



The City of Hyattsville: Covid-19 Vaccination Outreach Proposal

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OUTREACH OVERVIEW

The Hyattsville CDC (HCDC) offers this community outreach program at the request of the City of Hyattsville to supplement and complement its current efforts to increase vaccination rates in the City of Hyattsville especially within our black/brown community.

HCDC first proposes we focus on developing a plan to determine the cost/time to implement and maintain an outreach program.

To meet the goal of developing an outreach program, HCDC will work with the City of Hyattsville to provide guidance and the implementation tools necessary to help increase vaccine distribution and educate the community.

PROGRAM STRATEGIES

The goal of the community outreach program is to educate and register Hyattsville residents to their Covid-19 vaccine appointment.

The City of Hyattsville aims to get 300 doses administered per vaccination session. At this time the city is being supported by charitable organizations, FEMA and Luminis Health.

Phase 1. Outreach Program

In order to educate and register more residents the City should focus directly upon specific residential areas that are heavily populated by Latinos and other minority groups. The following multi-family apartment complexes in the city should be prioritized in order to optimize the outreach program.

- Kirkwood Apartments
- North Point Apartment Homes
- Belcrest Plaza
- Plaza Tower Apartments
- Plaza Apartments

Other areas to consider are the local food and diaper drives in Driskell Park. The City can take the opportunity to educate and register residents on the spot for their vaccination appointment.

The outreach program will initially be concentrated on the areas listed above and will need to create a grassroots campaign: partnering with rental office staff and any key activist residents and City Councilmembers.

The campaign will focus on face to face interactions with the residents, display marketing contents in public areas, and ensure to obtain consent to make follow-up calls or send text messages to affirm vaccination appointments.

The staffers/volunteers working on the campaign can wear safety vests, shirts, or badges that read “Hyattsville Covid-19 Vaccine Outreach Team.”

Part of the outreach program should focus on setting educational booths at the local flea markets located in St. Mark’s Adelphi Road, Rutgers St, Hyattsville Maryland 20783, and within local barbershops and hair salons. The educational booth would operate on the weekends to provide information about the vaccine and register residents.

According to data from the Prince George’s County data less than 52 percent of residents 16 years and older have received at least one dose of [Covid-19 vaccine](#). In Hyattsville, the number is less than a third of the community (~28%) fully vaccinated-data from [The New York Times](#).

The city should have health promoters on the ground educating and recruiting at the local laundromats, bus stops, super markets, flea markets and metro stations. The amount of health promoters on the ground would vary depending on the location

Similarly, in Langley Park, MD- [CASA](#) and the University Of Maryland School Of Medicine teamed up for Latinos and Black outreach for Covid-19 vaccine trials. The outreach program had at least 15+ health promoters incentivizing the community to participate on the trials.

Outreach should educate and address misinformation. The grassroots outreach is to positively reinforce the facts about Covid-19 vaccine and share personal experience with residents about getting the Covid-19 vaccine.

Some of the reasons why Black and Latinos lag on Covid-19 vaccines

- Internet connectivity
- Computer literacy
- Transportation to vaccination sites

- Misinformation and fear of about immigration status where residents are undocumented and non-English speakers

Phase 2. Outreach Program

The City of Hyattsville can host a “Vaccination Day” that consists of partnering with local vendors, community-based organizations, and youth-based organizations willing to engage with unvaccinated residents to help them make the appointment.

During Vaccination Day, a mobile clinic can be set up to reach a schedule of locations to have unscheduled residents take the vaccine near where they will be found.

The Vaccination Day would be a festive day where residents can get the vaccine without an appointment, get free food and enjoy family activities. Sponsoring a companion food truck to ride with the mobile clinic could provide an additional incentive for the unvaccinated to participate in the clinic.

OTHER RECOMMENDATIONS

As has been discussed with the City’s team, Hyattsville CDC recommends the following marketing strategies to help with the outreach of vaccinating the community.

Reach out to local TV and radio networks to help increase awareness about Covid-19 vaccination in the City of Hyattsville.

- Telemundo (T44)
- Univision
- El Zol 107.9
- Select local social media influencers

Other opportunities include informing Hyattsville residents that Uber and Lyft have joined the mission to help get people vaccinate. The

ride sharing companies will provide free rides to vaccine appointments.

Uber by calling (855) 497-2117 available in Spanish.

Lyft funding free rides (up to \$15) each way to and from vaccination appointments.

National Model for Covid-19 Vaccine

A Lanham, MD barbershop has become a national model to boost vaccination rates. The program "[Shots at the Shop](#)" set to train stylist to give people facts about the vaccine and include [vaccination clinics](#) at the shop. The vaccination clinic would be stationed inside the shops operate on the weekends and have the capacity to vaccinate up to 50-100 people. At the clinic residents can register for the vaccine while they wait or get the vaccine.

The neighborhood barbershops and hair salons serve as a trusted venue for many residents who might be hesitant to get their vaccination.

The program is a partnership between the University of Maryland-centered for Health Equity, the Black Coalition against Covid-19 and SheaMoisture which will provide \$1,000 stipend to any shop involved. Our outreach could initiate such partnerships and help grow the vaccine appointment registration network with local barbershops and hair salons.

While the neighborhood barbershops and hair salons cannot compare to mass vaccination sites, it helps micro target areas where residents are skeptical or hesitant to take the vaccine.

BUDGET PROPOSAL

HCDC recommends the City of Hyattsville to consider different budget scenarios in order to develop and tailor the degree effort for a comprehensive community outreach program for generating greater Covid-19 vaccine distribution in communities that are harder to reach.

In order for the community outreach program to be successful the HCDC and the City need to consider the following factors:

- How to accurately benchmark what the present vaccination rate in and around Hyattsville is.
- That the cost and time required to be spent on outreach increases as harder to reach populations are targeted.
- Every week outreach and vaccinations continue, the cost-benefit ratio of outreach to vaccination rate or volume necessarily decreases.
- What percentage of the population vaccinated is an appropriate place to cease targeted outreach.

See Budget Attachment

PROGRAM FEE RANGE

HCDC recommends a minimum program budget of \$ _____ based upon: