

Epidemiology and Laboratory Capacity (ELC) Subgrantees

EXECUTIVE SUMMARIES & CONTACT INFORMATION
ESSEX, HUDSON, MORRIS, PASSAIC, UNION COUNTIES.

Essex County

Montclair Fund for Educational Excellence

Contact Information: Masiel Rodriguez-Vars, Executive Director. Email: masiel@mfee.org

Marni Jessup, Program Coordinator. Email: marni@mfee.org

Mary Beth Rosenthal, Program Supervisor. Email: marybeth@mfee.org

The Montclair Fund for Educational Excellence (MFEE) will utilize ELC Mini Grant funds to execute a broad COVID Vaccine Awareness Campaign shaped by and targeted at Black and Brown community members. The core component of the work is hiring three part-time Community Health Workers who will take the lead on the project and build a foundation for ongoing support to Montclairians.

The key aspects of this initiative are: creating a Health Equity Street Team composed of diverse residents with broad connections to Black and Brown Montclairians; crafting an engaging online and print media campaign that provides culturally-sensitive and clear information about COVID safety and the COVID vaccine; hosting a series of interactive virtual town halls with Black and Brown health professionals and community members; and hosting a festive outdoor community event that highlights COVID safety/vaccine awareness and connects attendees to health and other resources to support our most vulnerable populations.

New Community Corporation

Contact Information: Arti Kakkar. Email: akakkar@newcommunity.org

Vivian Fraser, CEO at Urban League. Email: vfraser@ulec.org

Elizabeth Mbakaya, CFO. Email: embakaya@newcommunity.org

New Community Corporation (NCC), in partnership with the Urban League of Essex County (The League), will Community Education and Resiliency Program (CERP) to build a network of resources through community education initiatives within vulnerable and diverse populations. The program will target up to 2000 (400/month) residents to receive Covid -19-focused outreach and community health education through our community engagement events.

Program staff will provide them with health education/prevention, mitigation strategies via community groups, and promote resource assistance in response to COVID-19

These services will be provided in the community in-person with adherence to the social distancing guidelines as well as remotely via zoom virtual sessions/community discussion groups. The program design is a combination of community outreach where program staff will function as enrollment agents and community organizers with the goal

of capacity building and empowering the underserved communities. The community outreach function will increase residents' basic knowledge and prepare them to attend workshops and/or direct referrals to the program's community health worker, who will help to assess the basic needs of the population and make referrals as needed to local hospitals and service providers, in addition to providing educational workshop and enhancing the knowledge on prevention of the virus.

Recognizing that existing social inequities will not be fully remedied in the short term, the community outreach worker, in coordination with the community health worker, will help individuals and families identify and adopt actionable strategies that improve behaviors and reduce exposure and illness driven by Covid-19.

Saint James Health

Contact Information: Nicole Fields, CEO. Email: nfields@sjhealthnewark.com

Marcus Freeman, CFO. Email: MFreeman@sjhealthnewark.com

In conjunction with our community partners, the Metropolitan Baptist Church ("MBC") led by Pastor David Jefferson and East Side High School, Saint James Health, Inc. ("SJH") submitted a proposal to continue the COVID-19 testing, and COVID-19 vaccinations (called "SJH COVID-19 Offsite Services") for residents in the East Ward of Newark. ELC Grant funds requested were to continue the SJH COVID-19 Offsite Services that began in July 2020 which were also funded by a previous ELC Grant. With the additional ELC Grant funds awarded to SJH for the program period February 1, 2021 through June 30, 2021, the MBC and East Side High School offsite locations will be available to Newark residents in the East Ward for SJH COVID 19 Offsite Services. Through this grant SJH is adding 1.0 FTE community health worker to assist patients with navigating the healthcare landscape as it pertains to COVID-19. The community health worker will assist with registrations, navigation and other health care needs.

The Table below identifies the characteristics for the zip codes and the demographics of the populations to be served. The *indoor* offsite locations are East Side High School in the 07105- zip code, and the MBC location is at 555 Martin Luther King Blvd. and located in the 07102-zip code. The City of Newark Public Safety Office will assist SJH in setting up these offsite locations to ensure there is sufficient indoor space that is well heated for the local residents and visitors can remain socially distance. Each Offsite location will be open minimally two (2) days per week, 8am until 4pm.

Table 3: Demographic and Socioeconomic Factors of Newark Residents by ZIP Code (2011-2015)

Factor	Newark ZIP Code									Newark
	07102	07103	07104	07105	07106	07107	07108	07112	07114	
Population	13,222	31,365	50,998	53,080	30,824	38,793	21,363	26,006	14,251	279,793
% Newark Total	4.7%	11.2%	18.2%	19.0%	11.0%	13.9%	7.6%	9.3%	5.1%	100%
Gender										
Male	54.1%	46.8%	47.8%	56.0%	46.6%	48.7%	43.7%	45.6%	63.2%	49.8%
Female	45.9%	53.2%	52.2%	44.0%	53.4%	51.3%	56.3%	54.4%	36.8%	50.2%
Age										
Under Age 18	16.5%	27.5%	25.6%	21.9%	25.4%	30.8%	29.6%	26.1%	18.4%	25.4%
Age 18 and Older	83.5%	72.5%	74.4%	78.1%	74.6%	69.2%	70.4%	73.9%	81.6%	74.6%
Age 65 and Older	10.1%	8.8%	9.1%	7.4%	10.6%	7.7%	9.9%	10.8%	5.5%	8.8%
Median Age (Years)	30.3	29.1	32.5	34.2	33.0	31.2	30.8	34.3	34.6	32.6
Race/Ethnicity										
White, Not Hispanic	15.1%	3.8%	5.6%	34.1%	2.8%	6.6%	1.8%	1.2%	11.5%	10.7%
Black/African American	48.2%	77.2%	23.8%	8.4%	79.5%	34.7%	85.6%	92.2%	55.4%	48.3%
Hispanic/Latino (All Races)	23.5%	15.2%	66.4%	48.9%	10.0%	54.2%	11.6%	4.5%	30.2%	35.6%
Other	13.2%	3.8%	4.2%	8.6%	7.7%	4.5%	1.0%	2.1%	2.9%	5.4%
Language Spoken At Home (Age 5+)										
English Only	64.6%	78.6%	34.3%	18.1%	72.0%	45.5%	83.0%	87.8%	62.3%	53.5%
Spanish	22.3%	12.8%	59.1%	45.5%	9.2%	47.7%	9.1%	4.0%	28.7%	32.0%
Other Indo-European	7.8%	3.7%	3.7%	36.0%	12.6%	4.0%	2.7%	2.6%	7.6%	11.1%
Asian/Pacific Languages	2.1%	0.6%	1.3%	0.2%	1.1%	1.0%	0.0%	0.3%	0.4%	0.7%
Other Languages	3.3%	4.4%	1.6%	0.2%	5.0%	1.8%	5.1%	5.3%	1.0%	2.7%

various media outlets to communicate information about the COVID-19, Flu Vaccine and the COVID-19 Vaccination program. Program information will include: flyers and announcements at MBC services and events; the SJH and MBC websites; notices on the NJ DOH COVID-19 website; and flyers and announcements in local zip code communities. Where possible, East Side High School and MBC will provide electronic signage, flyers, and social media advertising and the community partnerships identifying offsite testing and vaccine administration locations in the City of Newark. The Offsite signage shall also identify SJH locations in the East and West Wards.

On February 15, 2021, the top ten (10) Newark Community Black Clergy leaders announced with the Newark Mayor Baraka the first and largest faith-based COVID-19 Vaccination program in the state. They announced the SJH COVID-19 Offsite Services will be launched at MBC 555 Martin Luther King Boulevard and East Side High School. The Newark Black clergy leaders hope a sufficient number of Black residents will schedule appointments. SJH can schedule 120 to 150 appointments per day at each location.

South Ward Promise Neighborhood

Contact Information: Nichelle L. Holder, Executive Director. Email: nholder@brickededucation.org

Ellen McGovern, Director of Family Hub. Email: emcgovern@brickededucation.org

Jasmine Spencer, Director of Early Childhood. Email: jspencer@brickededucation.org

Nancy Gottesman, Development Coordinator. Email: ngottesman@brickededucation.org

Priscilla Everhart, Chief Strategy Officer. Email: peverhart@brickededucation.org

The South Ward Promise Neighborhood, in collaboration with the Greater Newark HealthCare Coalition (GNHCC), will implement its “Promise Community Health COVID-

19 Response Initiative,” a plan targeting Newark’s vulnerable South Ward population by: (1) training three incumbent SWPN-CHW employees through the CLG-CHW Training Institute, including classroom instruction and on-the-job training, as full-time CHWs; (2) deploying the CHWs to provide community health education and to disseminate information related to prevention, testing and vaccination and to provide services referral and care coordination with enhanced navigation support to families; and (3) widely publicizing COVID-19 response information through targeted outreach, traditional marketing and social media.

Each CHW will provide COVID-19 response care coordination within 6-week cycles, with a caseload of 15 families at a time, to serve a total of 50 families between February and June 2021. Overall, the three CHWs will provide COVID-19 response, community health education and service referrals to a total of 150 families, reaching approximately 380 children by June 2021. Through weekly literature drops and twice monthly tabling events and by leveraging SWPN’s own programs and its partnership with GNHCC, SWPN’s overall goal for the Promise Community Health COVID-19 Response Initiative is to impact 530 adults and children.

Willing Heart Community Care Center

Contact Information: Maryanna Williford, Program Director. Email:

willingheartccc@yahoo.com

New Jersey has had over 755,000 COVID-19 cases, Essex County over 70,000, and Newark over 30,000. The crisis of this pandemic has called out many to respond and support the community. The need for active engagement of support, education, and resources is ongoing.

The Willing Heart Community Care Center (WHCCC) has answered that call, actively engaging with the community. The WHCCC is a non-profit organization supported by caring volunteers working to provide a healthy environment to help families who may need assistance to eliminate a physical, mental, or social crisis. The WHCCC is presently reaching the community during the pandemic through our Food Pantry and meal program. We expanded our work and increased our services through our partnership with St James Health, a Federally Qualified Health Center that serves residents of Newark, East Orange, and the Greater Newark Area, and opened a COVID-19 testing Center. Our facility offered a drive-up/walk-up testing center from June – November and an indoor testing center starting in November to the present. We adhere to all CDC COVID-19 guidelines, provide parking and security, and accept anyone coming for testing. As a testing center, we offer a service that provides hope for the individual's well-being and the community.

We plan to continue the COVID-19 testing site at the Willing Heart in tandem with St. James Health and expand and begin vaccinations. We will start educating people about the vaccine: why it is safe and why it is critical for the community. Our expansion will include hiring a Community Health Worker. The CHW will bring an added level of trust, helping us continue to build the bridge of confidence with the community in the area of personal health issues. The CHW will provide an opportunity to educate the community on the continued need for testing; vaccinations; and other health issues that affect our community. The CHW will work with those who come to the Willing Heart providing education on COVID testing and vaccination. The CHW will build a trusted relationship with the individuals utilizing the services already in place at the Willing Heart. The CHW is an advocate for the individual and will allow the Willing Heart and St James Health to enhance our services, knowing the community's needs more in-depth.

The Willing Heart has established itself as a dedicated partner in the community, offering not just services but hope.

Hudson County

Centro Comunitario (CEUS)

Contact Person: Blanca Molina, Executive Director. Email: bmolina@ceusnj.org

Leyda Flores. Email: flores.leyda@gmail.com

Hugh Morley. Email: hmorley@ceusnj.org

Centro Comunitario CEUS, a Union City, NJ-based non-profit organization, was awarded \$36,525.00 to conduct a COVID-19 outreach campaign to inform hard-to-reach undocumented immigrants how and where to get vaccinated and to persuade them of the important health reasons for doing so. The project is designed to disseminate vaccination information to 4,000 immigrants in the target population, through 1,100 interviews with individuals who will then inform family and household members of the COVID 19 information provided in the interview.

Centro Comunitario CEUS will complete the project by leveraging its existing status as a well-known organization with 27 years of experience working with the area immigrant community. Hard to reach immigrants will be contacted through the organization's existing databases of: undocumented immigrants; legal clients of CEUS; supporters of the organization in the membership program; students in the English As A Second language classes. In addition, CEUS will reach out to 10 area churches or civic organizations with the goal of getting referrals of immigrants in the target category or organizing forums of congregants, member immigrants. All contacts will be completed by phone/Zoom/online or, if not, in person at the CEUS office or church-organization location, using social distancing and other safety measures.

Church World Service Jersey City

Contact Person: Courtney Madsen, Jersey City Office Director. Email:

cmadsen@cwsglobal.org

Megan Durkin, CWS Jersey City Associate Director. Email: cmadsen@cwsglobal.org

CWS Jersey City will provide outreach and education to refugees, asylees, asylum seekers, and other vulnerable immigrants in Hudson County. CWS Jersey City expects that the proposed project will provide vaccine information to at least 200 individuals over the course of the program period either through mail or individual phone conversation. It is anticipated that this population will require additional support overcoming barriers to vaccination and participating in contact tracing, and this outcome accounts for that increased individualized assistance. CWS Jersey City expects 500 engagements through social media and group workshops. These numbers are based on recent outreach efforts for other programs. The social media and print materials developed through the program will be available beyond the program period. CWS Jersey City

anticipates assisting 40 individuals through the proposed program with logistical barriers to accessing COVID-19 related services. The assistance may include help scheduling vaccine appointments, finding transportation options for testing or vaccinations, problem solving technology issues for remote appointments or contact tracing, and other individual issues as they arise.

Morris County

Spring Street Community Development Corporation

Contact Person: Teresa Williams, Executive Director. Email:
Teresa.williams@springstreetcdc.org

Spring Street Community Development Corp. (SSCDC) is looking to utilize the existing Table of Hope (TOH) Mobile Food Pantry Program and their Healthy Women Healthy Families Program to educate, connect and bring COVID related services to populations that are not able to get access to testing, information and education because of limited resources and no transportation. The TOH Mobile Food Pantry serves 1,500-2,000 households a week. This provides a tremendous opportunity to reach out and educate, share, advise and bring awareness of COVID-19 and its challenges to those who are food insecure and most likely are part of the vulnerable population.

SSCDC is a subgrantee to the Partnership for Maternal and Child Health of NJ under the Community Health Worker (CHW) Program. We have been a subgrantee since 2019 and the grant is for a P/T CHW. We currently have two persons serving in this capacity. To support the ELC grant, we want to hire a part time ELC CSW.

Passaic County

Health Coalition of Passaic County

Contact Person: David Asiamah. Email: asiamahd@sjhmc.org

Kimberly M. Birdsall, Executive Director. Email: birdsallk@sjhmc.org

The Health Coalition of Passaic County proposes to develop easily accessible materials about Covid-19 and the Covid-19 vaccine in multiple languages (e.g. English, Spanish, Arabic, Bengali) for diverse audiences for dissemination to vulnerable communities through the use of Community Health Workers. We will aim to leverage the breadth of our partnerships in the community to create and disseminate factual and linguistically accessible evidence-based information on COVID-19, its causes, precautions and the importance of vaccination to protect the community. We aim to seek design and consultation services from an established marketing agency familiar with health communication and leverage our social media presence and that of our partners through coordinated postings, demographically targeted social media ad buys, targeted outreach in natural community gathering places (e.g. barbershops, salons, worship locations, laundromats and grocery stores), email blasts to community members and partners as well as healthcare settings (e.g. clinics) to achieve the goals of this project. We will also send two CHWs (at least one bilingual) to be trained at the GLC institute when that becomes available.

New Destiny Family Success Center

Contact Person: Carolyn McCombs, Executive Director. Email:

cmccombs@newdestinyfsc.org

Anny Alonzo, Family Partner Supervisor. Email: aalonzo@newdestinyfsc.org

Ariana Moseley, Technology Coordinator. Email: amoseley@newdestinyfsc.org

Leia Chu, Financial Coordinator. Email: lchu@newdestinyfsc.org

New Destiny Family Success Center (NDFSC) will implement the ELC COVID-19 outreach and awareness raising strategy utilizing face-to-face sharing opportunities in partnership with its wide partnership network including, but not limited to Health Coalition of Passaic County, Paterson Alliance, CUMAC ECHO, Paterson Housing Authority, Paterson Public Library, Women Infant and Children, Passaic County Impact Project, Passaic County Department of Health, Passaic County Department of Human Services (including the Division on Aging), Passaic County One Stop Career Center, Passaic County Workforce Development Board, and faith based organizations. This wide network of connections will be essential in connecting with community members, understanding their needs and developing COVID-19 solutions. The following activities will be implemented in support of this focus:

- One Full-time and one Part-time Community Health Worker will be hired.
- Monthly calendar of COVID-19 activities will be published electronically and distributed through various partner networks.
- A social media campaign will be developed to share information and receive community feedback.
 - Collateral materials will be delivered to various partner sites sharing critical information related to vaccination, testing, and other mitigation strategies to help individuals stay safe.
 - Testing and vaccination opportunities will be identified in partnership with the state Department of Health and other stakeholders to make sure underserved communities will have access to resources and information in our target communities.
- Community champions will be engaged to spread the word regarding access to COVID-19 resources.

The project is scheduled to operate from February 1 – June 30, 2021.

Union County

International Rescue Committee

Contact Person: Avigail Ziv, Executive Director. Email: Avigail.Ziv@rescue.org.

Brittany O'Neill, Development Director. Email: brittany.oneill@rescue.org

Alison Millan, Deputy Director. Email: alison.millan@rescue.org

Kathryn Hoven, Development Coordinator. Email: kathryn.hoven@rescue.org

Jas Verem, Education and Learning Supervisor. Email: jas.verem@rescue.org

Wai Ying Ma, Finance Manager. Email: waiying.ma@rescue.org

To reduce the spread and mitigate the impact of COVID-19 in northern New Jersey's vulnerable immigrant communities, the International Rescue Committee (IRC) will leverage language skills within five key language groups: Swahili, Arabic, Dari/Pashto, Spanish, and Haitian Creole. IRC's six proposed refugee, asylee, and immigrant Community Health Workers (CHWs) will work with the communities served by IRC (as the largest refugee resettlement agency in New Jersey) and will serve as a resource to local Public Health Departments to assist with contact tracing and case investigation efforts through their bilingual/bicultural skillsets.

IRC's CHWs will map the best information distribution pathways in their respective communities to cement channels for vetted accurate and culturally-responsive COVID-19 information in each language group. CHWs will utilize existing messaging materials from New Jersey Department of Health and local Public Health Departments, in addition to materials created by IRC's organizational partnership with the National Resource Center for Refugees, Immigrants and Migrants (NRC-RIM). Methodologies will reflect each community's preferred communication tools, which will be cognizant of community technology resources (prevalence or lack of broadband internet, smartphones, tablets, and computers) as well as preferred language.

Elizabethport Presbyterian Center

Contact Person: Katherine Carter, Project Director. Email: kcarter@eportcenter.org

Lillian Gourdine, Accountant. Email: lgourdine@eportcenter.org.

Tom Eicher. Email: Tomeicher76@gmail.com

Elizabethport Presbyterian Center will utilize our existing engagement with vulnerable populations through our food pantry, senior outreach program, senior social clubs, and early childhood education programs to provide information on effective COVID-19 prevention practices, testing sites and contact tracing, along with written material in multiple languages debunking myths and providing facts about COVID-19 vaccinations. We will distribute written materials that are targeted at specific populations. All materials

will include telephone and email contacts for E'Port staff to answer questions or obtain additional information in English and in Spanish. We will enroll one of our existing outreach workers in the community health worker training program, beginning with the March class. That CHW, along with other staff, will also utilize a broad outreach through social media, and door-to-door information distribution throughout the port section of Elizabeth, as well as in senior and other housing provided by the Housing Authority of Elizabeth, which has agreed to allow access to their facilities for these purposes. We will create a new testing site at the Center. The walk-in COVID-19 testing site at the Center will be utilized by residents in the area, and in particular, seniors and economically disadvantaged families accessing food at the food pantry. It will operate as testing supplies permit.

Jefferson Park Ministries

Contact Person: Woody Philippe, Executive Director. Email: wphilippe@jeffersonparks.com

Amanda Ekstein. Email: amanda@dlbhicks.com

For the duration of the grant, Jefferson Park Ministries, Inc. (JPM) will engage our CHW to be trained in COVID-19 contact tracing and community organizing, have our CHW conduct responsive online and in-person outreach and education, partner with traditional vaccine distribution site(s) to increase community participation, have conducted online and in-person sessions, ran radio spots, and distributed printed materials on myths and facts about the safety and benefits of vaccination.

Our marketing effort will focus in Elizabeth. Elizabeth is a minority-majority city, with 75% of the population speaking a language other than English at home. Therefore, we intend to provide our promotional materials in multiple languages across all mediums. We met with several public servants and organization such as City of Elizabeth, Haitian Baptist Church, Village Family Success Center about JPM efforts in regards to Covid-19. We also started the referral process by recruiting brown people who are seniors or people have an underlying health issue and work or live or worship in Union County to receive the vaccine started on 2/22/2021. JPM will continue to develop content and plan strategically in order to fulfill the grant requirement.

Statewide

NJ 211

Contact Person: Melissa Acree, Executive Director. Email: macree@nj211.org

Susan Croce, CFO. Email: scroce@nj211.org

Gina Plotino, Project Contact. Email: veryleft@aol.com

Sue Ross, Marketing and Communications Manager. Email: sross@nj211.org

NJ 211 will use grant funds to design and implement a comprehensive campaign promoting effective health communication and community engagement strategies that respond to the COVID-19 infectious disease needs of the most vulnerable populations throughout northern NJ. We will be replicating outreach and engagement strategies that proved highly effective in the recent promotion of the 2020 Census to “hard to reach” populations. The campaign will be branded, “Stay Healthy...Because Vaccines Really Work.”

IVR messaging, outbound text, our nj211.org website and social media platforms (Facebook, Instagram, Twitter and e-newsletter) will be used to promote campaign messaging. Additionally, our Community Resource Specialists will respond to requests for information and will direct callers to local community resources.

For more information, please contact Gina Plotino, Project Manager at 201.970.5911 or email Melissa Acree, Executive Director at macree@nj211.org.