

COVID-19 Vaccination Community Outreach Grant Recipients

| # | Organization Name | Geographic Area Served | Brief Description of Proposal* (*note: excerpts taken from application submitted) | Amount |
|-----|--|---|---|-----------|
| 001 | 100 Black Men of Madison | Dane County | As a result of the trust established and the objectives achieved, during the last five months, regarding the provision of factual information about the coronavirus disease or COVID-19 to those most in need, the 100 Black Men of Madison will increase and intensify efforts with adults and expand activities to involve children who can receive vaccinations. | \$98,362 |
| 002 | 365 Media Foundation | The whole state | 365 Media Foundation plans to create culturally appropriate media content to help communities of color stay informed about the virus, remain protected, and promote vaccination efforts within communities of color. Content will be disseminated through an article series, interviews, podcasts, and town hall discussions. | \$100,000 |
| 003 | 88Nine Radio Milwaukee | Milwaukee | 88Nine Radio Milwaukee will utilize their FM broadcast signal, website, and social media presence to continue educating listeners on the importance and availability of COVID vaccines. | \$15,000 |
| 004 | ABC for Health, Inc. | The whole state | ABC for Health, Inc. plans to continue the important outreach, education, and innovative in-reach strategies to connect more Wisconsin families to the COVID vaccines. Racial and social justice inequities persist as the pandemic continues. ABC for Health, Inc. will conduct a strengthened effort to eliminate knowledge and logistical barriers to vaccines with education, support, and resources. | \$89,095 |
| 005 | ABC for Rural Health, Inc. | Polk; St. Croix; Chippewa; Burnett; Pierce counties in the Western Region | ABC for Rural Health will use trusted conversations, word-of-mouth, and community outreach to increase family knowledge and awareness of vaccines and boosters; correct misinformation; tackle hesitancy and other barriers to vaccination; and to promote vaccine adoption across rural communities. | \$57,860 |
| 006 | Access Community Health Centers | Dane, Iowa, and surrounding counties | Access Community Health Centers will continue to outreach to patients to inform them of the availability of COVID vaccines and provide education and information. This will include continued outreach to unvaccinated patients; outreach for boosters to eligible patients; and outreach to pediatric patients. | \$100,000 |
| 007 | Advocaid Health Foundation Inc. | Brown; Winnebago; Outagamie; Waukesha; Milwaukee; Racine; Kenosha; Jefferson; Marinette; Oconto; Waupaca; Shawano; Fond Du Lac; Walworth; Washington; Calumet | Advocaid Health Foundation will use current platforms to provide accurate information to the at-risk mental health and addiction communities. They will partner with West Grove Clinic to utilize their social media and waiting room technology to share information. | \$100,000 |

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| 008 | African Heritage, Inc. | Brown; Calumet; Door; Florence; Fond du Lac; Green Lake; Kewaunee; Manitowoc; Marinette; Marquette; Menominee; Oconto; Outagamie; Shawano; Sheboygan; Waupaca; Waushara; Winnebago counties. | African Heritage, Inc. (AHI) plans to continue their successful Black COVID-19 Vaccine Campaign, "Get The Shot: Lifesaving Information Vaccination Education (LIVE)." Funds will authentically engage and connect with blacks in Northeast Wisconsin to provide culturally responsive education and outreach that will address the evolving threat of misinformation; mitigate vaccine hesitancy; and eliminate barriers to vaccine access. | \$100,000 |
| 009 | Angelic Assistance Community Care Co. | Milwaukee County | Angelic Assistance Community Care Co. will continue vaccine outreach services through a more diversified vaccination model that is culturally competent, easily accessible and convenient. They will provide personalized education about the safety and effectiveness of the vaccine, arrange on-site vaccination, take vaccines to the homebound and set up popup /mobile clinics and also address issues causing vaccine hesitancy. | \$100,000 |
| 010 | Ascension SE Wisconsin Hospital, Inc | Milwaukee; Waukesha; Washington; Ozaukee; Dodge; Jefferson; Racine; Outagamie; Winnebago; Calumet | Ascension SE Wisconsin will develop clear and consistent messaging and work with community partners to help disseminate accurate, up to date COVID-19 vaccine information to pregnant women and women of child-bearing age, especially those from black and Hispanic communities. | \$70,000 |
| 011 | Bad River Band of Lake Superior Tribe of Chippewa Indians | Ashland; Iron | Bad River Health and Wellness Clinic (BRHWC) will conduct a coordinated outreach campaign to answer the population's whys, how's, and when's related to the current pandemic surge and next stages. BRHWC will make it easier, through consistent communication across different platforms, to find, access and trust the full range of vaccination, prevention and testing resources that are available. | \$100,000 |
| 012 | Barron County Department of Health and Human Services | Barron | Barron County Department of Health and Human Services will utilize community health workers (CHWs) to ensure equitable access to the COVID-19 vaccine for Somali and Hispanic residents. CHWs will build individual and community understanding to increase health knowledge in COVID-19 vaccination. | \$96,200 |

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| 013 | Bellin Memorial Hospital Inc. | Brown | Bellin Health aims to provide needed education, outreach and vaccination services to vulnerable populations identified within community employer partners. Bellin will implement a marketing strategy, as well as diminish access barriers through on-the-job-site and home visit vaccination services. There are an estimated 2,682 unvaccinated individual employees and family members to be targeted through this programming within the four partner organizations. | \$99,976 |
| 014 | Black Health Coalition of Wisconsin Inc. | Milwaukee | Black Health Coalition of Wisconsin plans to address the structural, economic, racial, and emotional needs of the African-American community during this pandemic. Vaccine hesitancy continues to be pervasive. There also seems to be vaccine fatigue that is setting into the African-American community to the point that it is difficult to talk to certain people. | \$100,000 |
| 015 | Boys & Girls Club of Green Bay, Inc. | Brown | The Boys & Girls Club of Green Bay is committed to disseminating accurate information about the COVID-19 vaccines and eliminating barriers to vaccine access. They plan to host informational poster-making contest for youth, share vaccine information at community engagement events, and host monthly COVID-19 vaccine clinics. | \$79,692 |
| 016 | Boys & Girls Clubs of Dane County | Dane County | Boys and Girls Clubs of Dane County (BG CDC) plans to continue their activities in COVID-19 community outreach to stop the spread. | \$86,666 |
| 017 | 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. This project will help distribute information 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 who are not as reachable by social media, such as people without internet at home. | \$99,733 |
| 018 | Boys and Girls Clubs of the Wausau Area | Marathon | The Boys & Girls Club of the Wausau Area plans to provide staffing for outreach to Club families, vaccine marketing, and a Club-hosted vaccine clinic. The Club will reach out to non-English speaking families, distribute information and guidance, and offer staff assistance to help families register for vaccines in addition to hosting a vaccine Clinic in August 2022. | \$45,145 |

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| 019 | Boys and Girls Clubs of West-Central Wisconsin | Monroe; Sauk; Columbia | Boys & Girls Clubs of West-Central Wisconsin (BGCWCW) will continue its COVID-19 community outreach activities to stop the spread and increase vaccination rates within rural communities in Wisconsin. BGCWCW will implement the most effective, trustworthy, and equitable communications strategies based on best-practices, using the direct perspectives of rural community members– including concerns, motivations, values, and language needs. | \$85,875 |
| 020 | Boys and Girls Clubs Tri-County | Green Lake; Fond du Lac; Winnebago | Boys & Girls Club of the Tri-County Area Inc. (BGCTRIC) will continue their efforts to protect youth and staff from the spread of COVID-19 along with hosting a vaccination clinic. The Club will be updating procedures on cleaning, sanitizing, activities, incentives, and layout of the Club to socially distance youth. The Club will also continue to work with local school districts and community leaders to provide services and combat the spread of COVID-19 in the rural community. | \$50,502 |
| 021 | Bread of Healing Clinic | City of Milwaukee | The Bread of Healing Clinic will conduct vaccine outreach to low-income, uninsured adults, primarily people of color, in the city of Milwaukee to increase awareness and knowledge about COVID-19 vaccines, their safety, and access. Their goal is reach over 4,500 community members, patients and family/friends of patients through outreach events and people coming to three north side clinics. | \$90,716 |
| 022 | Bridge Community Health Clinic | Marathon; Lincoln; Langlade | Bridge Community Clinic will promote vaccination through various media channels, combat vaccine disinformation, provide IT equipment needed to support long-term temporary staff's vaccine outreach work, and provide printed materials for community distribution. | \$100,000 |
| 023 | Building for Kids Children's' Museum | Outagamie; Winnebago; Calumet | The Building for Kids' proposed project aims to inform, invite, and incentivize local families as they consider vaccinating their children, and particularly families with young or underserved children. Through local partnerships, the Building for Kids will provide information about the vaccine to families, provide an inviting vaccination environment, and motivate families with free experiences at the museum. | \$26,805 |
| 024 | Burmese Rohingya Community of Wisconsin Inc. | Milwaukee County, Milwaukee | BRCW will continue providing Burmese and Rohingya speaking community with pandemic related services and continue building confidence in COVID-19 vaccination. While they have seen measurable successes in vaccination rates, Burmese and Rohingya resettled refugees are vulnerable and continue to lack access to information and services regarding vaccines. | \$100,000 |

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| 025 | Carter G. Woodson Scholarship and Community Service Foundation, Inc. | Dane | Carter G. Woodson Scholarship and Community Service Foundation, Inc. partner with multiple other organizations in Madison to expand their reach in the community and provide consistent support. | \$55,000 |
| 026 | Casa Guadalupe Education Center, Inc. | Washington | Casa Guadalupe Education Center plans to continue to promote the importance of COVID-19 vaccines and offer COVID-19 pop up clinics for the Spanish speaking, immigrant, Hispanic/Latinx community in Washington County in 2022. This will be accomplished with the assistance of a Community Health Navigator and by providing incentives to those who receive their vaccine. | \$15,000 |
| 027 | Catholic Multicultural Center | Dane County | The Catholic Multicultural Center and Jewish Social Services will conduct outreach to immigrant and low-income populations in Dane County. A staff Vaccine Resource Navigator will lead outreach to provide clients at both agencies with accurate, culturally relevant information about the COVID-19 vaccine and a direct link to a vaccine appointment at CMC, with a healthcare provider, or other community agency. | \$17,696 |
| 028 | Charles Hamilton Houston Institute | Dane County | The Charles Hamilton Houston Institute (CHHI) plans to provide timely and accurate information to empower individuals within Black communities to make informed decisions that are best for them and their families. Through social media, a mural, and printed material, they will provide that information while encouraging them to make their own decisions without judgment. | \$100,000 |
| 029 | City of Praise Inc. | Milwaukee | City of Praise, Inc. will begin a COVID-19 Vaccine clinic on the church premises through a far-reaching clinical model that is easily accessible and convenient. They will promote uptake in vaccination through a targeted and aggressive social media campaign and personalized educational method that are geared toward debunking conspiracy theories floating around about vaccination against COVID. They will not be limited to on-site vaccination protocol, but also take vaccines to homebound individuals. | \$100,000 |
| 030 | City of Racine | Racine | Vaccinate Racine will continue multi-pronged efforts to encourage vaccination among community residents, particularly African Americans, Hispanic/Latinos, and younger residents. Their project centers around professional, bilingual healthcare outreach staff; the 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. | \$100,000 |

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| 031 | City of Wauwatosa Health Department (WHD) | City of Wauwatosa | The City of Wauwatosa Health Department (WHD) continues to make providing COVID-19 vaccination in an equitable manner a priority. They are committed to reaching black, indigenous and other people of color in their community to foster understanding of the vaccine and increased access to the vaccine. Additionally, the WHD will provide COVID-19 vaccination to youth (ages 5 to 17-year-old). The outreach to youth for COVID-19 vaccine will reduce the spread of COVID-19, to help stop other variants from emerging, aid in returning the youth to “normal life”, and to protect the health of those living and working in Wauwatosa. | \$100,000 |
| 032 | City on a Hill | Milwaukee | 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 residents. They will use DHS resources and a toolkit containing vaccine information, vaccine sites, vaccine and COVID-19 FAQs, social media/planning guidance, and resources to use in clinics. | \$99,797 |
| 033 | COA Youth & Family Centers | Milwaukee | COA Youth & Family Centers seeks funding to support monthly vaccine outreach in Milwaukee’s Amani Neighborhood. Programming will include 8 outreach events aimed at educating the public and answering questions about the vaccine. COA Youth & Family Centers will continue to partner with the Milwaukee Health Department to ensure access to the vaccine, booster shots and testing | \$100,000 |
| 034 | Coalition of Wisconsin Aging and Health Groups / Wisconsin Immunization Advocacy Coalition | Milwaukee County | CWAG will continue their bus advertising campaign for an additional year with new messengers and new messages and expand it by adding four bus shelters and QR codes to messages that will link to www.wisconsiniac.org where users will be greeted with a pop-up that will help them find a vaccine location near the user’s location. | \$97,768 |
| 035 | Community Care, Inc. | Calumet; Dane; Fond du Lac; Kenosha; Manitowoc; Milwaukee; Outagamie; Ozaukee; Racine; Sheboygan; Walworth; Washington; Waukesha; Waupaca; Winnebago | Community Care’s goal is to implement effective outreach and maintain interest/engagement regarding vaccinations. Disparities currently exist in areas related to vaccination education and accessibility, which they plan to address through educational courses and presentations, along with marketing and a team focused on COVID outreach | \$90,000 |

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| 036 | Coulee Region Immigration Task Force | La Crosse; Monroe; Trempealeau; Vernon | With this funding, the Coulee Region Immigration Task Force will disseminate accurate information about the COVID-19 vaccine and assist Latinx immigrants in obtaining and reaching vaccination appointments in La Crosse, Monroe, and Trempealeau counties. They will achieve these goals by supporting four Community Health Champions (CHCs), bilingual (English/Spanish) and bicultural members of the Latinx community. | \$87,860 |
| 037 | Cudahy Health Department | Cudahy; Oak Creek; South Milwaukee; St. Francis | In an effort to build vaccine acceptance in their communities and reduce barriers to care, the Cudahy Health Department, in partnership with the Oak Creek and South Milwaukee/St. Francis Health Departments, will utilize this grant to continue supporting a Public Health Liaison to provide culturally-competent outreach and education, while assisting communities in navigating systems developed for widespread vaccination efforts. | \$100,000 |
| 038 | Dane Arts Mural Arts Inc (DAMA, Inc.) | Dane | DAMA Inc. proposes to help public health professionals and partner with local artists to create culturally responsive materials and community outreach and engagement programs to increase vaccine confidence and uptake. Arts-based materials and Public art programs can provide a common language to reach prioritized audiences and enable highly tailored two-way communication that starts with trusted local influencers. | \$55,000 |
| 039 | Dar Asalam House of Peace Foundation | Milwaukee | Presenting Covid-19 information and immunization truths to the Arab-speaking (Iraqi, Sudanese, Syrian) communities. Educating the health care professionals as to the specific needs of community. (i.e.: woman cannot expose their skin in a room where other people are present) | \$100,000 |
| 040 | Direct Care Prenatal | Milwaukee; Waukesha; Ozaukee | The Direct Care Vaccination Community Outreach (DC-VCO) project promotes acceptance of COVID-19 vaccination for low-income urban Milwaukee and rural Waukesha, Ozaukee communities. DC-VCO will provide COVID Outreach training for 26 DCP Coordinators to distribute information and updates including direct access to scheduling vaccinations and transportation. Outreach will take place through existing case management, annual community events and neighborhood canvassing strategies. | \$100,000 |
| 041 | DSS Community Center Inc. | Dane | Our organization would like to combat the spread of COVID-19 by, brining awareness to true facts about getting vaccinated, create a level of trust with residents that lack confidence in vaccines and help them address the barriers to accessing medical care. | \$100,000 |

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| 042 | East African Integration Center | The whole state | EAIC will serve communities including African American/Black, Immigrant, refugees, individuals with Disabilities, low literacy and Supply Chain Workers, EAIC will outreach and educate the communities to accurate information about the COVID-19 vaccines, address concerns, and eliminate the barriers to vaccine access and dispelling misinformation, myth, and hesitancy surrounding COVID-19 vaccine, robust plan that addresses barriers to COVID-19 vaccine for underserved communities throughout the State of Wisconsin and use variety strategies to provide timely, accurate and credible COVID-19 vaccine information. | \$85,790 |
| 043 | Eau Claire City-County Health Department (ECCCHD) | Eau Claire County | Housed within the COVID-19 Incident Command Structure and Community Services Branch, the Community Health Equity Work Group regularly meets to collaborate with trusted community organizations. This funding will provide organizations the opportunity to implement strategies to reach gaps in the vaccination of underserved populations. | \$100,000 |
| 044 | Energy Services Inc. | The whole state | The goal of this project is to overcome COVID-19 vaccine hesitancy for pediatric populations using a process practiced by the healthcare community known as Shared Decision-Making(SDM)and using a validated Shared Decision-Making Aid. The validated SDMAid will be used by partners and maybe complemented in use by community health workers to help address concerns and educational gaps about having a child receive a COVID-19 vaccine. | \$100,000 |
| 045 | Family Health Center of Marshfield, Inc. | Ashland; Iron; Vilas; Oneida; Price; Sawyer; Washburn; Barron; Rusk; Chippewa; Dunn; Eau Claire; Clark; Taylor; Jackson; Wood; Lincoln; Marathon; and Portage | Family Health Center's outreach and education initiatives are focused on increasing vaccine awareness, confidence levels, and vaccine rates based on CDC's recommendation for children. Strategies include media campaigns and direct messaging to parents/caregivers of children. The media campaign and direct messaging will contribute to having information provided by trusted providers. | \$100,000 |
| 046 | Family Health La Clinica | Adams; Columbia; Dodge; Green Lake ; Juneau; Marquette; Portage; Sauk; Waupaca; Waushara counties | FHLC will use the funding to enhance community outreach through media campaigns and boots-on-the-ground outreach encounters; to generate confidence in the Covid-19 vaccine through educational opportunities both in-person and online; and remove significant barriers to receiving care and COVID risk mitigation services through the use of mobile medical unit and Outreach team. | \$100,000 |

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| 047 | Findley Foundation, Inc. | City of Milwaukee | The Findley Foundation plans to continue educational efforts in promoting acceptance of the COVID-19 vaccine and providing vaccinations in underserved, marginalized and under vaccinated communities. Building on its recognition as a trusted community organization, strategies developed and refined, lessons learned and success achieved, the Foundation is well-positioned for further success and positive impact. | \$100,000 |
| 048 | Fond du Lac Area United Way | Fond du Lac | Fond du Lac Area United Way will expand existing partnerships and engage trusted messengers in their work to reduce barriers to initial vaccine, educate on how to receive a booster and who should receive one, work to address hesitancy, and educate caregivers on the availability of the vaccine for youths 5-11 once it becomes widely available. | \$50,000 |
| 049 | Forward Latino, Inc. | The whole state | "Por Mi Familia Phase 2" will deliver culturally competent and impactful messaging to Wisconsin's Hispanic community educating the community on the dangers associated with the virus and encouraging COVID-19 vaccination. To deliver this messaging, Forward Latino will utilize a multi-channel approach which includes producing and airing statewide Spanish language radio and television commercials, producing English and Spanish social media ads, creating and placing English and Spanish print ads, and texting and emailing Hispanic Wisconsin residents, as well as distributing information in community gathering spaces. | \$100,000 |
| 050 | FOSTER of Dane County | Dane | FOSTER of Dane County's project will target young adults (ages 19-30) from all racial/ethnic categories, with an emphasis on the African American community, with accessible, accurate information about the COVID-19 vaccine in community and recreational settings, both virtual and in-person (when safe), using trusted community ambassadors to identify and arrange events and health professionals as resources | \$100,000 |
| 051 | Galesville LTC Pharmacy | Trempealeau | The Trempealeau County Vaccination Outreach project will deploy experienced and knowledgeable pharmacy staff to the many rural cities, towns, and villages within Trempealeau County, currently underserved by the small overburdened and understaffed established health care facilities. They will work to meet residents where they live to provide Covid vaccine awareness, education and access. | \$100,000 |

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| 052 | Gerald L. Ignace Indian Health Center | Milwaukee; Washington; Waukesha; Ozaukee | Gerald L. Ignace Indian Health Center will continue reaching out to AI/AN people, especially middle-aged and elder adults in their care, and expand their outreach to include more families that have younger children, who remain under vaccinated for COVID-19. | \$100,000 |
| 053 | Great Rivers United Way-Great Rivers HUB | La Crosse | Great Rivers United Way plans to support one on one education by community health workers and other trusted community representatives. This method encourages as many sessions as needed in order to ensure questions and concerns about COVID vaccines are addressed. Funding will also support providing technical assistance to help set up or get to a vaccine appointment. | \$99,683 |
| 054 | Gundersen Lutheran Medical Foundation, Inc. | Adams; Grant; Juneau; Grant; Marquette; Trempealeau; Vernon | Funding will cover the personnel costs associated with COVID-19 vaccine administration conducted by Registered Nurses and Community Wellness Coordinators at outreach events. These events will occur within the service areas of their Wisconsin based rural critical access hospitals and their offsite clinics, serving as a complement to a federally awarded vaccine confidence grant program which prohibits billing for vaccine administration. | \$100,000 |
| 055 | Hayat Pharmacy | Milwaukee; Jackson; Sheboygan | Hayat Pharmacy has worked diligently to expand vaccine outreach to inner-city neighborhoods of Milwaukee by organizing educational health fairs and immunization clinics in a wide array of community establishments. With the help of this funding, they will expand these efforts and conduct clinics and educational events on a larger scale. | \$100,000 |
| 056 | HEALTH CONNECTIONS INCORPORATED | Milwaukee | Health Connections Incorporated is partnering with Souls to the Polls MKE, Milwaukee Interfaith Congregations Allied for Hope (MICA), and Pastors United to deliver COVID vaccines, outreach, education and testing to African American communities via faith-based entities. Collectively they are uniquely positioned as trusted voices within the community with an audience that encompasses over 100,000 parishioners and over 500 faith leaders supporting COVID recovery via vaccinations. | \$100,000 |
| 057 | Hindu Temple of Wisconsin | Milwaukee; Ozaukee; Waukesha | The Hindu Temple of Wisconsin (HTW) plans to expand their COVID-19 vaccination program and establish a testing clinic in the temple premises. | \$100,000 |
| 058 | Hmong American Center | Marathon; Taylor; Lincoln; Clark | Identify barriers to outreach and information sharing to vulnerable populations in rural Lincoln, Marathon, Clark, and Taylor Counties. | \$100,000 |

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| 059 | Hmong American Friendship Association, Inc. | The whole state | Hmong American Friendship Association plans to continue their very successful multi-lingual (English/Thai/Lao/Hmong) vaccine helpline, which provides information about COVID-19 vaccines and vaccination sites to the Southeast Asian community statewide. They will host vaccination clinics in the Near West Side neighborhood of Milwaukee in partnership with Hayat Pharmacy. | \$64,412 |
| 060 | Hmong Health and Community Development, Inc. | Brown; Manitowoc | Hmong Health and Community Development, Inc. (HHCD) and Hmong Association of Green Bay, Inc. (HAGB) are collaborating to provide COVID-19 related services to the Hmong communities in Manitowoc and Brown counties. Their goal is to provide services to remove barriers so more people will get vaccinated to protect themselves, their families and reduce the spread of COVID-19. | \$95,000 |
| 061 | Independence First, Inc. | Milwaukee; Ozaukee; Washington; Waukesha counties | Through this project, Independence First will empower People with Disabilities (PWD) to manage their health needs in regard to COVID-19 and the vaccine. Funding will be used to support ground level assistance to PWD as they navigate the vaccination process through one-on-one support and for the production of a television ad and/or print campaign that is inclusive and culturally relevant. | \$100,000 |
| 062 | Jump at the Sun | Milwaukee | Funds will advance the efforts of Jump at the Sun's Community Mobilization Initiative. They will retool programming for the winter to replace door-to-door canvassing in priority census-tracts with pop-up clinics, virtual events, texting and social media campaigns. Door-to-door canvassing will resume in the Spring. | \$100,000 |
| 063 | Kenosha Community Health Center | Kenosha; Racine ; Walworth | KCHC's project targets includes individuals and categories that make up the underprivileged/underserved portion of their catchment area. This population has a total of approximately 186,000 children and adolescent aged five and older who have not received their COVID-19 vaccination. The Department of Health & Human Services (HHS) characterizes the target population as: underserved, vulnerable, and special needs. | \$100,000 |
| 064 | Kenosha County Public Health | Kenosha | The goal of Kenosha County Public Health is to foster an equitable COVID-19 vaccine distribution to support Kenosha County communities in achieving vaccination rates of at least 80%. They will achieve this through continued partnership with a community-led Health Equity Taskforce to increase vaccine access and education and develop greater trust with underserved communities. | \$100,000 |
| 065 | Lafayette County Health Department | Lafayette | Lafayette County Health Department plans to promote COVID-19 and general immunization to the Hispanic community in Lafayette County. This grant will be used to purchase supplies, purchase advertisement and pay wages of Health Department staff and professional translator services. | \$100,000 |

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| 066 | Lake Superior Community Health Center | Douglas | Lake Superior Community Health Center will conduct direct outreach to the community to decrease vaccine hesitancy, increase vaccination rates – especially among communities of color, and decrease barriers to vaccinations – especially transportation. | \$100,000 |
| 067 | Langlade County Health Department | Langlade | Langlade County Health Department plans on continuing to leverage partnerships, engaging targeted communities and assuring access of a COVID-19 vaccination. They will continue to offer and promote culturally competent outreach and educational activities, assuring access to safe vaccination to vulnerable populations in Langlade County who have been identified as at risk for access barriers for the COVID-19 vaccine. | \$29,780 |
| 068 | Latino Chamber of Commerce | The whole state | The Latino Chamber Commerce wants to take lessons learned from the first campaign, “Mi Vacuna” or “My Vaccine”, to a larger Latino population across the state. Now that a framework for promotional materials and efforts are developed, more time can be focused on building more partnerships, working in more places across the state, and working within targeted areas of heightened need. | \$100,000 |
| 069 | Latino Health Council | Dane County | The Latino Health Council will continue their successful language and culturally relevant campaign to increase COVID education and vaccination rates among the Latinx community in Dane County. | \$81,300 |
| 070 | Lighthouse School | Dane; Rock; Sauk | Lighthouse School serves over 300 students, 1,200 family members, and 1000's more in the community through its campus partners, Extended Hands food pantry and Lighthouse Church. 95% have serious financial need, 90% are families of color. They will expand vaccine efforts for the African American, religious, food insecure and Latino population in Dane County and beyond. | \$55,000 |
| 071 | Literacy Network of Dane County | Dane | Literacy Network will provide current, accessible COVID-19 vaccination information to adults with low literacy in Dane County. They will provide direct support to increase awareness and access to COVID-19 vaccines and booster doses and decrease misinformation about these vaccines. This project will help participants interpret information to confidently make health-related decisions for themselves and their families. | \$17,000 |
| 072 | Living Our Visions Inc. | Adams; Columbia; Dane; Jackson; Juneau; Monroe; Sauk; Vernon | Living Our Visions will focus on vaccine outreach to individuals with disabilities and their families, with a focus on Spanish-speaking families in Dane County and Ho-Chunk Nation members wherever in Wisconsin they are located. | \$25,948 |

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| 073 | MCHC (Muslim Community and Health Clinic) | Milwaukee; Waukesha; Racine; Kenosha; Washington; Ozaukee | MCHC plans to initiate a community project which would provide COVID-19 vaccines and COVID-19 testing and make these services accessible. They will reach out to communities in southeast Wisconsin, including immigrant and refugee populations, to whom we currently provide various services, and extend those services to incorporate COVID-19 testing, both PCR and rapid antigen testing, and enhance the COVID-19 vaccination effort, consisting of first and second dose vaccinations, along with boosters. They also plan to provide educational workshops to give accurate information which will aid in combating vaccine hesitancy. | \$100,000 |
| 074 | Midwest Mujeres Collective | The whole state | Midwest Mujeres Collective will create a podcast about the real stories behind the COVID to promote COVID-19 vaccination. | \$9,150 |
| 075 | Milwaukee Health Care Partnership | Milwaukee | The Milwaukee Health Care Partnership (MHCP), on behalf of the county-wide Public Health Collaborative (PHC), will provide culturally relevant, multi-lingual creative resources and media placements to maximize current DHS funded and other vaccine outreach programs in Milwaukee County, while increasing coordination across sectors to support timely, accurate and aligned COVID vaccine information and education for vulnerable populations. | \$100,000 |
| 076 | Milwaukee Health Services | Milwaukee | MHSI will continue to vaccinate eligible populations, provide education, and communicate consistently, addressing cultural barriers. | \$100,000 |
| 077 | Milwaukee Inner-city Congregations Allied for Hope | Milwaukee | MICAH plans to recruit and train community organizers to work with faith communities regarding COVID 19 education and training for vaccine outreach. | \$100,000 |
| 078 | Milwaukee LGBT Community Center | The whole state | This funding will be directed towards continuing to leverage partnerships, engaging targeted communities and assuring access of a COVID-19 vaccination. Milwaukee LGBT Community Center will continue to offer and promote culturally competent outreach and educational activities, assuring access to safe vaccination to vulnerable populations in Langlade County who have been identified as at risk for access barriers for the COVID-19 vaccine. | \$100,000 |
| 079 | Milwaukee Muslim Women's Coalition(MMWC) | Milwaukee County; Racine County; Kenosha County; Waukesha County | MMWC will expand upon their current vaccine outreach activities, which focus on the Muslim refugee and immigrant communities in Southeastern Wisconsin while honing their efforts to ensure special attention to paid subsets within these communities that demonstrate higher rates of vaccine hesitancy. | \$100,000 |

COVID-19 Vaccination Community Outreach Grant Recipients

| # | Organization Name | Geographic Area Served | Brief Description of Proposal* (*note: excerpts taken from application submitted) | Amount |
|-----|---|-------------------------------|--|-----------|
| 080 | MKE Black Grassroots Network for Health Equity | Milwaukee | The MKE Black Grassroots Network for Health Equity plans to fill leadership and coordination gaps by serving as convener and local coordinating body of COVID-19 vaccination activities in Milwaukee County. The project will optimize coordination and communications efforts among DHS grantees serving Blacks residents and increase vaccine awareness, acceptance, and uptake among Black residents. | \$100,000 |
| 081 | Multicultural Coalition, Inc. (MCI) | Calumet; Outagamie; Winnebago | MCI is comprised of community leaders and advocates from several communities of color in Outagamie, Calumet, and Winnebago counties. Their focus is to break down barriers that exist for marginalized communities so they can effectively access COVID-19 resources and vaccinations. To date, MCI has facilitated more than 30 culturally competent pop-up vaccination clinics breaking down culture, language, and economic barriers. | \$100,000 |
| 082 | N.E.W. Community Clinic | Brown | N.E.W. Community Clinic's proposed project is aimed at reducing barriers for high risk and underserved populations to receive COVID-19 vaccinations in Brown County, Wisconsin. These include racial and ethnic minority populations as well as homeless. They will gain insight by collaborating with local advocacy organizations and resource centers such as the Hispanic, Somali, African American and Hmong communities. | \$100,000 |
| 083 | Near West Side Partners | Milwaukee | Near West Side Partners (NWSP) is uniquely positioned to have a dramatic and positive effect on the surrounding community through the delivery of quality education and communication strategies regarding COVID-19 awareness by trusted local messengers. NWSP understands the importance of trusted relationships in the effective delivery of public health messaging. | \$100,000 |
| 084 | New American Partnership | The whole state | New American partnership plans to provide reliable information about Covid-19 vaccine to reduce vaccine hesitation for Black/African American, Immigrants/refugee, individuals with disabilities, East African communities, and low income. | \$100,000 |
| 085 | New Beginnings are Possible, Inc. | Milwaukee; Ozaukee | New Beginnings are Possible will expand their efforts to elementary children and parents, immigrant populations via their relationship with ACHC, and an increased number of schools and CBOs. | \$100,000 |

COVID-19 Vaccination Community Outreach Grant Recipients

| # | Organization Name | Geographic Area Served | Brief Description of Proposal* (*note: excerpts taken from application submitted) | Amount |
|-----|---|--|--|-----------|
| 086 | Northcote Neighborhood House, Inc. | Milwaukee | The Northcote Neighborhood House's "Stomping Out COVID" project is designed to use a Community Engagement COVID (CEC) Coordinator to outreach COVID-19 Vaccination information to African American families. The CEC Coordination will utilize several traditional and non-traditional outreach strategies to include: youth and adult sporting & recreational events; Phone Banking; Canvassing door-to-door/city sidewalks; Barber Shops; Beauty Salons; Pool and Dart Leagues and grocery stores. | \$100,000 |
| 087 | Northeast Wisconsin (NEW)Hmong Professionals, Inc. | Winnebago; Outagamie; Brown; Calumet | Northeast Wisconsin Hmong Professionals (NEW Hmong) plans to support outreach and education to some of the most marginalized Hmong individuals and families in the Fox Valley and surrounding areas. While previous efforts to vaccinate the Hmong in the Fox Valley area have been successful, there are still segments and pockets of Hmong individuals and families that have not been vaccinated yet due to fears around false information and cultural barriers. This funding will help to target these specific individuals and families with a dedicated coordinator that will be responsible for cultivating trust and providing accurate information around COVID-19 and COVID-19 vaccinations. In the last few months, there have been significant increases in Hmong deaths in the Fox Valley related to COVID-19 among unvaccinated individuals. | \$100,000 |
| 088 | Open Arms Free Clinic, Inc. | Walworth | Funding will support the medical team to prepare Vaccine Ambassadors/Community Health Workers for outreach and the medical volunteers needed for in-house vaccine clinics. | \$50,000 |
| 089 | Opportunities, Inc. | Jefferson; Dane ; Dodge; Waukesha; Rock; Milwaukee; Walworth | Opportunities, Inc. will promote vaccination awareness and access including boosters to essential workers and service recipients comprised of individuals and families throughout South-central Wisconsin who are socially and economically disadvantaged. Opportunities, Inc. will capitalize on well-established outreach channels to connect via multi-media messaging to ensure comprehension, trust and acceptance to help improve vaccination rates and reduce disparities amongst marginalized populations. | \$100,000 |
| 090 | Oshkosh Area School District | Oshkosh, Neenah, Omro, with the main focus being on areas that feed into the Oshkosh School District | OASD will continue their efforts, partnering with the Winnebago County Health Department, along with other community organizations in order to develop vaccine clinics and outreach events throughout their district, develop social media campaigns targeting vulnerable populations, and further develop networks of community leaders to reach out with accurate vaccine information. | \$100,000 |

COVID-19 Vaccination Community Outreach Grant Recipients

| # | Organization Name | Geographic Area Served | Brief Description of Proposal* (*note: excerpts taken from application submitted) | Amount |
|-----|---|---|--|-----------|
| 091 | Outreach Community Health Centers, Inc. | Milwaukee; Washington; Ozaukee; Waukesha; Racine | Outreach Community Health Centers will continue their outreach and engagement with high-risk and underserved populations in Milwaukee through a broad and diverse network. For this effort, OCHC has developed a comprehensive, multi-platform messaging plan to increase awareness regarding COVID-19 vaccinations, build trust, connect the targeted audience to resources and increase vaccinations to achieve herd immunity. | \$56,000 |
| 092 | Partnership Community Health Center (PCHC) | Outagamie; Winnebago; Calumet, with the possibility of expansion into northern Fond Du Lac and Waupaca counties | PCHC will focus on increasing knowledge and awareness of the COVID-19 virus and vaccines, addressing misinformation, decreasing vaccine hesitancy, and decreasing barriers to COVID-19 vaccine access. They will continue to lead vaccination efforts at their health center and in the community by addressing barriers related to social determinants of health and vaccine hesitancy within diverse populations. | \$100,000 |
| 093 | People of Progression Inc. | Brown; Calumet; Outagamie; Winnebago | People of Progression are addressing the disproportionate need for COVID-19 awareness, testing, and vaccinations provided to the Black community by rolling out a "Take it to the People" Campaign. They intend to eliminate barriers by offering culturally competent resources that make historically underserved communities feel seen and considered. | \$100,000 |
| 094 | Planned Parenthood of Wisconsin, Inc. | Milwaukee; Racine; Waukesha; Brown; Dane; La Crosse; Trempealeau | Planned Parenthood of Wisconsin (PPWI) plans to support community outreach and education about the COVID-19 vaccine and referrals to vaccination sites. This outreach and education will be conducted by Promotores de Salud primarily for Spanish-speaking, Latinx community members. | \$25,000 |
| 095 | Pointers Community Initiatives | The whole state | Pointers Community Initiatives seek funding to level the playing field in North Side of Wisconsin. There is no denial that African Americans and immigrants, and low-income and underrepresented communities are battling a bigger fight against COVID-19 their counterparts. Funding for the vaccination project will provide the equity needed for blacks, immigrants, and low-income and underrepresented communities. | \$100,000 |
| 096 | Prevea Health | Multiple | Prevea Health will continue outreach efforts with communities serving the vulnerable and underserved, and youth up to 11 years old, in up to eight northeast and western counties of Wisconsin having the greatest barriers to vaccination. The project will target youth, BIPOC individuals, migrant workers, immigrant and refugee populations, and the LGBTQ communities. | \$100,000 |

COVID-19 Vaccination Community Outreach Grant Recipients

| # | Organization Name | Geographic Area Served | Brief Description of Proposal* (*note: excerpts taken from application submitted) | Amount |
|-----|---|--|---|-----------|
| 097 | ProHealth Care Foundation | Waukesha; Jefferson; Milwaukee | Phase One: Champions Against COVID 2.0, will create a social media presence for the Community Vaccination Coalition. Phase Two (April 1-Oct. 31): Champions Against COVID 2.0 will continue to use bilingual community health workers (CHW) to increase the reach of social media and add one-on-one outreach through the ProHealth Care's Hispanic Health Resource Center (HHRC). | \$100,000 |
| 098 | Rebalanced-Life Wellness Association | Dane County | Rebalanced-Life Wellness Association will expand entry points to ensure Black people have access to health services and reduce incidence of preventable disease. They aim to improve their clientele's awareness and knowledge about COVID-19 prevalence, transmission, and vaccination efficacy. Success will be achieved by a greater acceptance of vaccination, greater access to vaccination sites, and improved rates of infection within the community. | \$100,000 |
| 099 | Running Rebels Community Organization | City of Milwaukee | Running Rebels Community Organization seeks to continue and expand our community-based work focused on raising awareness about and improving access to COVID-19 vaccinations throughout Milwaukee. | \$100,000 |
| 100 | Safe & Sound, Inc. | Milwaukee | Safe & Sound will utilize their community organizing strategy to help promote awareness, education, and provide resources on the COVID-19 vaccine to the communities that they serve, and extend these efforts through additional outreach and pop-up vaccine clinics. | \$40,000 |
| 101 | Sauk County Public Health | Sauk County ; Ho Chunk Nation | Sauk County Public Health (SCPH) plans to continue their Equitable COVID-19 Vaccine Distribution Project to communicate vitally important COVID-19 information in a culturally competent manner to Latinx, Black, American Indian and to rural residents of Sauk County through using the Rescue Agency to create targeted ad campaigns. | \$96,750 |
| 102 | Scenic Bluffs Health Center, Inc. | Crawford; Grant; La Crosse; Monroe; Vernon | Scenic Bluffs Health Centers will utilize media to disseminate bilingual COVID-19 vaccine information while updating and maintaining accurate COVID-19 virus and vaccine information on their website. Their website will be the hub to which they drive traffic for current information and vaccine scheduling. They will maintain a vaccine hotline and continue to provide vaccine clinics within the rural community. | \$100,000 |
| 103 | Sheboygan County - Division of Public Health | Sheboygan County | Sheboygan County Division of Public Health plans to increase vaccination rates in the Black-American and rural populations they serve, and continue to focus efforts on strengthening partnerships to engage members of the Latinx and Hmong community. | \$100,000 |

COVID-19 Vaccination Community Outreach Grant Recipients

| # | Organization Name | Geographic Area Served | Brief Description of Proposal* (*note: excerpts taken from application submitted) | Amount |
|-----|--|--|---|-----------|
| 104 | Sixteenth Street Community Health Centers, Inc. | Milwaukee and Waukesha | Sixteenth Street Community Health Centers (SSCHC) proposes to continue vaccine outreach efforts in its service area, with a focus on pregnant women, children, and boosters. This project aims to close the gap in the public health response to prevent the spread of COVID-19 within this vulnerable community by providing a culturally- and literacy-appropriate public health campaign for the Spanish-speaking community. | \$100,000 |
| 105 | Sokaogon Chippewa Community(SCC) | Forest; Langlade; Oconto; Oneida; Vilas | Hire one full-time LPN and contracted one full-time LTE CMA to run the COVID-19 vaccination program. These two nurses will vaccinate, schedule, monitor patients, be in charge of reporting vaccination record, and general COVID-19 outreach events. | \$100,000 |
| 106 | Southside Organizing Committee(SOC) | Milwaukee | SOC plans to sustain and expand its current COVID 19 (C19) initiative, which is a holistic, grassroots organizing-based C19 education and intervention effort aimed primarily at the Latino/a/x community in the City of Milwaukee. SOC is entering its 32nd year of service and is one of the oldest serving grassroots organizing organizations with a unique grassroots organizing approach. | \$100,000 |
| 107 | Special Olympics Wisconsin, Inc. | The whole state | Special Olympics Wisconsin aims to increase knowledge of and access to COVID-19 vaccines through outreach activities that will increase vaccination rates in individuals with intellectual disabilities (ID). This population faces barriers to accessing medical care, has mistrust of the medical community and vaccines, and is at high risk of developing serious complications. | \$99,965 |
| 108 | St. Ann Center | Milwaukee | St. Ann Center will continue their vaccination community outreach and awareness activities through this additional grant. | \$93,600 |
| 109 | St. Mary's Foundation, Inc. | Dane; Jefferson; Lafayette; Iowa; Columbia; Rock; Sauk; Green counties | SSM Health proposes extending mobile vaccine operations that provide educational efforts connected to vaccination opportunities-including booster doses and outreach for vaccination of children ages 5to 11pending FDA approval. As a health care provider, SSM Health is in a unique position to continue this important work to make vaccines available in convenient and linguistically/culturally competent ways. | \$100,000 |
| 110 | The Compassionate Connections Center | Waupaca; Shawano; Outagamie | The Compassionate Connections Center plans to host four days of vaccine clinics in their community. Clintonville has a vaccination rate under 30% and misinformation is a major factor in vaccine hesitancy. Funds will be used to support additional staffing hours, outreach and vaccine incentives. | \$6,656 |

COVID-19 Vaccination Community Outreach Grant Recipients

| # | Organization Name | Geographic Area Served | Brief Description of Proposal* (*note: excerpts taken from application submitted) | Amount |
|-----|--|---|--|-----------|
| 111 | The Hmong Institute, Inc. | Dane | Funds will be used to provide timely and accurate information to promote COVID-19 vaccination by increasing knowledge and access to the vaccine. The Hmong Institute will do so by reducing language, cultural, inaccurate information about vaccine, partner with healthcare centers to provide access to vaccine by hosting mobile vaccine sites, and provide transportation to vaccine appointments. | \$100,000 |
| 112 | The Lakes Community Health Center | Ashland; Barron; Burnett; Bayfield; Forest; Iron; Langlade; Marinette; Oconto; Polk; Price; Sawyer; St. Croix; Washburn | NorthLakes Community Clinic will utilize these funds to maintain on-going timely, relevant, and specific Covid-19 vaccine information to underserved communities throughout its 20,000 square mile service area in rural northern Wisconsin. | \$79,785 |
| 113 | Tilson Testing Center | The whole state | Tilson Testing Center will extend their reach to other vulnerable populations that may not have the opportunity to be vaccinated, through patient education they can knock down barriers associated with race, color and vaccine administration in order to Limit the spread of COVID 19, by creating a second location and mobile vaccine clinic. | \$100,000 |
| 114 | Unite WI | Racine; Kenosha; Milwaukee; Sheboygan | The funding will support the COVID-19 prevention protocol with 4 CHWs serving 3,000 participants. CHWs will engage participants in COVID-19 prevention education, assessment of risk, and relevant COVID-19 vaccinations, along with assist in transportation to clinic sites. UniteWI will utilize outreach and marketing via canvassing flyers, bus wraps, radio and print ads with impressions of 300,000 or more. UniteWI will co-host 100 vaccine clinics with partner organizations. | \$100,000 |
| 115 | United Community Center | Milwaukee County | United Community Center plans to develop a 4-prong culturally-appropriate community promotion strategy, "The Latino COVID Vaccination Community Engagement Plan", for the Latino community of the Milwaukee County area. The project will use community informational activities, vaccine clinics, printed bilingual literature dissemination and a bilingual social media campaign to address vaccine hesitancy. | \$100,000 |

COVID-19 Vaccination Community Outreach Grant Recipients

| # | Organization Name | Geographic Area Served | Brief Description of Proposal* (*note: excerpts taken from application submitted) | Amount |
|-----|--|--|---|-----------|
| 116 | United Migrant Opportunity Services/UMOS, Inc. (UMOS) | Adams; Door; Manitowoc; Richland; Waushara ; Barron; Eau Claire; Marathon; Rock; Winnebago; Calumet; Fond Du Lac; Marquette; Sheboygan; Wood; Columbia; Green Lake; Ozaukee; St. Croix; Crawford; Iowa; Polk; Walworth; Dodge; Jefferson; Portage; Waupaca | UMOS intends to continue to promote COVID-19 vaccination among Wisconsin's migrant and seasonal farmworker (MSFW) population who reside in rural communities by outreaching to MSFWs in 27 counties throughout the state. Staff will continue vaccine awareness and promotion simultaneously. UMOs will only use state/federal- or healthcare provider-developed resources about COVID-19 vaccination to convey information (i.e., print materials and verbal presentation, both in English/Spanish). | \$ 49,918 |
| 117 | United Neighborhood Centers of Milwaukee (UNCOM) | Milwaukee | The United Neighborhood Centers of Milwaukee (UNCOM) is a Milwaukee consortium of eight (8) neighborhood centers. UNCOM will serve as the fiscal agent for the planning/organization portion of COVID-19 outreach. The member agencies will assist in the dissemination of COVID-19 education and awareness information. Dissemination avenues include a social media campaign, joint website and printed materials. | \$33,829 |
| 118 | United Way of Dodge County | Dodge | United Way of Dodge County will create unique and relevant spaces for conversations that build trust and dispel myths about COVID-19/vaccines geared at reaching marginalized and underserved communities in (greater) Dodge County. | \$25,000 |
| 119 | Us 2 Behavioral Health Care Inc. | Mainly Outagamie but also touch a small area of Calumet and Winnebago; Appleton; Neenah; Menasha | Us 2 Behavioral Health Care will extend their current outreach strategy of partnering with BIPOC-owned businesses, nonprofits, and human services organizations to educate, inform, and incentivize minority populations in the Fox Valley. Their diverse team of Hmong, LatinX, Black/African American, Haitian, White & LGBTQIA+ individuals will be utilized to conduct outreach to the communities they belong to. | \$100,000 |
| 120 | UWM Foundation | Kenosha, Milwaukee and Racine | UWM will collaborate with educators, clinicians, advocates, and press in the development of culturally tailored messages for dissemination in small-group and on social-media platforms to increase Covid-19 conversations, Covid-19 vaccine awareness/acceptance, Covid-19 understanding, and vaccinations among individuals and families who reside in inner-city and low-income areas. | \$100,000 |

COVID-19 Vaccination Community Outreach Grant Recipients

| # | Organization Name | Geographic Area Served | Brief Description of Proposal* (*note: excerpts taken from application submitted) | Amount |
|-----|--|---|---|-----------|
| 121 | Voces de la Frontera | Milwaukee; Green Bay; Racine; Waukesha | As a trusted voice to Latinx, immigrants, and low wage workers, Voces de la Frontera (VDLF) will cut through the noise to provide timely and accurate information on the vaccine to those who need it the most. Their promotoras and organizers will help to ensure the community can access the vaccine through their clinics and will help dispel any misconceptions people may have. | \$100,000 |
| 122 | Walnut Way Conservation Corporation | Milwaukee | Walnut Way is seeking to sustain and expand the “Resilient Resident Program” a culturally responsive community engagement and outreach strategy that addresses the structural and attitudinal barriers and beliefs or perceptions that may reduce the Black Community and other underserved populations from seeking out, or accepting vaccine service, especially in Milwaukee’s high-risk zip-codes on the Northside. | \$100,000 |
| 123 | Waukesha Free Clinic | Waukesha | The Waukesha Free Clinic will utilize DHS Vaccine Outreach funding to continue its Vaccine Ambassador program. | \$50,000 |
| 124 | Waushara County Food Pantry Inc. | Waushara | The Waushara County Food Pantry project builds upon connections with senior and other at-risk households through distribution of food to support COVID 19 Vaccinations. | \$59,700 |
| 125 | Wellpoint Care Network | Ozaukee; Sheboygan; Washington | Wellpoint Care Network will host vaccine and booster clinics on their campus in northwestern Milwaukee on West Capitol Drive, engage 300+ employees and community partner organizations in a coordinated outreach campaign to reach the over 5,0 00 clients, and develop and deploy social marketing campaign to reach targeted audiences via social media channels. | \$65,100 |
| 126 | West Allis Health Department | Milwaukee | West Allis Health Department will use these funds to support training and engaging Community Health Workers(CHW’s). These CHW’s will help to address the COVID-19 response challenges in areas where income is low-moderate, there’s a growing Hispanic and African-American presence, and vaccination rates are low. The social vulnerability index in the proposed target areas are moderate-high. | \$100,000 |
| 127 | Western Wisconsin Public Health Readiness Consortium (WWPHRC) | Barron; Clark; Douglas; Dunn; Pepin; Pierce; Rusk; St. Croix; Washburn; Jackson; Monroe; Burnett; Chippewa; Polk; Bad River | This funding will be used to share direct-to-consumer COVID-19 vaccine messages via multiple social media platforms and messaging in frequently used environments. This will allow the message to be viewed multiple times in ways that people are typically being messaged and will serve to reach the target population during their daily routines. | \$100,000 |

COVID-19 Vaccination Community Outreach Grant Recipients

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|-----|---|------------------------|---|-----------|
| 128 | Wisconsin Alliance for Women's Health | The whole state | The PATCH Youth Fellowship for Equitable COVID Response (Fellowship) will educate, engage, and empower a statewide team of diverse youth, ages 12-21, as public health change-makers in their communities. The Fellowship will bring youth voices to the forefront of pandemic response efforts, allowing for creative, meaningful, culturally-relevant interventions to be developed and implemented to help mitigate inequitable health outcomes from COVID-19. | \$93,413 |
| 129 | Wisconsin Association of Free and Charitable Clinics (WAFCC) | The whole state | WAFCC will conduct vaccination efforts to reach hesitant and hard to reach populations (primary and booster vaccinations for both adults and children). The funds will go toward salaries, supplies, and consultant costs. Free and Charitable Clinics (FCCs) will also receive direct funding and be provided with digital tools and supplemental services to increase the effectiveness of their efforts. | \$100,000 |
| 130 | Wisconsin Community Health Empowerment Fund, Inc. | Green County | Wisconsin Community Health Empowerment Fund will use these funds to support the development and sharing of vaccination promotion materials, vaccination incentives, vaccination education and outreach from a community health worker and an outreach coordinator, four community health dialogue sessions and the building of multi-sector community health empowerment fund team infrastructure. | \$95,000 |
| 131 | Wisconsin Council of Churches | Milwaukee | The Wisconsin Council of Churches (WCC) plans to extend its collaborative efforts with African-American faith-based organizations in greater Milwaukee. A two-part project will use focus groups to identify barriers to COVID vaccination in Historically Black Church communities, then devise strategic messaging and community organizing responses to overcome them. | \$98,068 |

COVID-19 Vaccination Community Outreach Grant Recipients

| # | Organization Name | Geographic Area Served | Brief Description of Proposal* (*note: excerpts taken from application submitted) | Amount |
|-----|--|--|--|-----------|
| 132 | Wisconsin Institute for Healthy Aging | Clark, Rusk, Shawano, Taylor, Waushara, and Milwaukee counties. This project will also serve Bad River Band of Lake Superior Chippewa, Forest County Potawatomi, Ho-Chunk Nation, Lac Courte Oreilles Band of Lake Superior Chippewa, Lac du Flambeau Band of Lake Superior Chippewa, Menominee Indian Tribe of Wisconsin, Oneida Nation, Red Cliff Band of Lake Superior Chippewa, Mole Lake (Sokaogon Chippewa Community) Band of Lake Superior Chippewa, Saint Croix Chippewa Indians of Wisconsin, and Stockbridge-Munsee Community Band of Mohican Indians. | Vaccine hesitancy persists in communities throughout Wisconsin while COVID-19 continues to impact the health and lives of the state's citizens – especially older adults. The Wisconsin Institute for Healthy Aging and partners representing diverse, underserved communities seek to be part of the solution by creating and deploying engaging messages delivered by trusted members of these communities. | \$99,910 |
| 133 | Wisconsin Pharmacy Foundation | The whole state | Wisconsin Pharmacy Foundation will engage pharmacies statewide to increase COVID-19 vaccination access, confidence, and rates by coordinating COVID-19 and influenza vaccination clinics between pharmacies and community groups, informing PSW's >4,500 pharmacy members statewide about COVID-19 vaccination changes, and providing training and education for pharmacy personnel on the latest CDC vaccine recommendations, vaccine confidence, and cultural humility related to vaccination. | \$44,946 |
| 134 | Wisconsin United Coalition of Mutual Assistance Associations (WUCMAA) | La Crosse; Dane; Manitowoc; Outagamie; Marathon; Milwaukee; Sheboygan; Eau Claire; Brown; Waukesha | WUCMAA will develop and implement a collective community outreach effort in ten counties, with four of them representing communities with the largest populations of Hmong residents in Wisconsin. These grassroots efforts will be comprised of a combination of outreach activities and venues that include dissemination of informational materials, panel discussions, videos, social media, radio, texting, emailing, and a local resource line. | \$100,000 |

COVID-19 Vaccination Community Outreach Grant Recipients

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|-----|-------------------|------------------------|---|----------|
| 135 | YWCA Madison | Dane | YWCA Madison will continue to increase the likelihood of vaccination and booster shots amongst the individuals who are a part of the agency's housing programs, with a focus on children living in their downtown location, who are of eligible age, have both access and opportunity to be vaccinated. | \$99,550 |