



Evolution of the Vaccine Equity program



Protect Chicago Plus (PCP) and Vaccine Operations Center (VOC)

- Emergency vaccine distribution program
- Temporary clinics, pop-up events, canvassing, and phone banking
- Efforts focused on the 15 most vulnerable communities

CDPH Transition

- Ramped up hyperlocal vaccine outreach
- Canvassing, hyperlocal outreach, pop-up events, and at-home vaccination
- Efforts focused on the 13 lowest vaccinated communities

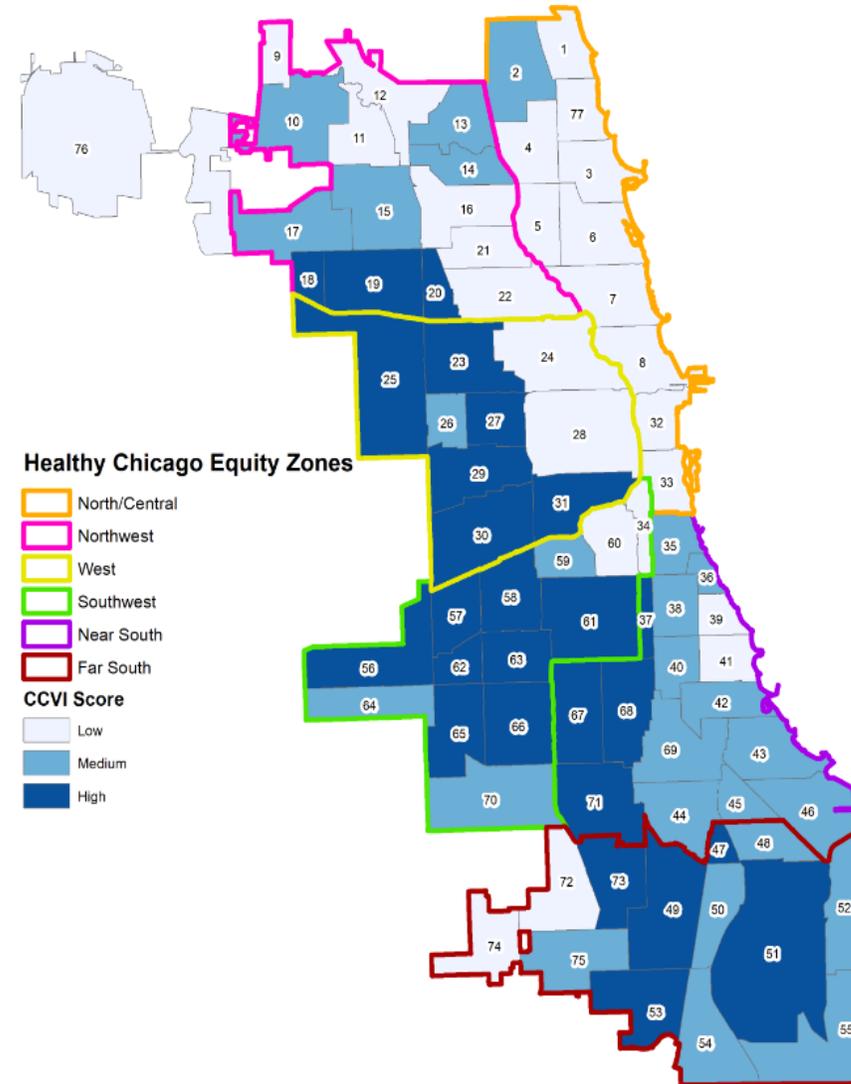
Healthy Chicago Equity Zones

- Regional and Community Leads lead hyperlocal vaccination efforts across the City
- Pop-up events, outreach to schools and places of worship, canvassing, and other strategies to reach unvaccinated Chicagoans



What are the Healthy Chicago Equity Zones?

- Six Healthy Chicago Equity Zones (see map)
- The community-based organizations involved tackle key public health issues as part of Healthy Chicago 2025
- Each zone has a Regional Lead (Phalanx, GAGDC, SWOP, Swedish, West Side United, and Northwest Center) and a group of Community Leads for each community area
- Regional Leads serve as the program administrator for the region
- The focus of the HCEZ initiative continues to evolve to confront factors that contribute to health and racial disparities





Types of work the HCEZs have done on Vaccine Equity

West

- Info sessions, social media, door-to-door canvassing, phone banking, and other events
- Creating **promotional** materials
- Capacity-building activities (**training** sessions, workshops, etc.)
- **Food pantry** vaccine events
- **Static vaccine sites:** Columbus Park, Austin Coming Together, Garfield Community Service Center, Buyers' Flea Market

Northwest

- **Static site** at Brickyard mall for several months
- **Door-to-door** outreach
- Vaccine events with **CPS schools**
- Worked with **faith leaders** to educate their congregations about Covid-19
- Hosted vaccine events with **public officials**
- Partnered with community health organizations to **dispel vaccine myths and rumors**

North/Central

- Weekly vaccination clinic at **Swedish Hospital**
- Community leads hosted alternating **on-site vaccination clinics**
- Supported **food pantries**
- Cultural events focused on **immigrants and refugee** families
- Worked with **police** for educational presentations on Covid and mental health
- Engaged with **Chicago Park District**

Southwest

- At-home **test kit distribution**
- **Public Health Ambassadors** canvass neighborhoods to promote vaccine awareness (Promotores de Salud)
- Swap-O-Rama **static site**
- Hosted several **special vaccine events** for community members

Near South

- Worked with **health collaboratives** like Neighborhood Network and South Side Healthy Community, as well as CPS CACs, and CAPs
- **Static sites:** Atlas Senior Center, McDonald's, and Red shield Center
- Bimonthly **food pop-ups**
- Shredding events, events at food markets, "Vax-n-Jack", hiring events, and men's empowerment events
- **Canvassing** and door-to-door outreach
- Hosted monthly meetings with community leads to provide **technical support, general updates, and vaccine planning**

Far South

- Operated **six static vaccination sites** across the region
- **CPS** Town Hall meetings, CPS CAC meetings, and other in-person or virtual meetings for schools
- **Door-to-door** literature drop-offs
- **Church** events and food pantry engagements
- Large vax events for **youths**
- **Social media** marketing campaigns to promote vaccine awareness



Collective impact of the HCEZ partners

Engaging with the community

HCEZ partners attend meetings and events, do tabling, door-to-door canvassing, and other efforts designed to connect community members with information about the vaccine. The numbers below represent reports filed by CBOs in each region from July 2021 until June 24, 2022

Region	Number of engagements	Total number of people engaged about vaccine
Far South	308	31,366
Near South	172	48,883
North/Central	257	20,011
Northwest	230	25,648
Southwest	321	28,857
West	381	36,757
Grand Total	1,669	191,522

Supporting vaccine campaigns

*HCEZ partners work directly with service providers to offer vaccines, provide incentives to residents, and provide education at mobile and static events. The numbers below represent vaccine doses reported at **HCEZ-supported events** in each region from December 2021 until June 24, 2022 (note that this does not represent total vaccine counts for the regions)*

Region	Total doses supported
Far South	3,449
Near South	1,921
North/Central	3,191
Northwest	3,510
Southwest	2,379
West	4,416
Grand Total	18,866

★ Phalanx: Importance of Youth

PHALANX FAMILY SERVICES & FAR SOUTH CHICAGO COALITION Present... **SPRING BREAK JAM** "JUST ABOUT ME" "COMMUNITY JUSTICE" **360** **MONDAY APRIL 11, 2022** **CORLISS HIGH SCHOOL** SOUTH PARKING LOT ENTRANCE 821 E. 103RD ST. CHICAGO, ILLINOIS **11AM-3PM** **ALL FREE!** FOOD! FOOD! FOOD! GIVEAWAYS RAFFLES & PRIZES PERFORMANCES TOWN HALL SESSION INTERACTIVE ACTIVITIES COVID RESOURCES **PRE-REGISTRATION REQUIRED** Complete form here: [QR Code] For more information, please call: (773) 291-1086

Logos: PHALANX FAMILY SERVICES, CDPH, UIC, FACE, etc.

Illinois 14th District State Senator Emil Jones, III • Illinois 27th District State Representative, Justin Staughton • Chicago 34th Ward Alderman Carrie Austin • Chicago 8th Ward • Chicago 9th Ward • Illinois • 17th District State Senator, Elgie Simms • Illinois 34th District State Representative, Nicholas Smith

The Spring Break Jam vaccination event was to vaccinate and educate youths during spring break



1st place winners of the TikTok Vaccination Challenge with Tina Sanders at the Youth Explosion Event at Gately Stadium

★ Phalanx: Holiday Themed Events



Community lead Graduates over Guns Fall Festival and Winter Wonderland Events



★ Phalanx: Sport and Vax



Community Lead Healthy Hegewisch with Hegewisch Little Leagues hosted an outreach event

Community Lead New Generation Drill Team hosted Vaxx and Bowl event

****CONFIDENTIAL AND PROPRIETARY BCG INFORMATION SUBJECT TO PROTECTION UNDER THE TRADE SECRETS ACT AND FOIA EXEMPT****