

Vaccine Equity Funding Opportunity – Cochise Health & Social Services
– Submitted 07.07.2021

With this funding opportunity Cochise Health & Social Services will prioritize outreach to programs that have existing community engagement capacity to reach the identified communities. We will do this by hiring two Health Educator III's whose focus will be on equity. We will conduct a COVID-19 vaccine equity focused network analysis of Cochise County partners. The results of this analysis will support COVID-19 vaccination education, outreach, and/or administration. We will engage a nationally known trainer on equity to conduct a community wide event focused on vaccine equity. And lastly, we will engage a professional marketing firm to help us to develop quality educational materials that are culturally relevant.

Health equity is achieved when community stakeholders support every person in achieving their individual full health potential and when efforts are made to ensure that no person experiences negative health outcomes as a result of identity, environment or experiences. To address equity in relationship to COVID-19 vaccination we know the Social Determinants of Health tell us that organizations which support people in housing, food, transportation, jobs, community support, education, and more play a role in determining people's health. Even stakeholders who are not explicitly health focused will be asked to participate in the network analysis of Cochise County. The results will help all our community stakeholders to understand how the work they do supports COVID-19 vaccination equity. We anticipate Visible Network Labs to be the vendor to do this work for us as they are the only organization in the United States that does this type of work. They are currently working with the Centers for Disease Control and Prevention to develop a survey that addresses equity in access to COVID-19 vaccine. Cochise County will utilize and adapt this survey to our local needs. Specifically, the network analysis will allow us to do the following:

- Identify non-traditional partners to address equity in access to COVID vaccines
 - Distinguish between highly connected organizations or isolated organizations
 - Leverage data to identify gaps and inform strategy on increasing equitable access to vaccine
 - Data and analysis will be used to educate and inform the network on best practices identified during the analysis
 - It will be used as a Community Partner Relationship Management (CPRM) solution, to measure of the initiative or change was impactful (i.e. did education initiatives have a positive impact on vaccine accessibility?)
 - Use attributes and GIS mapping to visualize service areas
 - Our goal is to use this method to measure impact over time, evaluate how well the various collaborative/partnership community approaches and strategies are working
 - Assess the robustness (e.g. engagement, trust, and value of partnerships) of representation from key community partners
 - Track the structure/roles/opportunities of the partners, and link these collaborative processes to outcomes
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- Require that local health departments identify additional programs within the department to plan and implement tailored outreach and use of mobile clinics to increase COVID-19 vaccination in sub-groups within racial and ethnic populations (e.g., HIV, nutrition programs such as WIC, rural health, etc.).

- ✓ Additional programs will be identified by conducting, and utilizing the information gained from, the Network Analysis and deploying our Health Educator into the community.
 - ✓ The educational tools developed by the marketing group will assist the identified additional programs with tailored outreach messaging.
- Fund interdepartmental educational campaigns, outreach, marketing approaches and materials with programs within the local health departments to increase acceptance of COVID-19 vaccination among racial and ethnic minority groups.
 - ✓ The selected professional marketing firm will develop materials in collaboration with community partners such as the Arizona CHW Association (AzCHOW), Chiricahua Community Health Centers, Inc. (CCHCI), SE Arizona Area Health Education Center (SEAHEC), Winchester Heights Health Organization (WHO), Pinal Hispanic Council (PHC), the Good Neighbor Alliance, and the Bisbee Coalition for the Homeless.
 - ✓ The culturally relevant educational materials will be shared with all partners in Cochise County
 - Provide subject-matter expertise during community events promoting and/or educating about COVID-19 vaccination in racial and ethnic population sub-groups. Examples of community events include townhalls, round-tables, and Q/A sessions.
 - ✓ A leading expert in Equity trainings will be engaged to train between 25 and 50 community partner front line workers which will include CHSS's Equity Health Educator, Community Health Workers, and decision makers in Cochise County
 - ✓ These trained individuals will become subject-matter experts who can promote and/or educate about COVID-19 vaccination in racial and ethnic population sub-groups
 - Engage in existing community outreach activities and collaborate and/or contract with local Community Health Workers, immunization coalitions, and patient navigators to improve education and outreach to prioritized communities of focus. Please note, these efforts should complement other existing Federally-funded efforts.
 - ✓ The CHSS Equity Health Educator will engage and collaborate with existing community outreach activities, local CHWs, and our Cochise Community Health Alliance (CCHA) which includes over 100 healthcare providers
 - Connect local health departments, CHCs, and/or trusted healthcare organizations, including pharmacies, with communities of focus through mobile or other COVID-19 vaccination clinics in communities facing disparities to increase the number, range, and diversity of opportunities for vaccination.
 - ✓ The CCHA includes healthcare organizations, pharmacies, the U of A Mobile Clinics, Fire Departments, our Critical Access Hospitals, our Community Health Center, and others
 - ✓ The results of the Network Analysis will allow us to strategically connect non-traditional vaccination partners with the CCHA organizations to increase the number, range, and diversity of opportunities for vaccination.

Cochise Health & Social Services - Vaccine Equity Grant Budget				
	Year One	Year Two	Year Three	
Personal Services/Salary	\$ 112,000.00	\$ 115,360.00	\$ 118,820.80	
Employee Related Expenses/Fringe	\$ 39,200.00	\$ 40,376.00	\$ 41,587.28	
Professional & Outside Services	\$ 292,500.00	\$ 50,000.00	\$ 50,000.00	
Travel	\$ 4,680.00	\$ 4,680.00	\$ 4,680.00	
Other Operating	\$ 56,150.00	\$ 56,150.00	\$ 56,150.00	
CAPITAL OUTLAY IS NOT ALLOWED WITH THESE FUNDS				
Indirect Cost @ 7 percent	\$ 35,317.10	\$ 18,659.62	\$ 18,986.66	
Total	\$ 539,847.10	\$ 285,225.62	\$ 290,224.74	\$ 1,115,297.46