
Vaccine Fund Impact Memo

Introduction – What is the Fund?

In 2021, United Way of the Columbia-Willamette (UWCW) developed a pooled fund to support efforts of community partners across Oregon in vaccine advocacy, access, and education. This fund is focused on providing resources for Black, Indigenous and People of Color (BIPOC) communities, with an initial focus on Latinx working families and the Pacific Islander community. Specifically, it supports the advocacy, outreach, and transition to culturally specific and community-based clinics.

Why Collaborative Philanthropy is Needed

While local, state, and federal governments have focused on the overall distribution of vaccines in Oregon, stakeholders have identified limitations in these efforts that are best filled by philanthropic dollars. Through learnings from our partners, we know that BIPOC communities require culturally specific supports, often including staff or volunteers to provide a warm, personal touch. And many organizations offering these supports face barriers in contracting with public agencies.

Fund Partners

- Collins Foundation
- Ford Family Foundation
- Meyer Memorial Trust
- Oregon Community Foundation
- United Way of the Columbia-Willamette (UWCW)

Grantees

UWCW has funded 17 Community Based Organizations (CBOs) in three rounds for a **total of \$441,000**. A list of grantees is below.

- Bridge-Pamoja
- Centro de Servicios Para Campesino
- Centro Latino Americano
- Doulas Latinas International
- Euvalcree
- Ka ‘Aha Lāhui O ‘Olekona Hawaiian Civic Club
- Latino Network
- Living Islands
- Mano a Mano
- Micronesian Islander Community (MIC)

- Next Door, Inc.
- Oregon Pacific Islander Coalition (OPIC)
- Pineros y Campesinos Unidos del Noroeste (PCUN)
- REAP
- Samoa Pacific Development Corporation
- Unete
- Utopia PDX

Populations Served

Vaccine Fund grantees were asked to provide data on the scope of their community outreach. The table below lays out how many Oregonians were served and through how many public events and/or clinics.

<i>Did you host or partner to put on vaccine events/clinics? If yes, how many?</i>	590 Events/Clinics
<i>How many people were vaccinated (doses) through these events?</i>	29,934 People

As culturally specific organizations, grantees were well suited to reach community members where they live, work, play, and pray, and in their native languages. Services were provided in the following counties: Clackamas, Clatsop, Hood River, Jackson, Josephine, Lane, Lincoln, Malheur, Marion, Morrow, Multnomah, Polk, Umatilla, Union, Wasco, Washington, and Yamhill. Grantees served a broad variety of demographic populations, including, but not limited to: African American/Black, Latinx/Hispanic, Native American, and Native Hawaiian/Pacific Islanders. To ensure accessibility of information, vaccine resources and services were provided in the following languages: Chuukese, English, Filipino, French, Hmong, Japanese, Marshallese, Mixtecan, Mam, Native Hawaiian, Palauan, Pohnpeian, Samoan, Spanish, Swahili, Tongan, and various other Pacific Islander languages.

Given the number of people vaccinated, the pooled fund of \$441,000 was a relatively small but powerful investment that supported vital CBO partnerships that effectively encouraged more of our BIPOC community to participate in vaccinations, thus mitigating the potential negative impacts of COVID-19 to households.

How Grantees Used the Funds

Most of the grantees hosted or partnered directly on vaccine events and clinics. Funds were used to advertise these events, have staff onsite, provide incentives and transportation support to community members, and other logistical needs (travel and mileage reimbursement for staff, etc.). Additionally, grantees provided other needed resources to families, including personal protective equipment (PPE), food distribution, and rent and utility assistance to those who had lost their jobs or had their hours cut due to the pandemic.

How Grantees Reached Community Members

To increase access and information on the COVID-19 vaccine, grantees partnered with hospitals and healthcare providers (Legacy Health, OHSU, Salem Health, Kaiser Permanente, to name a few), school districts and community colleges, public health districts, community based organizations (CBOs) (including other Vaccine Fund grantees), faith-based coalitions, and local businesses.

In order to put on vaccine events and clinics, grantees partnered with health service organizations to distribute the vaccine. They hosted and supported vaccine events through outreach, advance advertising, registration support (see flyer below), and linguistic support with translation and interpretation.

Vaccine outreach by the grantees was conducted through social media, local TV and radio (including radionovelas that played on local Spanish language radio stations), flyers/posters, hotlines, websites, newsletters, and more.

Grantee Success Stories

Successes include the science-based information they are able to share with families about the vaccine, which empower them to make informed decisions about their own health, and the successful partnerships they have formed with other CBOs and healthcare networks. As grantee Next Door, Inc. phrased it when asked what was successful about their work: *“The partnership aspect of the work, particularly with One Community Health, has made things go more smoothly than they would have otherwise. It’s difficult to change hearts and minds, but having the community healthworker model for one on one conversations has been a huge success.”*

Also, grantees were able to help community members with incentives and resources when they came to receive their shots. Families received backpacks and school supplies for their children, gift cards, food boxes and hot meals, as examples. Grantees were also successful in connecting families to valuable health and wellness resources available in their area and in languages not always available through healthcare providers. Being able to dedicate funds and staff time to translation and interpretation allowed grantees to better serve families from hard-to-reach communities.

Additionally, grantees reported that they were able to collect valuable data about the communities they serve as a result of this fund. For example, the Oregon Pacific Islander Coalition (OPIC) is now partnering with the OHA data team and leaders of Oregon’s Pacific Islander community to create a Pacific Islander-specific COVID-19 data dashboard that will more accurately measure the impact of the pandemic on this community, thereby empowering OPIC to expand their work on data justice and advocacy for health equity.

Overall, grantees cited the Vaccine Fund as a valuable resource and they appreciated the flexibility of the funding to allow them to reach families in the manner best suited to their community.

Below is one example of culturally focused community outreach



PACIFIC ISLANDER COVID-19 VACCINATION CLINIC

NO INSURANCE NEEDED NO ID REQUIRED DRIVE-THRU

First Dose On 09/19/21

- 18 years old and older Johnson & Johnson one-time dose (\$100)
- 12 years old and older Pfizer 1st dose (\$50 gift card)
- Swag bag (masks, hand sanitizer, health resources)
- Hot lunch from Noho's

Second Dose On 10/10/21

- 18 years old and older Johnson & Johnson one-time dose (\$100)
- 12 years old and older Pfizer 2nd dose (\$50 gift card)
- Hot lunch from Noho's
- Food box: Taro, Fish, Pork, Taro Leaves, Bok Choi, Lialia (clear rice noodles), Coconut, Canned Corned Beef, seasonal vegetables and Fruits

Sunday, September 19, 2021

11 am to 2 pm PST

First United Methodist Church
607 W Main St, Medford, OR 97501

What's in it for my family?

- Protection from COVID-19
- Less severity if infected
- Reduce chance of hospitalization and death
- Peace of mind

Register at:
<https://forms.gle/nbLVNVwrF2BYPSAi7>

FOR MORE INFORMATION, CONTACT:
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Samoa Pacific Development Corporation
Oregon Health Authority
UTOPIA PDX
www.utopiaportland.org

Photo Credit: Samoa Pacific Development Corporation

“Partnership. Collaboration. Solidarity. Allyship. All of these aspects are truly a success. Yes, getting people vaccinated, educated, providing programs and training for our members were so important. But the ability to build community based partnerships was the true success.”

-- Ka 'Aha Lāhui O 'Olekona Hawaiian Civic Club