

WE GOT US

IMPACT SNAPSHOT

APRIL 2021



Empowering our communities with information about medical racism, COVID-19, and the vaccines through education, activism, and research.

Impact Overview

January – April 2021

Ever since we started our journey in January 2021, our mission has been clear:

- Bring accurate science information to our community in an accessible way
- Provide PPE and sanitizing materials for community members to protect themselves
- Partner with community influencers to end this pandemic together

As we continue to move forward, we will always ensure that our efforts are community-driven, relevant, and effective.

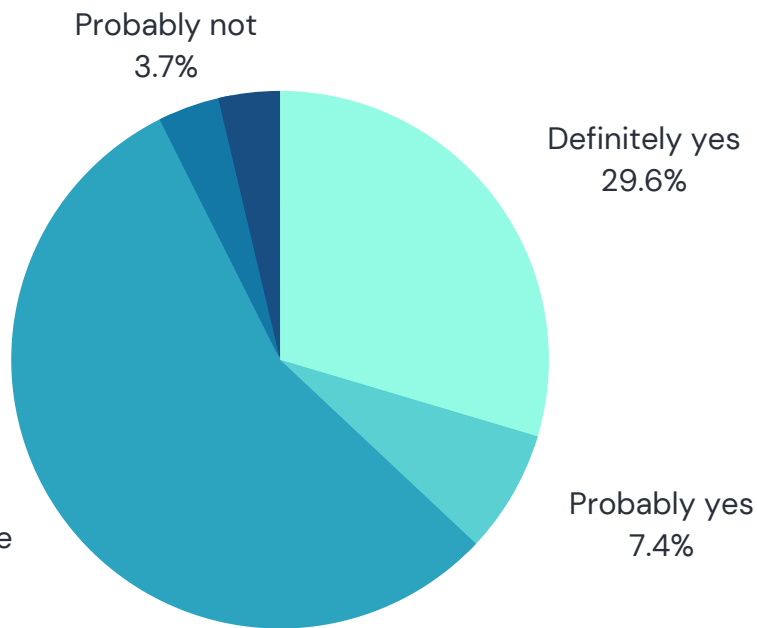
In the table below, you can find a summary of our progress from January to April. The proceeding pages will delve into what we did during the month of April.

INITIATIVES	SUMMARY	OUTCOMES
Empowerment Sessions	Community-relevant Zoom conversations about Covid-19	<ul style="list-style-type: none">• 250+ community members reached• 8 sessions ran
Youth Engagement	Youth-centered and run programming and Empowerment sessions	<ul style="list-style-type: none">• 300+ youth and adults reached• 6 sessions ran
Community Outreach	Canvassing, Door knocking, and appointment registration assistance	<ul style="list-style-type: none">• 100+ community members impacted• 97 appointments made
Research	Impact and community need assessment	<ul style="list-style-type: none">• 4 Research projects initiated• 100+ surveys analyzed
Social Media	Event, information, and peer organization promotion	<ul style="list-style-type: none">• 890+ followers across our 3 platforms

Empowerment Sessions

Do you think COVID-19 vaccines are safe?

We sought to understand barriers to vaccine access and acceptance in our community.



56%

Responded
"May or may not be"

30%

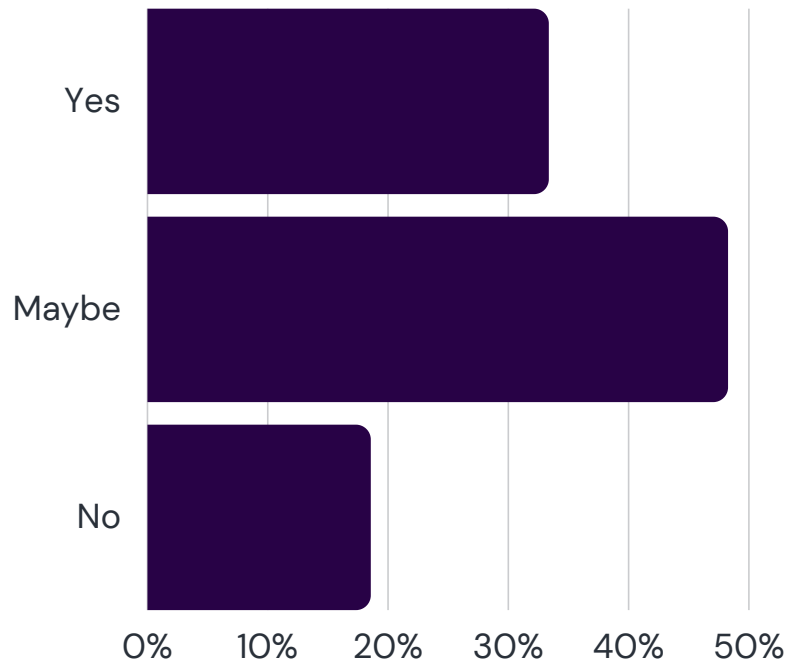
Responded
"Definitely yes"

7%

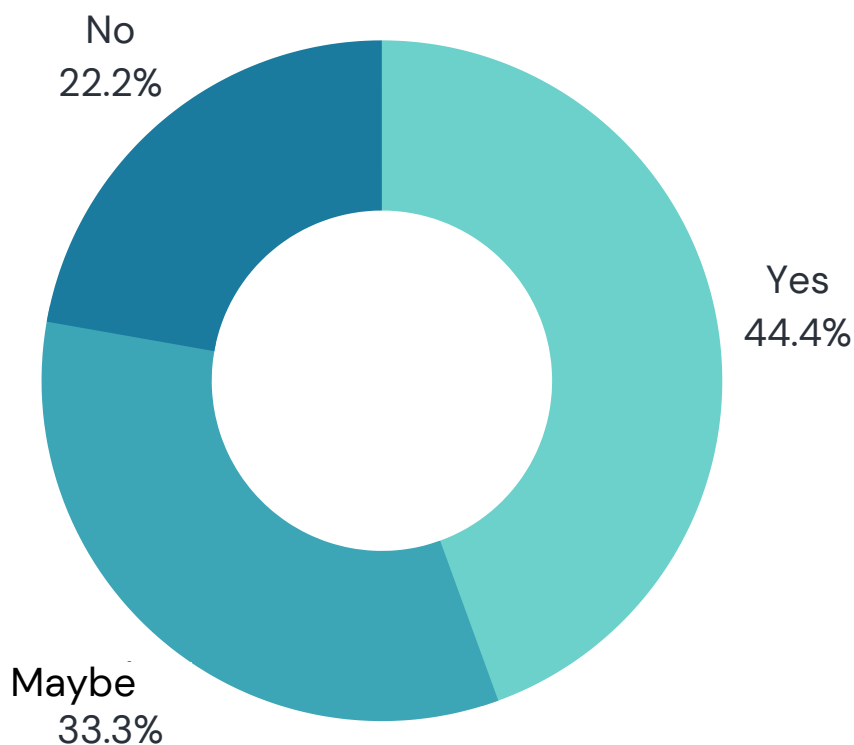
Responded
"Probably yes"

Our empowerment sessions provide an opportunity for communities to learn more about medical racism, Covid-19, and the vaccines. Our goal is to empower people to take charge of their health and safety. We run pre-and post-surveys to acquire relevant data about community sentiments about the vaccine. In the graphs listed, you can see the results of analyses of this data.

Do you think the vaccines are effective at protecting you from getting sick?

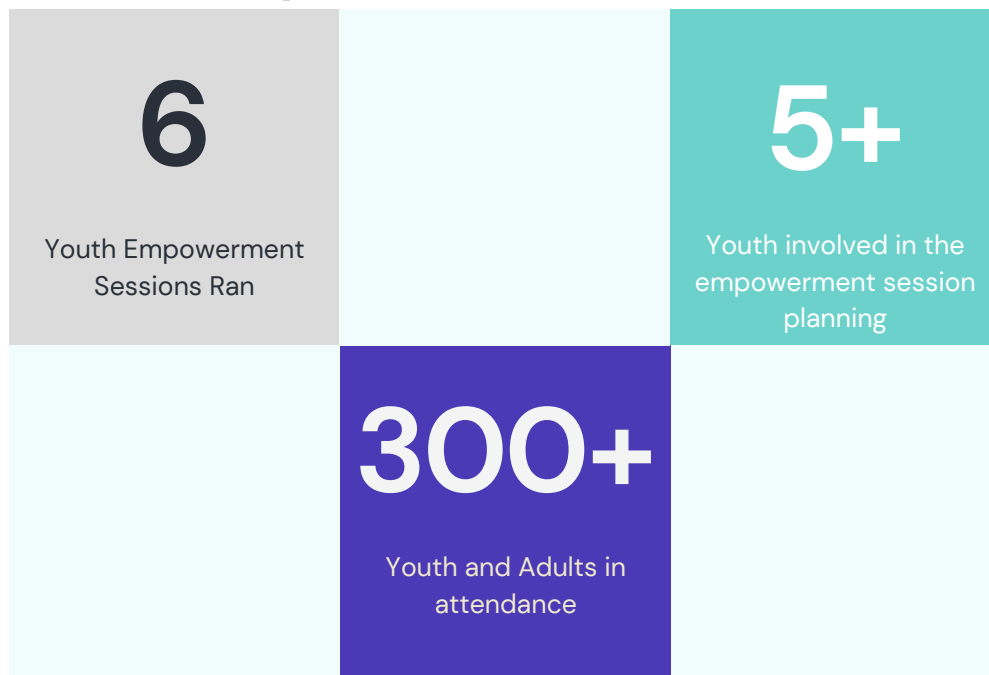


Do you think the vaccines are effective at protecting others from getting sick?



Empower the Youth

April Youth Events



In addition to hosting empowerment sessions geared towards the general public, we also recognize that teenagers and young adults are often excluded from the conversations about Covid-19 and the vaccines. Not only do we believe that **everyone** should get access to relevant information about Covid-19, but gearing our programming towards youth has many key benefits:

- Youth often serve as links between the community and their parents, making them invaluable conduits of information about the Covid-19 vaccines for their households
- No one can influence youth better than other youth. By empowering them to speak with their peers about Covid-19 using scientifically accurate information, we can stop misinformation before it begins
- Most youth will (likely) have to get vaccinated. As of May 11th, 2021, the Pfizer vaccine was made available for children aged 12-15. They too, deserve information on the vaccine. In providing it, we teach them how to be advocates for their health as they approach adulthood.

Community Engagement

Our Mission

The community engagement team has paved the way for our connectedness with local communities and residents. As our mission is to provide community-focused programming, we have decided to focus our outreach efforts where the need is greatest: access to vaccine clinics and vaccine appointment registration, PPE, and information.

Working towards these goals, we have done:

- Partnered with the Anna M. Cole COVID-19 testing site in Jamaica Plain to hand out COVID-19 information, PPE, and vaccine appointments (hosted at the Reggie Lewis Center) on a weekly basis
- Partnered with Housing=Health to organize canvassing and door-knocking events to help provide people with information and PPE
- Partnered with 24HrPower to host a fun family event and moderated conversation about the Covid-19 vaccine, provided vaccine registration assistance for interested individuals, and uplifted community spirits.

Our Success

This month, there were...

- **97** Vaccine appointments made
- **132** doors knocked and **64** doors answered
- **15+** masks and brochures distributed
- **2** new communities reached

Research

In order to ensure that our efforts are effective at addressing the needs of the community, our goals have been to:

- Understand barriers to Covid-19 vaccine access among black individuals in Massachusetts
- Document the effectiveness of We Got Us initiated programming
- Provide useful insights into the main community concerns

To that end, we have supported or initiated the four research projects described below.

1

Vaccine Accessibility and Acceptance among Black Congregation Members

Purpose:

- Understand Barriers to Vaccine Access
- Understand what Information would encourage people to take the vaccine
- Provide actionable steps relevant public health stakeholders

This project is a collaboration with Dr. Wayne Altman (Tufts) and Rev. Gloria Hammond (Bethel AME)

2

Focus Groups for Healthcare Providers

Purpose:

- Elevate the voices of Black Healthcare providers to understand how we should better support them throughout the pandemic
- Inform our messaging and provide useful insight about barriers to vaccine access for healthcare workers

3

Empowerment session Randomized Controlled Trial

Purpose:

- Evaluate the effectiveness of our Empowerment Sessions
- Understand trends in vaccine concerns across time and locations
- Gain information on how to modify our empowerment session information and/or approach

This project is a collaboration with the Children's Services of Roxbury.

4







Empowerment session Pre/Post Survey Assessment and Community Event Evaluation

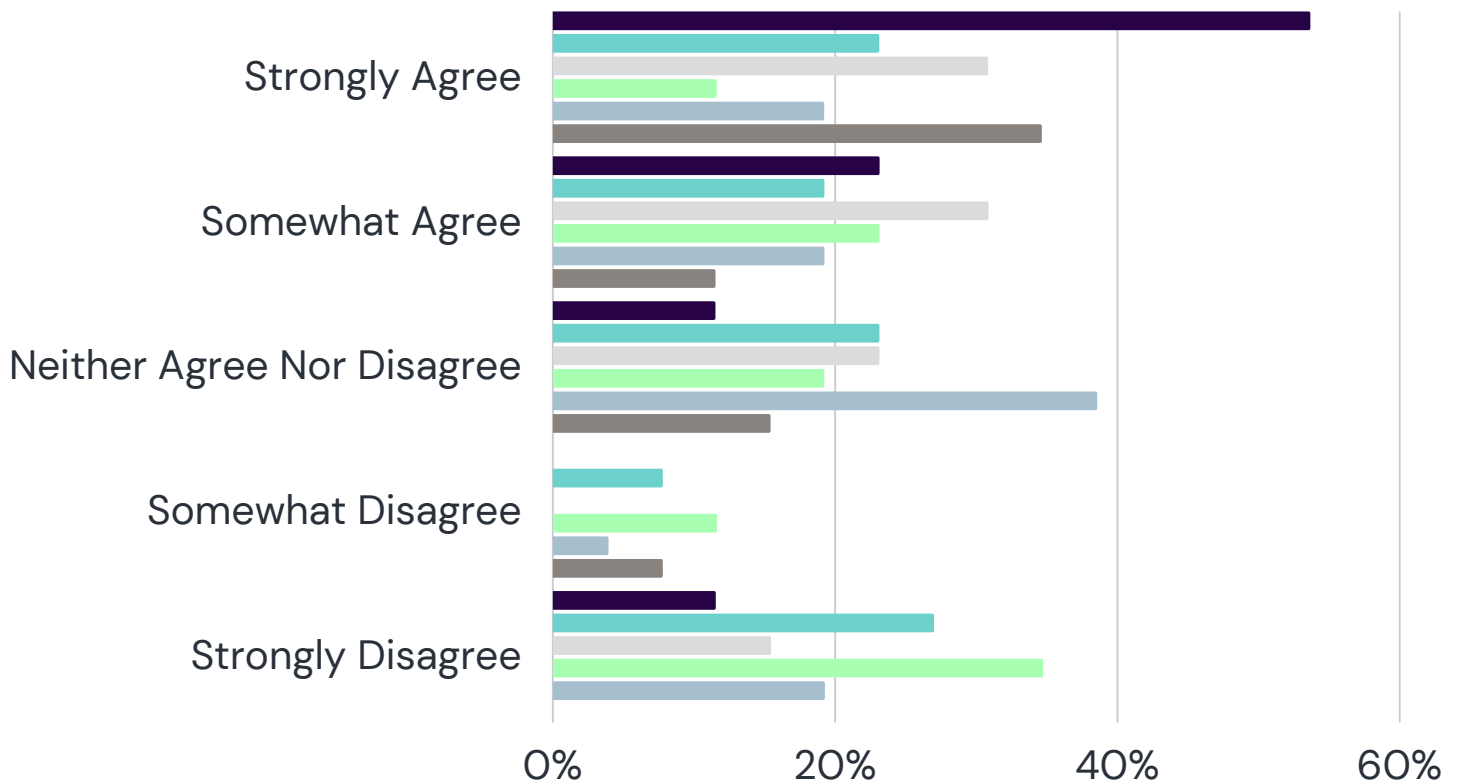
Purpose:

Assess the impact of these empowerment sessions on an individual's

- Comfort with getting the vaccine
- Knowledge about the Covid-19 vaccine and how it works
- Probability of registering to get vaccinated, and
- Probability of ultimately getting vaccinated

In order to guide our future work, we asked participants from our empowerment sessions to indicate how much they agreed or disagreed with the following statements:

-  I want more information on how the COVID-19 vaccines work
-  I am concerned that the COVID-19 mRNA vaccines can alter my DNA
-  I am concerned that the vaccine will have long-term side effects
-  I am concerned that the vaccine side effects will prevent me from going to work/continuing my daily activities
-  I am concerned about the non-genetic components of the vaccine
-  I don't want to be first in line for the vaccine because I don't know how it affects you long-term

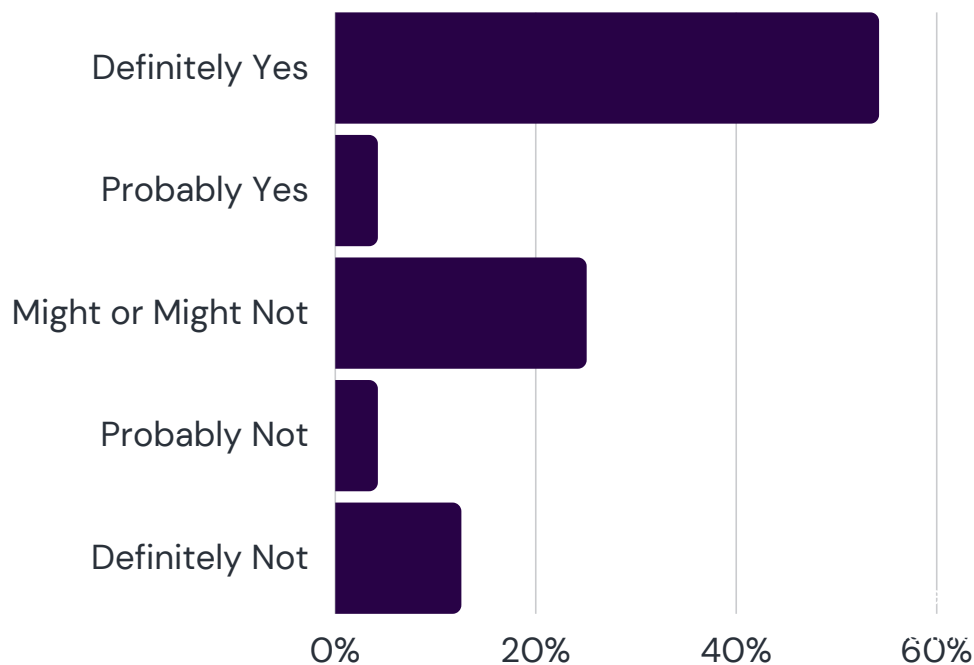


The Key Question: Assessing Vaccine Acceptance

Much of the narrative around vaccinations in communities of color has been one focusing on the idea of "vaccine hesitancy," which suggests that low vaccination rates in these communities are driven by lack of interest.

However, we know that barriers to access also play a significant role in the low vaccination rates we see. That said, we wanted to quantify the level of vaccine interest and acceptance among individuals who attended our empowerment sessions and received a very promising response.

If offered the Covid-19 vaccine, would you take it?



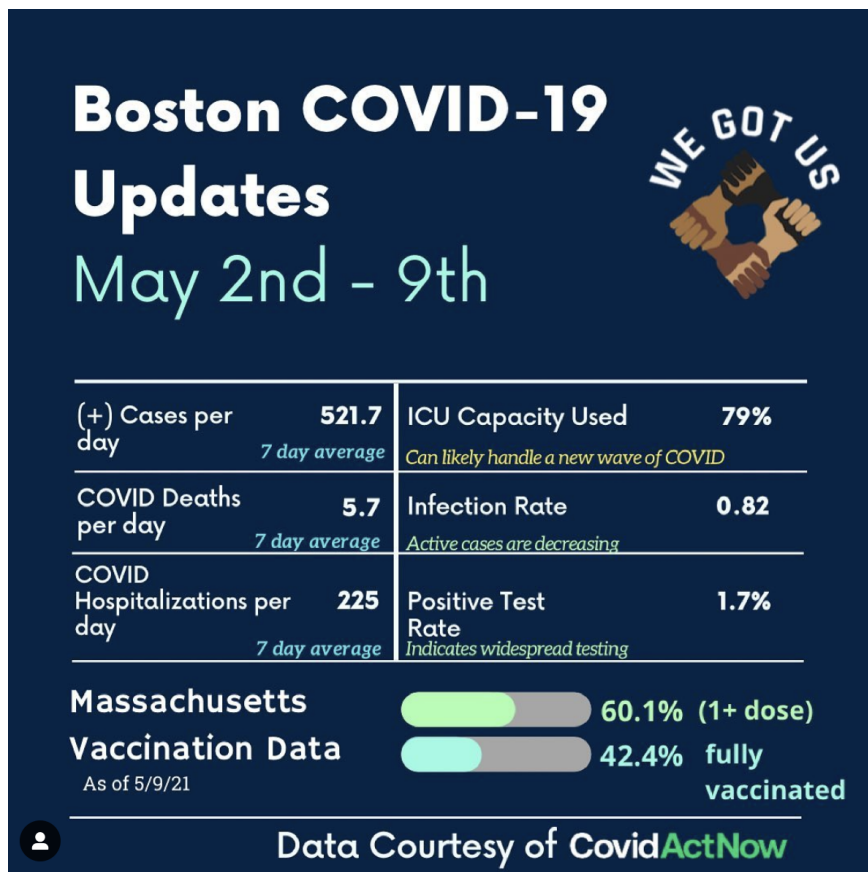
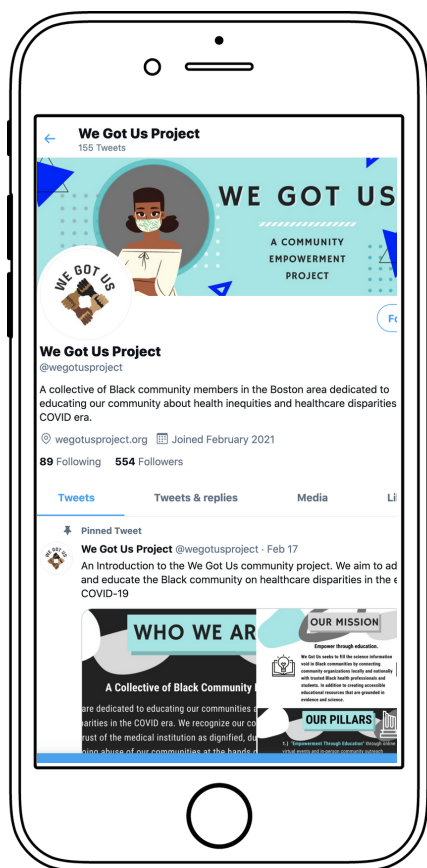
Key Insights

- People are more concerned about long term side effects than they are short term side effects
- Vaccine efficacy and the non-genetic components of the vaccine are significant concerns
- Despite concerns, a majority of people want to get the Covid-19 vaccine

That said, we need to continue to provide our communities with:

- Accurate information about how the Covid-19 vaccines work
- Truthful insights about the safety of the vaccines
- Ways to access vaccination sites and obtain appointments

Social Media and Outreach



Social media has played a crucial role in connecting with our partners and our community.

In addition to growing our online presence (890+ followers) and promoting relevant information, opportunities, and community events, we have partnered with CovidActNow to provide data-driven weekly updates on the Covid-19 burden and vaccination rates in Massachusetts.

We thank you for supporting We Got Us.

Community Empowerment happens
together.

Our current partners

- Anna M. Cole Covid Testing Site
- Bethel AME Church
- Boston Public Health Commission
- Black Boston Covid-19 Coalition
- CARE Research Institute at MGH
- Covid Act Now
- Diva Docs Boston
- Get Out The Vaccine
- Greater Brockton Health Alliance
- Housing Equals Health
- Massachusetts Medical Society
- Massachusetts General Hospital
- Reggie Lewis Center
- St. John Missionary Baptist Church
- The Miller Center for Interreligious Learning & Leadership
- The Old Colony YMCP
- The Brockton City Council
- The Family Van
- The Kraft Center for Community Health
- 24 Hour Power

We Got Us
wegotusproject.org
[@wegotusproject](https://www.instagram.com/wegotusproject)

