

COVID-19 Community Education Task Force Report

COVID-19 Community Education Task Force

JANUARY 2021--SEPTEMBER 2021

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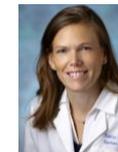


Jennifer Boyle



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Centro Sol



Kathleen Page

NAACP Sound Truck Promotion and JHM COVID-19 Vaccine Call Center

To promote preventive precautions in African American communities, **Johns Hopkins Medicine, Baltimore NAACP, Philanthropik, Justice Chapel** and other collaborators developed a public health education campaign targeting geographic areas and demographic segments that have not been responsive to traditional outreach efforts. The July campaign promoted COVID-19 vaccination through banners and an audio recording of the JHM COVID-19 Call Center number so community members could schedule vaccine appointments at an area mobile site.



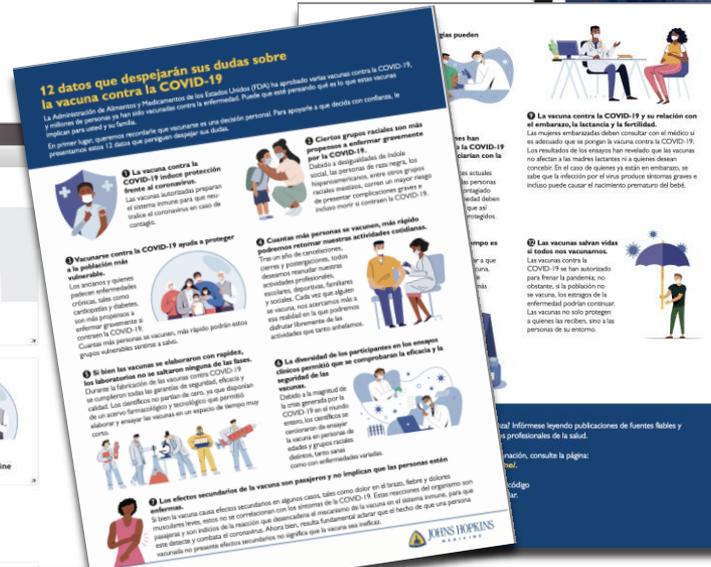
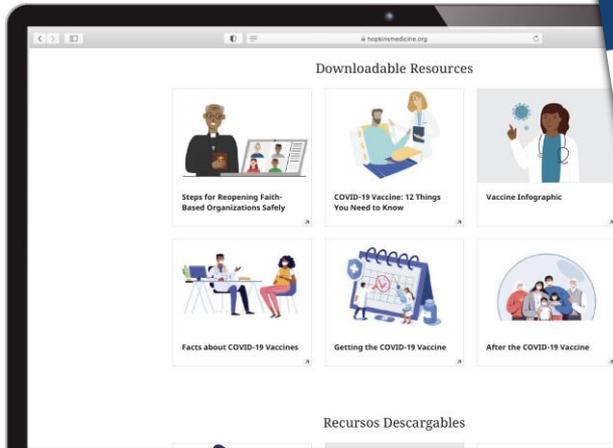
Educational Outreach

Development of a Website, Community Education Materials & Toolkit

The Equity for COVID-19 Vaccines and Care website was developed to educate staff members and the public about the work Johns Hopkins Medicine has been doing with the community to address the devastating health disparities exacerbated by the coronavirus pandemic. It included the creation of several education materials and a community education toolkit.

The site contains a **Toolkit for Community Organizations** (in English and Spanish) with printable PDF files on the following topics:

- [COVID-19 Vaccine: 12 Things You Need to Know](#)
- [Vaccine Infographic](#)
- [Facts about COVID-19 Vaccines](#)
- [Getting the COVID-19 Vaccine](#)
- [After the COVID-19 Vaccine](#)
- [Safe Church Reopening](#)



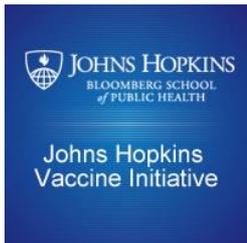
The site includes videos discussing COVID-19 disparities, the COVID-19 vaccines, and demographics of the COVID-19 vaccine trials

Educational Outreach

Community Town Hall Events

In January 2021, Johns Hopkins hosted [a community town hall event featuring viral immunologist Kizzmekia Corbett](#), who spoke in detail to more than 1,400 attendees from across Baltimore and around the globe including: Canada, Colombia, Ethiopia, Kenya, Republic of Korea, Nigeria, South Africa, and United Arab Emirates, about the process she and her team at the National Institute of Allergy and Infectious Diseases went through to develop and test the Moderna COVID-19 vaccine (mRNA-1273).

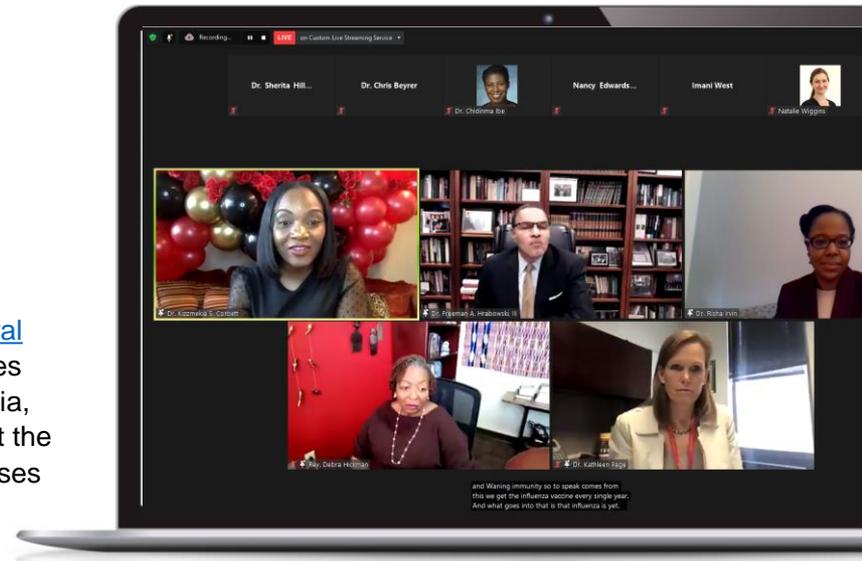
This event was co-sponsored by:



Johns Hopkins Medicine Office of Diversity, Inclusion, and Health Equity

Johns Hopkins Medicine experts also participated in several outside events to educate the community (March through June 2021)

- Housing Up
- Jai Medical Centers
- Enoch Pratt Free Library
- Jamil-ul-Jalil Islamic organization
- Spring Grove Hospital Center
- Eckerd College
- Centene Corporation, Superior Health Plan
- Carnegie Science Center



Baltimore City/Johns Hopkins Medical Religious Partnership

Press Conference and Media Coverage

The Mayor's Office of Neighborhoods, Baltimore City Health Department and Johns Hopkins Medicine and University [entered into a collaboration](#) to advise houses of worship of all faiths on strategies to safely reopen as coronavirus-related guidance evolved.



On April 26 a press event featuring Sherita Golden, Panagis Galiatsatos, Mayor Brandon Scott, Commissioner Letitia Dzirasa and Bishop James Nelson, was held resulting in the media coverage on the right.



Baltimore City and Johns Hopkins will advise churches on how to reopen safely during COVID-19

WMAR-TV
[Baltimore City and Johns Hopkins Medicine advise churches on how to reopen safely during COVID-19](#)



WJZ-TV
[Johns Hopkins To Help Baltimore's Houses Of Worship Reopen Safely](#)



Fox45
[Mayor Scott, Johns Hopkins University Announce Partnership For Safe Church Reopening](#)

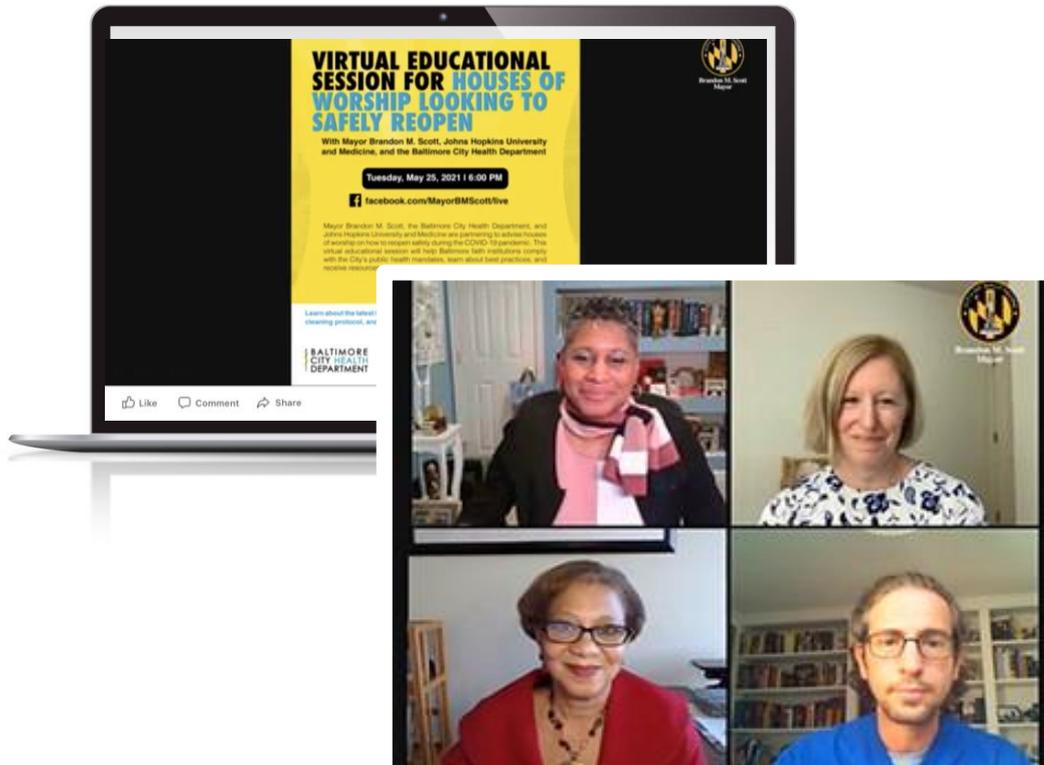


The Baltimore Sun
[Baltimore City Health Department, Johns Hopkins to offer COVID guidance for houses of worship](#)

Baltimore City/Johns Hopkins Medical-Religious Partnership

Education Event

As part of the medical-religious collaboration, a virtual event guiding faith-based organizations to reopen safely was held May 25. It had the largest turnout of any that the Scott administration had hosted at the time. Lisa Maragakis, Lisa Cooper, Panagis Galiatsatos, and Sherita Golden served on the panel during this event.



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COVID-19 Story Tip: Be Your Brother's Keeper: Steps for faith-based communities to reopen safely

06/16/2021



Faith-based communities should work together to follow steps for reopening safely. Credit: Getty Images

Share Fast Facts

[CLICK TO TWEET](#)

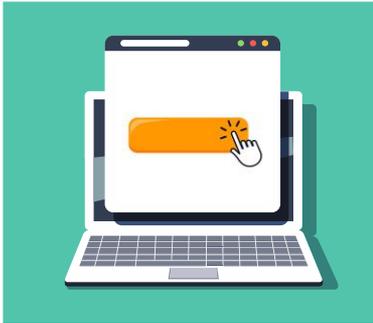
"Be your brother's keeper." Top #COVID19 experts @LisaCooperMD, @panagis21, @GoldenSherita and Lisa Maragakis outline steps for faith-based communities to reopen safely.

In 2020, COVID-19 placed an abrupt halt to in-person religious gatherings, shuttering churches, mosques, temples and other places of worship. As the world inches toward reopening facilities and loosening restrictions on indoor and outdoor gatherings, religious leaders and infectious disease experts at Johns Hopkins Medicine are collaborating with Baltimore's Mayor Brandon M. Scott and the Baltimore City Health



Baltimore City/Johns Hopkins Medical Religious Partnership

Pilot Program Workflow and Engagement Process



Website and Sign-up Process

The Baltimore City Mayor's Office created a web form where interested faith organizations could sign up to participate in the pilot program. The website link was shared with community organizations and Baltimore City faith groups and promoted through internal Johns Hopkins communications channels.

mayor.baltimorecity.gov/walkthroughsignup

Faith Organization Selection process

Twenty houses of worship (approximately five from each quadrant of the city) were selected to participate in the pilot program. Factors including order of sign up, projected reopening date, size and current level of COVID-19 preparation were used to make selections.

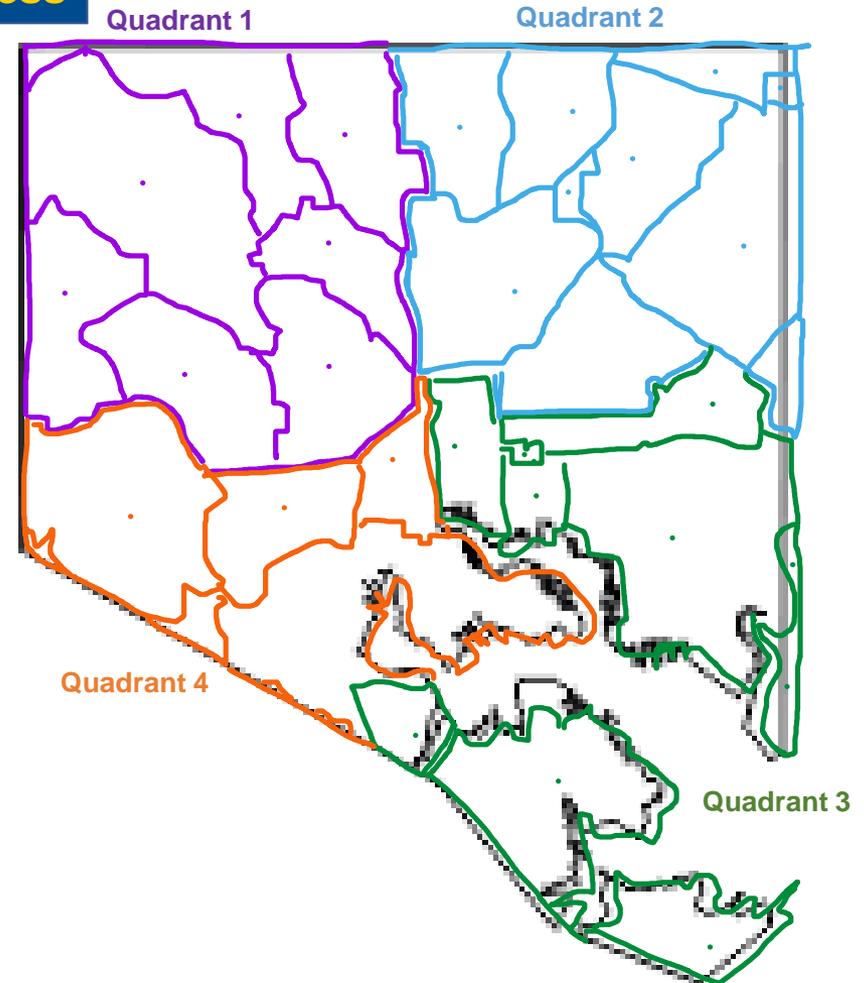
Each city quadrant is defined in accordance with the following ZIP codes:

Quadrant 1: 21208, 21209, 21215, 21207, 21216, 21217, 21210, 21211

Quadrant 2: 21212, 21239, 21234, 21236, 21251, 21214, 21206, 21218, 21213, 21237

Quadrant 3: 21202, 21287, 21231, 21224, 21222, 21225, 21226

Quadrant 4: 21229, 21223, 21201, 21228, 21227, 21230, 21225



Baltimore City/Johns Hopkins Medical-Religious Partnership

Houses of Worship Served

As of Sept. 20, 2021, the medical religious partnership has served nine places of worship in Baltimore City:

1. Muslim Community Cultural Center of Baltimore
2. Rebirth Tabernacles of Glory
3. Union Baptist Church
4. The New Metropolitan Baptist Church
5. Providence Baptist Church
6. Greater Gethsemane Ministries
7. Ray of Hope Baptist Church
8. Israel Baptist Church of Baltimore City
9. The Seed Church



Baltimore City/Johns Hopkins Medical Religious Partnership

Workgroup

A workgroup consisting of the following individuals was created to oversee the partnership and coordinate with Baltimore City throughout the process.

The workgroup meets weekly and is led and managed by **Nondie Hemphill** and **Jeanne Hitchcock**.

- **Sherita Hill Golden**, vice president and chief diversity officer, professor of medicine, JHM
- **Jeanne Hitchcock**, interim vice president, government and community affairs, JHU/JHM
- **Lisa Maragakis**, senior director of infection prevention, associate professor of medicine, JHM
- **Lisa Cooper**, director, Urban Health Institute, Bloomberg Distinguished Professor, JHU
- **Panagis Galiatsatos**, co-director, Medicine for the Greater Good and assistant professor of medicine, JHU
- **Nancy Molello**, program director-operations and strategic initiatives, Johns Hopkins Center for Health Equity
- **Katie O'Connor**, faculty, Departments of Anesthesiology & Critical Care Medicine and Emergency Medicine
- **Selwyn Ray**, director, community affairs, Johns Hopkins Bayview Medical Center
- **Nondie Hemphill**, associate director, government and community affairs
- **Chrystal Green**, associate director, East Baltimore Community Affairs
- **The Rev. William Johnson**, community chaplain, Johns Hopkins Bayview
- **Kimberly Monson**, community program coordinator, Johns Hopkins Bayview
- **James Biernatowski**, administrative specialist



Jeanne Hitchcock
(GCA)



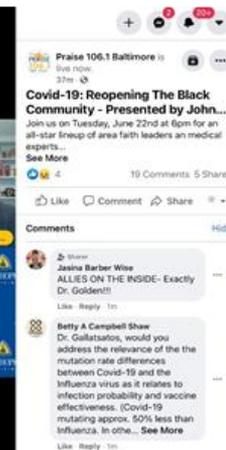
Nondie Hemphill
(GCA)

Connecting with Multicultural Audiences Through Collaboration with Black Media

UrbanOne Radio Event

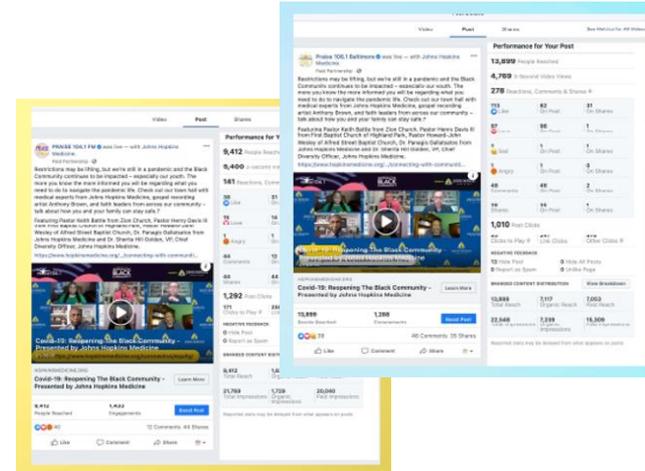
On June 22, we held a free, [virtual community conversation](#) about safely reopening the Black community in collaboration with UrbanOne Radio, one of the nation's top urban radio networks, on Praise DC 104.1 and Praise Baltimore 106.1's Facebook pages. The event included the following speakers:

- **Cheryl Jackson**, midday host of UrbanOne's Praise Baltimore and Praise DC
- **Sherita Hill Golden**, vice president, chief diversity officer, Johns Hopkins Medicine
- **Panagis Galitsatos**, co-founder, Medicine for the Greater Good, Johns Hopkins Medicine
- **Anthony Brown**, gospel recording artist
- **The Rev. Keith Battle**, founder and senior pastor, Zion Church
- **The Rev. Dr. Howard-John Wesley**, senior pastor, Alfred Street Baptist Church
- **Henry Davis III**, pastor, First Baptist Church of Highland Park



Connecting with Multicultural Audiences Through Collaboration with Black Media

UrbanOne Radio Event: Viewership Statistics



	 Reach	 Impressions	 Engagements	 Comments	 Shares	 YouTube Views	 Video Views	 Total Views
DC Praise 104.1 	9,412	21,769	53	44	44	306	5,400	5,706
Baltimore Praise 104.1 	13,899	22,548	194	48	36	143	69	4,912

TOTAL REACH: 23,311

Connecting with Multicultural Audiences Through Collaboration with Black Media

AFRO Event

Johns Hopkins Medicine hosted a free vaccine education event that aired July 13 from 6–7 p.m. on The Afro's Facebook page. The event was a light and entertaining discussion dispelling common and not-so-common misinformation about the COVID-19 vaccines, the pandemic and the disease. It included musical selections, person-on-the-street interviews, comedic presentations and factual information.



SAVE THE DATE

Musical Selections by Dudley Stevenson

Relax! Tru Facts on the Vax

A light discussion dispelling vaccine misinformation with music and live "man on the street" interviews

Tuesday July 13th 6 PM via  **LIVE** @AfroAmericanNews

Hosted by **AFRO NEWS** Presented by  **PRIORITY PARTNERS**  **JOHNS HOPKINS MEDICINE**

 Dana & MPECKABLE Peck Digital Solutions Baltimore	 Jay Brooks Comedian aka Tozid B Happin	 Dr. Kyode Williams Medical Director Priority Partners	 Dr. Panagis Galiatsatos Medicine for the Greater Good Johns Hopkins Medicine	 Dr. Sherita Hill Golden Chief Diversity Officer Johns Hopkins Medicine
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The event featured pre-recorded segments from:

- Dana and MPECKABLE Peck, the AFRO event hosts
- Dudley Stevenson, singer, songwriter and producer
- [Frances Toni Draper](#), chairman of the board and publisher of the *AFRO American Newspapers*
- Jay Brooks – comedian
- [Sherita Golden](#), vice president and chief diversity officer, Johns Hopkins Medicine
- [Brandon M. Scott](#), mayor, Baltimore City
- [Panagis Galiatsatos](#), co-founder, Medicine for the Greater Good, Johns Hopkins Medicine
- [Karsonya "Kaye" Wise Whitehead](#), American author and associate professor of communication, African and African American Studies at Loyola University Maryland
- [David Kwabena Wilson](#), president of Morgan State University
- [Sisqó](#) – American singer, songwriter, dancer, record producer, actor and member of famed music group Dru Hill
- [Kayode Ayodele Williams](#), medical director, Priority Partners

Connecting with Multicultural Audiences Through Collaboration with Black Media

AFRO Event: Viewership Statistics

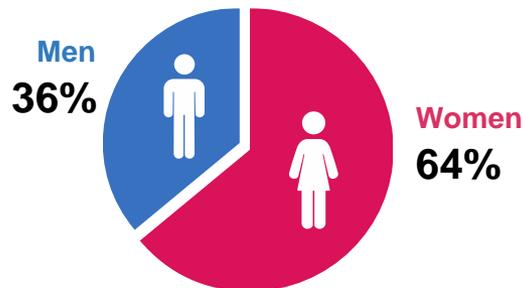


PRE-EVENT PROMOTION REACH

47,616

FACEBOOK LIVE REACH JULY 13

19.3K



FACEBOOK LIVE RE-BROADCAST REACH JULY 15
1.3K

FACEBOOK LIVE RE-BROADCAST REACH JULY 18
756



Total reach: 21,356



Total impression: 21,447



Engagement: 344



Comments: 126



Shares: 79

Connecting with Multicultural Audiences Through Collaboration with Latino/Hispanic Media

El Tiempo Latino

Johns Hopkins Medicine partnered with *El Tiempo Latino* (ETL) — the largest Spanish-language newspaper in the Baltimore/Washington, D.C. region — to host a one-hour Facebook Live to reach the Spanish-speaking public about the impact of COVID-19 in their communities. The event provided information about COVID-19, the variants, the importance of vaccination and the impact of the pandemic on the workforce; tips for employers to better serve the health care needs of their employees; and ways to fight misinformation from social and traditional media. The event was hosted on the ETL Facebook page on Sept. 15, 2021, at 5 p.m., the first day of Hispanic Heritage Month, giving us a platform to promote the event and allowing us to better connect with Latino audiences.

Moderator & Panelists:

- Moderator:
 - **Ricardo Sánchez-Silva**, senior editor and reporter, *El Tiempo Latino* newspaper
- Panelists:
 - **Inez Stewart**, senior vice president, human resources, Johns Hopkins Medicine
 - **Kathleen Page**, associate professor of medicine, the Johns Hopkins University School of Medicine
 - **Sara Suarez**, Emmy award-winning news director of Noticias Univision in Washington, D.C., and New England



Connecting with Multicultural Audiences Through Collaboration with Latino/Hispanic Media

El Tiempo Latino: Viewer Statistics

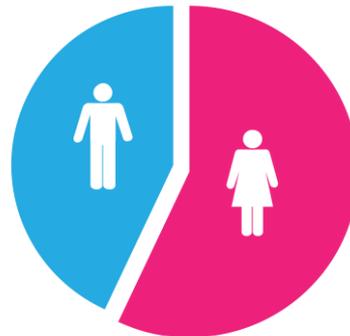


PRE-EVENT PROMOTION REACH

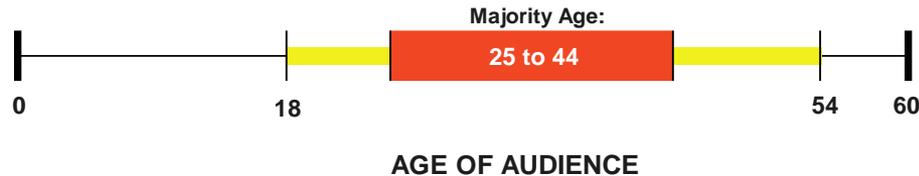
89,510

Pre-promotion reach included a print ad in the *El Tiempo Latino* newspaper, as well as Facebook posts and ads to generate engagement with the Live.

Men
43%



Women
57%



Shares: 205

For the post-promotion, three short clips were edited from the Live and posted separately on the ETL Facebook page so more people could engage with the content.

FINAL REACH 131.2K

Bringing Vaccines to the Community

Mobile Vaccine Clinics in Maryland and Washington, D.C.

Over the past nine months (through Oct. 18, 2021), Johns Hopkins Medicine has hosted more than 280 vaccination clinics throughout Maryland and D.C. in collaboration with community organizations from across the region. Vaccines, supplies and staff were brought on-site to locations in vulnerable communities through close coordination with local health departments and the state. This effort included extensive outreach and education before and during clinics and led to an increase in vaccinations across the region.

Mobile clinics were brought to:

- Senior housing facilities
- Recreation centers
- Shopping centers
- Community events
- Schools



26,205

Doses administered in Maryland and D.C. via community-based efforts.



90%

of individuals vaccinated at mobile clinics identify as minorities or people of color.

Youth Outreach and Education

The HeartSmiles Project

HeartSmiles is a non-profit organization founded in 2015 by Joni Holifield, with the goal of providing enrichment and leadership development opportunities to youth from underserved communities in Baltimore. The youth engaged in this dynamic organization are referred to as “HeartBeats.”

In January 2021, Sherita Golden, Johns Hopkins Medicine’s vice president and chief diversity officer, met with a group of HeartBeats and was inspired by their talent, enthusiasm and creativity.

This led to the formation of a project partnership between HeartSmiles and Johns Hopkins Medicine’s Office of Diversity, Inclusion and Health Equity, with leadership from Maya Venkataramani, who established the goal of engaging the HeartBeats in developing youth-focused educational messaging around COVID-19.

The Heartbeats



Joni Holifield
Founder



Maya Venkataramani
JHM Lead



**Jima Chester, one
of the Heartbeats**

Youth Outreach and Education

The HeartBeats Project Graphics

The HeartBeats have developed COVID-19 educational graphics and videos targeted at youth. They also met with the COVID-19 Community Education Task Force to provide their insight and guidance on youth-focused outreach and messaging around COVID-19 vaccines.



APPENDIX

Report Appendix

Performance Definitions



Reach

Total number of people who see your content



Engagement

When a user shares, likes, loves, comments or reacts to a post or content



Impressions

Number of times your content is displayed in someone's feed (doesn't truly indicate the number of people who saw the content)



Ad service clicks

Number of times followers click on the digital ad content



Click-through-rate (also referred to as "click-thru" rate)

Number of people who clicked on a link shared in the content/post



Video views/Views

Number of people who viewed the content for a required amount of time (For some platforms, a view is counted if someone watched the video for three seconds, while other platforms count a view as someone who has watched the first 10-30 seconds of a video)



Comment

People who commented on a post



Shares

Number of people who shared the content with their followers



Ad views

Number of people who saw an ad or set of ads from a company



YouTube views

People who watched the YouTube version of the stream

Report Appendix

Medical-Religious Partnership Overview

The tradition of gathering in person to worship is at the core of many religions and, as a result, houses of worship were dramatically affected by the COVID-19 pandemic. As many houses of worship began to consider reopening, Johns Hopkins, Mayor Scott and the City of Baltimore sought ways to make sure these valued institutions were given the resources to safely return to worship.

In early April, Marvin James, Mayor Scott's senior advisor and director of faith outreach, contacted the Johns Hopkins Office of Government and Community Affairs seeking a partnership that would provide faith-based organizations with guidance about how to safely reopen in the context of COVID-19. There was urgent need for such a partnership as the city had been [receiving resistance from certain houses of worship](#) regarding adherence to COVID-related executive orders and public health mandates.

As a result, the Baltimore City/Johns Hopkins Medical-Religious Partnership was formed and [formally announced](#) on April 22, 2021. The partnership consists of two parts:



Virtual Session



Pilot Program

Report Appendix

Medical Religious Partnership Operations



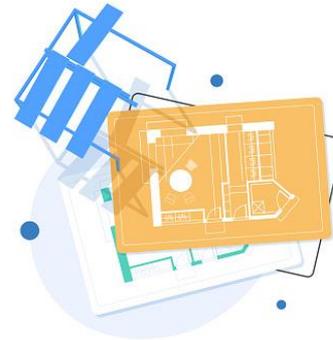
Initial outreach

An initial communications was sent to those who signed up. Potential dates and times for the walk-through were determined at this stage.



Scheduling

A date that worked for both for the volunteers and the faith organization was scheduled.



Site visit

The site visit involved two people, a clinician and another individual to provide note-taking and social support.



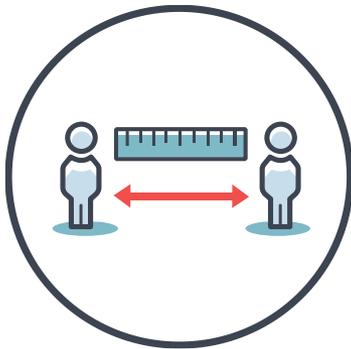
Follow-up calls

A series of follow-up calls were made to ensure there were no additional questions and to strengthen relationships with the faith organization.

Report Appendix

Medical-Religious Partnership Messaging

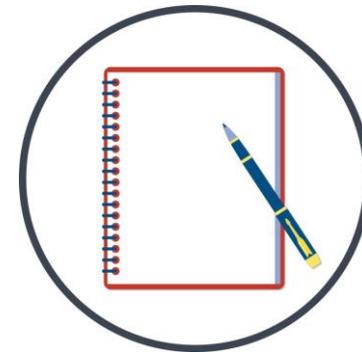
Faith organizations were expressing frustration and fatigue at the confusing and often contradictory COVID-19 messaging being reported in the media. The guidance provided by Johns Hopkins experts during the collaboration's site visits provided much needed clarity and personalized guidance that helped better prepare faith organizations to safely reopen. Key messages that were shared include:



Masking and physical distancing guidance



The importance of preparing and rehearsing a plan for if a member of the faith organization were to contract COVID-19



Enabling contact tracing by having members sign in upon entering of the faith organization