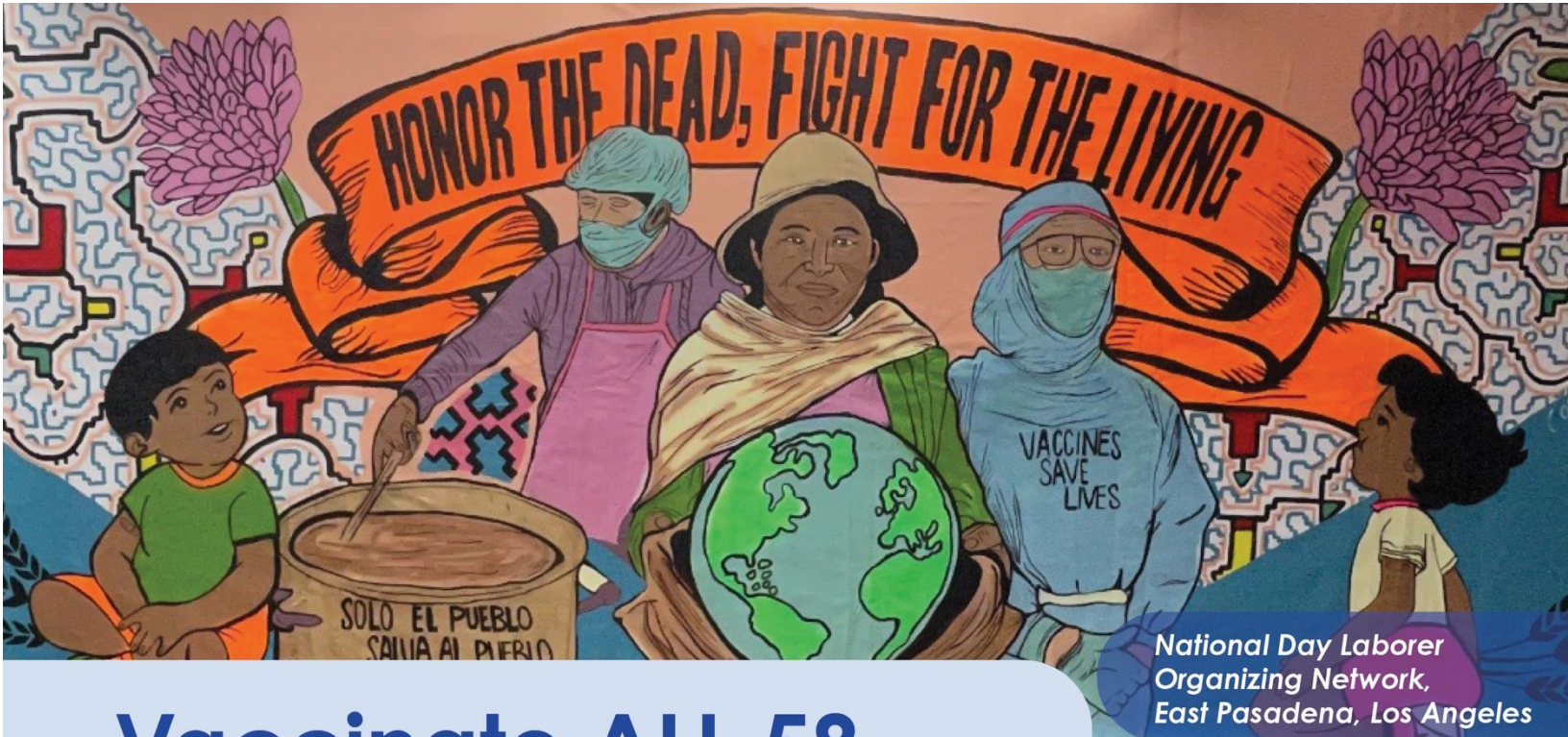




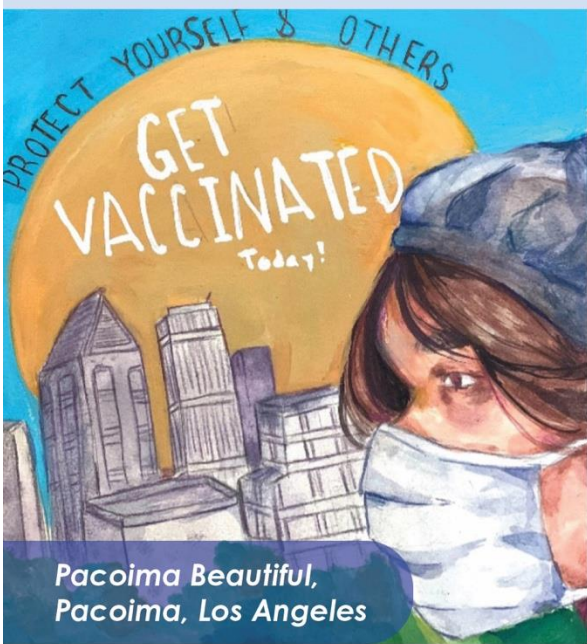
National Day Laborer
Organizing Network,
East Pasadena, Los Angeles

Vaccinate ALL 58 Neighborhood Partnership Program

Final Report



Arts Council Monterey,
Salinas, Monterey



Pacoima Beautiful,
Pacoima, Los Angeles



Thai Community Development Center,
North and East Hollywood, Los Angeles

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Introduction

Acknowledging the critical role community-based organizations (CBOs) play as trusted messengers within their respective communities, the Vaccinate ALL 58 Campaign created the Neighborhood Partnership Program (NPP). Californians have done an incredible job working together to protect the health and well-being of our communities. The purpose of the Vaccinate All 58 (VA58) Neighborhood Partnership Program is to educate community members on safe practices for the prevention of COVID-19 and the importance of vaccinations. Awards are intended to support groups serving as trusted messengers in their own communities.

Purpose of Report

This report reviews the history and development of the Vaccinate ALL 58 Neighborhood Partnership Program, the community partners the program served, and activities implemented by Neighborhood Partnership Program partners. Data was reviewed and aggregated from partner applications and final reports to determine the different types of organizations that participated in the program and identify common themes and key learnings among project activities, as well as to identify insights and formulate recommendations for future programs. Three questions guided this analysis of partner work:

1. How did partners innovate to reach communities?
2. To what extent did partners offer activities or events connected to vaccination sites to bolster vaccine site attendance?
3. In what ways did partners use awards to reach community members who otherwise would have been bypassed because of language barriers?

Finally, the report provides regional snapshots for notable projects in each region across the state, as well as providing important contextual information on the program in the appendices.

Program Description

Program activities were implemented from February 2022 to March 2023. By the time NPP was launched on January 24, 2022, a plan and team were put in place. Guidelines, an online application, and a website were developed to support a streamlined application process. Applicants applied for awards in one of three tiers: \$1,000, \$2,500, and \$5,000. Applicants were able to apply up to four times.

Activities were categorized into the following priority areas:

- **Awareness Raising**
- **Arts and Creativity**
- **Vaccine Clinic Support**
- **Language and Communication Access**

Neighborhood Partnership Program Timeline

Date	Program Milestones
1/1/2021	Initiated feasibility inquiries and planning for concept
1/20/2022	Developed guidelines, review process, and application
1/24/2022	Launched the Neighborhood Partnership Program Website
2/14/2022	Approved first application
4/5/2022	Launched Application Workshops for applicants, advertised by Region Program Managers
8/22/2022	Added Language and Communication Access Priority Area
8/31/2022	Provided assistance for final report submissions through workshops and phone assistance
2/15/2023	Closed application to new submissions
3/14/2023	Received total of 1,086 of applications
4/15/2023	Reached over 8,000,000 Californians

The Neighborhood Partnership Program process was conducted by a team of program and administrative staff (contracts, accounting, and information systems). The design and development of the program was done in record time of two business weeks and included a team with expertise in grants, nonprofit organizations, community outreach, information systems, and contracts. The steps for the organization to apply for an award included:

1. Disseminating information through the Regional Program Manager and network of community organizations and entities across the state.
2. Hosting Application Workshops for interested applicants.
3. Reviewing applications and requesting revisions from applicants if needed, through a two-step review process (initial review and final approval).
4. Issuing a contract and first payment of 75%.
5. Reviewing final report submissions in a two-step review process.
6. Inviting applicants to reapply after final report approval and issuing second payment of 25%.

Please see Appendix for Eligibility Requirements, Application, and Final Report information.

Neighborhood Partnership Program by the Numbers

- **656 trusted messengers**
- **1,086 activities**
- **\$5,372,500 in awards**
- **44 counties**
- **43 unique languages**
- **8,000,000 Californians reached**
- **44,819 vaccinations directly supported**

Of the 656 trusted messengers, 582 partners joined the Campaign for the first time, showing that the program was able expand the campaign's trusted messenger network and reach. Trusted messengers included community-based organizations, faith-based organizations, neighborhood associations, service clubs, student clubs/associations, and other grassroots and neighborhood groups.

Tacos La Tia Rosa, a mobile food truck, serves Madera farmworkers from the Oaxaca community, from 3:00 a.m. - 7:00 a.m. every day, when farmworkers are available. They provided customers with vital information regarding vaccine clinic hours, scheduling information and information intended to ease fears among the community about vaccines at a recognized, convenient location.

Key Learnings

In this section, key learnings on innovation, vaccine event and clinic support, and language access and inclusion are summarized. Themes under each key learning are summarized, include the number of activities reviewed under that theme, and describe an example. The key learnings in each category will speak to the report's focus questions.

1. How did partners innovate to reach communities?
2. To what extent did partners offer activities or events connected to vaccination sites to bolster vaccine site attendance?
3. In what ways did partners use awards to reach community members who otherwise would have been bypassed because of language barriers?

1. How did unique partners innovatively reach communities?

Of the activities reviewed, nearly 20% were identified as innovative. In these activities, partners used creative, non-traditional methods to engage hard-to-reach communities with COVID-19 safety and vaccine information.

Six themes were identified among innovative activities:

- Reaching Culturally Diverse Communities
- Performing Arts
- Community Inspired Visual Messaging
- Children-centered Events
- Awareness-focused Art Installations
- Youth Sports and Adult Recreation

Reaching Culturally Diverse Communities

39
Activities

Partners employed a variety of innovative outreach strategies and engagement initiatives recognizing each community has its own needs and challenges and tailored those approaches to fit specific needs.



ARTogether played a significant role in empowering Afghan women and their children through an arts-based workshop. By collaborating with a local Afghan artist and a local Iranian artist, the organization provided a platform for participants to discuss COVID-19 vaccines with staff in a safe and supportive space and create personal art pieces. The workshop culminated in sharing these artworks with over 160 community members, amplifying the voices and talents of Afghan women and their children. The initiative not only fostered self-expression and creativity but also served as a means of building connections and fostering safe conversations on the importance of COVID-19 vaccines.

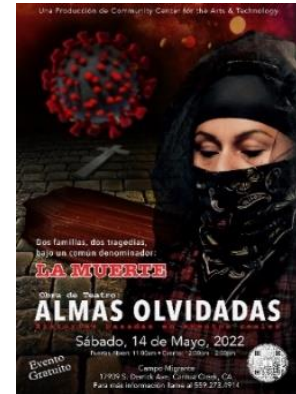
- Downtown Oakland

37
Activities

Performing Arts

Activities featured live performances including concerts, plays, spoken word recited by youth, and poetry readings highlighting the importance of COVID-19 vaccines.

Community Center for the Arts and Technology made a profound impact by producing a theater production that shed light on the experiences of families who lost loved ones to COVID-19. The poignant performance served as a powerful reminder of the devastating effects of the pandemic, emphasizing the importance of the COVID-19 vaccination in preventing further loss and hardship. A COVID-19 vaccination clinic outside the event in Fresno, provided community members with an opportunity to get vaccinated. Approximately 3,000 people viewed the performance in person or via live stream.



"By creating innovative methods of telling stories, we know many others can relate and overcome the fears suffered and get vaccinated."

– **Armando, Director**

– West Fresno County, Cantua Creek

34
Activities

Community Inspired Visual Messaging

Captured personal vaccine experiences through storytelling testimonials, coloring books with vaccine messaging for children, youth-generated messaging, and art workshops.

The **East Oakland-Hayward Section of the National Council of Negro Women** was committed to raising awareness of COVID-19 vaccines. To reach youth, they commissioned a children's coloring book that featured illustrations of children of color, serving as a powerful tool to promote representation and inclusivity. The organization partnered with experts who discussed the importance of educating children about people of color who played significant roles in vaccine development throughout history, aiming to reduce fear and misconceptions. The coloring book, distributed to 2,500 children at various locations including public schools, libraries, churches, pediatrician offices, clinics, and facilities supporting children experiencing homelessness, effectively reached a wide audience and fostered awareness about COVID-19 vaccines.



– Woodland, East Oakland

Children-centered Events

Activities focused on youth and children and creating a safe positive environment for children to learn about COVID-19 or get vaccinated.

The Oakland-based partner **Trybe** recognized the importance of addressing children's fears about COVID-19 vaccines in a supportive environment, organizing art workshops for children at four COVID-19 vaccination clinics. By providing a space for children to express themselves through art and facilitating discussions about vaccines in a fun and interactive way, Trybe helped to alleviate fear and anxiety surrounding COVID-19 vaccines. Additionally, the inclusion of games and a bounce house created a positive and enjoyable family environment, fostering a positive association for children attending the clinics.



- Dimond, East Oakland

Awareness-focused Art Installations

Activities incorporated physical art pieces such as murals or sculptures. Many activities included a community gathering or unveiling of artwork incorporating discussions on the importance of vaccines.

The **Oxnard Performing Arts Center** orchestrated a powerful community gathering centered around a "pro-vaccine living wall" consisting of more than 600 potted plants. This installation showcased the collective commitment to vaccination and served as a visual representation of community. During the event, a local youth poet delivered a powerful performance with a poem titled "Breathe," encapsulating the significance of the installation and the importance of safeguarding against COVID-19.



"This wall will be a permanent, living testimony. It memorializes the impact COVID-19 has had on our community and reminds visitors to remain vigilant about our community's health/well-being."

- Downtown Oxnard

Youth Sports and Adult Recreation

Activities included sports, recreation, or other forms of physical activity, where community members learned about COVID-19 vaccines while engaging in exercise.

Inlakech Cultural Arts demonstrated their commitment to community health and safety through a youth training program on bicycle safety and COVID-19 messaging. Following the training, youth bicyclists and supervisors canvassed the neighborhood, engaging with 4,000 community members to encourage them to get vaccinated at the organization's upcoming clinic. This initiative highlighted the importance of vaccination and emphasized the power of youth advocacy in promoting public health.



- Rose Park, Oxnard

2) To what extent did partners offer activities or events directly connected to successful vaccination sites to bolster attendance?

COVID-19 vaccine clinic support was an integral part of one third of Neighborhood Partnership Program activities. Partners supported vaccine clinics in a variety of ways including outreach and promotion, translation and interpretation services, and family-friendly activities.

Six common themes among partners who enhanced COVID-19 vaccine clinics were identified:

- Resources and Distributions
- Robust Outreach and Clinic Promotion
- Technical Assistance Supporting Clinics
- Family-friendly Activities
- Familiar, Safe Locations
- Cultural Competency

Resources and Distributions

291
Activities

Partners leveraged their existing resources (such as food distribution, financial education, health services, and mental health resources) at vaccination events to draw community members in to receive vaccines or learn more about vaccines.



HealthForce Partners of Northern San Joaquin Valley organized a resource fair and vaccine clinic in collaboration with 20 local organizations, united by their shared commitment to community well-being. This event provided a platform for attendees to access a wide range of wraparound services showcasing the collective expertise and support available to the community. At the clinic, 41 individuals received a vaccine, underscoring the significance of this initiative in addressing the multifaceted needs of the community and creating a supportive environment where community members could access the resources necessary for their overall health and well-being.

- Saint Linus Parish, Stockton

Robust Outreach and Clinic Promotion

194
Activities

Partners conducted extensive canvassing, phone banking, posting on social media, and reaching out to local radio stations to educate and promote vaccine clinics.

Greater Hope Foundation for Children, Inc., employed a comprehensive outreach and promotional strategy prior to their COVID-19 vaccine clinic. By prioritizing widespread communication and personalized outreach through email blasts, social media posts, and one-on-one phone calls, they successfully reached 5,500 community members, spreading awareness about the clinic and its importance. As a result of their dedicated efforts, 62 individuals were vaccinated at the clinic.



"We learned that even though it is 2023, folks still love a good old fashioned phone call or receiving information in the mail. Many of our communities are in remote, rural areas and they still have a small-town feel. Thus, a personalized, one-on-one approach with beautiful materials is effective."

- **Amanda, Director of Development**

- Victorville

Family-friendly Activities

Provided family-friendly activities at vaccine clinic events to help create a fun and engaging environment for the community members. Organizations offered arts and crafts activities for children at vaccine clinics to teach them about the COVID-19 vaccine in a calming environment.

Budding Artists played a crucial role in supporting vaccine clinics hosted by their local health department by providing art workshops for children. This initiative not only engaged and entertained the young participants but also served a deeper purpose. By organizing these workshops, the organization aimed to create a positive and supportive environment that would help alleviate any anxiety or fear associated with the vaccination process. Additionally, the staff distributed education materials to parents, ensuring that they



were well-informed about the importance and benefits of COVID-19 vaccines.

"Art made the process 'less scary' and 'fun' to get vaccinated! We hope to share the healing elements of the arts in a clinical space and to encourage our community members to continue to get vaccinated."

– **Dakota, Founder**

- Lynwood, Los Angeles

Technical Assistance Supporting Clinics

Support through language assistance, question and answer sessions, information tables, and translation services to help community members make the decision to get vaccinated.

Fresno United Christians Liberty Evangelical Church supported multiple vaccine clinics and addressed language barriers to enhance vaccine access. Their dedicated staff played a vital role in this initiative by being present to answer questions and provide resources in multiple languages. By prioritizing language inclusivity, the church ensured that individuals from diverse linguistic backgrounds had the necessary information and support to make informed decisions about COVID-19 vaccination.



"The elders in our target population did not know much about COVID... They were also unaware about vaccine sites and the boosters they needed... Because we noticed the language barrier, majority of our fliers and information sessions were translated to both English, Hmong, and Nyiakeng Puachue script."

– **Suafeng, Senior**

- Roosevelt, Southeast Fresno

Familiar, Safe Locations

Vaccine clinics held at safe, well-known location for community members. The organizations partnered with a trusted messenger or held vaccine clinics on-site. Trusted messengers and locations included faith-based organizations, local businesses, and public places.

Pride Panthers Coalition, Inc., in collaboration with a local LGBTQ+ friendly church, demonstrated a strong commitment to addressing barriers faced by the community through their COVID-19 vaccine clinic initiative. Recognizing the challenges of transportation, stigmatization, and fear-based concerns, the organization took proactive steps to overcome these obstacles. The COVID-19 vaccine clinic provided a safe and accessible space for 34 individuals to receive a vaccine.



"[Participants] didn't have to rely on rides, buses, having to find vaccination clinics, no worries of being discriminated, judged, or mistreated on an LGBTQ+ and Ally-affirming church campus. People freely came in and trusted they would get taken care of."
– Rosio, Founder

- Bullard, Fresno

Cultural Competency

Clinic events included Día de los Muertos, Lunar New Year, Juneteenth celebrations, and more. Cultural music, performances, ethnic food, and activities that helped draw community members to the vaccine clinics and included the cultural component fostered a spirit of community unity.



Stanislaus Asian American Community demonstrated their commitment to community health and cultural inclusivity by hosting a family vaccine clinic Asian cultural fair. With an attendance of 280 community members, attended the event, which included cultural music and an authentic bamboo dance performance by Filipino American dancers. Through this initiative, the organization strategically combined the importance of COVID-19 vaccine awareness with the celebration of Asian heritage, creating a unique and impactful experience for the community.

"This is the First Asian Fair happening in the Stanislaus County. Our organization SAACR offered diverse cultural performances at the Asian Fair to bring the AAPI community members in and at the same time to get vaccinated. The Mobile Vaccine Clinic was set up in the center to encourage community members to get vaccinated with interpretation in the Asian languages represented."
– Annie, Board Member

- Davis Park, Modesto

3) In what ways did partners use awards to reach community members who otherwise would have been bypassed because of language barriers?

Neighborhood Partnership Program activities served community members in 43 different languages, including languages not commonly translated in California such as Fijian, Pashto, and Triqui. Partners provided accurate in-language information on vaccines and supported community members with intake forms or appointment registration. Nearly 18% of activities showcase how partners leveraged their trusted messenger status and language expertise to help community members gain access to the vaccine in languages other than English and Spanish.

This section reviews how partners completed activities where they met the language needs of communities who may have otherwise been bypassed across these five language-based categories:

- Translation and Interpretation Services
- Providing tailored Health and Safety Messaging
- Culturally Inspired Events
- Meeting the Community Where They Are
- Multigenerational Approach

Translation and Interpretation Services

106
Activities

Translated COVID-19 vaccine informational materials and/or provided interpretation services to overcome miscommunication and help community members better understand the vaccine.



Asian American Senior Citizens Service Center hosted an event celebrating AAPI Heritage and Mental Health Awareness Month focused on raising awareness about COVID-19 vaccines and inspiring community members to "connect and build stronger social support systems". Interpretation and/or translation services were provided in Cantonese, Korean, Mandarin, Tongan, Vietnamese, Shanghainese, Taiwanese, Malay, and Hmong. The vaccine clinic vaccinated 144 community members, many who were older adults who do not have a means of transportation. Providing this opportunity with in-language interpretation offered, gave them the confidence to get vaccinated.

- Willard, Santa Ana

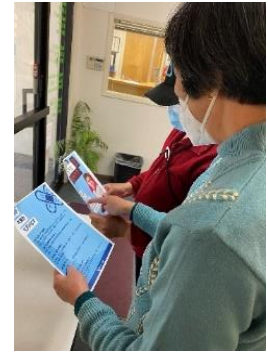
Providing Tailored Health and Safety Messaging

Overcoming stigma, debunking myths, and reducing fear due to linguistic barriers were an integral part of activities. Providing information for community members in various languages removed fears and eliminated misinformation.

Family Bridges, Inc. encouraged safe practices to prevent COVID-19 infection and promoted the importance of vaccinations and boosters among limited-English proficient Chinese immigrants, especially low-income seniors with in-language materials. Their goal was to prompt action or behavior change to help overcome stigma based on language barriers.

"Many noted being less confused and more informed about the number of required shots and the timing of these shots."

– **Ming, Development Coordinator**



– Chinatown, Oakland

Culturally Inspired Events

Activities used art, culture, or values to spread and cultivate cultural themes while conducting COVID-19 outreach in different languages.



Fresno Interdenominational Refugee Ministries

demonstrated their commitment to recent refugees and migrants by organizing a meaningful World Refugee Day celebration. With a focus on community engagement, they utilized ethnic media programs and conducted community canvassing to ensure broad outreach. Their efforts extended beyond celebration as they provided COVID-19 information in Hmong, Lao, Vietnamese and Punjabi, creating a safe space for community members to ask questions about vaccines. The organization's

commitment to the community was displayed during this event, highlighting their focus on inclusivity, and addressing pressing COVID-19 concerns.

– McLane, Fresno

Meeting the Community Where They Are

Provided COVID-19 outreach at a non-traditional site to meet the needs of community members. Sites included restaurants, grocery stores, ranches, farms, and more.

California Rural Legal Assistance Foundation demonstrated their commitment to the well-being of farmworker communities by conducting extensive community outreach and canvassing efforts at workplaces. With a focus on education and providing essential resources in Mixteco, Spanish, and Zapoteco, they successfully reached out to 2,800 community members to raise awareness about COVID-19.



- Greenfield, Monterey County

"Regularly showing up to agricultural worker housing and work sites has led to our better understanding of the specific needs among each labor camp and resulted in their increased confidence."

- **Amagda, Executive Director**

Multigenerational Approach

Communication barriers were addressed using a multigenerational approach. Often, bilingual youth ambassadors would support older adults in learning about the importance of vaccines or assisted older adults at vaccine clinics.



Charity Cultural Services Center's summer camp and "COVID-19 Prevention Poster Competition," empowered youth to become impactful health advocates. By displaying the posters for parents, guardians, and community, the initiative fostered dialogue, unity, and adherence to safety COVID-19 guidelines.

"We have witnessed students reminding their older monolingual guardians to sanitize their hands before picking them up from camp. They are also sharing with family members how to properly use test kits, and where to get vaccination in the community."

- **Ashley, Executive Director**

- Chinatown, San Francisco

Recommendations

Include Grassroots Organizations through Smaller Funding Tiers:

Through the Neighborhood Partnership Program's smaller funding amounts, a wider range of partners were engaged, and local communities were reached in culturally competent ways.

Identify Local Trusted Messengers with Language Expertise:

Actively identifying communities in need of additional support involves engaging community-based organizations already present in those areas with language expertise. Providing these organizations with the necessary resources enables them to effectively communicate a culturally appropriate strategic message that specifically caters to the needs of their respective communities.

Employ Partner Strengths to Amplify Campaign Messaging:

Many partners had substantial experience in outreach, education, and delivering essential services prior to the COVID-19 pandemic. By providing partners access to Campaign resources and funding they were able to reinforce existing efforts, offering wraparound services to continue fostering existing relationships with community members and to create safe and approachable vaccination events.

Provide Additional Resources to Applying Organizations:

During the initial months of receiving and reviewing applications, the Neighborhood Partnership Program team observed several partners who applied for funding had limited experience in completing applications or securing the necessary documents. To address this, the Neighborhood Partnership Program team developed tools, resources, and workshops to support applicants. For example, the team hosted 36 application workshops with 493 attendees from April 2022 to January 2023, providing the technical assistance to applicants.

Upon receiving final reports for several months, the program decided to leverage on the success of the Application Workshop by implementing a "Final Report Workshop." A total of 13 final report workshops were conducted by Neighborhood Partnership Program team from August 2022 to February 2023 with 278 participants in attendance.

Leverage Regional Knowledge:

Regional Program Managers (RPMs) brought local and regional knowledge of community-based and neighborhood organizations who were mission aligned and interested in helping their community learn about COVID-19 and vaccination opportunities. The RPMs conducted outreach and invited these organizations to participate in the Neighborhood Partnership Program to help address community-based network gaps.

Snapshots

In this section, you can find an example of a unique or notably successful project for each region across the state. Each project snapshot portrays the contribution trusted messengers made in their neighborhoods towards educating community members on safe practices for the prevention of COVID-19 and the importance of vaccinations.

Region 1 | Bay Area: Serenity House



Utilizing credible, trusted messengers, Serenity House engaged with unhoused Black and African American community members, in West Oakland, in one-on-one conversations to overcome vaccine hesitancy. The organization's success was attributed to their trusted messengers who had lived experience of homelessness and strong community relationships. Their engaging and uplifting pop-up clinic events offered mental health resources and music. In their final project, 109 individuals received the COVID-19 vaccine,

and over 200 visited their health education resource table, demonstrating the impact of their outreach efforts. The organization shared:

"Word has gotten out among the Black unsheltered community that vaccines are safe and effective, this is due to the outreach of our credible messengers."

Region 2 | Central Coast: Ventura County Clergy and Laity United for Economic Justice

Swap Meet Justice, a monthly fair event in South Oxnard catering to Latino communities, partnered with immigrant-serving organizations and the Ventura County Public Health Department to deliver vital resources and services, including COVID-19 vaccinations. The event drew over 400 attendees, resulting in 65 community members receiving their COVID-19 vaccine. The primary goal of the organization was to enhance and support the local health department's mobile



clinic through raising awareness and improving accessibility to COVID-19 vaccinations and related resources. In addition, Swap Meet Justice provided culturally and linguistically appropriate assistance throughout the events, garnering gratitude from community members for the services and vaccinations they received.

Region 3 | Central Valley: Reinvent South Stockton Coalition

Reinvent South Stockton Coalition organized a community event to boost COVID-19 vaccination rates in South Stockton neighborhoods. Through canvassing and phone banking, over 20,000 community members were reached and provided with education on eligibility for children aged six months to five years in multiple languages including English, Spanish, Khmer, Tagalog, Punjabi, and Vietnamese. The event featured a carnival, resource fair, and vaccine clinic held at a local church. One anecdote shared by a church leader: an older man who lives across from the church witnessed several

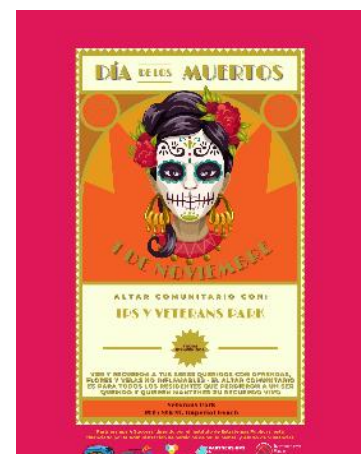


vaccination events in the past but was against getting vaccinated. During this event he asked if he had to get vaccinated to participate, staff indicated he did not, but after discussing the vaccine further with staff he made the decision and received the vaccine that day. The event attracted 200 attendees, resulting in 83 individuals, including 48 children and youth, receiving the COVID-19 vaccine.

Region 4 | Border Region: Institute for Public Strategies

During the Día de los Muertos celebration, the Institute for Public Strategies conducted a culturally relevant activity incorporating information and education into a COVID-19 awareness event, reaching approximately 300 community members. Four community altars were constructed in San Diego County, featuring COVID-19 safety information and lists of nearby testing and vaccine clinics. Two of the altars were accompanied by community events, showcasing traditional dancing, food, and engaging conversations about the importance of COVID-19 vaccines. The partner emphasized the value of this approach, stating:

"This was a vital strategy that allowed us to tailor our work so that it was recognized and relatable to our communities."



Region 5 | Inland Empire: Autism Society Inland Empire, Inc.



The Autism Society of Inland Empire organized a COVID-19 vaccination clinic event in Indio tailored to individuals with disabilities and their families. With the participation of 25 partner organizations providing resources, attendees were encouraged to explore all booths through a "fair bingo card" activity. The partner emphasized families with unique needs often avoid public events due to stigmatization and fear of negative reactions, which had

previously made it challenging to vaccinate their children at other clinics. This event created a safe and positive environment, incorporating engaging activities that redirected children's attention to enjoyment and fostered a positive association with the vaccine. The event achieved significant success, with a total of 267 community members attending and 52 individuals receiving a COVID-19 vaccine or booster shot.

Region 6 | Los Angeles County: Miss Z and the Garment Worker Center



Local artist Miss Z collaborated with the Garment Worker Center to design illustrated flyers promoting COVID-19 safety and vaccine benefits to garment workers and their families. These visually appealing flyers were particularly helpful for immigrant and undocumented workers seeking accessible information. One flyer focused on healthy working conditions and scheduling vaccination appointments, while the other used a superhero theme to address children's fears and highlight the importance of masks and vaccines. The partnership reached over 300 people in the Los Angeles fashion district, providing much-needed visuals for low-literacy members. According to the partner:

"The illustrations finally accomplish what we haven't been able to [communicate] with other flyers — more visuals for our low-literacy members."

Region 6a | Orange County: Hope Community Services

A Mother's Day event was organized at the Vietnamese Catholic Center in Santa Ana, which included a COVID-19 vaccine clinic and testing site strategically scheduled after mass. The event aimed to provide a family-friendly experience with arts and crafts for children and resources for parents and older adults. Over 300 people attended, and 90 community members received a COVID-19 vaccine. Recognizing high demand, the partner extended the vaccination hours. This approach proved highly effective in reaching older adults who considered church attendance as a significant part of their routine, ensuring convenience and accessibility to receive the vaccine.



Region 7 | Northern California and the Sierras: Sikh Culture and Education Center and Shasta County Citizen Advocating Respect



The Sikh Culture and Education Center and Shasta County Citizen Advocating Respect hosted a vaccine clinic in Shasta Lake City, located in rural Northern California. The clinic prioritized community partnerships and provided information in seven different languages to ensure accessibility and culturally sensitive comprehension. Staff engaged in open and supportive conversations with attendees, helping throughout the clinic. The partner highlighted the success of their activities, mentioning the formation of a line before the noon opening and sharing a personal encounter with a community member:

"During the door-to-door outreach, a community member expressed concern about vaccinating herself and her household, including her children, due to misinformation. After providing information on the safety and efficacy of the COVID-19 vaccines, she mentioned feeling empowered and motivated to get herself and her children vaccinated."

Region 8 | Greater Sacramento: Nito's Wings



Historically, the Marshallese have experienced unethical human experimentation which has influenced their trust in medical providers. Nito's Wings, Inc. provided a COVID-19 vaccine clinic in a safe environment to provide a positive vaccine experience for the Marshallese community of the Greater Sacramento Region. Staff members provided clinic staff with cultural cognizance about their community before the event the clinic. The event had food, music, and children's activities that help highlight their culture and 30 community members were vaccinated. The partner shared the following about their community and the vaccine clinic event:

"Marshallese are inherently a happy, loving culture. Significant amounts of laughter are often heard at almost any Marshallese gathering, with the exception of funerals. This pandemic has been especially difficult within the community, with multiple funerals and laughter has been rarer, especially in the setting of multiple COVID-19 vaccinations. Laughter and joy among the community members was easily witnessed and experienced at our event."

Appendix:

Appendix A: Applications by Region

Region	Applications Received	Applications Approved	Contracted Amount
1.Bay Area	225	188	\$927,500
2.Central Coast	44	35	\$167,500
3. Central Valley	117	103	\$507,500
4.Border Region	61	52	\$252,500
5.Inland Empire	158	125	\$620,000
6.Los Angeles	437	363	\$1,812,500
6a. Orange	107	97	\$482,500
7.Northern California and the Sierras	49	45	\$215,000
8.Greater Sacramento	93	78	\$387,500
Total	1291	1086	\$5,372,500

Appendix B: Statewide Region Map



Appendix C: Eligibility Requirements

Eligibility requirements (including who could receive funds, the purposes for which funds could be used, grant parameters, award duration):

Eligible entities include groups serving as trusted messengers in their own communities:

- community-based organizations
- faith-based organizations
- neighborhood associations
- local business entities or associations
- student clubs
- service clubs

Funds can be used to educate community members on the safe practices for the prevention of COVID-19 and the importance of vaccinations. Partners were prohibited from using funds for:

- overhead costs
- expenses not related directly to project activities
- equipment
- gift cards
- stipends
- incentives
- political campaign and legislative lobbying efforts
- building or capital campaigns, cash reserves, endowments
- religious organizations for explicit religious activities.

Applicants may only submit one project at a time. Once the project is completed and the final report submitted and approved, an applicant may be eligible to submit a new application.

Appendix D: Program Application

NOVEMBER 16, 2022

VACCINATE ALL 58
NEIGHBORHOOD PARTNERSHIP PROGRAM

APPLICATION TEMPLATE

FOR MORE INFORMATION:

[VA58partnerships.com](https://va58partnerships.com)Partnership@rhainc.com

1 Vaccinate All 58 Neighborhood Partnership Program



NEIGHBORHOOD PARTNERSHIP PROGRAM

Application Template

Purpose

Californians have done an incredible job working together to protect the health and well-being of our communities. The purpose of the Vaccinate All 58 (VA58) Neighborhood Partnership Program is to educate community members on safe practices for the prevention of COVID-19 and importance of vaccinations. Awards are intended to support groups serving as trusted messengers in their own communities.



The Neighborhood Partnership Program provides awards of up to \$5,000 to neighborhood and grassroots groups. The project must fall under one or more of these priority areas: awareness raising, arts and creativity, or vaccine clinic support.

The California Department of Public Health Vaccinate All 58 Campaign has contracted with Richard Heath and Associates, Inc. (RHA) to administer the VA58 Neighborhood Partnership Program.

Instructions

This Application Template is provided for planning purposes only. Before you start the application, we encourage you to discuss your idea with your peers and group members to ensure your project is in line with the purpose of the Neighborhood Partnership Program. Some of the questions for planning purposes are:

- What will you do?
- How will the project make a difference in your own neighborhood or community to getting people vaccinated?
- Who will conduct the project and who will be your partners?
- Where will the project be conducted?
- How much will the project cost?

The application must be submitted online and can be accessed at [VA58partnerships.com](https://va58partnerships.com).

Should you have questions, please send an email to partnership@rhainc.com.

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Application

Applicant Entity/Organization Information

Contact information for the applicant entity, fiscal sponsor (if applicable) and project contact is requested. Applicant Tax ID is also requested.

Type of Entity

- Community-based organization
- Faith based organization
- Neighborhood association
- Business entity or association
- Student club or association
- Service club

Is this entity a 501(c)(3) Non-Profit Organization? Yes / No

Does this entity have a fiscal sponsor? A fiscal sponsor is an organization that applies on behalf of an entity or group that does not have legal standing with the IRS. Yes/No If yes, please complete the fiscal sponsor information.

List all other current funding for COVID-19 outreach and education, including funder name, amount and succinct project scope. If the entity does not have any existing COVID-19 outreach and education funding, please list none.

Funder Name	Amount	Project Scope (Maximum: 50 words)

Describe how the proposed Neighborhood Partnership Project scope is not duplicative of currently funded projects outlined above (Maximum word count: 50 words). If not applicable, please list n/a.

Project Description

Project Name

Project Purpose (maximum word count: 50 words)

Describe the project activities and desired outcomes. This will be used for the program agreement and public documents. (Maximum word count: 50 words)

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Project Start Date (must be at least 3 weeks from application submission date)

Project End Date (must be prior to the Neighborhood Partnership Program end date per [VA58 Partnerships](https://va58partnerships.com) website and in accordance with the signed agreement)

Please indicate which **priorities** the project will address:

- Awareness Raising
- Arts and Creativity
- Vaccine Clinic Support
- Language and Communication Access

What are the barriers to language and communication access the project will address? Explain any innovations or proven practices the project will utilize to address these barriers (Maximum word count: 100 words)

Describe the neighborhood community served, including how it has been impacted by COVID-19. What specific need or problem is the project trying to solve with this project? (Maximum word count: 100 words)

Describe the project. List your project objectives, activities and number of people you intend to reach (as in example).

Objective(s)	Activity(s)	Estimated Reach	Measurement(s)
EXAMPLE - To educate our neighborhood association members about where to get vaccinated	EXAMPLE - Organize 3 art activities such as chalk-a-thons for kids at the community center to inform parents about the vaccine clinics	EXAMPLE - 500	EXAMPLE - Number of parents and children participating in art activities

Describe the entity or group conducting the project. (Maximum word count: 50 words)

Describe any partners. Type in "None" if not applicable. (Maximum word count: 50 words)

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Where will the project take place? (may be multiple locations)

- Neighborhood
- City / Town
- County
- Zip Code (numeric)

Which existing vaccination event, if any, will be supported? (Maximum word count: 50 words)

How will you know your project was successful? (Maximum word count: 250 words)

Additional information. (Maximum word count: 100 words)

Project Classification

Estimated Number of People Benefiting from Project

Primary Racial / Ethnic Groups Served

- American Indian or Alaska Native
- Asian
- Black or African American
- Hispanic / Latino
- Native Hawaiian or Other Pacific Islander
- White
- Multi-Racial
- Other _____

Primary Age Group Served

- 5 to 11
- 12 to 17
- 18 to 44
- 45 to 64
- 65 and over

Primary Languages Served

- English
- Spanish
- Amharic

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- Arabic
- Armenian
- Assyrian/Neo-Aramaic
- Bosnian
- Burmese
- Cantonese
- Chatino
- Dari
- Farsi
- Fijian/Vakaviti
- French/Haitian Creole
- Greek
- Hindi
- Hmong
- Japanese
- Karen
- Khmer
- Korean
- Laotian
- Mayan/Mam
- Mandarin
- Marshallese
- Mien
- Mixteco
- Mongolian
- Neo-Aramaic
- Nepali
- Pashto
- Portuguese
- Punjabi
- Russian
- Serbo-Croatian
- Somali
- Samoan
- Tagalog (and Filipino)
- Tibetan
- Tigrinya
- Telugu
- Tongan
- Triqui
- Ukrainian
- Urdu
- Vietnamese
- Zapotec
- Other

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Please provide any additional information on people or groups served.

Budget

Request Amount (\$1,000, \$2,500, \$5,000)

Please provide a project budget. All funds must be spent within project dates.

Budget Details

- Salaries / Fees
- Travel
- Supplies
- Training
- Printing
- Postage
- Other
- Total Expenses

Budget Explanation (text box)

Supporting Materials

Required Documents

Please upload the required documents for the entity who will sign the agreement. If the entity does not have legal standing with the IRS, please upload the information for the fiscal sponsor. **Please gather these documents before starting the online application.**

- EIN (required)
- IRS Form W-9 (required)
- Business License or 501(c) Letter (required)
- Insurance Certificate (required)

Is the organization a certified Diverse Business Enterprise or Small Business?

If yes, check all that apply and provide certification number:

- Minority Business Enterprise (MBE): _____
- Women Business Enterprise (WBE): _____
- Lesbian, Gay, Bisexual, and/or Transgender Business Enterprise (LGBTBE): _____
- Disabled Veteran Business Enterprise: _____
- Small Business: _____

Submission

By submitting this form, the applicant agrees to the following: (legal language)

I hereby certify that the information provided in this application is complete, true and correct to the best of my knowledge.

I am authorized to provide this information on behalf of the applicant.

I hereby acknowledge that I have read and understand the eligibility and requirements set forth in this Neighborhood Partnership Program application and that my submitted application is subject to review and is not a guarantee of funding through this program unless selected.

I give my consent to RHA to collect, use and process the information provided in this application for the purposes of funding consideration, and acknowledge that information provided in this application may also be used for program reporting purposes to the California Department of Public Health, as it relates to the Neighborhood Partnership Program.

Name / Title / Date

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Appendix E: Neighborhood Partnership Program Project Priority Areas

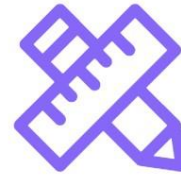


Awareness Raising

Funds can be used for raising awareness of a specific vaccine clinic, making vaccination appointments by referring people to MyTurn.ca.gov, or supporting messages about safe practices for the prevention of COVID-19 and importance of vaccinations.

Examples:

- Printing flyers and canvassing door-to-door
- Mailing flyers or purchasing a space in a neighborhood newsletter for an ad
- Organizing an event with a medical doctor to talk to a club or group about the latest developments on COVID-19.
- Sharing and using Ambassador videos with peers to dispel myths
- Setting up a booth at a local event to share information



Arts and Creativity

Funds can be used for innovative projects using arts, creativity, and entertainment encouraging community members to get vaccinated.

Examples:

- Hiring a musician to sing a short song to advertise a vaccine clinic and promote the song through local channels or social media
- Commissioning an artist to create a COVID-19 related mural on the local town square
- Hiring a photographer and storyteller to capture stories of people impacted by the COVID-19 pandemic and share with the community



Vaccine Clinic Support

Funds can be used for projects encouraging community members to get vaccinated or enhancing the customer service experience at a clinic.

Examples:

- Providing referrals to vaccine clinics by sharing the MyTurn appointment portal and phone number (833) 422-4255
- Setting up an area at the clinic with an artist, art supplies or activity to calm anxieties for kids getting shots
- Hiring a sign language interpreter or other language interpreters to support the vaccination process
- Hiring a car service to transport older adults, people with disabilities, and people without cars to vaccination sites
- Promoting the vaccine clinic with an entertainer to drive interest
- Translating and printing flyers in needed language



Language And Communication Access

Funds can be used to address language and communication barriers faced by community members to access COVID safety and vaccine information. This priority area is intended for applicants who engage with community members speaking minority languages not commonly translated (e.g., Mixteco, Samoan, Pashto) or those who may require American Sign Language (ASL), closed captioning or plain language. Applicants will be required to ensure accurate translation of the information.

Examples:

- Hiring interpreters at a vaccination site to improve communications between providers and community members
- Creating materials for limited English proficiency individuals, such as audio or video information on vaccinations
- Booking **pro bono** radio interviews or Q&A interview segments with local in-language radio station(s) and ensure information is disseminated in-language with a cultural lens
- Staffing events with individuals with language and cultural knowledge to reach community members who are hard to reach
- Conducting trainings with vaccine providers on language and cultural competency for the community served
- Translating materials to combat myths and mis/disinformation about COVID-19

Appendix F: Program Eligibility and Award Information

Eligibility

Funds are intended to support groups serving as trusted messengers in their own communities, such as community-based organizations, faith-based organizations, neighborhood associations, local business entities or associations, student clubs, or service clubs.

Eligible entities must have a business license and insurance certificate. If the applicant does not have a business license and legal standing with the IRS, they may request a fiscal sponsor to apply on their behalf.

The following organizations are not eligible to apply:

- ✗ Health Plans or Health Insurance companies
- ✗ Government entities and agencies
- ✗ Individuals and Sole Proprietors
- ✗ Communications Firms, Public Relations Firms, and Consultants

Awards

Requests can be made for \$1,000, \$2,500 or \$5,000.

Seventy-five percent of the funds will be distributed within two weeks of grant application approval.

Twenty-five percent of the funds will be distributed upon the submission and approval of the final report.

Applicants may submit only one application at a time for a maximum of \$5,000. Once the project is completed and the final report is submitted and approved, an applicant may be eligible to submit a new application.

The Neighborhood Partnership Program funds must be used for activities to educate community members on safe practices for the prevention of COVID-19 and importance of vaccinations. The activities must relate to one or more of these priorities: awareness raising, arts and creativity, vaccine clinic support, or language and communication access.

The funds cannot be used for:

- ✗ Overhead costs (e.g., rent, phones, vehicles)
- ✗ Expenses that are not directly related to the activity related to the project
- ✗ Equipment (e.g., laptops)
- ✗ Gifts cards
- ✗ Stipends
- ✗ Incentives
- ✗ Political campaigns and legislative lobbying efforts
- ✗ Building or capital campaigns, cash reserves, and endowments
- ✗ Religious organizations for explicit religious activities

Appendix G: Created Promotional Collateral



NEIGHBORHOOD PARTNERSHIP PROGRAM

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Priority Areas

Projects must fall under one or more of these priority areas:

- Awareness raising
- Arts and creativity
- Vaccine clinic support



Awards

Requests can be made and awarded on a rolling basis for up to \$5,000



Who's Eligible

- Community-based organizations
- Faith-based organizations
- Neighborhood associations
- Local business entities or associations
- Student clubs
- Service club

To Qualify: Eligible entities must have a business license or 501(c)(3) letter and insurance certificate (meeting minimum requirements). Applicants may engage a fiscal sponsor to apply on their behalf.



For More Information and to Apply
VA58partnerships.com



For Questions Contact
Partnership@rhinc.com



Programa de Asociación de Vecinos

¡Aplica hoy! VA58partnerships.com



Áreas Prioritarias

Los proyectos deben pertenecer a una o más de estas áreas de prioridad:

- Sensibilización
- Arte y creatividad
- Apoyo a las clínicas de vacunas



Premios

Las solicitudes se pueden hacer y premiar de forma continua por un máximo de \$5,000 dólares.



Quién es elegible

- Organizaciones comunitarias
- Organizaciones religiosas
- Asociaciones de vecinos
- Entidades o asociaciones de empresas locales
- Clubes de estudiantes
- Clubes de servicio

Para calificar: las entidades elegibles deben tener una licencia comercial o una carta 501(c)(3) y un certificado de seguro (que cumpla con los requisitos mínimos). Los solicitantes pueden contratar a un patrocinador fiscal para que presente la solicitud en su nombre.



Para más información y para aplicar: VA58partnerships.com



Para preguntas contacta
Partnership@rhinc.com

Appendix H: Neighborhood Partnership Program Final Report Template



Vaccinate ALL 58 Neighborhood Partnership Program Final Report

Thank you for partnering with the Vaccinate ALL 58 campaign to educate community members on safe practices for the prevention of COVID-19 and the importance of vaccinations. This report is intended to be an opportunity for reflection so that we can learn from successes and challenges to strategize for the future. The results of the report will be used for an evaluation of the Neighborhood Partnership Program. Your feedback is invaluable to strengthening our campaign.

Original Submission Date

PROJECT CONTACT

First Name
Last Name
Primary Phone Number
Email Address
Entity website address (if applicable)

- Type of Entity
- ☐ Community-based organization
 - ☐ Faith-based organization
 - ☐ Neighborhood association
 - ☐ Business entity or association
 - ☐ Student club or association
 - ☐ Service club (e.g., Interact, Rotary Club)

PROJECT INFORMATION

- 1) Project Name
- 2) Project Dates
- 3) Where did the project take place?
Neighborhood
City / Town
County

Zip Code (numeric text box may be multiple)
- 4) Which priorities did the project address?
☒ Awareness-raising
☒ Arts and Creativity
☒ Vaccine Clinic Support
- 5) Project Description (maximum 200 words)
 - Provide a brief summary (4-6 sentences) of the project
 - i. Describe the project to include specific details on how project addressed the Neighborhood Partnership Program priority area(s) listed in question 4.
 - ii. Include the date(s) of the project.
 - iii. Describe who was reached during the project.
- 6) What did your group hope to change through your project activities? (maximum 100 words)
 - State the project goal(s) in at least 2-4 sentences
 - Describe what your organization wanted the community to learn or take action on as a result of the project in terms of COVID-19 prevention and vaccines.
 - Discuss whether or not your organization achieved the goal of your project. Include challenges or barriers you may have encountered.
- 7) What were the main activities carried out by the project? (maximum 200 words)
 - Describe the services provided to the community relative to the priority area(s) (see 4 above) addressed in at least 4-6 sentences.
 - Explain any changes that may have been made to the original objectives or activities proposed in the project application.
- 8) What are the most important changes you observed over the course of the project? Changes may have occurred within the target population or in how your own organization approaches its work. (maximum 200 words)
 - Share any sentiments from the community in response to your project (including receptiveness).
 - Did the target population act on "call to action" (what they were asked to do)?
 - Did your organization adjust its approach during the course of this project?
- 9) Why do you consider these changes to be important? (maximum 200 words)
 - Describe the impact to the community or to your organization because of the changes observed.
 - What did your organization learn?
- 10) What advice would you give to someone from another organization seeking to implement a similar project? (maximum 200 words)

- 11) How much was spent on each line item from your budget?

Salaries / Fees
Travel
Supplies
Training
Printing
Postage
Other
Total Expenses

- 12) Expenses Explanation. Please provide more details for each expense listed. If you listed "Other" expenses above, clearly define those here as well.
- For each budget category used, provide a brief description or list of purchases

- 13) Additional comments. Please add any other feedback, including from the community, to help improve the process. (maximum 200 words)

Project Classification

- 14) Estimated number of people benefited from project
 - Number Vaccinated (if applicable)
- 15) Primary Racial / Ethnic Groups Served
 - American Indian or Alaska Native
 - Asian
 - Black or African American
 - Hispanic / Latino
 - Native Hawaiian or Other Pacific Islander
 - White
 - Multi-Racial
 - Other
- 16) Primary Age Group Served (Check all that apply)
 - 5 to 11
 - 12 to 17
 - 18 to 44
 - 45 to 64
 - 65 and over
- 17) Primary Languages Served (Check all that apply)

• English	• Marshallese
• Spanish	• Mien
• Amharic	• Mixteco
• Arabic	• Mongolian
• Armenian	• Neo-Aramaic
• Assyrian/Neo-Aramaic	• Nepali
• Bosnian	• Pashto
• Burmese	• Portuguese
• Cantonese	• Punjabi
• Chatino	• Russian
• Dari	• Serbo-Croatian
• Farsi	• Somali
• Fijian/Vakaviti	• Samoan
• French/Haitian Creole	• Tagalog (and Filipino)
• Greek	• Tibetan
• Hindi	• Tigrinya
• Hmong	• Telugu
• Japanese	• Tongan
• Karen	• Triqui
• Khmer	• Ukrainian
• Korean	• Urdu
• Laotian	• Vietnamese
• Mayan/Mam	• Zapateco
• Mandarin	• Other

Administration

- 18) Please upload photos of project (please refer and adhere to the guidelines in your agreement before uploading any photos) and other materials used for the project
- 19) Will you submit another application?