



Philly Counts September Report

COVID-19 Vaccine Engagement

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Overview

Philly Counts is helping direct community engagement efforts for the COVID-19 vaccine. In partnership with the Philadelphia Department of Public Health and other public and private partners, Philly Counts will leverage its existing network of staff and volunteers to provide COVID-19 outreach, education, organizing, and canvassing efforts to ensure that every Philadelphia resident understands why they should consider being vaccinated.

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Philly Counts' engagement efforts include phone banking, door-

to-door canvassing, training, and organization building in the City's lowest vaccinated neighborhoods.

So far Philly Counts has:

Phone Banking

Made 172,393 Phone Calls



Canvassing

Knocked on 20,437 Doors



Training

Trained 802 Vaccine Information Champions



Prevention and Response Fund

Partnered with Response Fund Grantees: 36
Neighborhood Ambassadors & 85 Local
Organizations



Impact

Engaged 27,237 Philadelphians



Phone Banking



I love getting to speak with so many people each day and hearing how many of them are already vaccinated! -- Linda, Volunteer

In partnership with the Office of Community Empowerment and Opportunity and the Campaign for Working Families, Philly Counts has leveraged phone banking volunteers and the Mayor's Commission on Aging Phone Bankers to make calls to Philadelphia families. We continue to find that combining information about resources with COVID-19 conversations increases the likelihood that people will discuss COVID-19 with our phone bankers. When combined with information about the Child Tax Credit, individuals were 11% more likely to engage in a conversation about the vaccine, compared to willingness to discuss only the vaccine.

In September we:

- Called 11,459 Philadelphia Residents with Children
- Engaged in Conversation with 1,963 Philadelphians about the COVID-19 Vaccine

- Sent 451 Residents to the Campaign for Working Families to receive assistance filing the paperwork for the Child Tax Credit - providing access to approximately \$3,720,750 of federal funding, directly supporting families in Philadelphia.

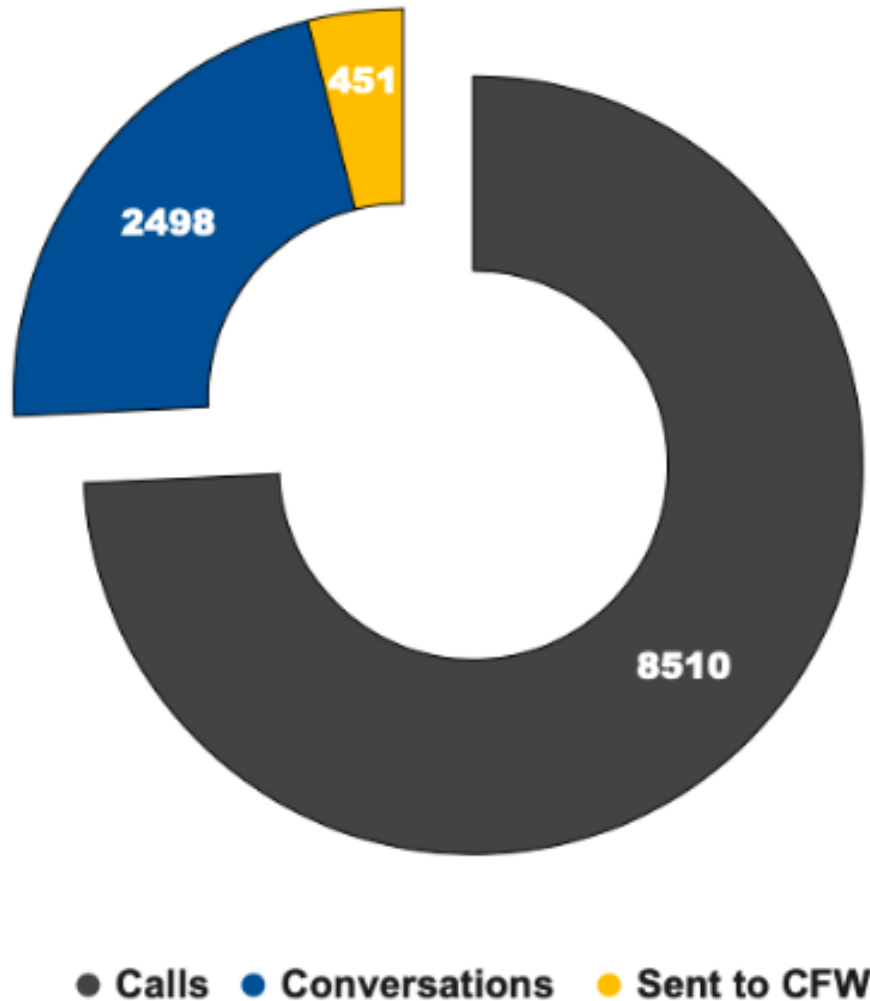


Figure 1: September Phone Banking Data (74% Call Attempts, 22% Conversations, 4% Sent to CFW)



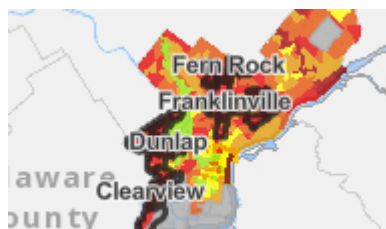
Neighborhood Canvassing



I got COVID-19 and it was very bad. I told my family to take the vaccine because I wanted to keep them safe. I got mine after I recovered. I

will give the flyer to my grandson, he lives few blocks away and he just turned 12. I hope he can get his vaccination, too. -- Melrose Park Garden Resident

Beginning in October, Philly Counts will launch a paid canvassing program activating 50 canvassers to speak with residents in 32 of the lowest vaccinated Philadelphia Neighborhoods about the COVID-19 Vaccine.



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Figure 2.1: October Canvassing Neighborhoods over Vaccination Rates by Census Tract

The canvassers will make three passes through each neighborhood listed during the month of October.

Using the Map: Displayed on the map to the right are the 32 canvassing neighborhoods (outlined) selected for their low vaccination rates (red). Click the map to enlarge.



I know a lot of people have resistance with getting the vaccine but I also know that I am a trusted messenger and believe that if they offer the vaccine at the church I volunteer at in the neighborhood the people will probably get vaccinated. That is why they are getting the church ready to receive people again so they can come in and get vaccinated. -- South Philadelphia Resident

Vaccination Rates Over Time

In May 2021, Philly Counts began canvassing in Philadelphia's lowest vaccinated census tracts to engage residents around the COVID-19 Vaccine. The map below displays the change in vaccination rates from July to September 2021 in the Census Tracts where Philly Counts has canvassed.

Using the Map: Displayed in the images below are July Vaccination Rates (left) and September Vaccination Rates (center). Notice the increase in vaccination rates displayed by the color of each census tract.

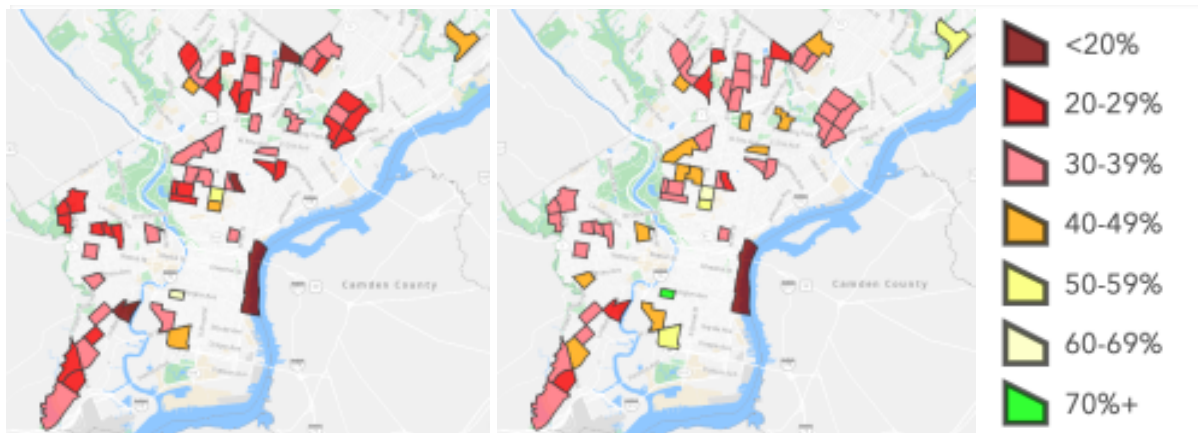


Figure 2.2 (left): July Vaccination Rates in Philly Counts Canvassing Locations; Figure 2.3 (center) September Vaccination Rates in Philly Counts Canvassing Locations; Figure 2.4 (right): Legend - Dose 1 Percent Range



Vaccine Information Champion Trainings



I am so glad that I took this Vaccine Information Champion Training so that I got clarity on some issues and I am able to be able to speak to people with all of their resistance a lot better. I got a lot of good information that also lets me know better about the vaccines. -- South Philadelphia Resident

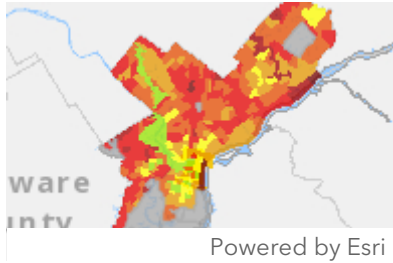


Figure 3: Vaccine Information Champions over Vaccination Rates by Census Tract

A Vaccine Information Champion is a trusted messenger equipped with the knowledge and tools to accurately and effectively answer questions about the COVID-19 Vaccine. Champions will be part of a growing network that will share critical information to educate the

public and increase uptake of the COVID-19 Vaccine through a neighbor-to-neighbor strategy.

Using the Map: The map to the left shows the locations of the Vaccine Information Champions throughout Philadelphia. Click the map to enlarge.



When we promote the vaccines, we are not only talking about the benefits, we also need to let the community members know about the risks and offer resources that they can understand more about the vaccines. Besides, many undocumented people are still afraid of getting vaccinated, it might need more efforts to promote the vaccines among those undocumented people. -- AAPI Community Partner

Engagement

Philly Counts has trained over 800 Vaccine Information Champions throughout the City of Philadelphia, as displayed on

the map above, to be trusted messengers in their neighborhood and circles of influence with information about COVID-19 Vaccine.

Philly Counts has worked closely with the African and Caribbean Coalition to create a more relevant and accessible version of the Vaccine Information Champion Training tailored to an immigrant population. Philly Counts also launched a version of the training for youth and youth serving organizations, coordinated with the timing of the return to school and the approval of the Pfizer Vaccine for youth 12 and older.

The Vaccine Information Champion Training is currently offered in four languages: English, Spanish, American Sign Language, and Mandarin. It is also in the process of being translated into 4 additional languages: French, Haitian Creole, Arabic, and Amharic. Philly Counts continues to adapt the training for specific demographic groups and translate the training into more languages in order to provide communities access to information and resources about the COVID-19 Vaccine through trusted messengers.

VIC Training Signup October 20th



Ambassador Program

COVID-19 Prevention and Response Fund Grantees



I spoke with a woman whose daughter is part of clinical trials in order to get the vaccine on the market. These conversations give me

encouragement to talk to the people, because I know there's good people out here doing the work. -- Darrell, Neighborhood Ambassador

Ambassadors are Grantees of the Philanthropy Network's COVID-19 Prevention & Response Fund. Philly Counts partners with the Ambassadors to provide a ten-week organizing and workforce development program. Ambassadors will work in priority neighborhoods throughout Philadelphia, as identified by Philly Counts in partnership with the Philadelphia Department of Public Health, helping create and carry-out plans to spread the word about the COVID-19 vaccines and provide the information people need to make healthy decisions for themselves and their loved ones.

Second Cohort

After a highly successful first cohort of Ambassadors during the summer, the Second Cohort of Ambassadors will begin October 4th. We received 123 applications which have been narrowed down to 18 Ambassadors, one in each priority neighborhood.

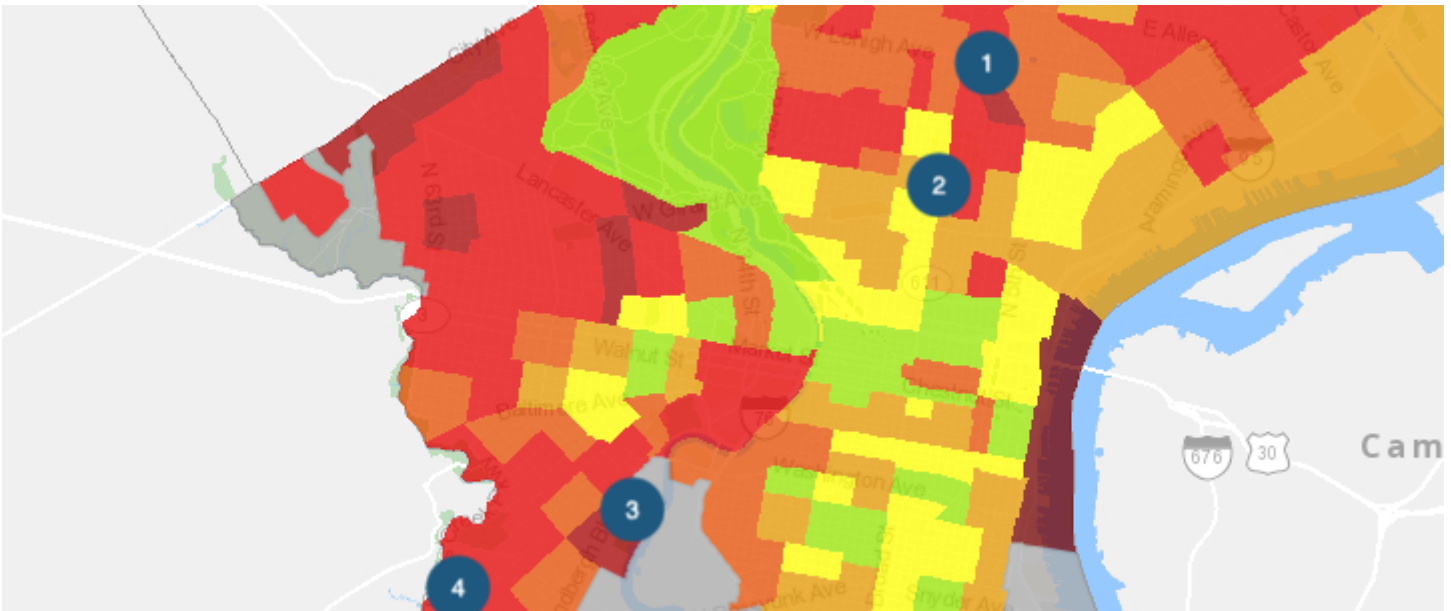


Figure 4.1: Second Cohort of Ambassadors

Ambassador Spotlight

Meet the four first cohort ambassadors who are returning to join the second cohort, continuing the work they started in their neighborhoods with resources from the COVID-19 Prevention & Response Fund and support from Philly Counts.

Using the Map: Scroll within the map to view information about each of the four returning ambassadors. The map will automatically adapt to show the location where each ambassador is focusing efforts, over the Vaccination Rates by Census Tract. When you are finished, continue scrolling to leave the map.



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1

Sonja Bingham



Hartranft

Why did you want to become a Neighborhood Ambassador?

I saw the disparity in resources being targeted in my community.

What is something you would like to see change in Philadelphia?

I would love for the racist system that prevents communities of color from having equity in opportunities be eradicated.

What's the best story you've heard while in the field?

About a grandparent who finally got to see their grandchildren and how their entire family got vaccinated so they could be together.

How long have you lived in Philadelphia?

15 years

2

Mamie Mathis-Nelson

North Central / Yorktown

What has been the highlight of being an Ambassador so far?

Meeting and talking to so many different people and sharing information.

What is something you would like to see change in Philadelphia?

Gun violence.

What is your favorite thing about Philadelphia?

All of the different cultures and ethnicities.

How long have you lived in Philadelphia?

All my life.

3

John Thompson



Bartram Village

Why did you want to become a Neighborhood Ambassador?

To help my community understand how important it is to be vaccinated.

What has been the highlight of being an Ambassador so far?

Talking to members of my community.

What's the best story you've heard while in the field?

That the whole family was vaccinated on the same day, together.

How long have you lived in Philadelphia?

59 years



Paschall

Why did you want to become a Neighborhood Ambassador?

To try to make an impactful difference in the fight against Covid-19.

What has been the highlight of being an Ambassador so far?

Meeting new people and feeling like I'm enlightening people on why they should get the vaccine.

What's the best story you've heard while in the field?

Someone stating they were totally against the vaccine but, then had a revelation about having a sick parent and wanting to protect themselves and their family.

What is something you would like to see change in Philadelphia?

The negative, unhealthy political divide. And violence, especially amongst young adults.

How long have you lived in Philadelphia?

57 years



Grantee Network

COVID-19 Prevention and Response Fund Grantees



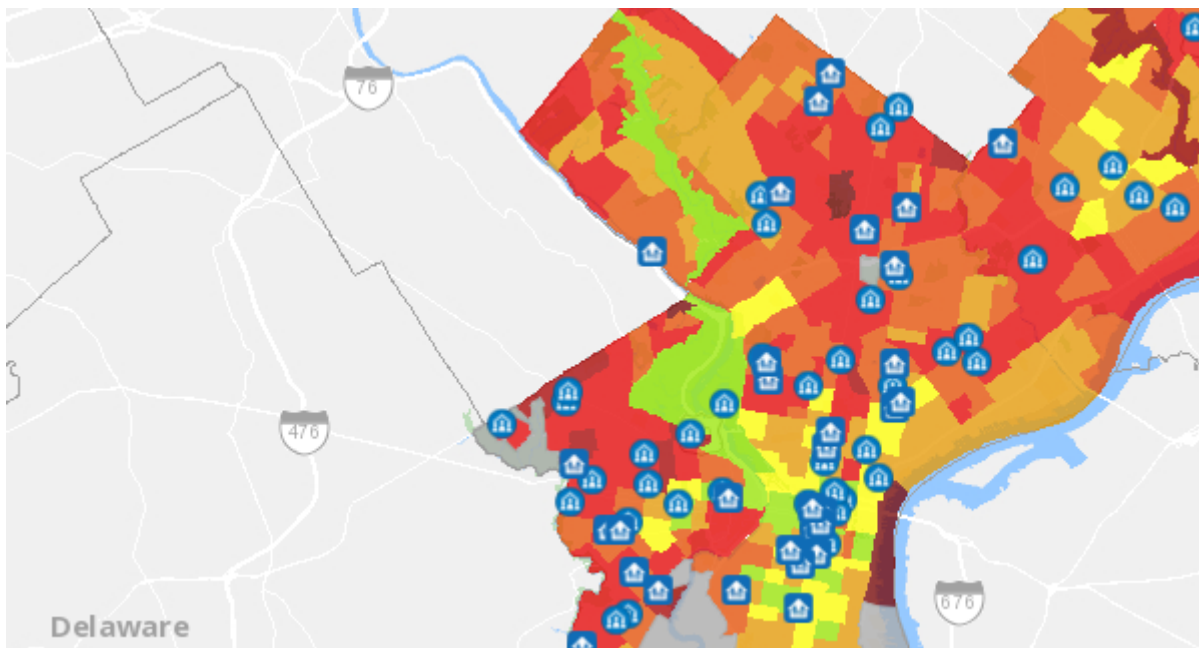
While at Mander Playground I met with a young lady, and asked if she was vaccinated, she told me she is not. I asked her why and she shared that she is just not sure. I shared with her some information and we talked about how we protect those that can not get vaccinated like the younger children, we also talked about the variants and how they are affecting the younger children and how the vaccine is effective against the delta variant that is spreading around. We left her with some literature on where she can get vaccinated. -- Omolabake, Prevention & Response Fund Grantee

The COVID-19 Prevention & Response Fund is a community-led effort to invest in neighborhood-based solutions to urgent needs related to COVID-19. The Fund ultimately seeks to increase rates of vaccinations in communities that are disproportionately

affected by COVID-19 and to address the challenges exacerbated as a result of the pandemic.

There have been two rounds of funds awarded to Grantees. The third round application recently closed on Monday, September 27th. Philly Counts is excited to welcome another round of organizations into the Grantee Network and partner to reach community immunity.

Using the Map: The interactive map below displays the locations of first and second round grantees over rates of vaccination, by census tract. Selecting a grantee on the map will generate a pop-up window which displays further information.



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Figure 5.1: COVID-19 Prevention and Response Fund Grantees Rounds 1 & 2 over Vaccination Rates by Census Tract

Grantee Spotlight: Casa de Venezuela

Founded in March 2004, Casa de Venezuela is the first bilingual nonprofit organization in the Delaware Valley whose purpose is to advance the cultural heritage of Venezuela. Casa de Venezuela offers a range of programs and services, including musical presentations, traditional dance presentations, special events, and outreach to the Venezuelan community. Visit their

webpage below to learn more about their mission and participation in Philadelphia communities.

Casa de Venezuela Website

Casa de Venezuela is a Grantee of the Covid-19 Prevention & Response Fund. With these funds, Casa de Venezuela created a video targeted to the Venezuelan and Latin American population to dispel misinformation about the Covid-19 Vaccine. This video addresses this misinformation about the vaccine and encourages all eligible individuals to get vaccinated.

Click the play button in the center of the image below to view the video created by Casa de Venezuela.

Figure 5.2: Casa de Venezuela Philadelphia Covid-19 Campaign Video (English subtitles)



Equitable Engagement



A young African American male answered the door. He said wasn't vaccinated. He said that he didn't get into the whole conspiracy trying to get blacks stuff, but said it is a thought. He said that he feels like he doesn't get sick and didn't know anybody who got sick from Covid. He said he doesn't take flu shots or use medicine unless he has to. Tries to keep his body as natural as possible. He asked me if I got the shot. I told him yes. He asked why. I said that I was hesitant at first then got really sick. I think it was covid. I got the shot when I found out that my natural immunity might not last long enough. He said that he is not opposed to taking it and if the time comes when he feels he needs to, he will get the shot. -- Cameron, Canvassing in Germantown

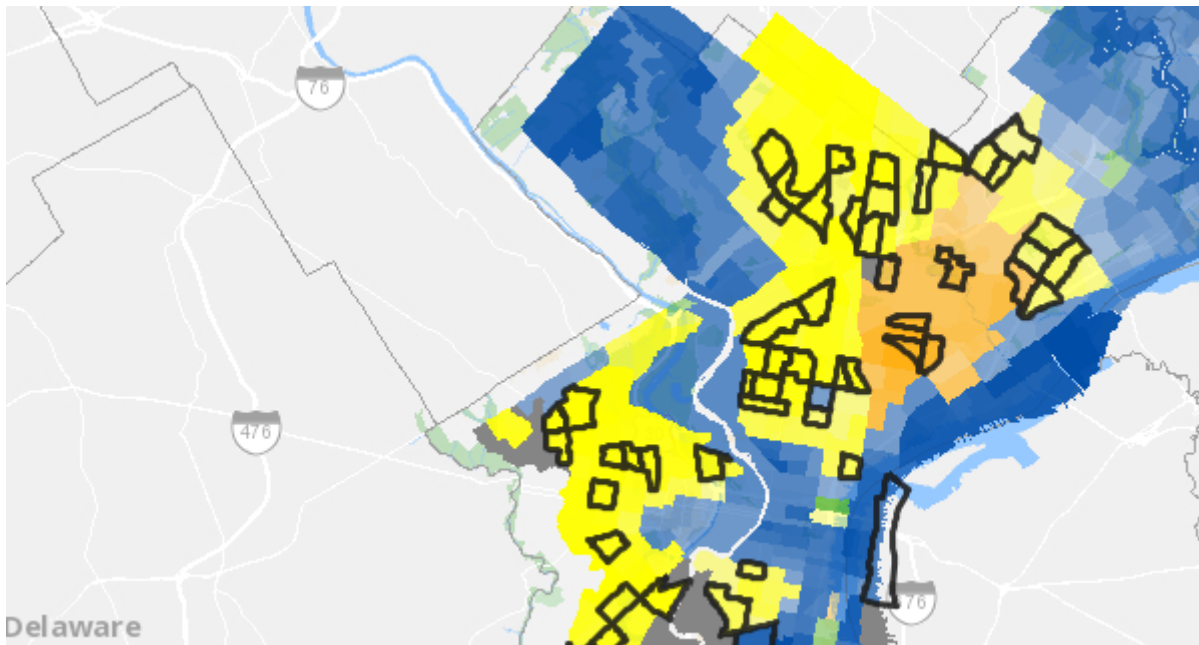
Because of the efforts of the Philadelphia Department of Public Health, Philly Counts, and a multitude of partnering organizations, Philadelphia has been consistently distinguished as the highest vaccinated large city in the country. Recently, Philly has also been identified to have the highest Black and African American vaccination rates as well.

Philly Counts' targeted approach and trusted messenger method has focused outreach efforts in the lowest vaccinated Philadelphia communities. These communities are also areas with predominantly BIPOC residents.

Displayed below are outlines of the census tracts where Philly Counts has canvassed. Within these census tracts, canvassers have had conversations with individuals and households about

their engagement with the COVID-19 Vaccine. The map displays ACS Race and Hispanic Origin Data by Census Tract.

Using the Map: The map below displays ACS Race and Hispanic Origin Data, by census tract. The dark outlines are census tracts where Philly Counts has canvassed. Notice, these outlines are predominately surrounding yellow and orange census tracts - indicating Black or African American and Hispanic or Latino populations. Click into each census tract for more information.



U.S. Census Bureau's American Community Survey (ACS) 2015-2019 5-year estimates, T... Powered by Esri

Figure 6: Philly Counts Canvassing Locations over ACS Race & Hispanic Origin Data by Census Tract

Real Philadelphians. Real Stories.

Click the play button in the bottom left corner to view the video. If the video does not immediately play, allow a moment for the video to buffer and load, and try again.

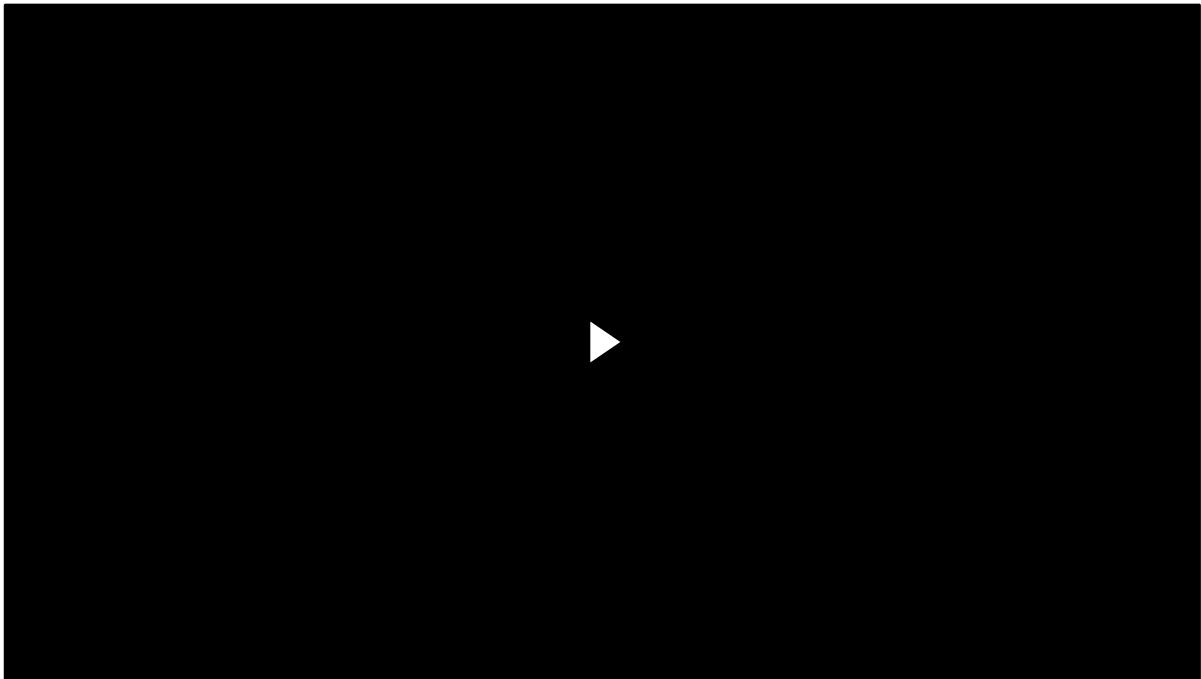


Figure 7: Philly Counts & Philadelphia Department of Public Health Community Stories Video

Philly Counts Media Coverage

NBC 10 - Back to School

Inquirer - Least Vaxed Zip Codes

WHYY - Covid Misinformation