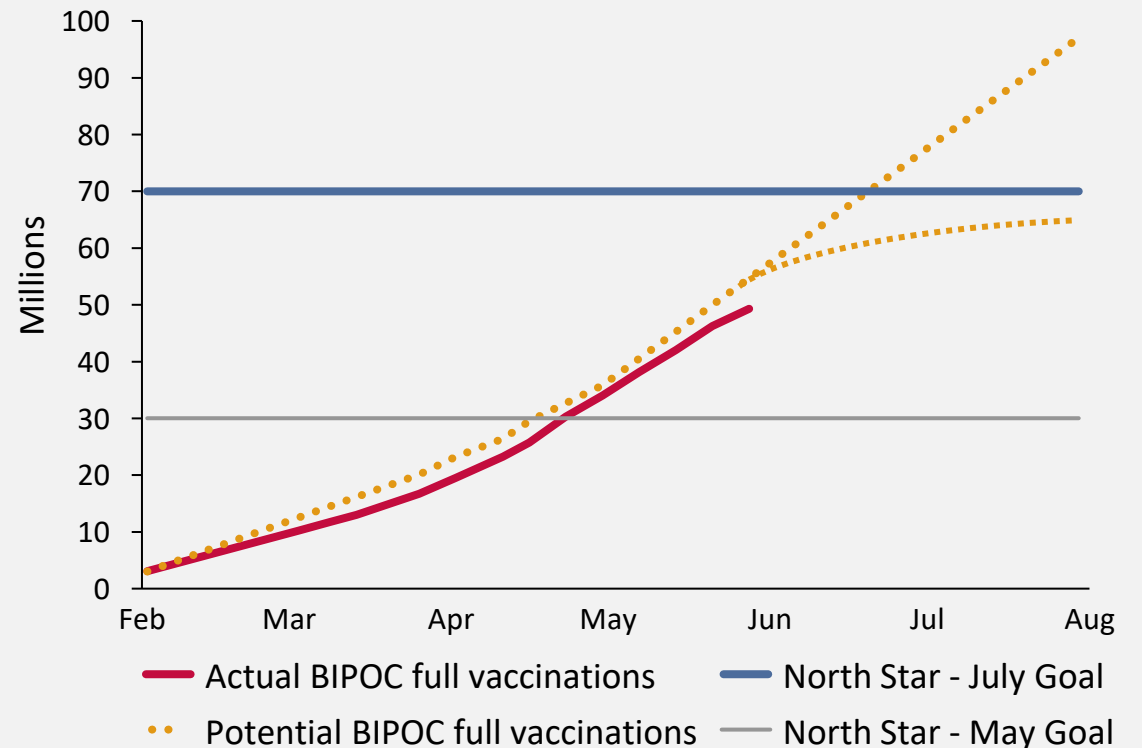


We continue to closely monitor national progress on our “North Star”

Estimates based on May 28th CDC data:

- **49.3 million** BIPOC individuals fully vaccinated
- BIPOC vaccine share is continuing to improve, April 2nd was 30.8% now 36.4% (**+5.6pp**)
- But there is still a **- 1 pp racial disparity** from total eligible BIPOC population (37.4%)
- Meaning we are **> 4 million people short** from equal BIPOC access to date
- With a further **20.7 million** vaccinations to reach the North Star July target

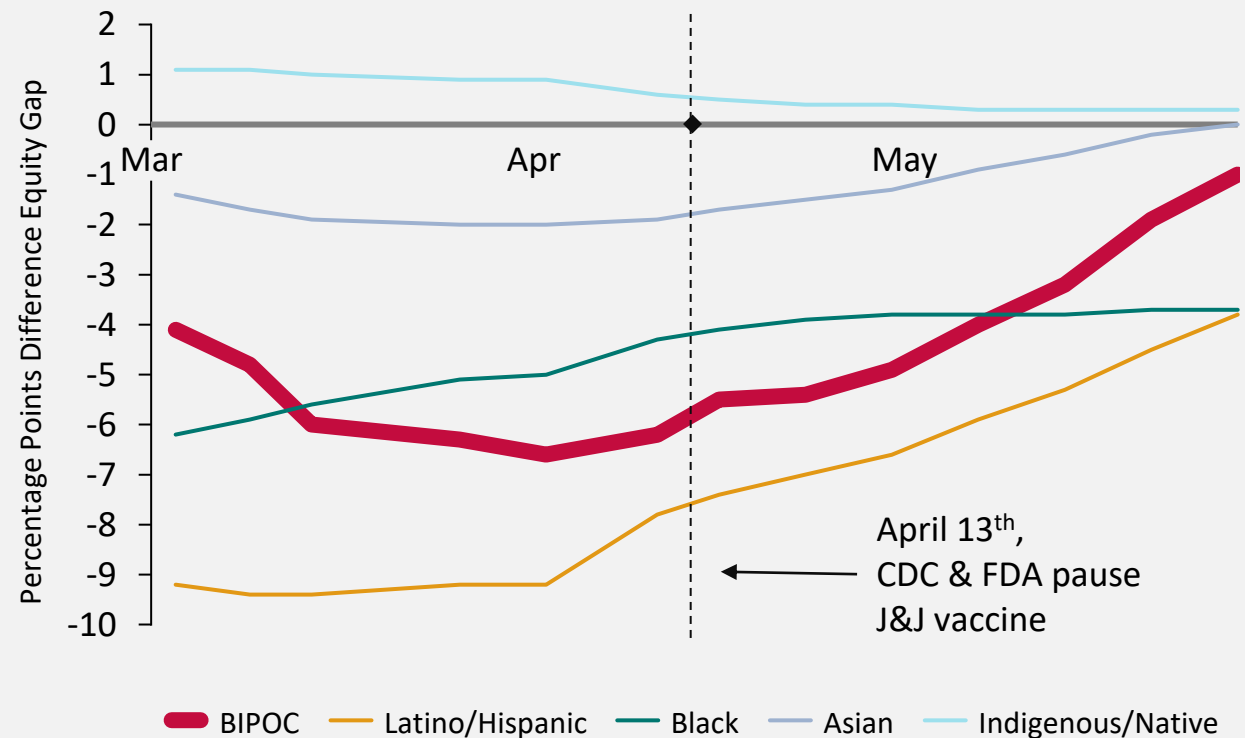
Projected progress against BIPOC full vaccination targets
(Based on CDC Vaccine Data, US Consensus Data, Vaccine supply rates)







BIPOC share of vaccinations has increased for 5 consecutive weeks, approaching the target share

- The overall disparity for **BIPOC** has continued to close for the last 5 weeks
- **INDIGENOUS/NATIVE** share is reverting to eligible following early successes
- **ASIAN** populations are closest to their eligible share, accelerating through May
- **BLACK** share has steadily increased but has slowed since the J&J pause
- The largest increase has been in **LATINO/HISPANIC** populations, accounting for 25% of administered first doses in the last 2 weeks

Evolution of actual vs eligible share of Full Vaccinations by Race
(Percentage points, based on CDC Vaccine Data 5/28/21, US Consensus Data)



The US continues to face several challenges to achieve equitable vaccination

	Challenges	What is needed
 Supply	Challenges have been largely addressed with 3 vaccines now available, supply has increased to three million per day by April	Allocation decisions continue, including across different counties and fair access to different vaccine types
 Access	Existing mass infrastructure fails to bring vaccination to communities in need of hyper-local solutions Based on our initial research in five US cities, 61% of BIPOC adults surveyed who are willing to take the vaccine do not know if there is an access point near their home	Dynamic, community-centered models that address gaps in transportation capabilities and internet access in BIPOC communities must be better identified and scaled
 Uptake	Documented lower trust in BIPOC communities due to legacy of mistreatment perpetrated by the US medical system While 72% of survey respondents are willing to get the Covid-19 vaccine, 1 in 5 have felt disrespected when getting care	Increasing vaccine confidence will require culturally-component programs created and driven by BIPOC communities to build and maintain trust
 Data	Datasets for tracking equity in vaccinations are largely incomplete, disorganized, and mis-categorized Currently, the US is only capturing and reporting race-disaggregated data for about half of vaccine doses received	More comprehensive and timely data is needed to ensure resources are allocated to the right interventions to reach BIPOC communities equally – and leave no one behind

US Equity-First Vaccination Initiative



Short-term goal:

Reduce racial disparities in vaccine roll-out, with an ambitious target of reaching at least 70M BIPOC individuals by July

Long-term goal:

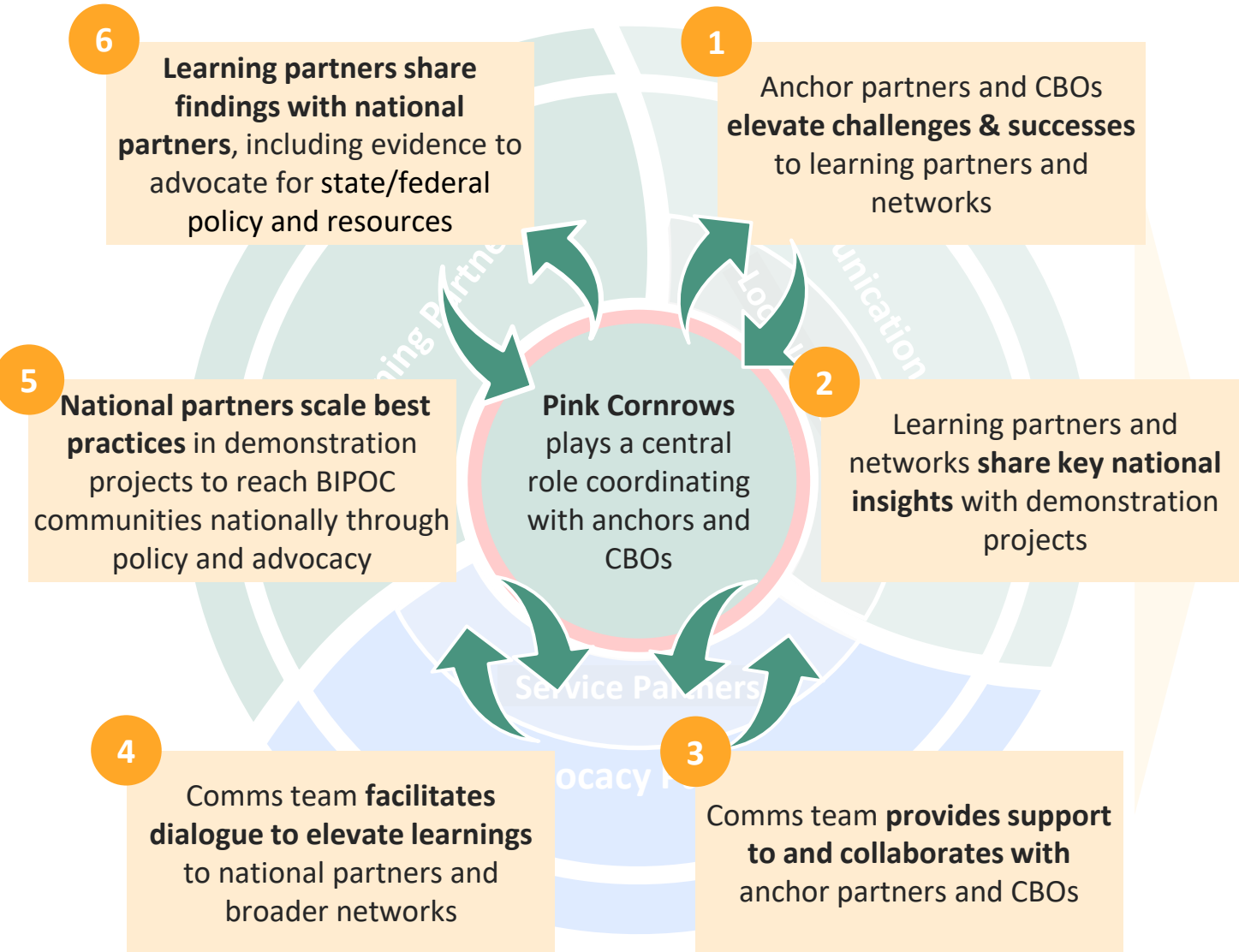
Strengthen the US public health system to achieve more equitable public health outcomes in the future

US Equity-First Vaccination Initiative – Roles and Partners

The Rockefeller Foundation – Otis Rolley provides project management across the entire initiative, while Gregory Johnson provides project management of Initiative Coordinator Pink Cornrows

	<u>Role</u>	<u>Organizations</u>	
 <h2>Anchor Partners and CBOs</h2>	<p>Demonstrate strategies through our anchor partners and CBOs to increase equitable access to information and vaccinations</p>	<p>Anchor Partners</p> <ul style="list-style-type: none"> Chicago Community Trust (Chicago, IL) Roots Community Health Center & Faith in Action Network (Oakland, CA) 	<ul style="list-style-type: none"> United Way of Greater Newark (Newark, NJ) Open Society Institute (Baltimore, MD) Houston in Action & Bread of Life (Houston, TX) <p><i>* Pink Cornrows provides technical assistance and capacity building for all CBOs</i> <i>* Anchor partners will be working with CBOs within each city (~200 CBOs across the 5 cities)</i></p>
 <h2>Learning Partners</h2>	<p>Synthesize learnings to scale evidence-based, equity-first vaccination approaches through peer learning, networks, and publications</p>	<p>Learning Partners</p> <ul style="list-style-type: none"> Brown School of Public Health RAND Mathematica Pink Cornrows 	<p>Networks</p> <ul style="list-style-type: none"> EVx Advisory Council Pandemic Solution Group (PSG) State and Territory Alliance Testing (STAT) Vaccine Funders Network (VFN)
 <h2>Communication Partners</h2>	<p>Provide evidence-based, misinformation-resilient messaging, trainings, and creative assets tailored to each CBO's unique needs</p>	<p>National Partners</p> <ul style="list-style-type: none"> PGP First Draft News Brown School of Public Health CommuniVax (JHU) Pink Cornrows 	<p>Local Influencers</p> <ul style="list-style-type: none"> Bread of Life Black Girls Vote <p><i>*PGP is currently identifying additional influencers in each city based on CBO needs assessment</i></p>
 <h2>Advocacy and Service Partners</h2>	<p>Elevate findings and advocate for state/federal governments to adopt best practices and leverage specialist service providers</p>	<p>Advocacy Partners</p> <ul style="list-style-type: none"> Global Citizen Disinfo Defense League UnidosUs US of Care Families USA 	<p>Messaging Partners</p> <ul style="list-style-type: none"> NDWA John Legend / Fuse Corp Civic Nation Health Leads <p>Service Partners</p> <ul style="list-style-type: none"> Uber Lyft (TBC) Colgate (TBC) Facebook (TBC)

US Equity-First Vaccination Initiative – Interactions



- The interactions on the left provide an overview of the main internal interactions across the initiative
- Several interactions will be formally facilitated by RF, however, we encourage partners to also interact outside of such formal meetings/reporting
- To facilitate this, we have provided an accompanying partner directory
- We also would like to promote external interactions to ensure that our work builds towards national equitable vaccination goals, *detailed further on the subsequent slides*

TBC: Partner Directory

Anchor Partners and CBOs — *Otis R. - Lead, Gregory J. - Secondary*



Role: Demonstrate strategies through our anchor partners and CBOs to increase equitable access to information and vaccinations

- **Open Society Institute** — Baltimore, MD, *Emilia Carrera*
- **Chicago Community Trust** — Chicago, IL, *Gregory Johnson*
- **Houston in Action** — Houston, TX, *Brett Mons*
- **Bread of Life** — Houston, TX, *Brett Mons*
- **United Way of Greater Newark** — Newark, NJ, *Otis Rolley*
- **Roots Community Health Center** — Oakland, CA, *Gregory Johnson*
- **Faith in Action Network** — Oakland, CA, *Gregory Johnson*

Internal Interactions

- *Provide resources and support to CBOs through anchor partners (left), to lead hyper-local, community-centered demonstration projects to accelerate BIPOC communities' access to Covid-19 vaccines*
- *Drive evidence-based, misinformation-resilient conversations about Covid-19 vaccines in anchor partner communities*

External Interactions

- *Share results from over 100+ (exact number TBD) CBOs in our demonstration projects in order to scale equity-first vaccination approaches across the country*
- *Support RF's National Equity Goal of reaching at least 70M BIPOC people by the end of July, as well as longer-term goals of improving national public health infrastructure, increasing trust in public health, and supporting equity and economic opportunity*

Learning Partners — Sarah H. - Lead, Ayorinde M. Secondary

Role: Synthesize learnings to scale evidence-based, equity-first vaccination approaches through peer learning, networks, and publications



- **Pink Cornrows** — Provides equity-centered technical assistance to community partners, serving as the secretariat for the 100+ CBOs and as a key learning partner for the initiative
- **Brown SPH** — Evaluates the communications activities that lead to increased access in vaccines; provides project management support for the learning community.
- **RAND** — Identifies best practices nationwide and distills key lessons learned from demonstration sites on equitable vaccination delivery
- **Mathematica** — Analyzes monthly pulse survey of demonstration site constituents to identify trends and equip anchors/CBOs to adapt their approaches as needs evolve
- **CommuniVax (JHU)** — Works to expand the reach of rapid ethnographic research among underserved communities of color
- **EVx Advisory Council** — Shares insights on demonstration challenges as a council of public health and community leaders
- **PSG, STAT, VFN** — Addresses the challenges impeding equitable vaccination through action-oriented networks

Internal Interactions

- *Elevate and distribute key learnings across demonstration sites and with national partners*
- *Share findings with internal learning networks such as PSG, STAT, VFN, and the EVx Advisory Council*

External Interactions

- *Synthesize key equitable vaccination learnings from pilots and distribute findings to organizations focused on social-determinants of health (EEO, food, public health orgs), community mobilization coalitions, journal & media publications, etc.*

Communication Partners — *Estelle W. - Lead, Otis R. - Secondary*



Role: Provide evidence-based, misinformation-resilient messaging, trainings, and creative assets tailored to each CBO's unique needs

- **Pink Cornrows** — Develops interfaces between anchor partners, CBOs, and communications partners; ensures activities meet the needs of communities and cadence is not a burden
- **PGP** — Coordinates all partners to assure work and deliverables are aligned and communities are supported; coordinates network of trusted messengers in all 5 cities; creates new content tailored to the brand of each CBO informed by a needs assessment in each city
- **First Draft News** — Provides the training, monitoring, and strategies for counter-messaging of mis- and dis-information targeting BIPOC communities; connects daily with designated communication leads from grantee organizations to ensure local knowledge and expertise drives the monitoring and reporting process
- **Brown SPH** — Provides rapid-fire evidence-based messaging for CBOs to respond to a variety of questions and concerns facing communities; convenes high-profile scientists to ensure messaging is not harmful to communities of color; measures and evaluates communications activities
- **JHU CommuniVax** - a national research/implementing partner doing the ethnographic research in specific places across the US.

Internal Interactions

- *Provide hyper-local communications resources to help CBOs address questions and to help communities make informed decisions about when, where, and how to get the vaccine*
- *Activate community influencers to increase message penetration of accurate information*
- *Host webinars and community forums to strengthen capacity of CBOs to fight against mis- and dis-information targeting BIPOC communities*

External Interactions

- *Publish learning reports for experts and public leaders with information on the needs of communities in a public health crisis, the current media ecosystem, behavioral science best practices, and health misinformation resilience*
- *Share talking points with external networks in moments when communications should be coordinated (e.g., J&J pause)*

Advocacy and Service Partners – Jonathan G. - Lead, Estelle W. - Secondary



Role: Elevate findings and advocate for state/federal governments to adopt best practices and leverage specialist service providers

- **Disinformation Defense League** — *(Advocacy/Messaging)* Fight disinformation that is specifically targeting communities of color through a coalition of over 300 CBOs
- **Global Citizen** — *(Advocacy)* Works to increase confidence in vaccines in communities of color, informed by insights from the STAT messaging surveys, focus groups, and learnings from the pilots to inform the national campaign
- **Families USA** — *(Advocacy)* Drives major State-level policy breakthroughs in the Covid-19 U.S. Response
- **Health Leads** — *(Messaging)* Builds a comprehensive, 24-month national vaccine equity plan and aligns funders on national equity goal
- **National Domestic Workers Alliance** — *(Messaging)* Supports equitable vaccination for domestic workers through federal, state, and local advocacy efforts for inclusive vaccination policies/guidelines
- **US of Care** — *(Advocacy/Messaging)* Supports the Vaccine Researchers Consortium on understanding and motivating people to take the Covid-19 vaccine with leading organizations including KFF, HHS, and Ad Council
- **Service Partners** — *Uber, Lyft (TBC), Facebook (TBC), Colgate (TBC).* Additional initiatives to support EVx efforts. For example, travel services to access vaccination sites

Internal Interactions

- *Explore and address resource and policy issues in the five demonstration projects as they arise and work with anchor partners to arrive at community-centered solutions*
- *Closely coordinate with the Learning Partners, Equitable Vaccination Advisory Council, STAT, and Pandemic Solutions Group to ensure there are no information gaps*

External Interactions

- *Ensure communities are included and elevated in state- and federal-level advocacy efforts*
- *Facilitate regular information exchanges and work alongside city, state, and federal governments to address critical policy concerns including those that may inhibit vaccine access and uptake – and/or longer-term equitable public health provision*