

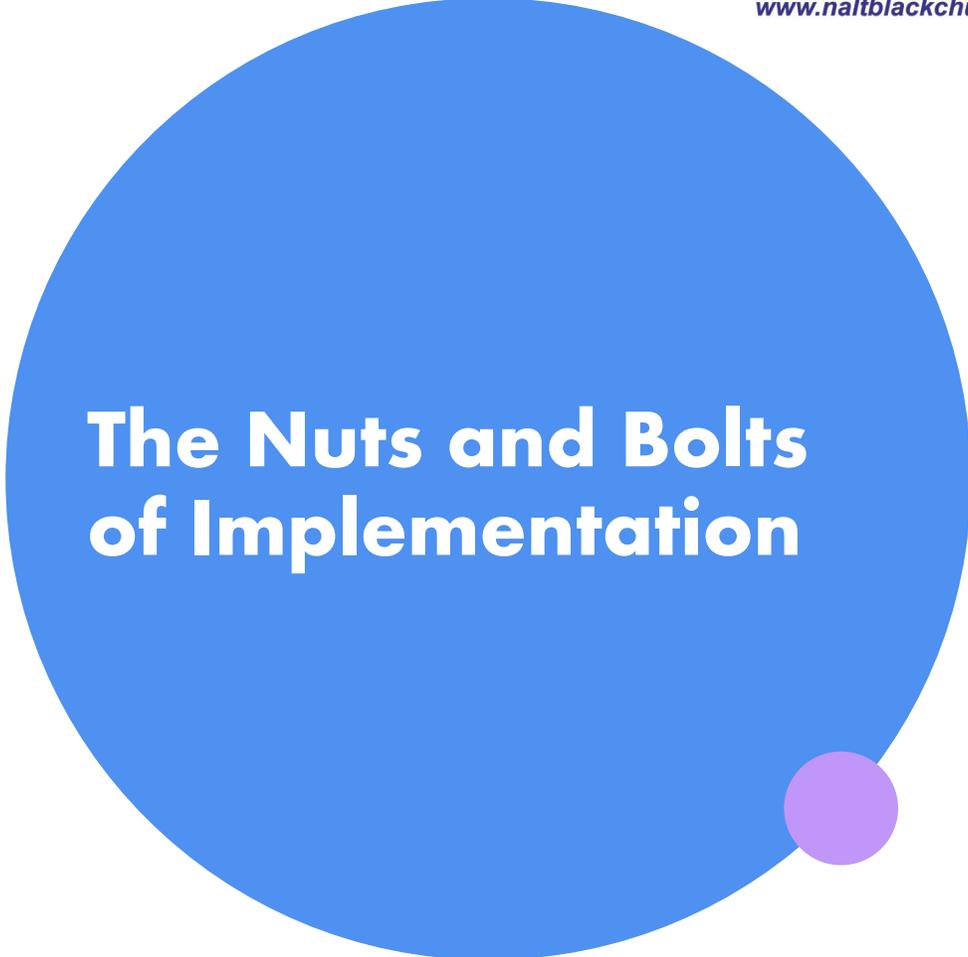
National Black Church Initiative's (NBCI) Detailed Plan on the COVID-19 Vaccine

The focus is to mobilize our 150,000 churches and 27.7 million congregants to ensure that the 42 million African Americans in this country are vaccinated against COVID-19

NBCI's Goals for the the COVID-19 Vaccine

Mobilize	Mobilize all African American community-based institutions and agencies to work with all levels of the public health system (federal, state, and local) and integrate NBCI's detailed COVID-19 plan into each state's COVID-19 strategy submitted to the CDC
Execute	Execute a comprehensive outreach and education plan for the African American and Latino communities about the COVID-19 vaccines
Administer	Administer the COVID-19 vaccine in an effective, safe and culturally sensitive setting for the 42 million African Americans in the country

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- Consultation and Representation
 - NBCI will consult with state leaders who have submitted their COVID-19 vaccination plan to the CDC and provide adequate representation of African Americans in each state to avoid the issue of cultural competency
 - Education and Training
 - Publishing a series of YouTube videos that can be easily accessed by first responders, mobile churches, etc.
 - Literature Distribution
 - NBCI will provide literature on COVID-19 vaccines and how and when to get vaccinated
 - Outreach
 - Grass-roots community outreach, traditional Black media (radio, television, newspaper), and social media
 - Getting Vaccinated



The Nuts and Bolts of Implementation

Recipients of NBCI's Detailed Plan on COVID-19 Vaccines

1. Office of the President of the United States, President-Elect, Joseph R. Biden
2. Chief Medical Advisor to the President of the United States, Dr. Anthony Fauci
3. Secretary of Human Health Services, Dr. Alex Azar
4. Office of each state governor in the country
5. President of the National Medical Association, Dr. Leon McDougle
6. President of the Hispanic Medical Association, Dr. Elena V. Rios
7. Office of the Surgeon General, Vice Admiral Jerome M. Adams
8. Director of the Centers for Disease Control and Prevention (CDC), Dr. Robert R. Redfield
9. Director of the National Institutes of Health (NIH), Dr. Francis S. Collins
10. Director of the National Institute on Minority Health and Health Disparities, Dr. Eliseo J. Pérez-Stable
11. Secretary of Human Health Services Nominee, Xavier Becerra



**NBCI Teams & Committees
Implementing the
Detailed Plan**

NBCI Clinical Strategy Task Force (NCS)

- NCS is an independent group of health professional national experts in diverse disciplines
- NCS also provides guidance, clinical oversight, recommendations, scientific and technical support to NBCI
- They develop and/or approve the training and education for all healthcare providers, volunteers, Church Leadership, and Health Corp Members that have a role in any NBCI special programs/grants/contracts
- The task force will advocate for the vaccine and the importance of getting vaccinated

NBCI's COVID-19 Data and Information Committee

- Consists of five African American and four Latino physicians under Dr. Joseph Webster
- Evaluates the scientific data from Pfizer and Moderna's application to the FDA for emergency use authorization for a COVID-19 vaccine
- Engages other health experts about the nature and composition of the vaccine, its ingredients, design, and application
- Serves as public educators through social media, cable TV, talk shows, and other media forms

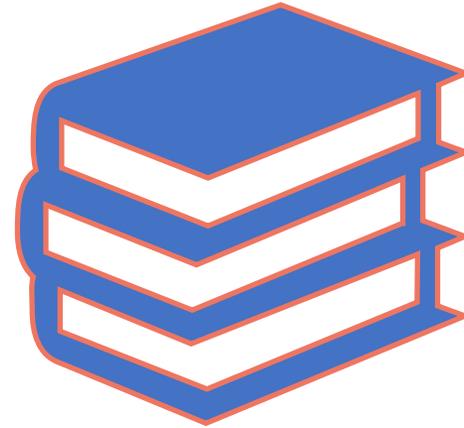
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- NBCI will bring together African Americans and Latino physicians along with African American and Latino ministers
 - Our approach here is to utilize science and faith to engage each member of the African American and Latino communities to get vaccinated



NBCI's Faith and Science Approach

Critical Response Teams (CRTs)

- CRTs consist of nurses, ministers, physicians, community activists, and public health specialists
- CRTs will support the NBCI's engagement plan by:
 1. Developing and disseminating culturally and linguistically diverse multi-media outreach and education
 2. Harmonizing communications in African American and Latino communities regarding access to the COVID-19 vaccine
 3. Promoting the use of the best available prevention, detection and treatment of COVID-19
 4. Identifying future healthcare needs on COVID-19 for the African American and Latino communities



NBCI's Education & Training Tactics

**NBCI's
COVID-19
Data and
Information
Committee
Webinars**

NBCI's COVID-19 Data and Information Committee will host webinars through Zoom and other virtual means to share important details and benefits of the COVID-19 vaccines.

Upcoming webinar scheduled on **January 2nd, 2021: 10am-12pm**

Production of COVID-19 Vaccine One- Pager

- The clinical strategy task force will produce a one-pager fact sheet about the vaccine distributed to NBCI leadership and 37 major black partisan denomination leaders
- The one-pager will be certified and approved by Biotechnology Innovation Organization (BIO)
- Once approved and certified, one-pager will be the foundation of NCBI's outreach campaign throughout the country

NBCI Email Blast

NBCI will create a blast e-mail that will go to its 27.7 million members. The email will contain critical information on the vaccine and locations to access the vaccine around the country.

Informing African American Stakeholders on the COVID-19 Vaccine

- The President of NBCI (Reverend Anthony Evans) will utilize the Data and Information Committee to inform major religious, health, human and civil rights organizations throughout the country on their findings
- Purpose of these meetings is to persuade African American religious, health, human and civil rights leaders to provide information to all church members about the vaccine, endorse the vaccine, and publicly get vaccinated themselves

Instructions to NBCI's 37 Major Denominations, Jurisdictions, Districts, & Faith Commands

- 1. Endorse** the COVID-19 vaccine and encourage African American congregants/churchgoers to get vaccinated
- 2. Request** individual church members from various denominations to serve as community-based influencers
- 3. Work with state, county, and city** health authorities to help carry out COVID-19 distribution plans to every segment of their community
- 4. Distribute** the one-pager on COVID-19 vaccines
- 5. Ensure** that all members of each congregation and religious community receives the COVID-19 vaccines
- 6. Spread the word** to all friendship and social media circles, networks, and share the one-pager with their congregation on the importance of getting vaccinated



Information Given to National Denominational Leaders and Local Church leaders

- Critical information concerning the goals and objectives of the COVID-19 vaccine
- Explanation and education on the value of the vaccine
- Literature for their congregational membership and other relevant information regarding the vaccine
- Location of the nearest local clinic, Walgreens, other participating pharmacies to access the vaccine
- A step-by-step guide on how to get vaccinated and how to encourage church members to do the same
- Access to a telephone number of at least one of the 250 participating physicians who can answer any questions or dispel concerns





We not only agree with you that the only way to gain control of the COVID-19 virus is COVID-19 Universal Testing, but we also strongly believe that it is the only way to stop the death and dying in the African American and Latino communities over the next years.



**Continual
COVID-19
Testing in the
African
American
Community**

Outreach to Major Civil, Human Rights, & Health Organizations

NBCI's Outreach Goals for the COVID-19 Vaccine

1

Reach out to major civil rights groups including NAACP, National Urban League, Rainbow Push (PUSH) National Action Network, Southern Christian Leadership Conference, National Poor People's Campaign, and others

2

Work closely with Latino-centered organizations such as National Hispanic Medical Association and NBCI Hispanic specialists

3

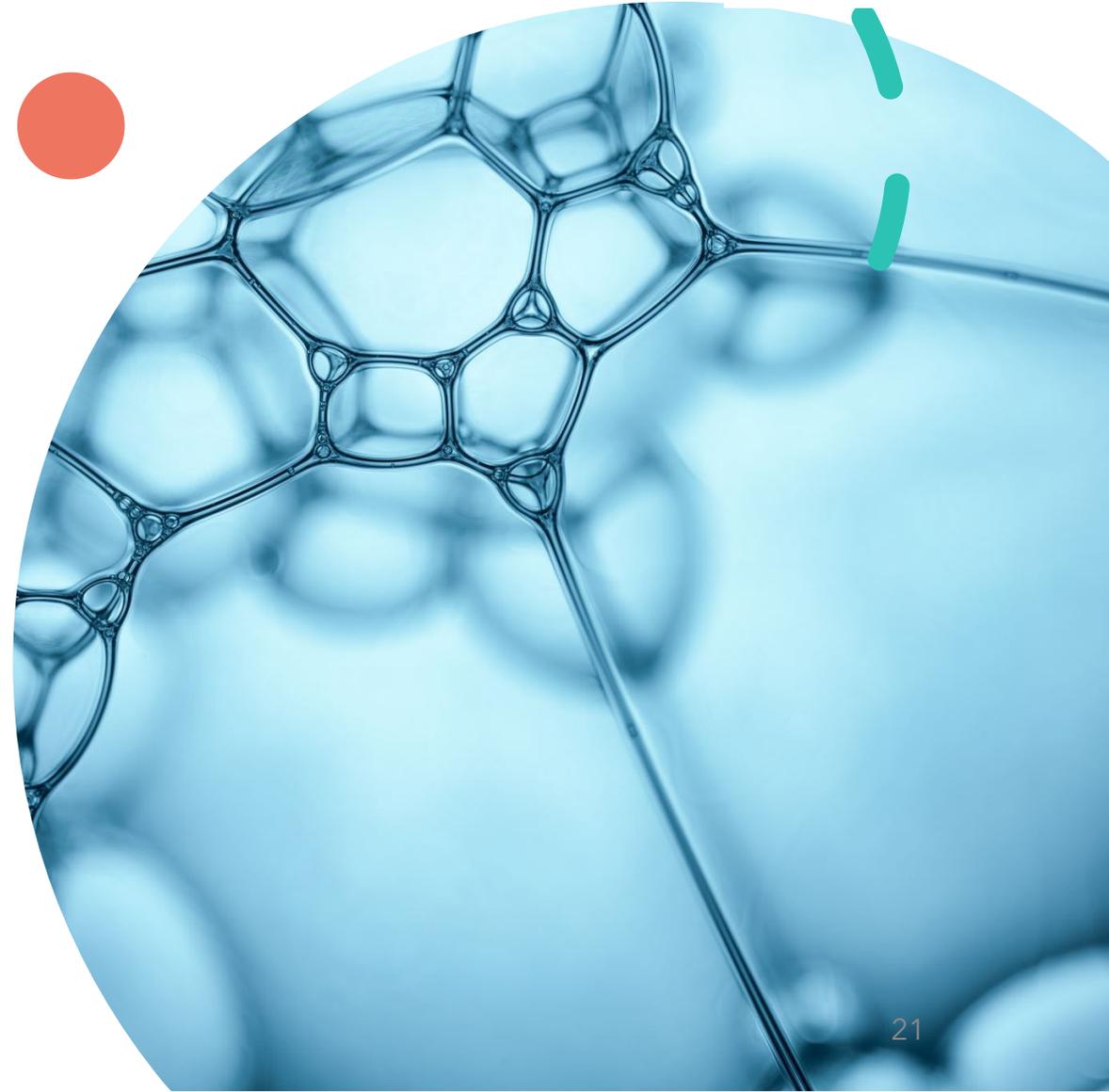
Provide comprehensive education, literature, and information on COVID-19 vaccines to all human and civil rights groups, health organizations, and other local civic groups

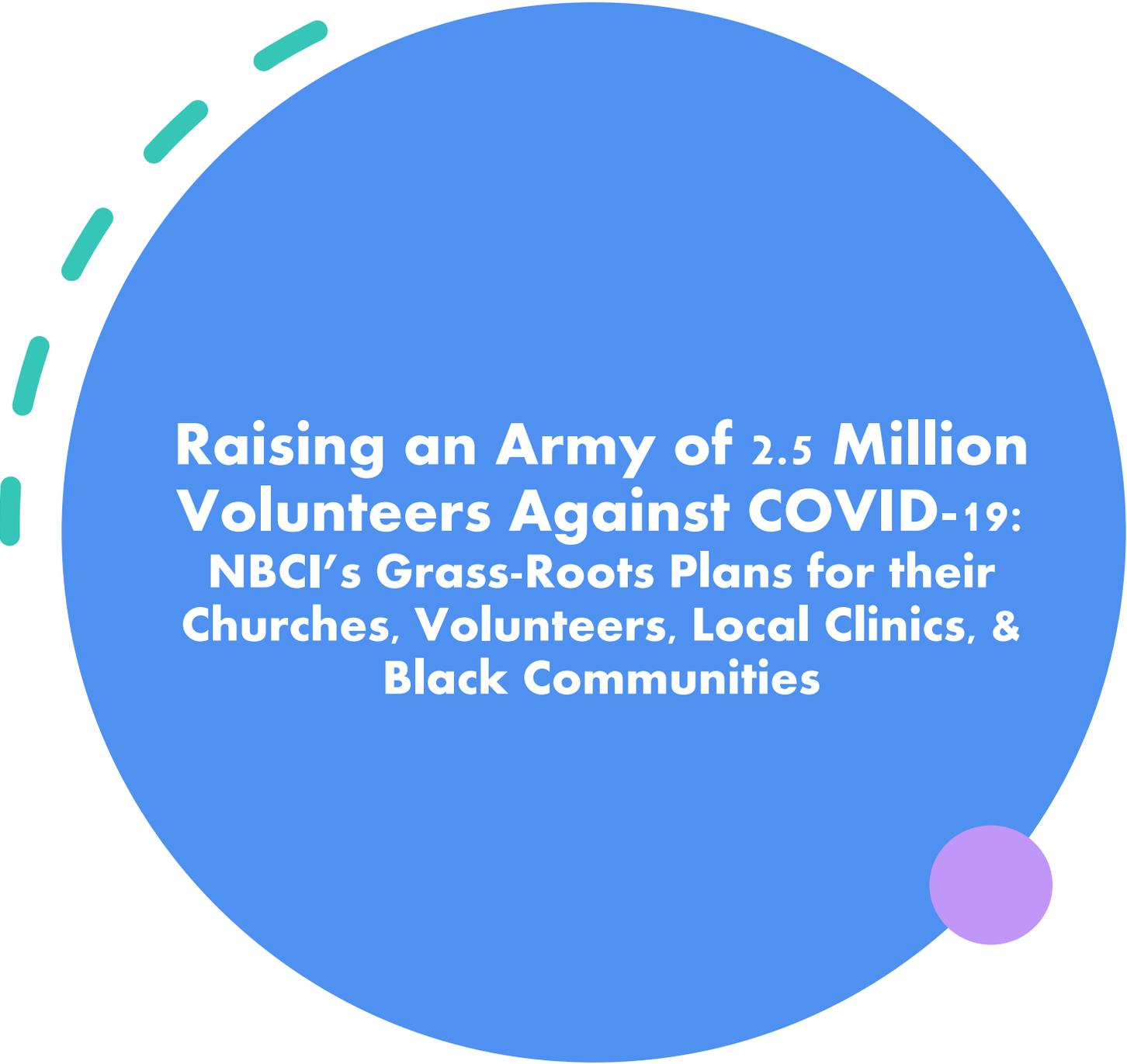
Outreach to the African American Medical Schools & Health Establishments

Dr. James McCoy is head of the Department of Surgery at Morehouse College of Medicine will reach out to colleagues in medical schools and health establishments including:

- Howard University School of Medicine
- Meharry School of Medicine
- Charles Drew School of Medicine,
- Latino medical groups

Dr. McCoy will reassure their colleagues and the people they serve about the ethics, integrity, value, and importance of the vaccines.





**Raising an Army of 2.5 Million
Volunteers Against COVID-19:
NBCI's Grass-Roots Plans for their
Churches, Volunteers, Local Clinics, &
Black Communities**

NBCI 150,000 Churches' Roles & Responsibilities

- We expect that 700-1,000 NBCI churches will participate in every city
- **70-100** churches will serve their area hospitals by providing assistance and help to critical care providers
- **200** churches will ensure that everyone is properly educated and outreach would occur to these populations and that the homeless, seniors, those with disabilities, mothers with dependent children, and those who have comprised immunity are vaccinated with compassion, cultural sensitivity and love
- **150** churches in each city will help city health departments run mobile clinics, help transport people to vaccination centers to get their shot, and distribute PPE and literature as necessary
- NBCI's **30** mega-churches in each state will cover everyone within a 25-mile range of their church community and are responsible for reaching out to rural areas and trailer parks near the cities of Chicago, Los Angeles, and Houston



NBCI throughout its 25 years have developed mobile teams consisting of 50-100 church members in every single zip code in the country where African Americans and Latinos live.

These mobile zip code teams will:

- Focus on vulnerable populations per zip code throughout the country
- Serve as our critical point of reference
- Specifically deal with the homeless, seniors, the homebound, and low-income populations

If this plan is fully funded, there could be an average of 557 mobile zip code teams* in every city in the country dealing with these particular concerns.

To locate NBCI's mobile zip code teams, please refer to **NBCI Location Zip Code Book on our website.*

NBCI's Plan for its Local Clinics & 150,000 Congregational Volunteers

- All 150,000 volunteers will make sure that everyone is notified that the vaccine has arrived and tell their community members where to go to get vaccinated
- NBCI will integrate local clinics with our churches to ensure everyone is educated and vaccinated against COVID-19

NBCI's Media Plan on COVID-19 Vaccines

- NBCI will use every major institution in the African American community
 - Including churches, businesses, business groups, the Black media, Black newspapers, sororities and fraternities, and civic and neighborhood associations
- NBCI will engage both the Black church and the Black media in its efforts and they will be central to our success
 - Utilizing social media, word of mouth, and other marketing tactics to make sure we reach every diverse element of the African American community
- The NBCI COVID-19 Data and Information Committee will serve as public educators through social media, cable TV, talk shows, etc. to educate African American and Latino leaders and lay people about the efficacy of the COVID-19 vaccines

Mental Health & the Vaccine: NBCI's Collaboration with the Association of Black Psychologists

- NBCI is working with the Association of Black Psychologists, a professional association founded in 1968 in San Francisco, to develop literature on mental health and how to deal with anxieties around COVID-19 and the vaccines
- This literature will include:
 - Contact lists
 - Website links to local psychologists
 - Other resources on mental health

Positive Messages on COVID-19 Vaccines

- We will spread positive and encouraging messages about COVID-19 vaccines in grocery and retail stores, beauty salons, and barbershops
- We will put pro-vaccine messages on church websites, and place signs on both Black and white churches
- By developing grass-roots strategies that reach every area of the communities we serve, the NBCI will help slow and stop this dangerous disease



**Get
Vaccinated
Now!**