

STATEWIDE CORONAVIRUS (COVID-19) VACCINATION COMMUNITY EDUCATION AND ENGAGEMENT TASKFORCE

STATEMENT OF PURPOSE & GOALS

- Convene a taskforce of medical and community stakeholders to develop a specific, measurable, achievable, realistic, and time-based strategy to address outreach to the local communities of color.
- Develop a comprehensive multi-media/communications plan with targeted messaging for various communities. The media and communications strategy will include digital and print marketing, radio and television advertising, and other print/news media opportunities.
- Develop a grassroots outreach strategy specifically focused on the serving underserved communities and neighborhoods across the state.
- Develop action steps to utilize satellite vaccine distribution centers such as HBCU's, churches, and other neighborhood centers.
- Create a budget to support the implementation of the plan.

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A PLAN OF ACTION

1. To designate a minimum of 40 vaccination sites/ venues with 10 sites in each region by January 31, 2021
2. To get 60-70 percent of communities of color vaccinated by the end of the year
3. To work with President-elect Biden and Vice President-elect Harris' administration to achieve their goal for the first 100 days to get 100 million vaccines shots in Americans' arms
4. To present the Florida's Statewide Coronavirus Vaccination Community Education and Engagement Task Force's strategy to the Biden - Harris administration for support and replication for the nation
5. To foster a partnership with the Florida Hospital Association and the American Hospital Association to work with them to vaccinate 1.8 million Americans per day from January to May 31, 2021. This effort, if executed properly, will save many lives from this deadly virus.
6. To develop a comprehensive educational and marketing strategy to encourage people of color in particular, and all Floridians to take the vaccines; we will focus our major efforts in underserved communities.
7. To strongly recommend that the Florida Department of Health partner with the four HBCU's in the state of Florida for vaccination sites. We will expand this plan to use HBCU's across America to be vaccination sites.
8. To implement a creative plan of action to forge partnerships with hospitals, pharmaceutical, medical insurance companies, the philanthropic community and others, to join us in this mission to encourage people of color to get vaccinated.
9. To develop neighborhood health clinics in 25 designated cities in disadvantaged communities