

M E M O R A N D U M

April 13, 2021

TO: Health and Human Services Committee
Government Operations and Fiscal Policy Committee

FROM: Linda McMillan, Senior Legislative Analyst

SUBJECT: Black, Indigenous, and People of Color (BIPOC)¹ Health Initiatives/Program and
Census (now COVID) Team – Program Updates and Discussion of Outreach,
Preregistration and Vaccination Efforts

Expected for this session:

Dr. Raymond Crowel, Director, Department of Health and Human Services (DHHS)
Dr. Nguyen Nguyen, Chair, Asian American Health Initiative (AAHI)
Dr. Hina Mehta, Vice-Chair, AAHI
Mr. MK Lee, AAHI
Dr. Michael Lin, AAHI
Dr. Sheryl Brissett Chapman, Executive Director, National Center for Children and Families
(lead non-profit agency for AAHP COVID-19 Targeted Response)
Monica Escalante, Co-Chair, Latino Health Steering Committee
Maria Gomez, President and Chief Executive Officer, Mary's Center
Dr. Tollie Elliot, Chief Medical Officer, Mary's Center
Dr. Anna Maria Izquierdo, Executive Director, Care for Your Health
Betty Lam, Chief, DHHS Office of Community Affairs
Arlee Wallace, Program Manager, African American Health Program (AAHP-DHHS)
Sonia Mora, Senior Manager, Latino Health Initiative (DHHS)
Diane Vu, Director, Office of Community Partnerships
Ken Hartman-Espada, Director, Bethesda-Chevy Chase Regional Center

¹ Currently called "Minority Health Initiatives and Program." Montgomery County does not have a majority race/ethnic population and so BIPOC more accurately reflects their focus.

At this session the Joint Committee will have an opportunity to receive update presentations from the Asian American Health Initiative, African American Health Program, and Por Nuestra Salud y Bienestar (Latino Health Steering Committee), on targeted efforts to address the impacts of the COVID-19 pandemic. In addition, the Joint Committee will hear about the targeted outreach and pre-registration efforts that are being spearheaded by the Office of Community Partnership/Regional Service Centers and the Census Outreach Teams that are now COVID Response Teams.

All these efforts are targeted to address the disparities faced by different populations and communities in the County as the pandemic has resulted in disparate impacts both in terms of the disease itself and the secondary impacts on family incomes and employment, housing stability, mental health, and food security, that result in significant daily challenges for many.

Attached at (1)-(4) are three maps and a graphic from the April 6 update to the Council. DHHS has been presenting these graphics each week to highlight the disparities vaccine pre-registration and vaccinations by zip codes and by race/ethnicity.

Asian American Health Initiative

On January 14, the Health and Human Services Committee held a discussion with the Asian American Health Initiative (AAHI) regarding their 2020-2030 Blueprint as well as concerns about the adequacy of health information on the impacts of COVID-19 on the diverse Asian American Pacific Islander (AAPI) populations (Councilmember Navarro noted the data requirements of the Racial Equity and Social Justice law). Concerns highlighted through a phone survey included severe negative impacts on many small businesses, food insecurity, need for financial support and the needs of undocumented residents. With regard to the vaccine and testing, issues identified were concern about the side effects and safety of the vaccines, need for a hotline to provide accurate information and address concerns, equitable access, and information about testing sites.

The discussion also focused on the impacts on mental health from the pandemic both for people who have contracted COVID-19 and the stresses of the pandemic year itself on the general population. AAHI noted that it is hard to gather data on the true impact because of the stigma of acknowledging a problem. There is also a need for culturally appropriate providers. The Committee discussed the series of AAHI Photo Novels and hoped that these series would expand to address the pandemic. Information about AAHI can be found at their website: <https://aahiinfo.org/>

The AAHI Steering Committee has forwarded to Councilmembers and DHHS a COVID-19 Response proposal. It is attached at (5)-(8). The proposal requests \$1 million to support work with non-Governmental Organizations (NGOs) and Faith Based Organizations (FBOs) that have built trust with DHHS and the community to work in several identified areas:

- Developing linguistically and culturally appropriate outreach strategies that would include educating the community about the vaccine, why it is important to get the vaccine, and combating misinformation.

- Assistance in pre-registration for the vaccine, including helping people in their preferred language and overcoming technology barriers.
- Support for NGOs to host vaccination events that would be open to the public, but there would also be language and other assistance for those who need it.
- Support services to address social determinants of health. This could include translation and interpretation services, transportation, and screening people at vaccination clinics and testing events for unmet needs including, health, mental health, and social services and connecting them with assistance.

AAHI Proposal - FY21 and FY22 Operating Budget

Unlike the African American Health Program Targeted COVID-19 Response and Por Nuestra Salud y Bienestar, AAHI has not been funded for a specific COVID response effort. A budget strategy is needed in response to the AAHI proposal. Council staff will continue to work with DHHS and AAHI on a recommendation on how these funds could be appropriated over FY21 and FY22 as the requested funding cannot all be spent in this last quarter of FY21.

African American Health Program (AAHP) Targeted COVID-19 Response Program

AAHP continues its efforts to address the impacts of COVID-19 on the African American and Black residents of Montgomery County. Two recent bi-weekly Progress Reports are attached to this memo: March 27-April 9 at (19)-(21) and March 13-March 26 at (22)-(23).

AAHP has continued to update its COVID website to provide information on community-based testing and the importance of being tested, vaccine pre-registration, supports that address mental health, food assistance, and domestic violence, and information on the food and swag that are provided as a part of the testing program. In a previous update, the HHS Committee viewed clips of the public service announcements that have been produced. The Council has recently been discussing the decline in people seeking testing and so these efforts are becoming even more critical. The following is a link to the website:

<https://www.aahpcovid.com/>

The website includes a monthly calendar of testing opportunities for each day:

<https://www.aahpcovid.com/testing-locations> There are a variety of locations throughout the county including Faith Community Baptist Church, First Baptist Church of Ken-Gar, Colesville UMC, Allen Chapel AME, Smithville School (Alpha Phi Alpha), The Peoples Community Baptist Church, the Islamic Center, and Paddington Square.

The biweekly reports say in part:

- Testing and Vaccine pre-registrations continue. For the period March 27 – April 9, the program conducted 713 COVID tests and 343 pre-registrations and from March 13-26 conducted 583 COVID tests and 300 vaccination pre-registrations.
- The program continues to provide 2-week food boxes to residents who test positive.
- The AAHP Team is working on enhancements to the Black Physician Partnership model and resources for recruitment of Physician Partners.
- The report notes that it is implementing a second testing team to provide daily testing and pre-registration.

AAHP Targeted COVID-19 Response – Budget Background

The initial appropriation in August for the AAHP Targeted COVID-19 Response was \$3,354,084 and the December appropriation was \$3,341,444. These amounts do not include any appropriation for activities or supplies that are FEMA reimbursable - including certain cost of testing, tracing and vaccination.

The Executive is recommending that the \$3.341 million that was appropriated in December from General Fund Reserves now be funded with American Rescue Plan Act (ARPA) dollars. Council staff concurs that this appears to be an appropriate use of (ARPA) dollars as it is in response to the pandemic. As noted in the budget overview to the Council, the Executive will have to submit a supplemental appropriation for his recommended FY21 uses of ARPA funds. The Joint Committee does not have to make a recommendation now as the Council will have a later opportunity to review this recommendation.

In addition to testing and tracing, The AAHP effort includes:

- Marketing and Communications.
- Mental Health Support Services in coordination with community-based organizations.
- Implementation of the Black Physician Partnership and financial assistance with co-pays, deductibles, and medication costs to ensure access to health care.
- Food Supports to address food insecurity and to continue delivery of food to COVID positive residents.
- Provision of COVID Kits as needed to support testing and COVID positive residents.

Por Nuestra Salud y Bienestar (Latino Health Steering Committee)

Por Nuestra Salud y Bienestar's two most recent Progress Reports are attached; March 25-April 7 at (24)-(30) and March 11-March 24 at (31)-(37). The latest report notes concern about the recent increase in cases and Por Nuestra Salud y Bienestar's increased efforts at prevention and increasing testing and vaccination efforts. The following is a link to its website.

<https://www.lhiinfo.org/es/saludybienestar/> Some highlights of the updates are:

- Health Promoters are conducting outreach activities at Latino grocery stores and other small businesses in addition to apartment complexes, churches, food distribution, and

other sites. The April 7 reports says that Health Promoters had face-to-face interviews with 10,619 individuals.

- Between March 25 and April 7, 4,426 COVID-19 tests were conducted at 41 events. From March 11 to March 24, 3,217 Covid-19 tests were conducted at 43 events.
- The two reports show that the Information Telephone Line receives about 700 to 800 each two weeks. As of April 7, the Line had assisted with pre-registering 2,085 people for COVID vaccines, and this is the top request.
- Other common requests include information on financial assistance, health insurance, and primary care referral.
- 94% of callers were Spanish speakers and of those that responded, 88% identified as Hispanic/Latino.
- Communications and outreach efforts include PSA shown on Telemundo and Univision and El Zol radio.
- During the April 7 reporting period case management provided services to 637 people with the top needs being food, financial assistance, general health care and housing. Top zip codes served were 20906, 20878, 20902, and 20886. The report notes that as the District Court has reopened, several clients had received eviction notices.

In late February, Por Nuestra Salud y Bienestar sent a proposal to Council and to DHHS to expand its efforts to include vaccinations (38)-(43). The April 7 progress report notes that an amendment to the contract with the Primary Care Coalitions (fiscal agent) has been broadened to include vaccination services effective April 6. The report also highlights vaccination activities in partnership with Adventist Healthcare/CASA/Identity/HealthPro and with Care for Your Health. Case management provided transportation support to the March 24 vaccination event held in collaboration with Adventist Healthcare.

As vaccine becomes more available, these partnerships have increased. In addition, certain Federally Qualified Health Centers and certain physicians are now receiving vaccine directly through federal programs. Mary's Center was recently visited by Second Gentleman Emhoff who learned about its holistic health approach as well as its efforts to vaccinate (44)-(45). Mary's Center has comprehensive information about vaccinations on its website:

<https://www.maryscenter.org/2021/02/02/everything-you-need-to-know-about-the-covid-19-vaccine/>

Por Nuestra Salud y Bienestar – Budget Background

The initial appropriation in July for Por Nuestra Salud y Bienestar was \$5,596,115 and the December appropriation was \$4,620,997. These amounts do not include any appropriation for activities or supplies that are FEMA reimbursable - including certain cost of testing, tracing and vaccination. The July appropriation included funding for the Consolidated Services Hubs. Funding for Hubs was appropriated separately in December.

The Executive is recommending that the \$4.62 million that was appropriated in December from General Fund Reserves now be funded with American Rescue Plan Act (ARPA) dollars. As with AAHP, Council staff concurs that this appears to be an appropriate use of (ARPA) dollars and the Executive will have to submit a supplemental appropriation for his recommended FY21

uses of ARPA funds. The Joint Committee does not have to make a recommendation now as the Council will have a later opportunity to review this recommendation.

In addition to testing and tracing, funding for Por Nuestra Salud y Bienestar includes:

- Administration and IT/Data support and data management
- Marketing, Outreach and Communications
- A Spanish speaking navigation phone line
- A cadre of health promoters and volunteers
- Case management with limited financial assistance
- Clinical follow-up

Office of Community Partnerships, Regional Service Centers, and COVID Outreach Teams

The Office of Community Partnerships created a robust system of ambassadors, door-to-door workers, and community partners that worked to get a very high response rate to the 2020 Census. The Council has mentioned this highly effective strategy as one that should be replicated for vaccine pre-registration and response to vaccination concerns.

Community Partnership Director Vu and Ken Hartman, B-CC Regional Services Director, will update the Joint Committee about the reconstitution of this team, the outreach efforts that have already take place, and upcoming outreach efforts. Attached at (46)-(47) is a listing of the activities that have taken place or are planned in support of testing, vaccine pre-registration, and vaccination clinics.

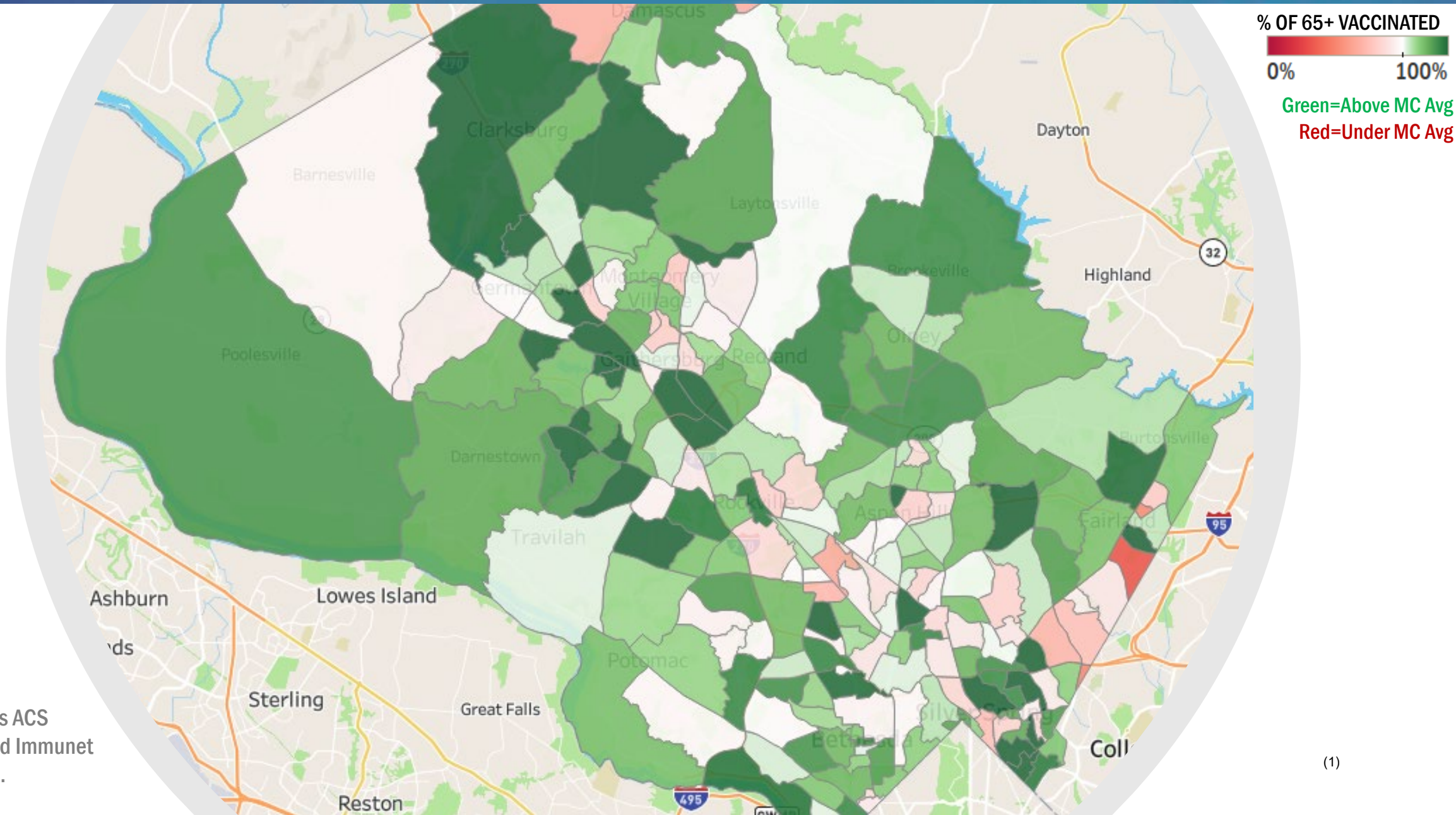
FY22 Operating Budget – Recommendation Needed to Maintain Continuity of Services

The County Executive’s March 15 Operating Budget does not include a specific recommended appropriation for continuation of the AAHP Targeted COVID-19 Response or Por Nuestra Salud y Bienestar. This will not impact the ability to fund testing, contact tracing, or vaccination efforts in either of these efforts, or for the Asian American Health Initiative, as they will be eligible for FEMA reimbursement. There are other components to each effort that will need to continue at some level as the pandemic is controlled and the community recovers.

Council staff raises this issue but does not have a specific dollar recommendation at this time. However, DHHS recognizes that there cannot be a break in these services on July 1 and the Joint Committee should request that a proposal for at least four months of FY22 should be provided by April 28 so that it may be considered during the Council’s actions on the budget.

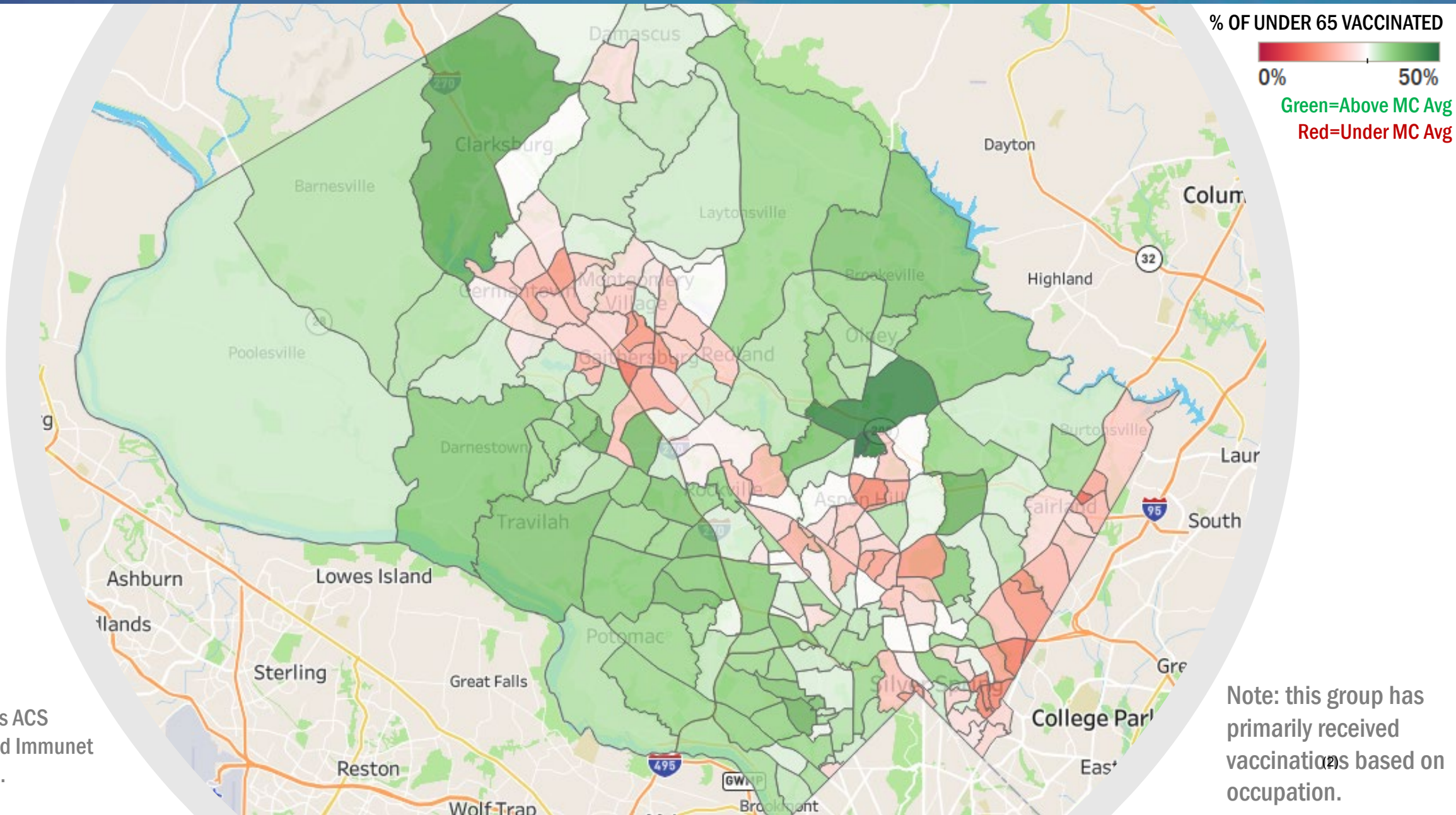
Council staff’s recommendation for four months of funding is not because Council staff believe that funding will not be needed beyond then, but it will allow the efforts to adjust as more, hopefully most, people are vaccinated, and cases are reduced. Future funding would be provided through special appropriation.

GEOGRAPHY: PERCENT OF 65+ VACCINATED (AT LEAST ONE DOSE)



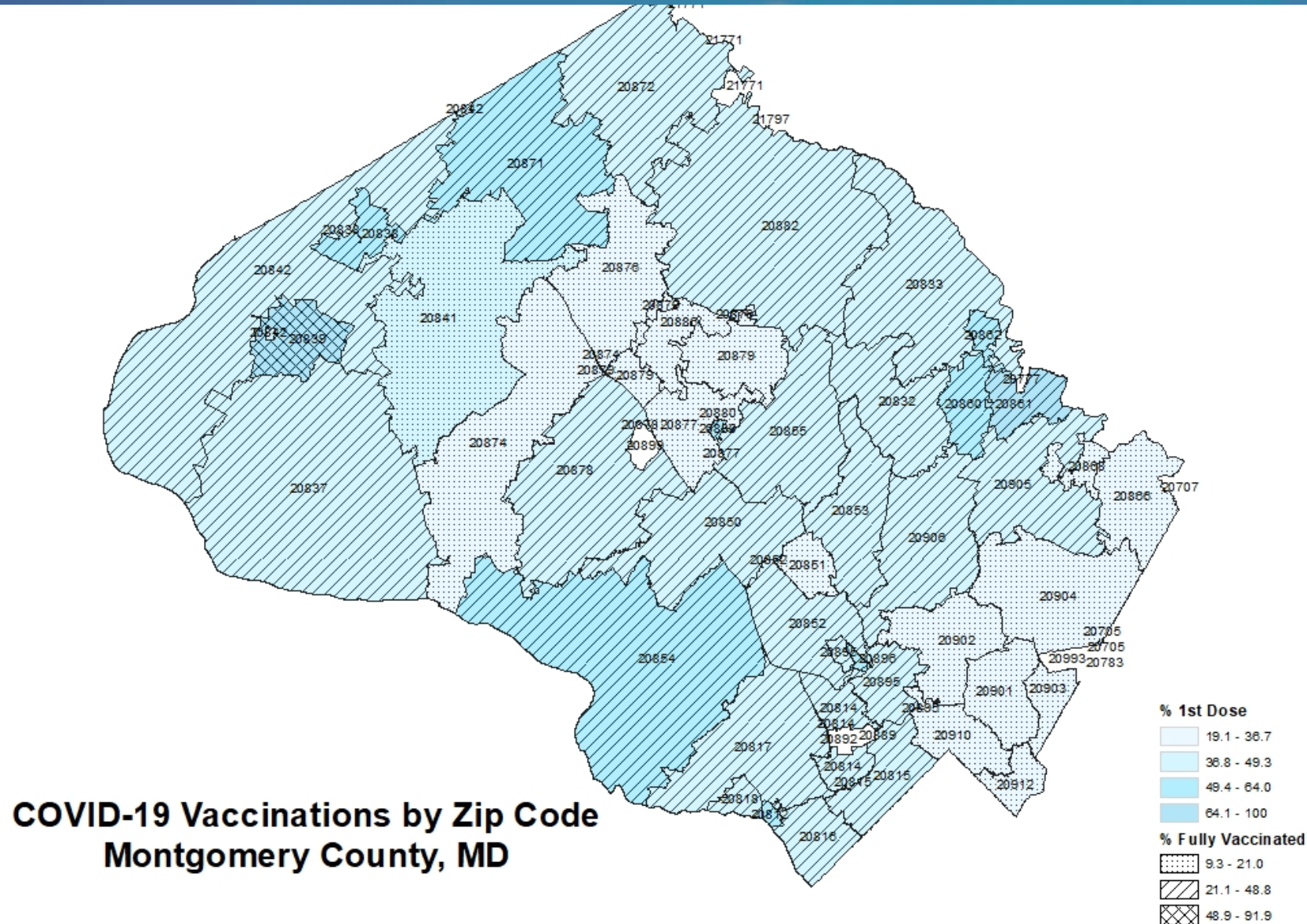
Source: Census ACS
2015-2019 and Immunet
through 04.04.

GEOGRAPHY: PERCENT OF UNDER 65 VACCINATED (AT LEAST ONE DOSE)



Source: Census ACS
2015-2019 and Immunet
through 04.04.

GEOGRAPHY: VACCINATIONS BY ZIP CODE

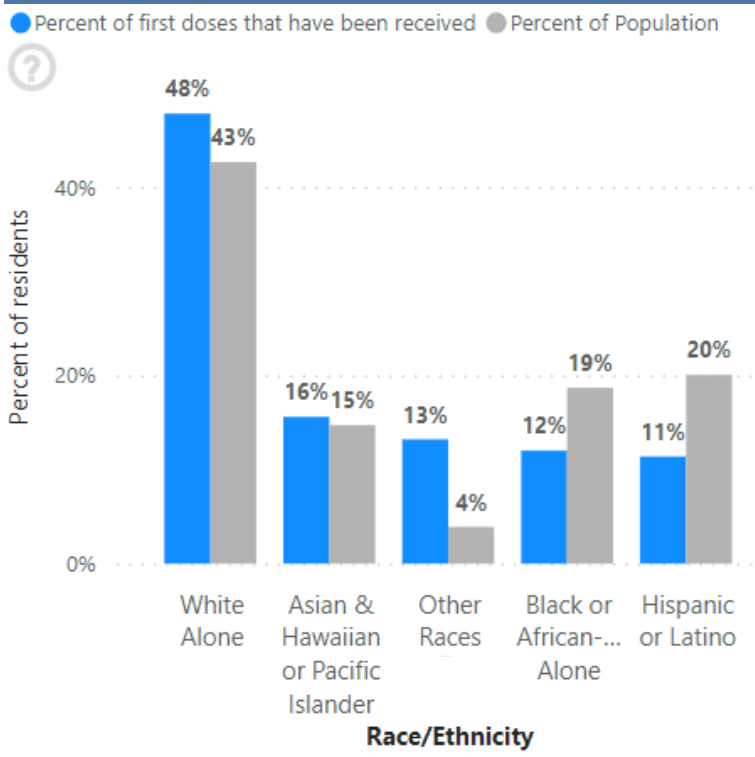


Source: PUBLIC HEALTH SERVICES – EPIDEMIOLOGY TEAM (April 2).

montgomerycountymd.gov/covid19/data/case-counts.html#vaccine-zip

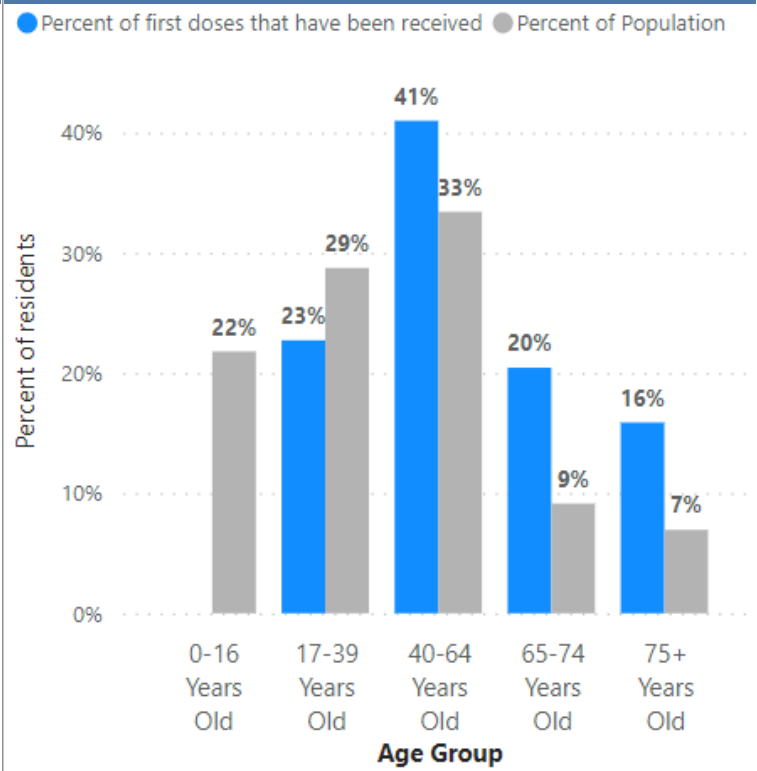
VACCINES ADMINISTERED BY RACE/ETH + AGE IN MONTGOMERY COUNTY

RACE/ETHNICITY OF RESIDENTS WHO HAVE RECEIVED A VACCINE

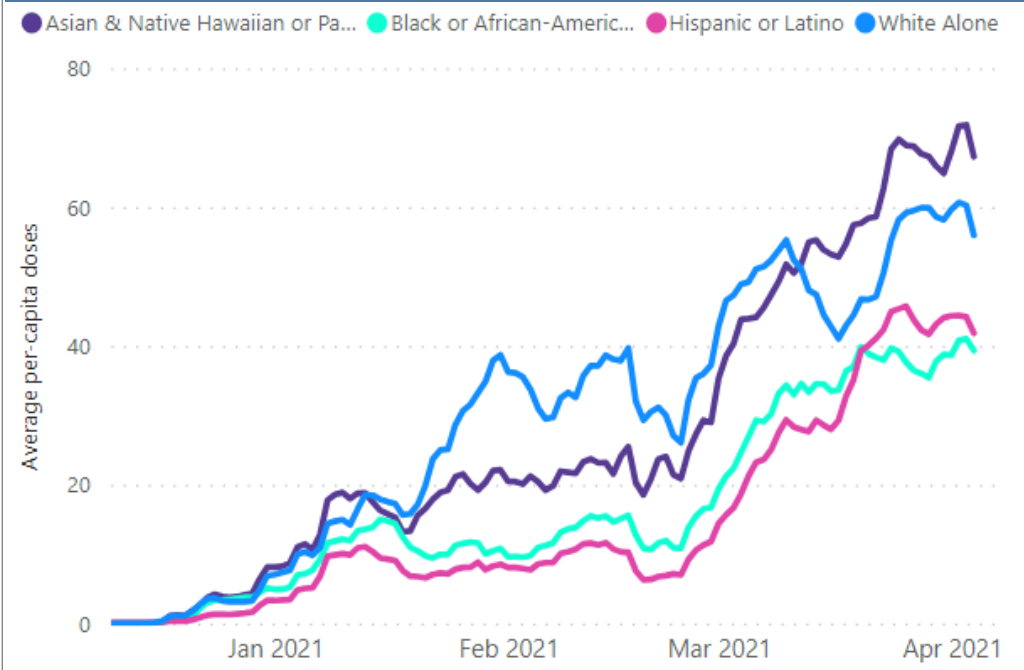


Note: 10.6% residents did not report their race or ethnicity when applying for vaccination, these records are not included in the percentages above.

AGE OF RESIDENTS WHO HAVE RECEIVED A VACCINE



7 DAY AVERAGE DOSES ADMINISTERED PER 10K RESIDENTS BY RACE/ETH



GENDER OF RESIDENTS WHO HAVE RECEIVED A VACCINE



Asian American Community COVID-19 Proposal

Goal: Provide access to mental health/social service support and COVID 19 education and vaccination to Asian Americans in Montgomery County

Summary:

Proposed and supported by the Asian American Health Steering Committee (AAHISC), the Asian American community-based partners that serve Asian Americans in Montgomery County to provide education, outreach, mental health/social service support and access to COVID-19 vaccination.

Proposed Funding: \$1,000,000

Time frame: April, 2021 – December, 2022

Expected Outcomes:

- The proposed funding will support the partnerships between a lead organization that acts as the main coordinator and at least five (5) Asian American NGOs/FBOs. This network of organizations will provide support and service to diverse Asian American communities including, but not limited to, the Chinese, Vietnamese, Korean, South Asian, and Cambodian communities.
- The funding will support the below services:
 - Developing linguistically and culturally outreach materials related to COVID to reach the top subgroups in the County.
 - Connecting Asian American residents to supportive services with pre-registration assistance, transportation to and from vaccination, interpretation, post-vaccination queries.
 - Adding social workers/ case workers to connect residents to critical services offered by the Government, such as filing for unemployment, rental assistance, child care subsidies, small business loans to counter negative impact resulting from income loss.
 - Offering consultation to Asian American residents to health care homes and mental health services when appropriate to combat unprecedented stress and stigma perpetrated by deliberate misinformation.
 - Empowering Asian American residents to report incidents of anti-Asian hate crime, violence, physical and verbal abuse, etc to the County police and appropriate authorities.

Background

According to the Centers for Disease Control and Prevention (CDC), the U.S. has reached over 28 million cases and 500,000 deaths at the end of February 2021, a year after COVID-19 hit the U.S. While the pandemic affects all residents, racial/ethnic communities, including Asian Americans have faced significant challenges from COVID-19 compared to the general population. Social factors such as income, language, immigration status, and insurance status are important factors that impact how members of the racial/ethnic communities access services, including COVID-19 testing, mental health services, financial assistance, and vaccination.

Montgomery County is one of the most diverse counties in the U.S, with over 50% of the County's population are racial/ethnic minorities. Among those, Asian American communities account for about 15.2% of the County population. Besides the five largest Asian ethnic groups in Montgomery County are Chinese (28.1%), Asian Indian (25%), Korean (11.2%), Vietnamese (8.9%), and Filipino (8.7%), Montgomery County is home to many other Asian subgroups including Japanese, Burmese, Nepalese, Pakistani, Cambodian, Thai, Bangladeshi, Laotian, Indonesian, Sri Lankan, and Taiwanese.

A snapshot of Asian American statistics to note:

- Asian Americans are the largest 65+ minority population in Montgomery County.¹
- 40% of foreign-born Asians speak English “less than very well” in Montgomery County.²
- Approximately 48% of Asian Americans in Montgomery County who have an income below the federal poverty level are over the age of 55.³
- 43% of Asian American older adults in Montgomery County do not drive.⁴
- Asian American adults with an unmet need for mental health services are more likely than other racial/ethnic groups to believe that mental health services would not help.⁵

Because of the growing diversity and wide range in language, culture, and socioeconomic status within the Asian American communities, providing education and services to Asian Americans is more complex and requires custom approaches to reach the at-need communities. The complexity of these needs is exacerbated by the pandemic.

On the surface, the data on infection rates and the number of deaths in the AAPI communities in the County has been low. Factors such as the stigma against the infected, concerns for the loss of employment due to positive test results, misinformation about the virus, the misperception that using public benefits could affect immigration status, and the paralyzing

¹ American Community Survey (ACS) 5-Year Estimates (2013-2017)

² American Community Survey (ACS) 5-Year Estimates (2013-2017)

³ American Community Survey (ACS) 1-Year Estimate (2017)

⁴ Montgomery Coalition for Adult English Literacy's Statistics on Limited English Proficient Residents of Montgomery County (2010)

⁵ Substance Abuse and Mental Health Services Administration. (2015). Racial/ethnic differences in mental health service use among adults. HHS Publication No. SMA-15- 4906. Rockville, MD.

fear of catching the virus if they leave their homes may have contributed to the undertesting of Asian Americans. The actual number of infections may be higher than those reported.

The stigma and prejudice that falsely associate the AAPI communities with COVID-19 have severely traumatized our community, even before the violent acts toward Asian Americans in Atlanta. We have seen Asian American youth, small business owners, and our frontline essential workers living in fear, suffering economically, and are concerned for their safety. We want the County, the state, and the nation to recognize that the fear and pain permeates every age group, socioeconomic status, and zip code. The County should work together with Asian American serving NGOs to raise awareness of and build confidence in the support services that are available to them. As the County moves forward to vaccinate its residents, these factors must be taken seriously into consideration to ensure equitable access to vaccines for the Asian American communities.

Opportunities & Best Practices

Since the advent of the COVID-19 vaccine distribution, Montgomery County struggles to ensure vaccines are distributed equitably, especially to the racial/ethnic minority communities. One thing was certain that it was not the lack of effort. However, the current approaches used by the DHHS have overlooked many vulnerable Asian Americans, especially the smaller subgroups.

Meanwhile, since the beginning of the COVID-19 pandemic, Asian American community partners have worked hard to provide services to their community members. These services were provided free-of-charge and at higher frequencies due to the increasing demands and needs of the community. However, these NGOs have self-funded many of their COVID-19 related activities and have not received any additional funding and/or resources to support their work. Like many small businesses, these organizations are now at risk as their employees are burnt out and fearful, and resources are drained. The County must act now to ensure that Asian American communities are supported.

Therefore, a new approach is needed. Fortunately, such a model exists but currently is underutilized.

For over a decade, community partners worked closely with the County government to provide grassroots services. Together, DHHS and non-government organizations (NGOs) have successfully built trust and improve access through effective outreach and service connection. One example of such collaboration, co-led by the Asian American Health Initiative (AAHI) and Asian American-serving NGOs, is the Hepatitis B prevention model that has been in place since FY10. The model focuses on education, testing, coordination of the delivery of multi-dose vaccination, and connection to medical treatment. On average, over 86% of participants who needed the hepatitis B vaccination completed the entire series that were scheduled months apart.

Therefore, building upon the history and successful track record of the trusting relationship, we are confident that a similar model of public-private partnership can be established to assist vulnerable and isolated Asian American residents to deal with the COVID-19 pandemic, especially the vaccination and necessary social services.

Proposed Activities

The goals of this proposal is to ensure culturally and linguistically appropriate education, outreach, assistance are given to AAPI residents so they can access vaccines based on the complicated tiering system organized by the County. Moreover, as important as receiving the vaccine, building awareness and connections between the Asian American community to law enforcement officers, financial assistance, and mental health services for those who have suffered from lost income and loss of security is on high priority.

To reach this goal, we request that dedicated resources including \$1 million in funding are made available to community organizations that serve the needs of Asian Americans. These organizations collectively will cover activities such as administering COVID-19 vaccines, providing education to address vaccine hesitancy, supporting community members to access to vaccination, helping residents apply for social services and financial assistance, referring and connecting residents to mental health services and resources. By working with the various community- and faith-based organizations, this project will increase the number of residents completing the entire series of vaccination.

We envision engaging a lead organization that will work with partners in the AAPI communities (see Attachment A). AAHI will be the contract monitor to the lead organization and provide technical assistance and guidance to the lead organization,

Below are potential activities that the funding can support:

1. Outreach and education

There are good examples of linguistically- and culturally-appropriate outreach strategies developed over the years between DHHS and NGOs. The funding can build upon the experience of outreach strategies around addressing risk factors of cancer, hepatitis B, mental health, and food insecurity, use of CHWs, and Asian media partners to promote messages that will reach the many AAPI subgroups. These outreach strategies include educating the community about the facts of the vaccine, why it is important to get vaccinated, and instill confidence in receiving the vaccine and combating misinformation.

2. Pre-registration Vaccination

Due to technology and language barriers, many Asian Americans struggle with the vaccine pre-registration and appointment scheduling process. To overcome this challenge, NGOs will work together to help community members to sign up for their vaccination appointments, which are largely available in English and Spanish. By offering

navigation service, community members will receive assistance in their preferred language to properly fill out online pre-registration forms and appointment scheduling when their time comes.

A two-pronged approach to increase access to the COVID-19 vaccine can be considered. First, NGOs with more developed infrastructure can host vaccination events in collaboration with County government. While the events are open to the general public, NGOs plans to provide education and vaccination services in a culturally and linguistically competent way by engaging medical professionals from their community to conduct the events. Secondly, NGOs with less infrastructure can aim to connect community members to County-sponsored vaccination sites. When needed, NGOs are prepared to assist at the vaccination sites to provide language assistance to residents to ensure adherence to public health measures and precautions.

3. Support Services

Addressing social determinants of health is key to accessing vaccines and other services for Asian American communities. In addition to the interpretation service provided at the vaccination sites, NGOs also provide translation service to the community. NGOs work with DHHS to review and provide feedback on DHHS's translated communicated materials. Also, NGOs translate and adapt information from authoritative and reliable sources such as the Centers for Disease Control and Prevention (CDC) for their respective communities through channels that Asian American communities frequently rely on.

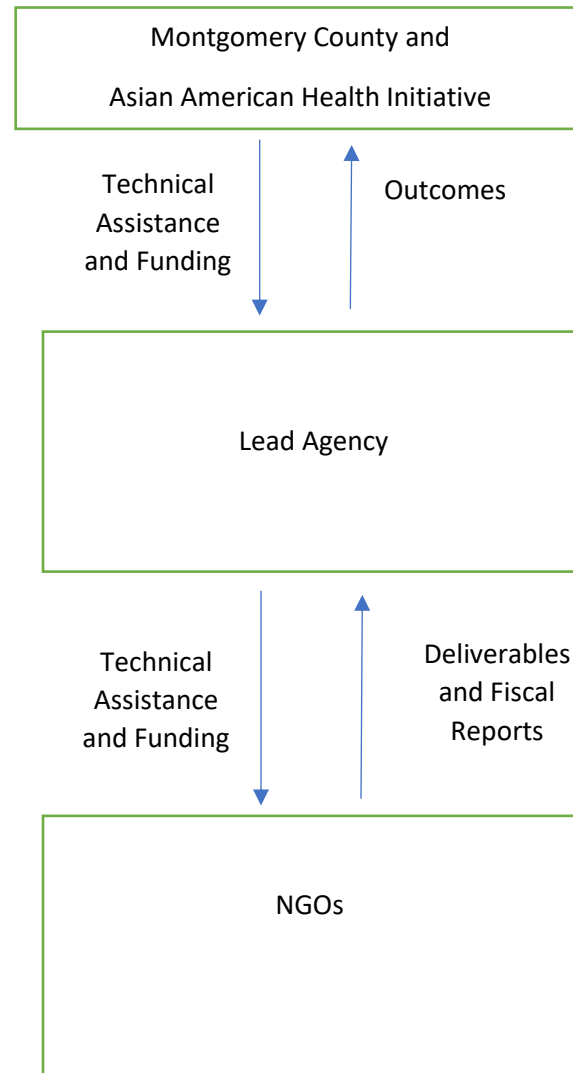
Additionally, NGOs can arrange and provide transportation to community members who do not have any means of reliable transportation. Breaking the transportation barrier prevents rescheduled or missed appointments and delayed care.

Lastly, when encountered community members who express interest in the vaccine, when screened, may have multiple unmet needs, which may prompt the need of health, mental health, and social services, NGOs can take a proactive approach to connect them to the continuum of resources such as health insurance, food consolidation hubs, and mental health services. These wrap-around services meet the multiple needs of individuals and their families.

Conclusion

At the AAPI Unity Event hosted by the County Council and County Executive on Friday, March 19th, the messages were very loud and clear that the County leadership reaffirmed the support to AAPI community members and offered resources to protect the community. This proposal is supported by many Asian American organizations in the County and is a concrete opportunity that the County Council and County Executive can take to solidify that support and provide much-needed resources to help the Asian American community combat the COVID-19 pandemic and the rising hate crime that stoke fear to the community.

Attachment A: Proposed Model



Statement of Needs and Request for Support in Conquering COVID-19

March 24, 2021

Dear Montgomery County Council,

Chinese Culture and Community Service Center (CCACC) with its CCACC Health Center and PAVHC clinic writes to express the sincere appreciation of what you have done in leading us through the terrible COVID pandemic. While we have tried our best, there are still disparities in vaccination accessibility to our vulnerable, underserved, and hard-to-reach Asian American community members.

The major challenges are differences in languages and cultural backgrounds and the barriers like transportation, mobility, technological/computer/information accesses. We are also troubled by social isolation, mis-information, mis-understanding, vaccine hesitancy, and the hard-hit multigenerational households.

Introduction:

Chinese Culture and Community Service Center (CCACC) is a 39 years old non-profit organization. With over 300 dedicated employees/contractors/volunteers, it provides a wide spectrum of services to the Chinese-American, Asian-American, and local community members of all ages. It is experienced in finding and serving the hard-to-reach needy Asian American residents.

CCACC Health Center provides primary care, physical/occupational therapies, and mental health related services. Its PAVHC is one of the Montgomery Cares clinics for the uninsured and under-insured County residents. It also addresses issues related to health disparities and pain-management (avoidance for opioid misuse/dependency), promotes preventive medicine, and fosters holistic healthy lifestyles.

COVID-19 Pandemic Related Programs:

- COVID-19 Information Center started in March 2020
 - Provides updated CDC, State, and County COVID-19 related information in English and Chinese through multiple social media platforms.
 - Maintains COVID-19 Information line (301-798-6001)
 - Maintains COVID-19 Financial Relieve Hotline (301-663-0983)
- Sponsored close to 30 well-attended Zoom-based health seminars.
- PPE Donations: donated over 20,000 PPEs to frontline medical personnel when they were in short supply.

- Physical and Mental Healths Preservation:
 - Sponsored weekly Zoom-based gathering to relieve/prevent social distancing/isolation caused depression and anxiety.
 - Provides in-person/telehealth, on-site/in-home medical/health services.
- COVID Testing: Started routine COVID-19 PCR and rapid screening tests in November 2020.
- COVID Vaccination: Started in February 2021 to work with DOH and the County to administer large-scale (close to 300 shots/day) vaccination on short-notice assignments. Special services have been provided to those who with language, technology, mobility, and transportation....barriers.

Partnerships

- Montgomery County:
 - Started to work with Dr. Travis Gayle in January 2020 and since then has maintained close contacts with Dr. Raymond Crowel, Dr. Travis Gayle, Dr. Chris Rogers, and members of County HHS.
 - Has kept up with councilmembers' COVID-related events and communications.
 - Has worked closely with the Montgomery Cares Program.
 - Has worked closely with the Asian American Health Initiative (AAHI) and the AAHI Steering Committee.
- Community Organizations:
 - Asian-American Inter Community Service, Inc. (AICS) for pain management.
 - American Diversity Group (ADG) for emergency food distributions.
 - Korean Community Service Center of Greater Washington (KCSC) for COVID vaccination.
 - Vietnamese American Services (VAS) for COVID vaccination.

Conquering COVID-19 Effectively Together

CCACC has demonstrated its capability of working with government agencies and CBOs/FBOs to manage large scale vaccination events and maintain the physical and mental healths of our community members. Unfortunately, all that is essentially volunteer based, not sustainable, and far from meeting the needs.

Our County Council is in the position to right the disparity and empower us to run the last mile delivering the badly needed services in a culturally and linguistically appropriate manner. We respectfully ask your kind support of fundings for:

- Bilingual physicians, physicians assistants, nurse practitioners, nurses, pharmacist, social workers, medical technicians, and outreach staffs,
- Medical screening devices and supplies
- IT equipment and support,
- Transportation and outreach campaigns.

With our established core competencies and large safe indoor facility, the thoughtful help will enable us to work closely with you, County agencies, and other CBOs/FBOs to:

- Turn out our community members (especially those who are underserved/hard-to-reach) for the vaccination.
- Pre-registrater/registrater more patients.
- Prepare and ensure the registered patients show up for the vaccination.
- Administrate the vaccination.
- Provide post-vaccination follow-up/care.
- Ensure the vaccinees with first shots receive the second shots (other than the J&J vaccinees.)
- Provide transportations when needed.
- Provide in-home vaccinations to those who are homebound or bedbound.
- Overcome the vaccination hesitancies.
- Maintain physical and mental healths of the venerable ones.
- Expand the Zoom and social media-based education and social events to reduce the impact of social isolation.
- Automate some of the processes, streamline the workflow, and improve the quality and effectiveness of our services.

Your intelligent advice and compassionate support will go a long way in making Montgomery County one of the nation's most healthy, equitable, and caring counties.

Best regards,

Yuchi Huang Ph.D.

301-299-1562



Tho Tran
12621 Old Columbia Pike
Silver Spring, Maryland 20904

March 18, 2021

**Statement of Needs & Request for Additional Support from Community- and Faith-Based
Organization serving Asian Americans in Montgomery County**

Dear Montgomery County Council,

To help Montgomery County equitably distribute the vaccine to residents, our organization, Vietnamese American Services (VAS), needs to provide more targeted services to better serve the Asian American community. Our organization has been working tirelessly to help individuals and families affected by COVID-19, reaching the most vulnerable, underserved, and hard-to-reach Asian American community members. At VAS, our vision is to provide those in need with opportunity and dignity so they can have the right resources for change in their lives, their family, and the community.

Community Profile:

- We serve clients of all ethnic groups that need help from our services, but our main client profile are the Vietnamese members of the community, ranging from 20 to 90 years of age, in all different fields of industries (beauty, restaurant, company workers, etc.).
- Most of our clients are limited English proficient, and do not have access to technology/computer; consequently, they are not gaining access to the right information nor knowing where to get help from registering for the vaccine; therefore, turning to VAS for help on relaying the information regarding everything in relating to the coronavirus, as well as the vaccine roll-out. Many phone calls to VAS comprise of when, where, and how these clients can get vaccinated.

Existing Services:

- Since the start of the pandemic, when direct services were no longer an option, VAS quickly turned to providing tele-services to clients who were in desperate need of help.

Some services we are providing to the community are:

- An informational health hotline regarding with a Vietnamese speaking registered nurse, who was available to answer all concerns, as well as providing medical advice/patient teaching for someone who was positive for the coronavirus.
- Made 15,000 fabric masks during April and May 2020, when PPE was short and not available, to distribute to front lines workers and senior facilities.

- Food distributions monthly to over 200 vulnerable Vietnamese American seniors through home deliveries, and at local parking lots several days per week to over 400 Montgomery County families who needed help.
- Social services such as healthcare enrollments, unemployment insurance enrollments to hundreds of community members who have been furloughed by their jobs due to the pandemic.
- Distanced learning English classes for hundreds of learners during the pandemic.
- Job links, connect 97 community members to get jobs in Maryland.
- Home improvement and repair classes for 20 individuals who needed to branch out in looking for a new career in the field of home improvements.
- Gardening Club – established to sustain food resources in the community; where members of the club are provided gardening supplies and seedlings to grow and maintain their food production system and sharing their homegrowns with the community.
- Senior Club where 97 seniors can come to socialize and get food weekly. We often get food donations from a community food hub, Dietz and Watson, and Manna Food. With this established platform, seniors can now “meet and greet” every Thursday of the week to reduce risks for isolation and depression. At the Seniors Club, our member get up-to-date information about recent events happening in the community, which is very helpful since most of them don’t have access to any technology or understand/speak English, also they get help on social services.
- Help community members with vaccine registrations. So far, we have helped over 50 seniors getting registered, with the little amount of insight resources that VAS has.

Why Additional Support is Needed:

- VAS is struggling with not having enough resources needed. We hoped to get more seniors, staff, and volunteers to get vaccinated but that had not been turning out great. We tried every output that were available, but the outcome was not touched. Not many of our seniors’ citizens are vaccinated, in comparison to other neighboring communities.
- As more clients are turning to us, we do not have enough resources to help everyone because VAS is short-staffed. People come to us with all questions or helped everyone regarding the coronavirus vaccination. For example: People missed their appointments as they don’t know to check emails. Or when seniors came to vaccine sites, they couldn’t communicate with staff, so many times they have called VAS for interpreting.
- Regarding food distribution, we are always short of food and supplies for distribution. Therefore, we had to turn away some seniors who we could not accommodate due to the shortage of food and supplies.

- With enough funding, we will be able to expand our services in helping more people with scheduling covid testing and vaccinations, social benefit applications, food assistance, and healthcare enrollments.
- With enough funding, VAS will focus on the problems that the community is facing regarding vaccinations, by
 1. Do outreach to get more community members vaccinated
 2. Provide clear communication and recommendation to the community
 3. Help making more appointments for vaccinations
 4. Set appointment reminders to clients
 5. Get more team-members involved in the process of getting community members vaccinated
 6. Follow-up calls after vaccinations for further assistance, if needed.

Partnership:

- VAS follows Maryland COVID-19 priority groups. Then, depending on which counties the clients are living in, VAS will register them accordingly. Right now, VAS has two staff that are assisting in the registering process, and both are bilingual. VAS is partnering with CCACC Pan Asian Health Clinic in helping the Vietnamese senior citizens registering for the vaccine.

Reach/Communication Strategy:

- VAS uses platforms such as our website, Facebook page, English class, and senior club to do our community outreach. We also send out monthly emails to the community members to keep them up to date with recent events. VAS's Facebook posts on COVID-29 vaccination has reached a total of 4,406 individuals since posting.

Conclusion

VAS is hoping to get every Vietnamese Americans in the community vaccinated and providing a better network of outreach to the Vietnamese community on the importance of getting vaccinated. A lot of the seniors in the Vietnamese community, within the Maryland COVID-19 priority group, have not been able to get the vaccine, even when qualified.

We need to continue to provide these services to better serve the Asian American community in order to increase awareness, confidence, and accessibility of the COVID-19 vaccine. With your support, VAS will continue to provide services that best support our community. Thank you for your relentless dedication, commitment and compassion to the Asian American community. Thank you very much for your attention and we are looking for your reply.

Best,

Tho Tran
Executive Director
thotran@vasusa.org
(301) 646-5852



ព្រះពុទ្ធសាសនាមណ្ឌល, ឥ.ស.

The Cambodian Buddhist Society, Inc.

13800 New Hampshire Avenue, Silver Spring, MD 20904

Tel: (301) 622-6544

March 17, 2021

Dear Montgomery County Council,

Many people in the Cambodian community have problems in getting vaccination against Covid19. The problems are exacerbated by the lack of English proficiency. Thus, the needs of the community are great to secure equitable distribution of the vaccine to Montgomery County residents.

1. Some people hesitate to receive vaccination. Since they don't have any literature in Khmer from the government, they rely on what they hear from people. Sometimes, they believe in rumors more than facts.
2. Some people cannot make a registration with the health department for the vaccine. They don't use computer; they don't use smart phone; they don't know who to call because of language barrier. So, they rely on someone, more likely their children and grandchildren, for the registration. And those helpers are sometimes not reliable since they have to go to work or go to classes.
3. Many people feel frustrated by the delay in calls for appointments due to lack of vaccine. They feel their helpers might have done mistakes in registration or they should have registered for them at various pharmacies, hospitals, clinics, or mass vaccination sites in addition to the county health department, as many people told them to do so.
4. Once people are allowed to make appointments, they must rely on someone, more their children or grandchildren again. Sometimes they miss the opportunity to make appointment due to lack of communication. By the time the appointments are made, they are filled by other registrants.
5. Going to the vaccination site is sometime a challenge for people. They need a means of transportation. Someone, more likely their children or grandchildren, must take them.
6. Some Asian hairdressers or nail workers feel left out as essential workers even though they work closely with clients by touching their hair, skin, fingers, or toes. Their jobs are risky and should be classified in group 1C in the classification by CDC.

In brief, the needs of the Cambodian community are summarized in terms of education by providing translated materials put out by the state and local governments, by explaining the contents of the materials, by spending time to register for people, by spending time to make

appointments, and by taking them to vaccination sites. People in need don't contact the governments. They talk to each other and spread the rumors.

To alleviate the needs cited above, the Cambodian Buddhist Society, Inc. engage some volunteers to help the community. However, their voluntary services are limited. The society has limited resources to hire volunteers and pay incident costs.

Thank you for your time and consideration.

Sincerely yours,

Sovan Tun, PhD

President Emeritus

Email: sntun@yahoo.com

Tel: 301-602-6612



African American Health Program (AAHP) Targeted COVID-19 Response Program Biweekly Report: March 27, 2021 – April 9, 2021

During this biweekly reporting period, the Joint Partnership Team implemented core programmatic, contractual, and fiscal oversight activities to advance the AAHP Targeted COVID-19 Response program intervention with Montgomery County's Black community. NCCF and MCDHHS worked collaboratively to ensure optimal delivery of COVID-19 services and supports. Activities included: enhancements to the COVID testing and onsite vaccination pre-registration, implementation of a second COVID testing team, testing site planning meeting, improvements to the marketing and communications, refinement of the community resource referral process and delivery of mental health services, engagement of additional outreach vendors and community partners, implementation of new data collection instruments and reporting practices, development of the Black Physicians Partnership model, facilitation of a program-wide partnership meeting with all vendors and consultants to promote alignment and share updates, fiscal management, and facilitation of the weekly joint partnership meetings for ongoing strategic planning and program implementation.

Programmatic Operations and Oversight

During this reporting period, the team delivered site-based testing and vaccination pre-registration events, furnished onsite COVID Safety Kits, delivered 2-week food boxes to positive residents, and coordinated referrals to community based resources. The program conducted 713 COVID tests and 343 vaccination pre-registrations during nine (9) community-based testing events. In addition, the team conducted interviews for the implementation of a second MCDHHS Diaspora Testing Team for evening and weekend testing and pre-registration within the targeted in the zip codes.

During this reporting period, the team also refined the nurse navigation services protocol and referrals to community-based resources and implemented new data collection and reporting practices. The team also designed new marketing and communication materials and engaged additional education and outreach partners to increase testing, vaccination pre-registration, and linkages to community resources. During this reporting period, the team also devised enhancements to the Black Physicians Partnership (BPP) model, developed a new position description which was circulated to HR recruitment firms, and identified additional resources for recruitment of Physician Partners.

During this reporting period, the Joint Partnership Team facilitated a meeting with thirty-five (35) of forty-five (45) vendors, consultants, and key partners to share updates on the initiative, review programmatic data and service outcomes, provide marketing and communication presentation and consultation information, and elicit recommendations for improved program collaboration. The diverse group of stakeholders provided feedback on their experiences serving in the initiative, highlighted their successes, and identified opportunities to refine and improve program services. The partners expressed their continued commitment to serving the County's Black residents in the midst of this COVID-19 pandemic via Testing, Vaccination Pre-Registration, Education/Outreach, Marketing, Food Insecurity, Mental Health and Community Based Referrals and Resources, and the Black Physicians Partnership supports.

In addition to the partnership meeting with the AAHP COVID Response vendors and consultants, the team also met with the Montgomery County - Office of Community Partnerships - African American Advisory Group (AAAG). During the meetings, Dr. Chapman, who is a member of AAAG, shared program updates and discussed opportunities for enhanced collaboration and participation of advisory group members in the AAHP COVID Response initiative. Several advisory group members, Black Physicians, and medical professionals expressed interest in lending their expertise and network connections to enhance AAHP COVID Response services and supports in the County's Black community.

Joint Partnership Meetings

During this reporting period, NCCF and MCDHHS held Joint Partnership meetings on March 31, 2021 and April 7, 2021 with Arlee Wallace (Program Manager, MCDHHS African American Health Program - AAHP), Dourakine Rosarion (Special Assistant to Director Raymond Crowel, MCDHHS), Betty Lam (Chief, Office of Community Affairs-MCDHHS), and Sheryl Brissett Chapman, Ed.D, LHD, Ed.M., MSW, ACSW (Executive Director, NCCF), Ralph D. Belk, LCSW-C, LICSW (Deputy Executive Director, Program Administrations, NCCF), Mohammed Doka (Director of Finance, NCCF), Jasilyn Morgan, MPH (Administrator, Quality Improvement and Contact Compliance, NCCF), Toyin Isichei (Controller, NCCF), Victoria Huang (Accountant, NCCF), Nancy Belsoi (Director of Operations), Rachel Spassiani (Communications Director, NCCF) and Halisha Hunter (COVID Response Lead).

During the Joint Partnership meetings, the team discussed contract updates from MCDHHS, financial performance, and the training and implementation of the second testing team. The team identified strategies to ensure integrated delivery of COVID testing, vaccine pre-registration, nurse navigation services, and implementation of the new standardized data collection tools and reporting practices. The team also discussed the customization of marketing and communications materials and the provision of technical support for digital education and outreach services targeting Montgomery County's Black Community. In addition, the team reviewed next steps for the refinement and documentation of the community-based referral process, mental health programming, and the Black Physicians Partnership (BPP) model. Finally, the meeting concluded with an extensive of opportunities to engage in-home and in-office vaccination for Black community residents.

Fiscal Planning and Financial Management

In addition to providing programmatic oversight, NCCF continues to monitor budget performance, prepare POSA/MOUs, process invoices and supporting documentation, disburse payments to vendors and consultants, and track the pace of expenditures in each funding category in accordance with the program's SOPS. Effective March 22, 2021, vendors are required to submit assigned data reports with their invoices.

Next Steps:

The next steps for this upcoming reporting period include: (a) ensuring the integration of program services (b) implementation of the second testing team for the provision of daily testing and vaccination pre-registration, (c) conducting marketing and outreach activities targeting diverse residents across the Black Diaspora, (d) securing additional locations for testing and vaccination pre-registration, (e) engaging additional vendors and community education/outreach partners (f) recruiting a new coordinator and refining the implementation of the Black Physicians Partnership (BPP) model, (g) recruiting additional physicians to the BBP model, and (h) continuing the weekly Joint Partnership Meetings with MCDHHS for ongoing decision-making, POSA approvals, evaluation of vendor performance, and successful program implementation.



African American Health Program (AAHP) Targeted COVID-19 Response Program Biweekly Report: March 13, 2021 – March 26, 2021

During this biweekly reporting period, the Joint Partnership Team implement core programmatic, contractual, and fiscal oversight activities to advance the AAHP Targeted COVID-19 Response program intervention with Montgomery County's Black community. NCCF and MCDHHS worked collaboratively to ensure optimal delivery of COVID-19 services and supports. Activities included: enhancements to the COVID testing and onsite vaccination pre-registration, recruitment of a second COVID testing team, improvements to the marketing and communications, refinement of the community resource referral process and delivery of mental health services, engagement of additional outreach vendors and community partners, implementation of new data collection instruments and reporting practices, development of the Black Physicians Partnership model, fiscal management, and facilitation of the weekly joint partnership meetings for ongoing strategic planning and program implementation.

Programmatic Operations and Oversight

During this reporting period, the team delivered site-based testing and vaccination pre-registration events, furnished onsite COVID Safety Kits, delivered 2-week food boxes to positive residents, and coordinated referrals to community based resources. The program conducted 583 COVID tests and 300 vaccination pre-registrations at five (5) community-based testing locations. In addition, the team conducted interviews for the implementation of a second MCDHHS Diaspora Testing Team and identified 5 new locations for evening and weekend testing and pre-registration within the targeted in the zip codes.

During this reporting period, the team also reviewed and revised protocols for testing, nurse navigation, and the 2-week food supply distribution. The team also refined the nurse navigation services and referrals to community-based resources, implemented new data collection and reporting practices and launched an updated, culturally competent program website. In addition, the team designed new marketing and communication materials and engaged additional education and outreach partners to increase testing, vaccination pre-registration, and linkages to community resources. During this reporting period, the team also devised enhancements to the Black Physicians Partnership model, developed a new position description, and identified additional resources for recruitment of Physician Partners.

Joint Partnership Meetings

During this reporting period, NCCF and MCDHHS held Joint Partnership meetings on March 17, 2021 and March 24, 2021 with Arlee Wallace (Program Manager, MCDHHS African American Health Program - AAHP), Dourakine Rosarion (Special Assistant to Director Raymond Crowel, MCDHHS) and Sheryl Brissett Chapman, Ed.D, LHD, Ed.M., MSW, ACSW (Executive Director, NCCF), Ralph D. Belk, LCSW-C, LICSW (Deputy Executive Director, Program Administrations, NCCF), Mohammed Doka (Director of Finance, NCCF), Jasilyn Morgan, MPH (Administrator, Quality Improvement and Contact Compliance, NCCF), Toyin Isichei (Controller, NCCF), Victoria Huang (Accountant, NCCF), Rachel Spassiani (Communications Director, NCCF) and Halisha Hunter (COVID Response Lead).

During the Joint Partnership meetings, the team discussed contract updates from MCDHHS, financial performance, and the recruitment and training of the second testing team. The team identified strategies to ensure integrated delivery of COVID testing, vaccine pre-registration, nurse navigation services, and implementation of the new standardized data collection tools and reporting practices. The team also discussed the customization of marketing and communications materials and provision of technical support for digital education and outreach services targeting Montgomery County's Black Community. In addition, the team reviewed next steps for the refinement of the community-based referrals, mental health programming, the Black Physicians Partnership model, and implementation of a program-wide partnership meeting scheduled for March 31, 2021.

Fiscal Planning and Financial Management

In addition to providing programmatic oversight, NCCF continued to monitor budget performance, prepare POSA/MOUs, process invoices and supporting documentation, disburse payments to vendors and consultants, and track the pace of expenditures in each funding category in accordance with the program's SOPS.

Next Steps:

The next steps for this upcoming reporting period include: (a) ensuring the integration of program services (b) onboarding and training the second testing team for the provision of daily testing and vaccination pre-registration, (c) conducting marketing and outreach activities targeting diverse residents across the Black Diaspora, (d) securing additional locations for testing and vaccination pre-registration, (e) engaging additional vendors and community education/outreach partners (f) recruiting a new coordinator and refining the implementation of the Black Physicians Partnership model, (g) facilitating the program-wide partnership meeting, and (h) continuing the weekly Joint Partnership Meetings with MCDHHS for ongoing decision-making, POSA approvals, evaluation of vendor performance, and successful program implementation.



Por Nuestra Salud y Bienestar
Progress Report #18
March 25 – April 7, 2021

Because of the unsettling increase in COVID-19 cases in the county, Por Nuestra Salud y Bienestar, has increased its efforts to deliver prevention and education messages through a variety of community-focused platforms while simultaneously increasing efforts around COVID-19 vaccination and testing in the Latino community. Highlights of some of these activities include:

- Salud y Bienestar's clinical partners are finalizing preparations to begin their vaccination activities including training by Public Health Services.
- To date the Salud y Bienestar information line has assisted 2,085 people pre-register for COVID-19 vaccines.
- Testing was provided for the first time at the Avery Park Apartment Homes in Silver Spring (zip code 20903). The number of COVID-19 tests conducted has been steadily increasing in the past month.
- Health promoters began to conduct outreach activities to Latino grocery stores and other small businesses to inform managers and employees about vaccination efforts and to collect names of individuals interested in getting vaccinated.
- Por Nuestra Salud Bienestar continues to develop a wide-array of Spanish-language COVID-19 vaccine and vaccination related communications materials, including flyers, posters, talking-points, videos, public services announcements, and disseminated them often and widely to traditional and digital/social media frequented by Latino audiences.

Administration

The purchase order (PO) for the amendment to the contract between the County and the Primary Care Coalition to provide support to the Salud y Bienestar initiative has been broadened to include vaccination services. The PO effective date is April 6, 2021. The Primary Care Coalition is finalizing sub- contracts with clinical partners to provide vaccination services.

Testing

A total of 4,426 COVID-19 tests were conducted between March 25 and April 7 at forty-one (41) events listed below.

Testing Conducted			
Date	Location	Zip Code	Number of Tests
March 25	CentroNia	20912	91
	Middlebrook Garden Mobile Community	20876	109
	Proyecto Salud Clinic	20902	65
March 26	Mary's Center Clinic	20901	74
	Proyecto Salud Clinic	20902	40
	Wheaton Library/Recreation Center	20902	78
March 27	Proyecto Salud Clinic	20902	52
	Rockville United Methodist Church	20850	73
	Stedwick Community Center	20886	100
March 28	Proyecto Salud Clinic	20902	91

	St. Catherine Laboure Catholic Church	20902	148
March 29	Lakeforest Mall	20877	182
	Proyecto Salud Clinic	20902	100
March 30	Mary's Center Clinic	20901	91
	Proyecto Salud Clinic	20902	52
	St. Rose of Lima Catholic Church	20878	65
	Westfield Wheaton Mall	20902	40
March 31	Crystal Spring Apartments	20906	78
	Marty's Center	20901	57
	Proyecto Salud	20902	64
April 1	Proyecto Salud	20902	43
	The Hampton Apartments	20874	92
	Pembroke Square Apartments	20902	36
April 2	Mary's Center Clinic	20901	117
	Proyecto Salud Clinic	20902	69
April 3	Mary's Center Clinic	20901	69
	Mother Seton Catholic Parish	20874	185
	Proyecto Salud Clinic	20902	53
	Westfield Wheaton Mall	20902	160
April 4	Proyecto Salud Clinic	20902	170
	St. Rose of Lima Catholic Church	20878	418
April 5	Lakeforest Mall	20877	372
	Oakfield Apartments	20902	134
	Proyecto Salud Clinic	20902	147
April 6	Cinnamon Run Apartments	20906	41
	Proyecto Salud Clinic	20902	92
	Westfield Wheaton Mall	20902	125
	Mary's Center Clinic	20901	139
April 7	Proyecto Salud Clinic	20902	173
	Mary's Center Clinic	20901	107
	Avery Park Apartment Homes *	20903	34

*New site

The following testing events have been confirmed for April 8 through April 13.

UpComing Testing Events			
Date	Location	Zip Code	Testing Partner
April 08	CentroNia	20912	Mary's Center Clinic
	Middlebrook Garden Mobile Community	20876	Care for Your Health
	Proyecto Salud Clinic	20902	Proyecto Salud Clinic
April 09	Proyecto Salud Clinic	20902	Proyecto Salud Clinic
	Mary's Center Clinic	20901	Mary's Center Clinic
April 10	Proyecto Salud Clinic	20902	Proyecto Salud Clinic
	Rockville United Methodist Church	20850	Kaseman Clinic
	Stedwick Community Center	20886	Care for your health
	Westfield Wheaton Mall	20902	Proyecto Salud
	Hughes United Methodist Church	20902	Mary's Center Clinic
April 11	Proyecto Salud Clinic	20902	Proyecto Salud Clinic
	St. Camillus Catholic Church	20903	Mary's Center Clinic
	St. Catherine Laboure Catholic Church	20902	Care for Your Health
April 12	Lakeforest Mall	20877	Care for Your Health

	Proyecto Salud Clinic	20902	Proyecto Salud Clinic
April 13	Mary's Center Clinic	20901	Mary's Center Clinic
	Proyecto Salud Clinic	20902	Proyecto Salud Clinic
	St. Rose of Lima Catholic Church	20878	Care for your health
	Westfield Wheaton Mall	20902	Proyecto Salud

Vaccinations

Por Nuestra Salud y Bienestar partners collaborated on the following vaccination events for 1st and 2nd dose administration. A total of 610 vaccinations were administered on the dates and locations listed below. These included home-based and community vaccination events for eligible Latino County residents.

COVID-19 Vaccinations			
First Dose Vaccination Activities			
Date	Location	Partner(s)	Number
March 24	Adventists Hospital/Takoma Park	CASA, Identity, HealthPro (Lead client identification/recruitment)	300
March 25	Middlebrook Mobile Home Park	Care for Your Health	250
Second Dose Vaccination Activities			
Date	Location	Partner(s)	Number
April 2	Home Visit Program	Care for Your Health	20
April 6	Senior Homes	Care for Your Health	40

Case Management

During the reporting period, 637 people received case management services in areas including (in order of frequency): food, financial assistance, general health care, housing. The top four zip codes generating requests were: 20906, 20878, 20902, and 20886.

Due to the reopening of the courts, several clients received eviction notices. Crisis interventionist are helping clients to prepare for court. The case management team is receiving training to deal with a larger number of clients with eviction notices and preparing for an increased number of clients looking for rental assistance.

The case management team coordinated a training on Social Security and Medicare benefits with almost 70 attendees from different partners organizations.

Case management staff provided support for the vaccination event organized by Por Nuestra Salud y Bienestar in collaboration with Adventist HealthCare on March 24. The team provided transportation for those people unable to travel by their own means. Most of the people vaccinated were Latinos, 60 and older, followed by childcare providers.

Staff Mental Health Orientation

Two coaching and supervision sessions for staff and consultants conducted continued to focus on emotional intelligence with participation of over 30 individuals.

Information Telephone Line

The information line received a total of 804 calls from Montgomery County residents. A total of 1,029 referrals were made for Montgomery County residents.

As of April 7, the information line had assisted 2,085 people pre-register for COVID-19 vaccines. Vaccine pre-registration is the top request from callers.

The following data reflects demographics or statistics from calls made by Montgomery County residents:

- **Nature of call:** The top resources requested by community members in order of frequency include: COVID-19 vaccines (pre-registration assistance and information), COVID-19 information and resources; financial assistance; health insurance; and primary care referrals.
- **The top five zip codes** looking for assistance and information were 20906, 20902, 20877, 20903, and 20912.
- **Gender:** 57% of callers identified as female.
- **Language:** Spanish speakers 94%.
- **Ethnicity:** Of those that responded, 88% of callers self-identified as Hispanic/Latino.

Community Outreach and Engagement

Health Promoters conducted face-to-face interventions to 10,691 individuals, provided COVID-19 prevention and vaccination education to 7,034 and made 5,496 referrals to services (e.g. food distribution, clinical services, and pre-registration for the COVID-19 vaccine). They also made especial emphasis on promoting COVID-19 testing at Por Nuestra Salud y Bienestar testing sites.

Community outreach activities took place at the following places:

- **Apartment Complexes:** Crystal Spring apartments and Middlebrook Garden community.
- **Churches:** Clifton Park Baptist, Oak Chapel, Hughes Methodist, Silver Spring Reformed Church, San Martin De Tours Catholic Church, Rockville United Methodist Church, St. Matthew Presbyterian Church, St. Rose of Lima Catholic Church, and St. Catherine Laboure Catholic Church.
- **Schools & Community Centers:** CentroNia, Stedwick Community Center, Wheaton Library and Recreation Center.
- **Clinics:** Proyecto Salud, and Mary's Center.
- **Food Distributions:** Hughes Methodist Church, Silver Spring Reformed Church, Clifton Park Baptist Church, Lakeforest Mall, San Martin De Tours Catholic Church, and Oak Chapel Church.
- **Supermarkets:** Korean Korner, Bestway, MegaMart in Gaithersburg and Takoma Park
- **Shopping Centers:** Lakeforest Mall, Twinbrook, and Wheaton Mall.
- **Others:** Laundromats.

Health Promoters began to conduct outreach efforts to small businesses of the area of Long Branch, Silver Spring, Glenmont, Aspen Hill, Wheaton, Rockville, and Gaithersburg. Places such as grocery stores, bakeries, laundries, and restaurants were visited to promote COVID-19 vaccination for employees. Health Promoters talked with the owners and managers of the businesses and began to collect the names of workers interested in receiving the COVID-19 vaccine through Por Nuestra Salud y Bienestar community vaccination events.

Communications/Media Campaign

Por Nuestra Salud y Bienestar's communications and media outreach focus continued promoting COVID-19 prevention, testing, and mitigation while at the same time increasing efforts to integrate information and messages regarding COVID-19 vaccines and vaccination. The following is a summary of activities.

Interviews and Events

- Dr. Luis Aguirre from the Latino Health Initiative (LHI) was the guest on the Por Nuestra Salud y Bienestar Univision weekly segment on March 29 where he spoke about the importance of continuing to follow the prevention guidelines and provided an update of vaccination efforts in Montgomery County.
- Ingrid Lizama from the LHI, was interviewed on April 1 by Radio La Jefa to remind the community about the preventive measures for COVID-19 transmissions. that must continue to stop more COVID-19 infections. She also promoted COVID-19 testing and pre-registration for the vaccination process, as the County expanded the Priority Group to 55+ and 16+ for those with chronic conditions.
- As arranged by Por Nuestra Salud y Bienestar communications team, County Executive Marc Elrich was the featured speaker during a Tiempo Latino Facebook event on April 1. Mr. Elrich offered updates on the growing number of COVID-19 cases, the vaccination process, and the pre-registration expansion to additional priority groups.
- On April 5, Dr. César Palacios participated in the Por Nuestra Salud y Bienestar Univision weekly segment where he emphasized how to access the wide-range of services and resources of the Initiative. Another point of focus was the importance of getting COVID-19 tested.

Television and Radio

- Telemundo - PSA #5 TV Spot aired 95 times from March 17 to March 28 with an estimated viewership of 864,700 impressions and a total rating of 19.80 for the DMA (DC, MD, VA).
- Univision - PSA #5 TV Spot aired 11 times from March 22 to March 28, with an estimated viewership of 125.00 for our DMA (DC, MD, VA).



Abuelina and Don Carlos were vaccinated!

Watch video [here](#).

- Over the past three weeks, El Zol radio aired the Salud y Bienestar PSA 39 times during peak listening hours. In addition, they conducted an interview with Dr. Anna Maria Izquierdo on the importance of getting tested and following prevention guidelines.

Print and Digital Media

- El Tiempo Latino published a special report on March 26 on the work of community health workers delivering timely and trustworthy facts on COVID-19 including prevention and vaccine information. The report featured the work of Salud y Bienestar's health promoters. An interview of Dr. Elmer Huerta regarding COVID-19 rates and prevention in the Latino community was posted on the LHI Facebook on April 5. As of April 7, the post has organically reached 451 people with a growing number of views with the top viewership by women ages 25 to 34 from Maryland.



Social Media Performance March 31 – April 7



Facebook

- ✓ Posts: 40
- ✓ Followers: 1961
- ✓ Post Reach: 22,105
- ✓ Post Engagement: 2,809
- ✓ Impressions: 32,173



Instagram

- ✓ Posts: 28
- ✓ Followers: 224
- ✓ Post Engagement: 119
- ✓ Impressions: 2,712

Other Materials

- Comic strip #3 was finalized and is being posted on various Por Nuestra Salud y Bienestar platforms.



- At the request of Councilmembers Nancy Navarro and Gabe Albornoz, Por Nuestra Salud y Bienestar is developing a short video for the Latino community on knowing your rights with regards to COVID-19 vaccine access. The video will include statements from both Councilmembers and County Executive Marc Elrich. Draft scripts have been prepared and are under review.

Website

From February 26 to March 31 (which corresponds to the website analysis period) the Por Nuestra Salud y Bienestar landing page had 3,208 pageviews, 33.2% of which came from desktops and 65.6% from mobile devices. The average time the visitors spent on the page was 4 minutes. The most downloaded resource was “*Guía de Otros Recursos*” (*Other Resources Guide*) with 55 downloads. The resources/links users clicked the most were (with this action the user leaves the website to be redirected to another page):

- Pre Regístrese para la vacuna (pre-register for the vaccine) - 249 clicks
- Acceso a recursos de alimentación (access to food resources)- 157 clicks
- Partner’s emails and phone number - 87 clicks

HUBS

Interfaith Works and Spanish Catholic Center continue providing case management services for the Hubs. IW Connections' Emergency Financial Assistance Program received a generous donation and will be able to serve 90 more households who are behind on their bills/rent. Financial assistance applications were completed for a variety of services, including employment, computers, transportation, SNAP, rental assistance, baby needs, utilities, and medical care.



**Por Nuestra Salud y Bienestar
Progress Report #17
March 11 – March 24, 2021**

In addition to its work around COVID-19, prevention, testing, and mitigation, Por Nuestra Salud y Bienestar continues to increase its efforts around COVID-19 vaccination including promotion and education in the Latino community. Highlights of the activities include:

- Por Nuestra Salud y Bienestar entered a collaborative effort with Adventist Healthcare to vaccinate 600 individuals every week; 300 of these will be Montgomery County residents and the other half will reside in Prince George's County. The first vaccination clinic was held on March 24 in Takoma Park. Individuals received their first dose of the Moderna vaccine and already have appointments for their second dose on April 21. The number of individuals vaccinated weekly is expected to increase, as the supply of vaccines increases. Por Nuestra Salud y Bienestar is deeply involved in the coordination, including registration, promotion, and execution of the vaccination clinics.
- Through a partnership between Por Nuestra Salud y Bienestar's Case Management Coordination Team, Cross Community Inc., and Holy Cross Hospital, 100 individuals from the Latino community received the first dose of the Moderna vaccine on March 10. The case management team coordinated the registration for the first and second doses of the vaccine and provided logistical support for the first vaccination event. Transportation for individuals unable to travel by their means was arranged.
- Clinical partners have begun preparations to be trained by Public Health Services (PHS) to administer vaccines to Latinos. Latino Health Initiative staff is working in tangent with PHS to assist with the coordination of the trainings and vaccines distributions.
- The pilot led by Care for Your Health to vaccinate home-bound and eligible Latinos in Montgomery County has yield 560 vaccines administered.
- As of March 23, the Por Nuestra Salud y Bienestar information line had assisted 1,750 people pre-register for COVID-19 vaccines.
- Por Nuestra Salud y Bienestar has developed many Spanish-language COVID-19 vaccine and vaccination related communications materials, including flyers, posters, talking-points, videos, public services announcements, and disseminated them often and widely to traditional and digital/social media frequented by Latino audiences.

Additional information on COVID-19 vaccination-related activities is provided below as part of the summary of work undertaken by Por Nuestra Salud y Bienestar's major component areas.

Administration

- A contract amendment to include vaccination services in the Por Nuestra Salud y Bienestar contract between Montgomery County and the Primary Care Coalition is under its final review by Public Health Services. Once finalized, it will be sent to the County Attorney's Office for the final signature.
- As part of the quality improvement process for Por Nuestra Salud y Bienestar, Dr. Olivia Carter-Pokras, Emeritus Professor of the Department of Epidemiology and Biostatistics of the University of Maryland College Park, School of Public Health and member of the Latino Health Steering Committee, conducted a training on Data Collection on Tuesday, March 23 for all partners. A total of 29 people participated. The training was recorded and is available for staff members and volunteers who were not able to join the session.

Testing

A total of 3,217 COVID-19 tests were conducted between March 11 and March 24 at forty-three (43) events listed below.

Testing Conducted			
Date	Location	Zip Code	Number of Tests
March 11	Middlebrook Garden Mobile Community	20876	54
	CentroNia	20912	65
	Proyecto Salud Clinic	20902	42
March 12	Mary's Center	20901	84
	Proyecto Salud Clinic	20902	31
	Wheaton Community Recreation Center	20902	90
March 13	Stedwick Community Center	20886	83
	Rockville United Methodist Church	20850	70
	Proyecto Salud Clinic	20902	58
	Hughes United Methodist	20902	113
March 14	St. Catherine Laboure Catholic Church	20902	178
	Proyecto Salud Clinic	20902	93
March 15	Lakeforest Mall (CDC Trailer)	20877	212
	Proyecto Salud Clinic	20902	71
March 16	St. Rose of Lima Catholic Church	20878	79
	Mary's Center	20901	111
	Westfield Mall - Wheaton	20902	56
	Proyecto Salud Clinic	20902	32
March 17	Crystal Spring Apartments	20906	29
	Proyecto Salud Clinic	20902	47
	Mary's Center	20877	59
March 18	Hampton's Apartments	20874	70
	Proyecto Salud Clinic	20902	38
	Pembridge Apartments	20902	55
March 19	Proyecto Salud Clinic	20902	37
	Wheaton Library	20902	86
	Mary's Center	20902	80
March 20	Mother Seton Catholic Parish	20874	105
	Proyecto Salud Clinic	20902	39
	Kaseman Clinic	20850	72
	Mary's Center	20906	63
March 21	Proyecto Salud Clinic	20902	60
	Kaseman Clinic	20851	61
	St. Martin of Tours Catholic Church	20877	108
March 22	Lakeforest Mall (CDC Trailer)	20877	192
	Proyecto Salud Clinic	20902	64
	Oakfield Apartments	20901	44
March 23	Cinnamon Run Apartments	20906	22
	Westfield Mall - Wheaton	20902	90

	Mary's Center Clinic	20902	73
March 24	St. Matthew Presbyterian Church	20906	24
	Mary's Center Clinic	20902	37
	Proyecto Salud Clinic	20902	140

- The following testing events have been confirmed for March 25 through March 30.

UpComing Testing Events			
Date	Location	Zip Code	Testing Partner
March 25	CentroNia	20912	Mary's Center Clinic
	Middlebrook Garden Mobile Community	20876	Care for Your Health
	Proyecto Salud Clinic	20902	Proyecto Salud Clinic
March 26	Mary's Center Clinic	20901	Mary's Center Clinic
	Proyecto Salud Clinic	20902	Proyecto Salud Clinic
	Wheaton Library	20902	Proyecto Salud Clinic
March 27	Hughes United Methodist	20902	Mary's Center Clinic
	Proyecto Salud Clinic	20902	Proyecto Salud Clinic
	Rockville United Methodist Church	20850	Kaseman Clinic
	Stedwick Community Center	20886	Care for your health
March 28	Proyecto Salud Clinic	20902	Proyecto Salud Clinic
	St. Catherine Laboure Catholic Church	20902	Care for Your Health
March 29	Lakeforest Mall (CDC Trailer)	20877	Care for Your Health
	Proyecto Salud Clinic	20902	Proyecto Salud Clinic
March 30	Mary's Center Clinic	20901	Mary's Center Clinic
	Proyecto Salud Clinic	20902	Proyecto Salud Clinic
	St. Rose of Lima Catholic Church	20878	Care for your health
	Westfield Mall - Wheaton	20902	Proyecto Salud

Vaccinations

A total of 560 vaccinations were administered on the dates and locations listed below as part of the pilot project Care for Your Health is conducting. These included home-based and community vaccination events for eligible Latino County residents.

COVID-19 Vaccinations			
Date	Location	Partner	Number
March 13	Stedwick Community Center	Care for Your Health	120
March 16	Home Visits	Care for Your Health	90
March 17	Home Visits	Care for Your Health	20
March 20	Stedwick Community Center	Care for Your Health	180
March 22	Blackrock Center for the Arts	Care for Your Health	150

Case Management

Six hundred forty-three (643) people received case management services in areas including general health care, food, financial assistance, assistance with utilities payment. The requests for assistance were generated from the following top five zip codes: 20877, 20902, 20906, 20876, and 20901.

Case management staff worked with Care for Your Health providing support and pre-registering people for the March 13 vaccination event and attended the event with a group of volunteers to help guide and control the circulation of the attendees.

Information Telephone Line

During the reporting period, the information line received a total of 980 calls with 702 of those originating from Montgomery County residents. A total of 830 referrals were made that corresponded to Montgomery County residents.

To date the information line has assisted 1,750 people pre-register for COVID-19 vaccines, which is the top reason people have contacted the line.

The following data reflects demographics or statistics from calls made by Montgomery County residents:

- **Nature of call:** The top resources the community has been seeking are driven by the pandemic included in order by frequency: COVID-19 vaccines (preregistration assistance and information), COVID-19 information and resources, financial assistance, health insurance, and primary care referral.
- **The top five zip codes** looking for assistance and information were in order of frequency: 20906, 20902, 20877, 20903, 20912.
- **Gender:** 60% of callers identified as women
- **Language:** Spanish-speakers 95%, 1% English-speakers, and 1% Arabic-speakers
- **Ethnicity:** of those that responded 97% of callers identified as Hispanic/Latino.

Community Outreach and Engagement

Por Nuestra Salud y Bienestar Health Promoters continued to conduct face-to-face educational sessions to provide COVID-19 prevention education, promote COVID-19 testing events, COVID-19 vaccination, and make referrals for services and for pre-registration for the COVID-19 vaccine.

The Health Promoters reached 8,546 people providing education to 5,352 and made 4,209 referrals.

The community outreach activities took place in the following sites:

- **Apartment Complexes:** Park Terrace Apartments, The Fields of Rockville, Fireside Park Apartments and Middlebrook Garden Mobile Community.
- **Churches:** Clifton Park Baptist Church, Oak Chapel Church, Hughes Methodist Church, Silver Spring Reformed Church, San Martin De Tours Catholic Church, St. Catherine Laboure Catholic Church, Rockville United Methodist Church, St. Matthew Presbyterian Church, and St. Rose of Lima Catholic Church.

- **Schools & Centers:** Gaithersburg Middle School, CentroNia, Stedwick Community Center and Wheaton Library and Recreation Center.
- **Clinics:** Proyecto Salud, and Mary's Center.
- **Food Distributions:** Gaithersburg Middle School, Hughes Methodist Church, Clifton Park Baptist Church, Lakeforest Mall, San Martin De Tours Catholic Church, and Oak Chapel Church.
- **Supermarkets:** Korean Korner, LA Mart, MegaMart in Gaithersburg, and Takoma Park
- **Shopping Centers:** Lakeforest Mall, Twinbrook Shopping center, Quince Orchard Plaza and Wheaton Mall.
- **Others:** Twinbrook and Rockville Metro Stations

A Por Nuestra Salud y Bienestar Health Promoter who lives in a Senior independent living apartment complex, organized a vaccination event for residents in the complex in conjunction with Care for Your Health. Care for Your Health administered the COVID-19 vaccines while the Health Promoter worked with the apartment complex management to recruit participants and create a logistical plan for the event. As a result of this effort, 20 individuals were vaccinated. Three other Health Promoters were interviewed by a reporter from El Tiempo Latino Newspaper, for a special report on the COVID-19 vaccine. The report highlighted the work that the Health Promoters have been doing during the pandemic to educate Montgomery County residents about the importance of getting vaccinated.

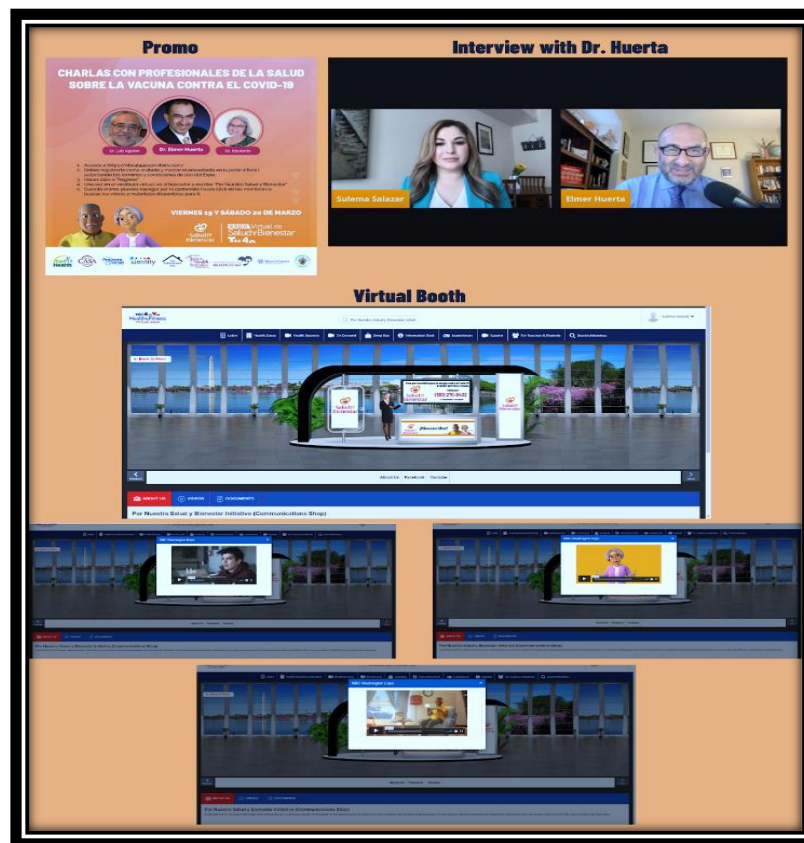
Communications/Media Campaign

Por Nuestra Salud y Bienestar's communications and media outreach focus continued promoting COVID-19 prevention, testing, and mitigation while at the same time increasing efforts to integrate information and messages regarding COVID-19 vaccines and vaccination.

Interviews and Events

- Norma Martínez, coordinator of Por Nuestra Salud y Bienestar's Health Promoters, participated in a special Telemundo-DC interview on March 11, where she talked about the first year of the pandemic, the Latino community and the COVID-19 vaccine, and encouraged the community to continue taking the COVID-19 prevention measures.
- Dr. Anna Maria Izquierdo gave an interview to Radio El Zol on March 11, where she provided information about the COVID-19 vaccine, updates on pre-registration of phase 1C in the County (65+ years old), and COVID-19 testing through Por Nuestra Salud y Bienestar.
- Dr. Luis Aguirre was interviewed by Radio La Jefa on March 11 where he provided information on the COVID-19 vaccine, updates on pre-registration of phase 1C in the County (65+ years old), and COVID-19 testing.
- BB Otero, Special Assistant to the County Executive, participated in the weekly Univision segment on March 15 providing vaccination process updates, including information about documents needed to get vaccinated.
- Karla Silvestre, from Montgomery County's Board of Education, participated in the weekly Univision segment on March 22, promoting an LHI Facebook Live event regarding children, families, and COVID-19.
- Por Nuestra Salud y Bienestar participated in the NBC/Telemundo 44 Health and Fitness Expo 2021 on March 19 and March 20. The content for these events was organized in a block that featured interviews, testimonials, promos, and other visual material that educated and promoted Por Nuestra Salud y Bienestar services and messaging focused on the COVID-19 vaccine, pre-registration, prevention, and

services. Preliminary reports show that 10,000 people registered and 5,000 participated over the two days of the events. The graphic below depicts several components of the virtual booth.



- LHI Facebook Live event on March 22 focused on a discussion about children, families and COVID-19 and included a conversation about the process of re-opening schools. The panelists for the event were Karla Silvestre, Member-at-large of Montgomery County's Board of Education and Dr. Michelle LaRue from CASA. To date, the event has had 1,100 views, 38 shares and 2,187 reached.

Television and Radio

- Univision aired PSA #5 TV spot 11 times from March 8 to March 14, with an estimated viewership of 124,500 for our DMA (DC, MD, VA).
- New radio PSAs focusing on 65+ pre-registration continued to air on El Zol Radio and La Jefa Radio.

Print and Digital Media

- A Por Nuestra Salud y Bienestar branded article on El Tiempo Latino newspaper was featured on March 19 in their special publication on the COVID-19 vaccine, both as a print version and as a digital version.
- Univision Digital is showcasing three Por Nuestra Salud y Bienestar products, geo-targeted to Montgomery County: PSA#5, comic strip #1, and Testimonial PSA #2 (Esmeralda from Health Promoters). From March 8 to March 12, these contents have reached 46,155 people, have had 47,974 impressions, 346 clicks and

4,913 engagement. An interesting note is that PSA #5 is performing strongly among men in the 18-44 age group for the Montgomery County zip codes (geo targeted).

- As part of the social media content shared during the last two weeks on Facebook and Instagram, a short clip from Gustavo Torres, Executive Director of CASA, was posted on March 15, where he communicates the importance of the COVID-19 vaccine and its effectiveness.

Social Media Performance March 3 - 23

Facebook

- ✓ Page Views: 1,005
- ✓ Page Likes: 82
- ✓ Post Reach: 28,471
- ✓ Post Engagement: 3,15

Instagram

- ✓ 298 counts reach
- ✓ 2,616 impressions
- ✓ 36 new followers
- ✓ 90 content interactions

Other Materials

Comic strip #2, addressing vaccination myths, was finalized and is being posted on various platforms.



Expanding *Por Nuestra Salud y Bienestar* to Support Culturally Competent and Linguistically Appropriate COVID-19 Vaccination Services for Latino Residents of Montgomery County

February 25, 2021

Background

In July 2020, the Montgomery County Council approved a special appropriation to fund an initiative to enhance the County's efforts to reduce the disproportionate rate of COVID-19 cases occurring in zip codes with high percentages of Latinos. Through this funding the *Por Nuestra Salud y Bienestar* (For Our Health and Wellbeing) initiative was established to implement a holistic approach to providing wrap-around services and focus on COVID-19 prevention, testing, and care for Latino residents of the county. The *Por Nuestra Salud y Bienestar* initiative (Salud y Bienestar) is a public-private partnership between Montgomery County Government and seven preeminent Latino-serving community-based organizations – CASA de Maryland, Mary's Center for Maternal and Child Care, Identity, Inc., Care for Your Health, Proyecto Salud, Mansfield Kaseman Health Clinic, and Germantown HUB – led by the County's Latino Health Initiative (LHI) with support from the offices of the County Executive March Elrich and Council Members Nancy Navarro and Gabriel Albornoz.

Since its inception, Salud y Bienestar has included: pop-up and clinic based COVID-19 testing in priority zip codes; follow up and case management /referrals for priority care and services for people that test positive for COVID-19 and for other in-need community members; a robust community education and outreach component lead by community health workers throughout the county; a multifaceted community mobilization communications campaign using traditional Spanish-language media outlets and relevant social media platforms to increase awareness and promote prevention, testing and care among the Latino community; and an information line staffed by trained bilingual information specialists.

The more salient successes of Salud y Bienestar include:

- COVID-19 testing events around the county focused and emphasizing high incidence and high-risk Latino communities by zip code. Over 40,500 tests have been conducted at more than 50 pop-up/drive-through and clinic-based testing venues;
- Over 4,500 individuals have received case management services related to food needs, financial and housing assistance, general health care, and clothing/supplies, among other areas;
- More than 3,000 information telephone line calls fielded by bilingual information specialists and referrals for services including health insurance enrollment assistance, primary care referral, cash/rental assistance, COVID-19 testing, and food assistance;
- Community outreach and engagement efforts conducted by Community Health Promoters at venues where the Latino community tends to frequent has reached more than 60,000 people with COVID-19 information and referrals to services;

- A Spanish-language communications/media campaign and the Salud y Bienestar Spanish-language landing page (www.salud-bienestar.org) which has reached more than a quarter million people through traditional media outlets and generated more than 80,000 impressions and interactions through targeted social media/digital efforts;
- Provided more than \$1.3 million to eight consolidated service hubs to cover needs such infrastructure development, hiring of bilingual (English/Spanish) staff, purchasing and distribution of culturally appropriate foods and other operational expenses.
- Notably, Mary’s Center for Maternal and Child Care, a Salud y Bienestar clinical partner, has been vaccinating since December in Washington, DC.

COVID-19 Vaccination in Montgomery County

Montgomery County DHHS Clinics are currently vaccinating 1A/1B (Tier 1: ages 75+) and pre-registering all eligible groups (1A/1B/1C).

Of the roughly 230,000 people who have pre-registered with the county, 69% are white, 14% are Asian and Pacific Islander, 8% Latino/Hispanic, and 6% Black or African American.

Of the people who have pre-registered and are age 75 and older, the majority — about 73% — are white. But that older white population only accounts for 64% of the older residents in that age group in the county.

In comparison, the percentages of racial/ethnic minorities age 75 and older among those who pre-registered are (numbers in parentheses is the percentage that group represents out of the total age-75-and-older population):

- Asian and Pacific Islander: 14% (14%)
- Black or African American: 6% (12%)
- Hispanic: 6% (8%)

But the percentage of COVID-19 cases attributed to each of those ethnicities/races in the age group is:

- Hispanic: 40%
- White: 25%
- Black or African American: 19%
- Asian and Pacific Islander: 5%

The County is dramatically under-registering communities that have been most impacted by COVID-19.

To address this situation, the County’s Department of Health and Human Services (DHHS) is implementing an “equity framework” designed to ensure that vaccines are made available to those who have been most severely impacted by prioritizing “high-impact ZIP codes” to receive vaccinations. The County COVID-19 vaccine doses will be allocated based on case rates and death rates by race and ethnicity for people within those priority ZIP codes.

While the County has not provided updated Latino-specific incidence data on its dashboard and age-specific and/or age-standardized rates are not available, it is safe to say that Latinos continue to be disproportionately impacted by the COVID-19 pandemic. In four (4) out of the top five (5) zip codes for COVID cases, Latinos represent more than a third of the population (Aspen Hill/Layhill, Montgomery Village, Gaithersburg, and Wheaton).

COVID-19 Vaccination and Salud y Bienestar

Since the beginning of 2021, Salud y Bienestar began in earnest implementing a comprehensive, culturally competent and language appropriate strategy and plan to inform and mobilize the Latino community around COVID-19 vaccination efforts in the county. Activities have included:

- Collaboration with the County's Office of Public Information to develop and deliver culturally competent and language appropriate information regarding the vaccine and vaccination to the Latino community including a Spanish-language townhall meeting;
- Arranging, organizing, and supporting media and additional town hall events to provide information and updates on the County's vaccination efforts;
- Participating in vaccination-related meetings with senior DHHS and other County officials to provide input and guidance on the planning and roll-out of vaccination efforts in and with the Latino community;
- Designing and developing a variety of COVID-19 vaccine and vaccination related communications content, products, and activities;
- Conducting a short survey of and community conversations with Latino community members regarding their knowledge and attitudes about the COVID-19 vaccine and vaccination;
- Working in conjunction with the Office of Community Partnerships in the development and implementation of a county-wide survey for residents, and developing a focus group guide for use among racial and ethnic minority communities in the county; and
- Salud y Bienestar's Information Line and Case Management components have provided information, support, and assistance to hundreds of Latino residents in navigating the County's COVID-19 vaccination pre-registration process and have actually pre-registered many individuals. Each individual subsequently receives personalized follow-on support.

Montgomery county's Latino community is ready, able, and willing to receive COVID-19 vaccinations especially if and when known and trusted individuals and organizations lead the process.

A face-to-face survey, conducted with 501 Latino residents of the county found, in part, that:

- 63% said they closely follow news about COVID-19 vaccines;
- 75% of the participants said that they are thinking of getting the vaccine;
- Reasons for not getting vaccinated included: "It's too soon, I am afraid of the side-effects", "They insert a chip", religious reasons, costs, "I don't need it", and "it's not safe".

In addition, four community conversations were conducted to gain greater insight into the Latino community's awareness, knowledge, and perceptions regarding COVID-19 vaccination. A total of seventy-two (72) people participated (adults and youth). The more salient findings included:

- Participants expressed great need to learn more about the vaccine itself, medical implications, and the vaccination process;
- In general, the participants had a very positive attitude towards the vaccine;
- Participants reported that community members are skeptical about the vaccine and vaccination process mainly because of a lack of trust in the government, mistrust of the vaccine itself, and misinformation and myths;
- Recommendations included: using testimonials from well-known community members, including themselves and TV/news personalities, who have already received the vaccine.

These findings are further substantiated by and very consistent with a subsequent digital/online survey conducted by the County's Office of Community Partnerships that had 601 Spanish-language respondents.

Salud y Bienestar Supporting COVID-19 Vaccinations – A Proposal

While Salud y Bienestar will continue its efforts around COVID-19 prevention, testing, and mitigation, the initiative is also deeply involved in the planning and implementation of COVID-19 vaccination efforts, as demonstrated above.

For over 20 years, the Salud y Bienestar partner organizations have been working together to effectively respond to the needs of Montgomery County's Latino community in a culturally and linguistically competent manner. As the County continues to develop and implement its strategy, plans, and "equity framework" to roll-out COVID-19 vaccination, Salud y Bienestar is prepared to lend its unique infrastructure, experience, and expertise to support the County's efforts in the Latino community. The County's equity plan is focused on increasing access and providing vaccination in "high-impact ZIP codes" and pre-registration for people who do not have access to technology and in addressing vaccine "hesitancy" among people who are skeptical about getting vaccinated. Salud y Bienestar has already taken on most of these challenges through an integrated "one-stop", wrap-around services approach and has harnessed a broad array of technical, clinical, communications, and programmatic areas that can undoubtedly be an asset to the County's COVID-19 vaccination efforts.

Salud y Bienestar is uniquely positioned to employ and build on its proven track-record, strategy, and efforts in successfully delivering COVID-19 prevention, testing and mitigation in the Latino community to now incorporate a culturally competent and responsive COVID-19 vaccination component.

New Proposed Tasks/Activities

Salud y Bienestar will continue to increase COVID-19 vaccine and vaccination outreach, education, and communication efforts. In addition, the four clinical partners (Care for Your Health, Mansfield Kaseman Health Clinic, Mary's Center for Maternal and Child Care, and

Proyecto Salud) propose to expand their current work to include vaccination-related tasks/activities. The initial tasks/activities of the proposed expansion are outlined below. The scope and nature of activities may be modified and increased in the future depending on the needs, realities, and availability of resources. As noted above, Mary's Center has been vaccinating since the end of December in Washington, DC. That experience will contribute to a more effective and efficient delivery of vaccination by Salud y Bienestar partners in Montgomery County. Salud y Bienestar vaccination partners will work closely with the County's Public Health Services with the support of the Latino Health Initiative (LHI) staff.

Infrastructure – Salud y Bienestar partners will develop and/or acquire the infrastructure to assure the effective and efficient administration, management, and implementation of vaccination related activities. This will include assigning and/or hiring and training administrative/technical/clinical staff; acquiring equipment and supplies to include appropriate refrigeration equipment for storing the vaccines; developing shared standard protocols and processes for vaccination implementation; among other tasks/activities.

Processes – The geographic focus of Salud y Bienestar's efforts to date has been predominantly on COVID-19 high incidence, high risk and high need zip codes: Silver Spring (20906, 20902, 20904, 20903, 20901); Gaithersburg (20877, 20879); Germantown (20874); Montgomery Village (20886); and Rockville (20852). Salud y Bienestar's secure and searchable database contains, among other program information, patient/client information from the 41,477 cases that have been handled to date. The database is searchable by a variety of fields including gender, race/ethnicity, zip code, and language and client contact information is securely stored.

The first-tier patient group for Salud y Bienestar's vaccination efforts will be eligible patients (in accordance with the County vaccination group(s) – currently groups 1A and group 1B, Tier 1 - adults ages 75 or older) in the Salud y Bienestar database as well as other eligible clinic patients that are seen at the clinics. Currently there are 1,156 cases of people 75 or older in the Salud y Bienestar database and in addition, each clinic has its own cohort of eligible patients that will be vaccinated. Mary's Center, for example, has approximately 2,500 Latino patients that are within the current vaccination-eligible group.

In addition, Salud y Bienestar will continue to leverage the collaboration of other community-based organizations to partner in identifying and recruiting eligible individuals to access COVID-19 vaccination through the initiative. For example, Salud y Bienestar has an ongoing partnership with the SEIU-32BJ Capital Area District which has over 20,000 "front-line" members that are commercial, government, arenas, and residential cleaners; security officers; and education facilities cleaners and maintenance workers. These individuals and their families will be mobilized, when eligible, to participate in Salud y Bienestar's vaccination program.

As the County expands to vaccinate other eligible groups, Salud and Bienestar will also do so.

Each clinical partner will employ a screening tool to identify eligible individuals and facilitate their getting the vaccine, including addressing any social needs that may be a barrier to their getting vaccinated (transportation, for example).

Vaccinations will be given at the partners' clinical facilities as well as using two mobile units that will be stationed at the same sites where Salud y Bienestar conducted COVID-19 testing and other indoor sites such as the Wheaton Library/Recreation Center; sites well known and frequented by the Latino community located in "high-impact" zip codes. Salud y Bienestar is also working with the Recreation Department to offer services at the Mid-County Recreation Department.

Each clinic will follow the shared vaccination protocol on the appointment date, apply the vaccination and schedule a second appointment. The second dose is then applied on the scheduled date. In addition, to avoid vaccine waste, each partner will maintain a "stand-by list" of patients that will be contacted if and when unused vaccines become available on any particular day.

Salud y Bienestar will use the PrepMod system to document each case/vaccination. In addition, a report of the vaccination cases handled will be prepared and submitted on a weekly basis to DHHS and other County officials.

Salud y Bienestar estimates that initially approximately 1,570 vaccinations will be given per week (first and second doses) which would yield 20,400 vaccinations between April 1 and June 30, 2021. Vaccinations may be increased depending on the needs, realities, and availability of resources.

Timeline

Salud y Bienestar will begin work preparing and conducting preliminary activities in March with a projected vaccination start date of April 1.

Activity	Wk 1-3	Wk 3-4	Wk 5-6	Wk 7-8	Wk 9-10	Wk 11-12	Wk 13-14	Wk 15-16	Wk 17
Start-Up and Develop Infrastructure	X								
Identify and Schedule Patients		X		X		X		X	
Vaccinate (1 st and 2 nd doses)		X	X	X	X	X	X	X	X
Case Management	X	X	X	X	X	X	X	X	X
Data Collection/Entry		X	X	X	X	X	X	X	X
Data Reporting (PrepMod) and Report		X	X	X	X	X	X	X	X



Mary's Center

Quality healthcare. Stronger communities.

**Press Release
FOR IMMEDIATE RELEASE
March 30, 2021**

Contact:

Lyda Vanegas
Vice President of Marketing and Communications
lvanegas@maryscenter.org
202-420-7051

Michelle Shapiro
Communications Manager
mshapiro@maryscenter.org
202-420-7008

US Second Gentleman, Doug Emhoff, Visited Mary's Center

Mr. Emhoff was joined by MD Congressman Jamie Raskin to learn about Mary's Center's vaccination efforts in the community

Silver Spring, MD— Today, the US Second Gentleman and husband of Vice President Kamala Harris, Doug Emhoff, visited Mary's Center to see first-hand the vaccination efforts of the organization that is helping eliminate Covid-19 in the DC metropolitan region.

Since he became the Second Gentleman, Mr. Emhoff has visited several community organizations across the country to witness the outreach efforts done at the grassroots level to ensure access to the vaccine, especially in the most underserved areas. This was his first visit to a community health center in the DC area.

"This visit represents a demonstration of genuine interest in our community and the impact that the vaccine is having on our families," said Maria Gomez, president and CEO. "As we look towards the future, we are confident that Mary's Center will be able to work with the new administration in the overall recovery of the region."

Mr. Emhoff arrived at 10 am at Mary's Center's location in Silver Spring where he took a tour of the clinic and spoke with one of the patients after she received the Covid-19 vaccine. Following, the Second Gentleman was joined by Maryland Congressman Jamie Raskin and met privately with Mary's Center's President and CEO Maria Gomez, Chief Medical Officer Dr. Tollie Elliott, and the Director of Clinical Services, nurse Elysia Jordan, to learn about the work that Mary's Center has been doing during the pandemic, and the expansion of its vaccination efforts with the arrival of more vaccines from the federal government.

"I learned a lot about the holistic approach, telehealth, and most importantly, that reaching the community is key," said Mr. Emhoff. "To go out to where they are and use them to help spread the word to the rest of the community, not only on the vaccines but all the other services that you have so you can be a model to others for how to serve your community in the right way."

Headquarters: 2333 Ontario Rd NW, Washington DC 20009

maryscenter.org



Mary's Center

Quality healthcare. Stronger communities.

Since the first shipment of vaccines arrived at Mary's Center in December 2020, Mary's Center has provided nearly 3,500 vaccines and has expanded its vaccination efforts to all five medical locations in DC and Maryland.

"Mary's Center and community health clinics are the critical bridge for reaching into the community to get the vaccine to the people who need it most," said Congressman Raskin. "Thank you so much to the second gentleman for spotlighting the magnificent work of Mary's Center."

Before their departure, they stopped by the newly arrived mobile unit that Mary's Center will use to reach community members who otherwise may not have access to the vaccine.

"I'm humbled to be at Mary's Center and hear these stories and share them with the Vice President and President," stated Mr. Emhoff at the conclusion of his visit.

To learn more about Mary's Center's work during the pandemic, click [here](#).

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About Mary's Center

[Mary's Center](#) is a community health center serving over 60,000 people of all ages, incomes, and backgrounds in the Washington, DC metro area for over 30 years. With an integrated model of health care, education, and social services, Mary's Center offers each participant individualized care on the path toward good health, stability, and economic independence. For more information, visit www.maryscenter.org.

CCC Subcommittee Meeting, In-person Community Outreach, & Partnering Org Vaccination Activity List

Date	Location	Activity	Name of the Activity	Region	Community Partner/ Existing Community Event
Saturday, March 6, 2021	Mt. Calvary Baptist Church	Pre-registration Assistance	Mt. Calvary Baptist COVID Vaccine Pre-Pre-registration Event	B-CC	Mt. Calvary Baptist Church
Wednesday, February 17, 2021	Zoom	Virtual Meeting	B-CC CCC Meeting	B-CC	
Wednesday, February 24, 2021	Zoom	Virtual Meeting	Mid County CCC Meeting	MidCounty	
Wednesday, February 24, 2021	Zoom	Virtual Meeting	Silver Spring CCC Meeting	Silver Spring	
Wednesday, February 24, 2021	Microsoft Teams	Virtual Meeting	East County CCC Meeting	East County	
Tuesday, March 2, 2021	Zoom	Virtual Meeting	B-CC CCC Meeting	B-CC	
Tuesday, March 9, 2021	Microsoft Teams	Virtual Meeting	East County CCC Meeting	East County	
Wednesday, March 10, 2021	Zoom	Virtual Meeting	Silver Spring CCC Meeting	Silver Spring	
Wednesday, March 10, 2021	Zoom	Virtual Meeting	Mid County CCC Meeting	MidCounty	
Friday, March 12, 2021	Churchill Senior Living	Vaccination site	Churchill Sr Living / Safeway Vaccination Clinic	UpCounty	Safeway
Monday, March 15, 2021	Mt. Calvary Baptist Church	COVID Testing/Pre-registration Assistance	AAHP COVID Testing and Pre-Registration	B-CC	AAHP
Wednesday, March 17, 2021	Zoom	Virtual Meeting	Mid County CCC Meeting	MidCounty	
Saturday, March 20, 2021	Muslim Community Center	Community Outreach	Vaccination Clinic	East County	EC-CCC
Saturday, March 20, 2021	Cross Community Church	Vaccination site (300 doses)	Cross Community Church Vaccination Clinic	UpCounty	Safeway
Saturday, March 20, 2021	East County Community Recreation Center	Outreach opportunity	Food Distribution and Covid-19 Vaccine Pre-Registration Assistance Event	East County	
Sunday, March 21, 2021	City of Light	Community Outreach	City of Light/KP Food Distribution	East County	
Sunday, March 21, 2021	BlackRock	Vaccination site (200 doses)	Upcounty Hub/Care for Your Health	UpCounty	Care for Your Health
Sunday, March 21, 2021	East County Community Recreation Center	Vaccination Clinic	2nd Dose EC Vaccination Clinic	East County	
Sunday, March 21, 2021	EastCounty Community Recreation Center	Outreach opportunity	Food Distribution and Covid-19 Vaccine Pre-Registration Assistance Event	East County	City of Light - KPCI Ministries
Monday, March 22, 2021	Mt. Calvary Baptist Church	COVID Testing/Pre-registration Assistance	AAHP COVID Testing and Pre-Registration	B-CC	AAHP
Wednesday, March 24, 2021	Zoom	Virtual Meeting	Mid County CCC Meeting	MidCounty	
Wednesday, March 24, 2021	Zoom	Virtual Meeting	Silver Spring CCC Meeting	Silver Spring	

Wednesday, March 24, 2021	Microsoft Teams	Virtual Meeting	East County CCC Meeting	East County	
Monday, March 29, 2021	Mt. Calvary Baptist Church	COVID Testing/Pre-registration Assistance	AAHP COVID Testing and Pre-Registration	B-CC	AAHP
Thursday, April 1, 2021	Mt. Calvary Baptist Church	Pre-registration Assistance	Food Distribution and Covid-19 Vaccine Pre-Registration Assistance Event	B-CC	Mt. Calvary Baptist Church
Friday, April 2, 2021	ISWA - Islamic Center of Washington	Pre-registration Assistance	Muslim Community - Friday Prayers	East County	
Friday, April 2, 2021	MCC - Muslim Community Center	Pre-registration Assistance	Muslim Community - Friday Prayers	East County	
Saturday, April 3, 2021	Clifton Park Baptist Church	Pre-registration Assistance	Food Distribution and Covid-19 Vaccine Pre-Regi	Silver Spring	Clifton Park Baptist Church
Saturday, April 3, 2021	EastCounty Community Recreation Center	Pre-registration Assistance	Kingdom FAME EC Food Distribution	East County	
Tuesday, April 6, 2021	Hughes United Methodist Church	Pre-registration Assistance	Food Distribution and Covid-19 Vaccine Pre-Registration Assistance Event	MidCounty	Hughes United Methodist Church
Tuesday, April 6, 2021	Zoom	Volunteer Info Session	Information Session for Community Ambassadors at Vaccine Outreach Events		Volunteer Center
Thursday, April 8, 2021	Oak Chapel United Methodist Church	Pre-registration Assistance	Food Distribution and Covid-19 Vaccine Pre-Registration Assistance Event	MidCounty	Oak Chapel United Methodist Church
Thursday, April 8, 2021	Zoom	Volunteer Info Session	Information Session for Community Ambassadors at Vaccine Outreach Events		Volunteer Center
Saturday, April 10, 2021	Takoma Park Recreation Center	Pre-registration Assistance	Takoma Park Fitness Expo	Silver Spring	City of Takoma Park
Monday, April 12, 2021	Zoom	Volunteer Info Session	Information Session for Community Ambassadors at Vaccine Outreach Events		Volunteer Center
Tuesday, April 13, 2021	Mt. Calvary Baptist Church	Pre-registration Assistance	Food Distribution and Covid-19 Vaccine Pre-Registration Assistance Event	B-CC	Mt. Calvary Baptist Church/City of Rockville
Thursday, April 15, 2021	Zoom	Volunteer Info Session	Information Session for Community Ambassadors at Vaccine Outreach Events		Volunteer Center
Monday, April 19, 2021	Mt. Calvary Baptist Church	COVID Testing/Pre-registration Assistance	AAHP COVID Testing and Pre-Registration	B-CC	AAHP
Monday, April 19, 2021	Zoom	Volunteer Info Session	Information Session for Community Ambassadors at Vaccine Outreach Events		Volunteer Center
Thursday, April 22, 2021	Zoom	Volunteer Info Session	Information Session for Community Ambassadors at Vaccine Outreach Events		Volunteer Center

Key/Legend

Partner or Community Org Activity

In-person CCC Outreach Activity

CCC Regional Subcommittee Meeting