

**National Coalition of
100 Black Women, Inc.
Anne Arundel County
Chapter**



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Project “We Care” Supporter Briefing

<https://foxbaltimore.com/news/local/volunteers-work-to-build-up-trust-in-the-vaccine-amongst-black-anne-arundel-residents>



“We Care” Project Leadership...

- **Core-4 Leadership Team:**
 - **Chapter President, Dr. Andrée Mountain** (Resources/Member Communications),
 - Chapter **Charter President, Honorable Christine Davenport** (Partnerships),
 - **Immediate-Past President, Merchelle Halsey** (Technology), and
 - **Former National President, Dee Strum**, “We Care” Project Architect.

NCBWAAC:

Community-based, Advocacy-driven, Action-motivated,
Thought Leaders:

Introducing Project “We Care” Goals

01

“To Be or Not to
Be....*Vaccinated*”:
Empower
members/public to
make Educated &
Informed decision on
“taking the COVID-19
Vaccine

02

Beyond Education
to Community
Mobilization:
Enlist Members &
Allies to help
achieve *herd*
immunity

03

Prepare for *the*
fire next time...
Data-collection
w/ *White Paper*

More About Goal #1: **Self-Empowerment**

- **Promote self-directed learning with information found on chapter website at: ncbw-aamd.org (“We Care”)**
- **Share dates/links to wide range of e-Resources & Townhall Meetings with C-19 Subject Matter Experts (SMEs)**
- **Encourage questions from the public to be shared with SMEs to develop/ post FAQs on website**
- **Host 2+ Virtual Town Hall meetings with SMEs**



More About Goal #2: **Community Mobilization** to Facilitate “Herd Immunity”

- **Moving *Beyond Education* to Mobilization through:**
 - Collaborations with **Community Partners** (e.g., AACHD, CAA, others?) and “We Care” Supporters/Allies (i.e., *like-minded organizations* - NAACP, sororities, civic organizations);
 - **Personal Outreach**/Educational Advocacy by Members/Allies to their personal networks (e.g., family, friends, co-workers, church family, others);
 - **Host 1+ Press Conference(s)** with members, *key influencers/civic leaders*, allies willing to “take the shot”;
 - **Recruit Vaccine Volunteers** for *boots on the ground* to push-out the messaging (post/distribute flyers, calm fears/break *hesitancy* at vaccine clinics)



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More About Goal #3: Preparing for the *Fire Next Time*

- Document the Project and the Journey through **Information-sharing/Information-Collection** (surveys, interviews, “vaccine journals”, other):
 - **Solicit Member/Community feedback_**
 - *Why Hesitant/Reluctant?* (e.g., myths, rumors, lies, simply lacking information?)
 - *What* helped to change your heart and your mind?
 - Document **Lessons Learned** (from publicity/members/partners/allies)
 - Develop a *White Paper* to be shared with:
 - **Academics/Researchers/Practitioners/Policy-makers/Others?**





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“The Ask”:
Members/
Partners/Allies
Can Help by...

- **Providing:**
 - ✓ **Volunteer Efforts** (data-collection, onsite support @ vaccine clinics)
 - ✓ **Financial or relevant in-kind services:** such as donations, printing, gift cards
 - ✓ **Subject Matter Experts:** townhall meetings, public inquiries/developing FAQs
 - ✓ **Community Influence:** written consent to use org name/logo; secure member commitments to take vaccine for press conference/volunteer with data-collection at vaccine clinics; **entre to communities of color**
 - ✓ **Facilities, staffing** as appropriate for “meeting the people” where they are, and administering the vaccines in local settings(e.g., community centers, church fellowship halls, clinics, similar?)

eResources

- **Up to date information on the vaccine for Maryland residents can be found at the following websites.**
- **<https://covidlink.maryland.gov/content/vaccine/>**
- **<https://www.baltimoresun.com/coronavirus/ct-nw-cb-coronavirus-vaccine-explainer-20210105-k4dghznevbfixldct35kw7v6i4-story.html>**
- **<https://app.smartsheet.com/b/form/8daed98395fb431c8206b1241fe9602f>**
- **<https://www.umms.org/coronavirus/covid-vaccine/get-vaccine>**
- **<https://aahealth.org/vaccine-allocation/>**
- **<https://aacounty.org/covidvax>**



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PLEASE ***“GET IN WHERE YOU FIT IN”***
EMAIL US AT: ***WECARENCBWAA@GMAIL.COM***