

We Got Us

Founded by: LaShyra Nolen



**A COMMUNITY
EMPOWERMENT
PROJECT**



Objectives

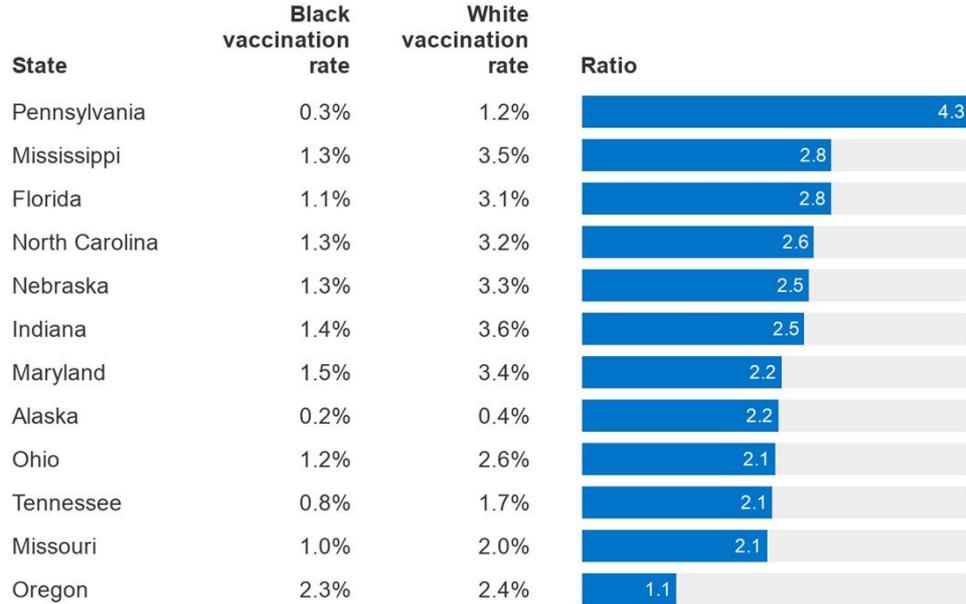
- Define the challenge that We Got Us seeks to address
- Learn about the mission, vision, pillars, and deliverables of We Got Us
- Learn how to involved with the program!



The Challenge

- Black people continue to suffer from ongoing medical and non-medical related racism in our society
- More likely to be essential workers, work in establishments with limited PPE, live in intergenerational households and have limited access to healthcare
- Black folx are nearly 2x as likely to die from COVID-19 compared to their white counterparts
- Black people are among the most hesitant to accept the new vaccine due to dignified medical distrust

Black Americans Are Vaccinated at Far Slower Rates Than Whites



NOTE: The 12 states shown are those that report race separately from ethnicity; four other states with incomparable data were excluded. States with higher rates of missing data will appear to have lower vaccination rates across all groups, so vaccination rates by race should not be directly compared across states.

CREDIT: Hannah Recht/KHN

SOURCE: Data from state health departments as of Jan. 14, 2021; American Community Survey 2019

KHN





Sandra Lindsay,
First American to get
Pfizer vaccine



Opinion

How to Reassure Black Americans That the Vaccine Is Safe

After centuries of mistreatment, many African-Americans are wary of the Covid-19 shot. A public health campaign could help rebuild trust.

By Benjamin Thomas and Monique Smith

Dr. Thomas and Dr. Smith are emergency physicians.

Dec. 30, 2020



Comparison of Knowledge and Information-Seeking Behavior After General COVID-19 Public Health Messages and Messages Tailored for Black and Latinx Communities

FREE

A Randomized Controlled Trial

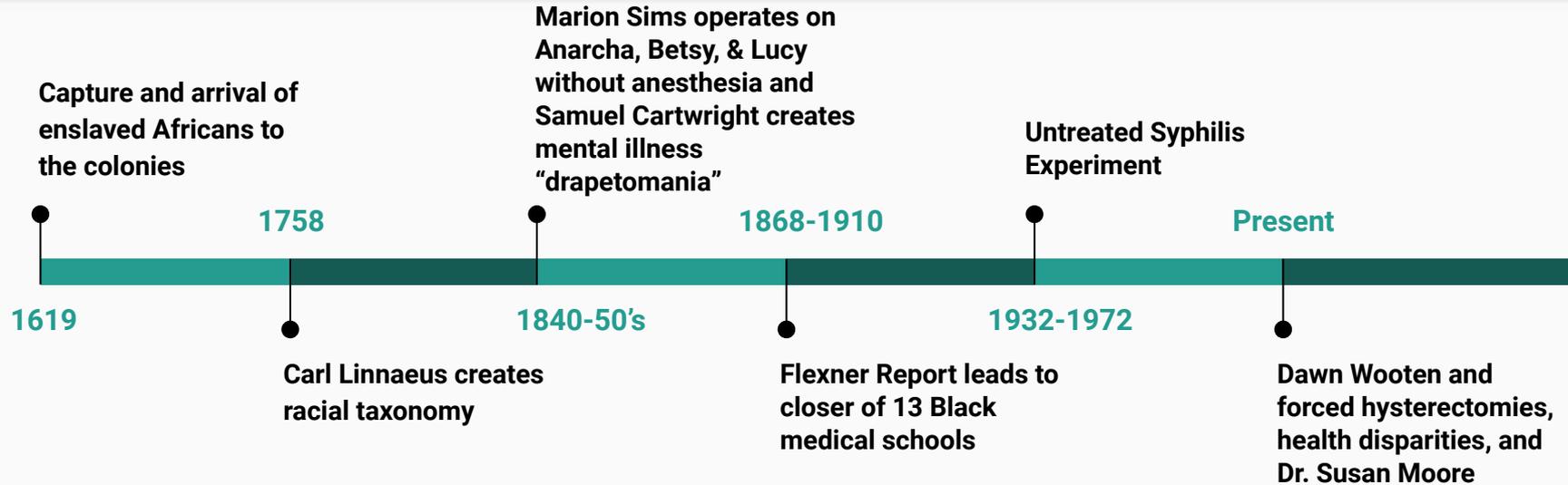
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Timeline of Medical Racism



<https://www.linnean.org/learning/who-was-linnaeus/linnaeus-and-race>
<https://calendar.eji.org/racial-injustice/mar/17>
<https://www.history.com/news/the-father-of-modern-gynecology-performed-shocking-experiments-on-slaves>
<https://jamanetwork.com/journals/jamanetworkopen/fullarticle/2769573>



Our Mission

The **We Got Us Empowerment Project** is a collective of Black community members, healthcare professionals, students, and allies dedicated to educating our communities about COVID-19 and the vaccine. Our purpose is **not to convince, but to empower** our communities with timely, accessible, and scientifically accurate information grounded in evidence so they have the tools to make informed health decisions. We recognize our community's hesitancy and distrust of the medical institution as dignified, due to the historic and ongoing abuse of our communities at the hands of medical racism. We are committed to elucidating these atrocities and doing the work to help dismantle the systems of oppression that led and continue to lead to inequitable health outcomes. To accomplish our objectives, we will fellowship in community, learn in community, and get through this pandemic in community because **"We Got Us"**.



Our Vision

We Got Us will strive to:

1. ALWAYS, guide our actions rooted in our community's needs
2. Amplify and synthesize the current work of community organizations and leaders
3. Collaborate with community organizations across Massachusetts to provide accurate and accessible education about the vaccine
4. Become the national one stop shop for information related to COVID in Black communities
5. Become a national model for an effective, grassroots campaign for vaccine education in Black communities

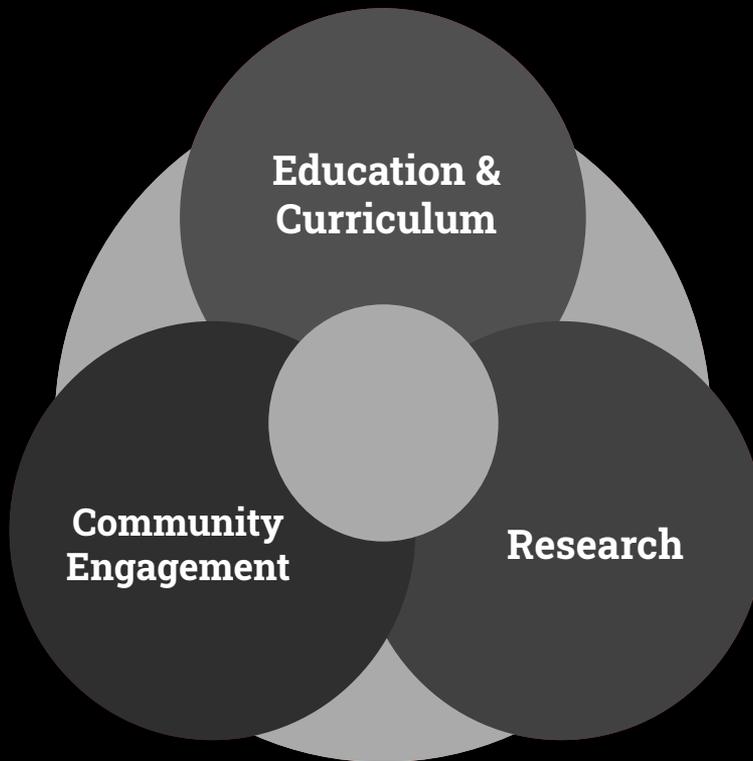


Our Pillars

- 1.) **Empowerment Through Education**: Our objective is to bring accurate science information to our community both locally and nationally in an accessible way.
- 2.) **Convey Not Convince**: We seek not to convince our communities to get the vaccine but rather to convey the information they need to make the best health decisions for themselves and their community, with special consideration of their personal values and circumstances.
- 3.) **Harm Reduction Through Public Health**: For our community members who choose not to get the vaccine or elect to "wait and see", we will empower them with public health education, PPE, and sanitizing material for the protection of themselves and their community.



Our Deliverables





Our Deliverables: Education

- **Printed resources** (available in English, Spanish, Portuguese, and Haitian Creole)
 - COVID vaccine infographic (how it works, different types, side effects, etc.) and poster
- **Website**
 - Resource sheet (town halls, vaccine testing site, etc.) and Frequently Asked Questions
- **Curriculum and “Empowerment Sessions”** (epidemiology, medical racism, COVID, and the vaccine)
 - To be taught in virtual sessions led by our team of volunteers
 - These sessions will be requested through our website
- **Animated Video Series**
 - First video will focus on how the vaccine works



Our Deliverables: Community Engagement

- **Weekly community outreach** in Massachusetts communities passing out “outreach kits” (our infographic, mask, and sanitizer)
- Partner with local stores, barbershops, salons, churches, community health centers, etc. to use our **posters and education material**
- Creation of “Humans of NY” type of **social media campaign**
- Engage with radio stations, local TV and news channels to share our message



Our Deliverables: Research

- Keep our website updated weekly with the latest news related to COVID in accessible terms
- Conduct focus groups with community members to ensure our project is addressing our community's concerns
- Monitor data about the impact of our virtual sessions and in-person outreach



Our Current Community Partners

- American Board of Internal Medicine (ABIM)
- MGH Stoeckle Center for Primary Care
- The Family Van
- Bethel AME Church
- Diva Docs Boston
- Massachusetts Medical Society
- Brockton City Council
- The Miller Center for Interreligious Learning & Leadership
- Hebrew College
- Old Colony YMCA





Our Team

Project Coordinator:
TBD

**Community
Engagement Lead:**
Kareem

**Education &
Curriculum Lead:**
Efosa

**Media & Social Media
Lead:**
Taylor

Research Lead:
Melissa

Youth Coordinator:
Laetitia

Team Volunteers

How you can support



Students

- If you're a pre-health or health professional student, join our team as a volunteer!
- If you know of any town halls, panels, or events in the community related to the vaccine let us know so we can add it to our online resource sheet

Organizations

- Become a We Got Us partner and use our infographics and promotional material at your establishment or clinic
- Feature your name or organization's name as a community partner on our website
- Share our promotional video and website info on your social media accounts

Donors

- Donate to help us continue to support and educate our communities
- Donate PPE to our team for use during our in-person community outreach

Community Members

- Join one of our focus groups and tell us what your questions and concerns are
- If you have an organization or community group, partner with us and have us do vaccine education at your next virtual or in-person event
- Suggest a community organization, student, leader, or institution we could partner with

Thank you!



Questions?

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