



# Town Hall Meeting: What Can You Do To Help Your Clients Fight the Variants?

Arkansas Community Engagement Alliance Against COVID-19

7/27/21

# Goals for Today

- COVID-19 moments.
- Describe the Door-to-Door campaign.
- Revisit how to apply for CEALFund.
- Reminder about the coalition survey.
- Get input on what organizations think should be done to reduce the impact of COVID-19.

# Purpose of the Coalition

- In the United States, COVID-19 has struck racially and ethnically diverse communities particularly hard.
- Although the nation has opened up, the fight is not over.
- There are over 2000 positive COVID-19 cases in Arkansas on any given day.
- Hundreds of COVID-19 adult and child patients in the hospital and/or on a ventilator.

# Purpose of the Coalition

- The National Institutes of Health has funded the Community Engagement Alliance Against COVID-19 (CEAL) Teams across the country to work closely with community leaders, business, and organizations to help the nation move out of the pandemic.
- Over the next year, Arkansas CEAL seeks to spread trustworthy and accurate information about COVID-19 and the vaccines to the hardest hit communities in Arkansas.



- Our **VISION** is to create a COVID-19 free state, where no one is left behind to suffer from the devastating effects of this infectious disease and its unintended consequences.

# Brief Update on COVID-19 variants

- Some variations allow the virus to spread more easily or make it **resistant to treatments or vaccines**.
- **B.1.1.7 (Alpha)**: This variant was first detected in the United States in December 2020. It was initially detected in the United Kingdom.
- **B.1.351 (Beta)**: This variant was first detected in the United States at the end of January 2021. It was initially detected in South Africa in December 2020.
- **P.1 (Gamma)**: This variant was first detected in the United States in January 2021. P.1 was initially identified in travelers from Brazil, who were tested during routine screening at an airport in Japan, in early January.
- **B.1.617.2 (Delta)**: This variant was first detected in the United States in March 2021. It was initially identified in India in December 2020.
- These variants seem to spread more easily and quickly than other variants, which may lead to more cases of COVID-19. An increase in the number of cases will put more strain on healthcare resources, lead to more hospitalizations, and potentially more deaths.

# Brief Update on COVID-19 variants

- [https://www.youtube.com/watch?v=Z391KqNX\\_tI](https://www.youtube.com/watch?v=Z391KqNX_tI)
- The delta variant is responsible for 86% of COVID-19 cases and is more contagious than other virus strains.
- Viruses want to live too!



# Updates on Cases

## COVID-19 Update July 26, 2021



### CASES

	Total	Change from yesterday
TOTAL CASES:	375,971	+621
TOTAL ACTIVE CASES:	14,627	-650
TOTAL DEATHS:	6,077	+23

### TESTING

	Total this month	Results yesterday
PCR:	136,450	3,247
ANTIGEN:	67,415	871

### VACCINATIONS

	Total	Change from yesterday
DOSES RECEIVED:	2,812,930	+0
DOSES GIVEN:	2,291,726	+3,594
PERCENT DOSES GIVEN:	81.50%	
INDIVIDUALS PARTIALLY IMMUNIZED:	280,029	+2,121
INDIVIDUALS FULLY IMMUNIZED:	1,046,302	+750

### TODAY'S NEW CASES

#### Counties with most new cases added today:

Pulaski	135
Washington	62
Benton	52

#### Active Cases by Type:

Correctional:	54
Community:	14,573

### HOSPITAL DATA

		Change from yesterday		
CURRENTLY HOSPITALIZED:	980	+61	EVER HOSPITALIZED:	18,185
CURRENTLY ON VENTILATORS:	172	-1	EVER ON VENTILATORS:	1,848

*\*All data are provisional and subject to change. Testing data reflects result date. Case data includes confirmed and probable cases and deaths. Cases and deaths may decrease if they are reclassified. The net change is shown. Vaccination numbers include the state and federal program. As more Arkansans are fully immunized, the number of partially immunized may decline from day to day.*

<https://www.healthy.arkansas.gov/>



# What is a Breakthrough Infection?

- A breakthrough infection is defined as someone who tested positive for the coronavirus that causes Covid-19 at least 14 days being fully vaccinated with either one dose of Johnson & Johnson or two doses of Pfizer and Moderna.



Door-to-Door Campaign: The COVID-19 Community Corps

# Purposes of the Door-to- Door Campaign

Build trust

Reduce misinformation

Increase protective behaviors

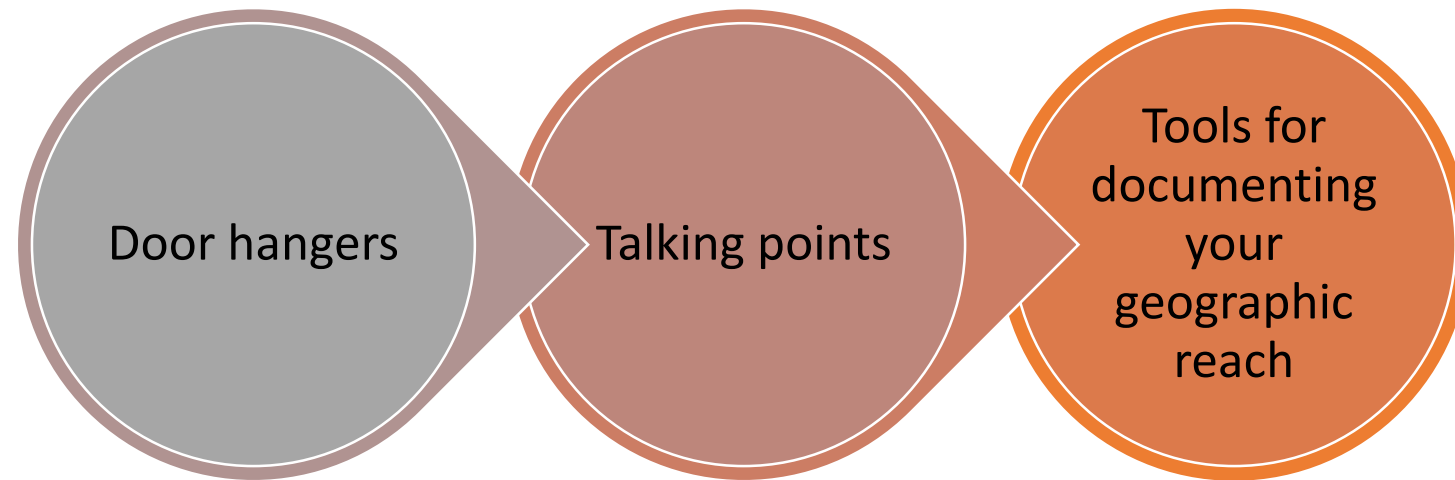
(e.g. masks, social distancing, handwashing, screening/testing, isolation, vaccination)

# Elements of the Door-to-Door Campaign

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# Elements of the Door-to-Door Campaign: Door Hanger Messages for Mask Wearing

## Message 1

**Please, wear a mask.**

Protect yourself, children under aged 12, your family, friends, co-workers, neighbors, and others from the COVID-19 variants.

# Elements of the Door-to-Door Campaign: Door Hanger Messages for Mask Wearing

## Message 2

**Don't risk it. Wear a mask.**

**Arkansas's hospitals are at full capacity because of  
COVID-19 patients.**

# Elements of the Door-to-Door Campaign: Door Hanger Messages for Mask Wearing

## Message 3

**You have the right to:**

- 1. Govern your health.**
- 2. Make decisions about your health.**
- 3. Suffer from COVID-19.**

**Do you want that right?**

**Wear a mask.**



# Elements of the Door-to-Door Campaign: Door Hanger Messages for Vaccinations

## Message 1

**Almost all of hospitalized COVID-19 patients have not been vaxed.**

**Ask them if they think it was worth it.**

**Consider it.....**

**Call:  
1-800-985-6030  
to find a vaccine  
in your area.**



# Elements of the Door-to-Door Campaign: Door Hanger Messages for Vaccinations

## Message 2

**Spread the facts about the Vax.  
COVID-19 vaccines do not have  
COVID-19 in them.**

**Consider it.....**

**Call:  
1-800-985-6030  
to find a vaccine  
in your area.**



# Elements of the Door-to-Door Campaign: Door Hanger Messages for Vaccinations

## Message 3

**Pregnant mothers with COVID-19 are at increased risk for being hospitalized.**

**Give your unborn baby a chance. Wear a mask and talk to your doctor about the Vax.**

**Call:  
1-800-985-6030  
to find a vaccine  
in your area.**



# Elements of the Door-to-Door Campaign: Door Hanger Messages for Vaccinations

## Message 4

**Not everyone gets side effects from taking the COVID-19 vaccine. But, if you do, it is not as bad as being in the hospital, on a ventilator, disabled, isolated for days, or dying.**

**Consider it.....**

**Call:  
1-800-985-6030  
to find a vaccine  
in your area.**



# Elements of the Door-to-Door Campaign: Door Hanger Messages for Vaccinations

## Message 5

**STOP the spread of COVID-19.**

COVID-19 is killing our families, friends, communities, health care workers, and the economy.

**Call:  
1-800-985-6030  
to find a vaccine  
in your area.**



# Elements of the Door-to-Door Campaign: Door Hanger Messages for Vaccinations

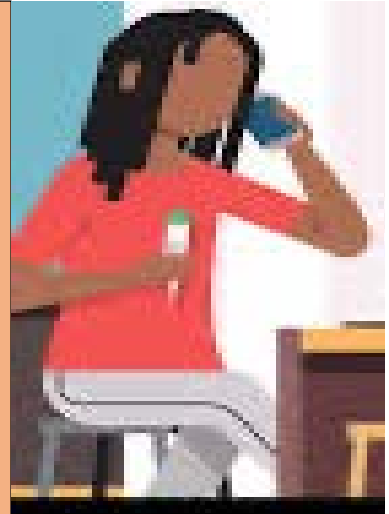
## Message 6

**Arkansas's hospitals are at full capacity with unvaxed COVID-19 patients.**

**If you are injured in a car accident, have internal bleeding and need to go to the hospital, what do you think will happen?**

**Spread the word about the vax. Your life depends on it.**

**Call:  
1-800-985-6030  
to find a vaccine  
in your area.**



# Guidelines for Door-to-Door Campaign

- Will be listed on the website
- Provide you with information on how to organize with your team and document your progress for the community.
- Provide information back to coalition to help us know areas that we have penetrated.



Tools for Documenting Geographic Region Covered

Community Map



## Purpose of the Coalition Survey

Goal is to help us understand your current capacity to deal with COVID-19.

Helps us to understand whether or not the coalition efforts made a difference.

# Process for the Coalition Survey

You will receive it electronically.

It takes about 15 minutes to complete.

Your name nor will your organization's name be associated with the responses.

We will send the organizational representative a \$25 gift card for completing it on behalf of the organization.

# What is CEALFund?

- **CEALFund** was developed to help community organizations, churches, educational institutions, service organizations, businesses, community leaders, and others expand outreach, educational, and other activities to their clients and provide trustworthy and accurate information about COVID-19 and the vaccines.
- **CEALFund** can support events, activities, educational tools, and novel strategies that promote the inclusion of communities hit hard by COVID-19 in efforts to eliminate COVID-19 in Arkansas.
- The University of Arkansas for Medical Sciences has received generous funds from the National Institutes of Health to provide **CEALFund** to those who are prepared and ready to join the fight in making Arkansas a COVID-19 free state. **CEALFund** will support over 100 organizations in helping us to actualize our vision in 2021.

# How Do I Know If I am Eligible to Apply for CEALFund?

You are eligible if you are:

- a 501c(3) organization
- Established church
- Educational institution at any level
- Fraternities, sororities, and other service organizations
- Business that targets are communities hard hit (Blacks/African Americans, Hispanic/Latino, Pacific Islanders, rural areas)
- Small businesses including beauty and barbershops
- Food pantries
- Sport-related organizations, youth sport organizations, and summer programs
- Youth focused organizations
- Adult day care centers

# What are the Requirements for CEALFund?

- Complete an application that describes the following:
  - Description of your organization and its mission
  - Statement on track record of working with the target community
  - Brief statement on how funds will be used
  - Budget
- If you are funded, CEALFunds asks that you participate in monthly online coalition meetings that will provide information that helps you provide trustworthy and accurate information to your clients, provides resources to help you reach your clients, and provides opportunities for discussion on successes and challenges of making Arkansas COVID-19 free.
- Work with us to publicize our key messages.

# How to Complete the CEALFund Coalition Application

- Fill in your first and last name of the primary contact for the application.
- Telephone number where we can reach primary contact.
- Email of the primary contact.
- Name of your organization.
- Official address of the applicant organization where you can receive mail.
- Does your organization have 501(c)3 status? Yes or No



# How to Complete the CEALFund Coalition Application

- Input your tax id number for your organization.
- Provide a brief description of the mission of your organization.
- The target communities are **Blacks/African Americans, Hispanics/Latinos, Pacific Islanders, and rural populations**. Which of these populations will your target and what is your track-record of working with that specific population group that you will target? Please provide detailed information on programs, outreach, and service you have done with that target community.
- Describe in detail how the funds will be used to target that community. What is your goal and what do you expect to achieve by the end of your activity?

# How to Complete the CEALFund Coalition Application

- Submitting your budget
- The application and budget portion of the application are submitted separately.
- Please download the budget form **before** you press the Submit button. If you forget to do so, the budget form is located on the website and you can submit it to [cealuams@uams.edu](mailto:cealuams@uams.edu)

How to  
Complete the  
CEALFund  
Coalition  
Application

<b>Item/Justification</b>	<b>Quantity</b>	<b>Price</b>	<b>Total Price</b>
<b>Materials and Supplies</b>			
<b>Adverstising /Marketing</b>			
<b>Facility or Equipment Rentals</b>			
<b>Speaker/Consultant Fees</b>			
<b>Incentives</b>			
<b>Miscellaneous Expenses</b>			
<b>Total Operating Expenses for (insert organizational name)</b>			

# What are the Next Steps?



Printing hangers for distributions



Posting talking points on the website for door-to-door campaign



Completing the Coalition Survey



Completing paperwork to get CEALFunds done.



We will have another technical workshop to guide you through the paperwork that has to be completed in our next coalition meeting.



Let us know what your concerns are.