A events to discuss barriers and provide credible COVID-19 information, increase availability translated COVID-19 vaccination resources, conduct targeted vaccine clinics and support training for their newly added Bilingual Community Health Workers for community outreach efforts.	\$47,710.00
Southside Organizing Committee	53204 and 53215 (Milwaukee)	Southside Organizing Committee plans to integrate bilingual grassroots outreach methods with traditional mass media tools to bring COVID-19 information to communities utilizing phone calls, texts, online live forums with subject matter experts, social media, hard copy communications and resource drop off canvassing. They intend to service Milwaukee's Near South Side communities with heightened focus on the Latino/a/x populations of which, approximately 20% of adults are Spanish speaking.	\$50,000.00
St. Ann Center for Intergenerational Care	53205 and 53206 in Milwaukee	St. Ann's Center for Intergenerational Care will expand their current program to facilitate effective outreach to appropriate community groups and media channels and provide medical expertise to inform education and outreach. These efforts will be targeted towards Milwaukee's north-side central city neighborhood to provide trusted information to ensure that this community stays well-informed on COVID-19 and vaccination information among a severely underserved neighborhood.	\$78,650.00
Supporting Families Together Association	State of Wisconsin	Supporting Families Together Association will work with partners to train early care and education (ECE) staff and parents who use ECE services on knowledge and awareness of the safety and efficacy of the COVID-19 vaccines and then empower these ECE staff to engage in a disseminated vaccine promotion campaign as trusted messengers to improve COVID-19 vaccine uptake among this population, who are often socially and economically marginalized.	\$100,000.00

COVID-19 Community Outreach Grant Recipients

Organization/ Project Name	Geographic Area Served	Brief Description of Proposal* (*note: excerpts taken from application submitted)	Amount
The Hmong Institute	Dane and Rock County (Madison metro area, Sun Prairie, and Janesville)	The Hmong Institute will provide timely and accurate information to promote COVID-19 vaccination by reducing language and cultural barriers, addressing inaccurate information about vaccine, improving access to vaccine, and providing transportation to vaccine appointments to the Hmong, Lao, Cambodian, Tibetan, and Nepalese communities, especially elders and adults, in the Dane and Rock county areas.	\$50,000.00
UNCOM COVID-19 Vaccination Community Outreach	City of Milwaukee	The United Neighborhood Centers of Milwaukee will partner with its 8 member agencies to disseminate COVID-19 education and awareness via a social media campaign, joint website, podcasts, and printed materials to marginalized populations in the Milwaukee area.	\$50,622.00
UWM Foundation	Milwaukee's central city and northwest side	The University of Wisconsin Milwaukee College of Nursing will work with educators, clinicians, and community health workers in a community-based initiative to increase COVID-19 awareness and increase access to COVID-19 resources and support services in central city and northwest side communities in Milwaukee that are being disproportionately affected by the COVID-19 virus.	\$49,500.00
Voces de la Frontera	State of Wisconsin	Voces de la Frontera (VDLF) will identify and reduce barriers to vaccination within Wisconsin's Latinx communities including immigrants, essential workers, and their families. VDLF will carry out these goals by working with their members (currently over 2,000 statewide) and community partners to identify barriers, and promote a pro vaccination message through their existing statewide networks, relationships, and processes that have proven to be effective in previous community engagement organizing and worker-protection campaigns carried out by VDLF.	\$50,000.00
Waukesha Free Clinic	Waukesha County	Requested funding will support WFC to establish the temporary COVID-19 Vaccine Educators program, which includes COVID-19 vaccine education efforts to increase patient vaccination willingness and overall health literacy. To achieve these objectives, we will implement vaccine education materials into their regular medical programming in both English and Spanish, written and oral communication, and they will host vaccine registration sessions. A major milestone to be achieved during the grant period is reaching 75% of WFC patients being vaccinated per eligible group.	\$50,000.00
Western Wisconsin Public Health Readiness Consortium (WWPHRC)	Bad River Tribe, St. Croix and Barron, Burnett, Clark, Douglas, Dunn, Pepin, Pierce, Rusk, St. Croix, and Washburn counties	WWPHRC will take current COVID-19 related knowledge and experience with message creation, while leveraging connections with local stakeholders of the target populations to customize messages. This will include messaging on general COVID-19 information, vaccine basics, clarifying vaccine misconceptions, resources available, emerging concerns, vaccination process, and vaccination locations within the local community and regional sites. WWPHRC will create messaging based on the Department of Health Services and the Centers for Disease Control guidance for use by local and tribal health departments and subcontractors. This will ensure a consistent regional message. This grant will also support engagement with many people that are asset limited and live in rural areas.	\$100,000.00

COVID-19 Community Outreach Grant Recipients

Organization/ Project Name	Geographic Area Served	Brief Description of Proposal* (*note: excerpts taken from application submitted)	Amount
Wisconsin Electric Association/Rural Connections	Unpopulous rural areas of all or parts of 54 counties	Rural Connections is a joint partnership of the state's 24 electric distribution cooperatives and the Wisconsin Electric Cooperative Association (WECA) that will focus on providing relevant, factual COVID-19 information to complement the state's goal of vaccinating at least 80% of eligible candidates living in the remote rural areas of Wisconsin that we serve. Our project work will include providing current, local information on where and how to register, details for individuals without insurance, alternative transportation options, and information developed with the department to reduce vaccination hesitancy that is tailored for our target communities.	\$41,283.00
Wood County Health Department	Wood County	Building upon the work Wood County is currently doing related to influenza vaccination uptake, the 6 Community Health Workers (CHW's) who have been hired (2 American Indian, 2 Hmong, 2 Hispanic) to provide their communities with up-to-date, accurate information about the influenza vaccine and resources available in Wood County will be used to increased outreach focusing on low income, seniors and Black people who live in Wood County in addition to the three other race/ethnicities that have been focused on with the influenza grant. By receiving this additional funding the CHW's will coordinate with the Wood County Health Department to reduce barriers to receiving the COVID-19 vaccine.	\$49,000.00
YWCA Madison VIP (Vaccine Information Project)	Madison and other various neighborhoods in Dane county	YWCA Madison would like to increase the likelihood of vaccination amongst the individuals who are a part of their agency's eight internal and external housing programs and individuals in their employment and training programs. YWCA's goal for this proposal is to use their existing relationship and trust with their program participants to ensure that vaccines reach this community that faces barriers to accessing medical care and, in many cases, has had historical mistrust of the medical community and vaccines. These barriers will be addressed by leveraging their longstanding relationships and sense of trust and community with the families they serve. They will do this through one on one conversations, fliers, Zoom hosted meetings and, if possible, hosting one or two vaccine clinics based upon eligibility.	\$38,695.00
Milwaukee Area Technical College (MATC)	Milwaukee and portions of Washington and Ozaukee counties	Milwaukee Area Technical College (MATC) will target populations with historical barriers and higher levels of hesitancy to receive vaccine and provide culturally competent education, one-on-one support and guidance, and materials to both the community college population and the broader community they are a part of. This will be done by reviewing, assembling and selecting existing CDC and DHS information to be used for marketing, creating testimonial videos with diverse post-vaccinated individuals, providing students with direct support and guidance to locate community resources, share culturally competent information with community partners and coordinate with community members to conduct culturally competent outreach, encouraging people to get vaccinated.	\$49,209.00

COVID-19 Community Outreach Grant Recipients

Organization/ Project Name	Geographic Area Served	Brief Description of Proposal* (*note: excerpts taken from application submitted)	Amount
Near West Side Partners, Inc.	Near West Side Milwaukee (Avenues West, Concordia, Cold Spring Park, Martin Drive, Miller Valley, Merrill Park, Piggsville/The Valley)	Near West Side Partners, Inc. will enlist local public health and safety resources to connect and educate the Near West Side of Milwaukee in a compassionate and patient-centered way to educate the neighborhood on COVID vaccination and connect them with direct and support with accessing existing community resources, work with partners to translate information messaging into multiple languages including but not limited to door hangers, fliers, postcards, and digital content. Near West Side Partners, Inc. will also organize and conduct outreach and events to directly connect with the community as well as develop a toolkit to be shared at these opportunities.	\$50,000.00
New Beginnings are Possible	NW Corridor of Milwaukee (Thurston Woods, Havenswoods, Berryland, Old N. Milwaukee, Town & Country Maor, Graceland, Wyrick and McGovern Pare)	New Beginnings are Possible will work with the community, students, parents and faculty from partner schools in the Northwest Corridor in Milwaukee to provide in-person and virtual education, continue an existing gamification initiative, host facilitated discussions and informational sessions to share information about COVID vaccination, and use existing partnerships and technology to simplify the vaccination registration process, as well as offer free transportation to and from vaccination appointments.	\$49,720.00
Next Door Vaccine Outreach Program	City of Milwaukee	Next Door Vaccine Outreach Program plans to provide timely and accurate information to promote COVID vaccination among high-risk and vulnerable populations in the Metcalfe Park and Midtown in Milwaukee particularly low income African American residents and low income dual language families, through six different health screenings to community members, families, and staff where Next Door will facilitate and engage in the planning related to COVID-19. Next Door Vaccine Outreach will also connect with the community through text, and COVID-safe phone, and person to person efforts to promote vaccination and relevant COVID education.	\$98,230.00
Outreach Community Health Centers, Inc.	neighborhoods in the northern quadrant of Milwaukee City and County	Outreach Community Health Centers, Inc. Will provide comprehensive messaging to high-risk and vulnerable populations in Northern Milwaukee particularly African-Americans and Hmong people to increase awareness regarding COVID vaccination, connect audiences to resources and increase vaccinations, and build trust. This will include multi-platform communications that will tell a more complex story to reach a broad audience, raise awareness, and support conducting health education activities and health literacy.	\$50,000.00