WORKING TOGETHER: 
PARTNERING WITH COMMUNITIES TO NAVIGATE EQUITABLE ACCESS TO COVID-19 VACCINES

A CDC Foundation Webinar Series 
For Community-Based Organizations

Thursday, March 25, 2021 
1:00-2:00 PM EST
AGENDA

Welcome Remarks + Vibrant, Healthy, and Resilient Communities
Lisa Waddell, MD, MPH

Building Vaccination Capacity Through Diverse Community Partnerships
Susan Watson, MPH
Together Toward Health

Veronica Garibay-Gonzalez, MPA
Leadership Counsel for Justice and Accountability

Community Health Workers Improving Vaccination Uptake
Denise Smith, Founding Executive Director
National Association of Community Health Workers

Fiorella Horna
El Centro Hispano

Group Discussion

Call to Action and Adjourn
Lisa Waddell, MD, MPH

PRESENTERS

Lisa Waddell, MD, MPH
CDC Foundation

Susan Watson, MPH
Together Toward Health + CA4 Health

Veronica Garibay-Gonzalez, MPA
Leadership Counsel for Justice and Accountability

Denise Smith
National Association of Community Health Workers

Fiorella Horna
El Centro Hispano
WEBINAR TIPS

- Use Zoom chat for comments/reactions/links
- Use Zoom Q&A to ask a question
- Slides will be posted to our CBO web page
- Webinar recording will be posted to our CBO web page
Resources for Community-Based Organizations

cdcfoundation.org/COVID-19-community-resources
CDC Foundation Working with CBOs: Building Vibrant, Healthy, and Resilient Communities
Panel 1

Building Vaccination Capacity Through Diverse Community Partnerships
Susan Watson, MPH
Director

Susan.Watson@phi.org
www.TogetherTowardHealth.org

A program of the Public Health Institute
Working Together: Partnering with Communities to Navigate Equitable Access to COVID-19 Vaccines
Panel 2

Community Health Workers
Improving Vaccination Uptake
CHWs Strengthen COVID-19 Response

“I’ve had difficulty getting a response from the emergency response teams in my community. I’ve called, emailed the city, joined their Facebook groups, answered their questionnaires, etc. It is very frustrating.”

- CHW respondent to NACHW March 2020 Survey
"CHWs – and NACHW – should be front and center as federal and state leaders seek to move out of the pandemic and re-open society."

Claire Qureshi, Community Health Acceleration Partnership at the World Health Organization
Checklists and Playbooks to Advance CHW Engagement

Checklist for Administrators, Managers and Clinicians to Integrate Community Health Workers in Vaccine Outreach, Acceptance, and Distribution Strategies

Advancing CHW Engagement in COVID-19 Response Strategies

A Playbook for Local Health Department Strategies in the United States

The National Community-Based Workforce Alliance
Policy is Essential for Sustainability

The National Association of Community Health Workers Calls on Public and Private Institutions to Respect, Protect, and Partner with Community Health Workers to Ensure Equity During the Pandemic and Beyond
Community-based Strategies
Community Health

Health Promotion, Disease Prevention, & Access to Health Care

- Ventanilla de Salud
- Mobile Unit
- Annual Health Fair
- COVID-19 Education & Testing
- COVID-19 Vaccination
- Community Health Workers/Promoters
40 Community Health Workers

COVID-19 Latino Outreach
The Role of the Community Health Worker

Finding

Teaching

Connecting
Encontrar/ Find
Enseñar/Teach

Businesses
Churches
Worksites
Neighborhoods
Conectar/Connect

Community Support Services
Testing
Vaccination
PPE
Food / Financial Assistance
Setting up/Supporting Testing & Vaccinations
¡Muchas Gracias!
elcentronc.org
WORKING TOGETHER: PARTNERING WITH COMMUNITIES TO NAVIGATE EQUITABLE ACCESS TO COVID-19 VACCINES

Discussion

+ 

Audience Q & A
Call to Action

Dr. Lisa Waddell
Chief Medical Officer
CDC Foundation

ACTIONS

• Wear a mask
• Wash your hands
• Watch your distance
• When it’s your turn, get a vaccine

PLUS

• Keep an eye out for funding opportunities!

LEARN MORE

• Visit our CBO Resource Center: cdcfoundation.org/COVID-19-community-resources

• For additional information about our efforts to protect communities, visit our website.
Thank You!

Dr. Lisa Waddell
Chief Medical Officer
CDC Foundation

- Today’s slides and a recording of this webinar will be posted online; a link will be provided.
- A polling question will pop up as you log out. Let us know your thoughts for future webinar topics!
- Thank you for your time and participation!
Resources for Community-Based Organizations

cdcfoundation.org/COVID-19-community-resources