

Vaccinate the Great Lakes State

Protect Michigan Commission Update

June 18, 2021

Purpose

- Leverage the relationships and community-based knowledge of local United Ways as 'Vaccine Hubs' to mobilize grass-roots organizations and associations, addressing vaccine hesitancy and increasing vaccination rates for people who are under-represented or marginalized.
- Target communities were selected using the following data points:
 - Households below the ALICE threshold
 - CDC Social Vulnerability Index (SVI)
 - Percentage of households with no vehicle
 - Percentage Population who speak English less than 'very well'
 - Percentage of households with no computer, or computer with no internet
 - Ratio of county population to primary care providers

United Way Hubs Serve 20 Target Counties

- Calhoun
- Genesee
- Ionia
- Ingham
- Isabella
- Jackson
- Kalamazoo
- Kent
- Lenawee
- Macomb
- Montcalm
- Muskegon
- Oakland
- Ottawa
- Saginaw
- St. Clair
- St. Joseph
- Van Buren
- Washtenaw
- Wayne

Strategy

- MAUW will provide grants to local United Ways serving as “Vaccine Hubs” in 20 counties. MAUW will provide training and technical assistance to United Ways and will engage in a targeted information and outreach campaign to address vaccine hesitancy.
- Local United Ways make sub-grants to organizations for the purpose of minimizing vaccine hesitancy and making vaccinations more accessible. As Vaccine Hubs, United Ways will serve as a central information source and locus of collaboration.
- Sub-Grantees will be rooted in local communities as a trusted source, and will actively provide information and encouragement for residents to get vaccinated.

Sample Activities

- Door to door canvassing
- Pop-up vaccine clinics in trusted spaces
- Addition of vaccine clinics to local events
- Promotion of free transportation and other benefits for those who wish to get vaccinated (child care, gift cards, etc)

Advisory Structure

- MAUW – Project Administration and Support
- Advisory Committee – state level partners, inform and collaborate
- Peer Learning Community (United Way Hub leaders) – informed practices, strategy and planning
- Local Advisory Councils – information, coordination and collaboration

The goal with all advisory committees is to include a diverse range of community representatives who have established trusting relationships within the community.

Funding

- MAUW will receive a \$2.5M grant from the state of Michigan (DHHS)
- MAUW, with state partners (CMF, MNA and others), will leverage an additional \$2.5M in match funds
- State of MI grant supports original round of local community grants
- Match funding will support three primary goals:
 - Provide additional funds to high-need communities
 - Extend the reach of the project by cultivating additional vaccine hubs
 - Expand the scope of evaluation to assess racial disparities, health equity, and systemic barriers to health care

Contact

Mike Larson

President and CEO

mike.larson@uwmich.org

p. 517-644-9808

Robin Lynn Grinnell

Project Manager

mauwprojects@uwmich.org

c. 989-292-0482