



Serving the Underserved

Reaching At-Risk Communities During Crisis

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COVID-19 Disproportionately Affects **Underserved Communities**

3.7x

Death rate for African-Americans compared to white populations

47%

Of lower income residents lost their jobs or wages due to COVID-19

39%

Are vaccine hesitant. African-Americans and those with lower income are more likely to be vaccine hesitant.

An effective vaccine communications strategy includes equitable access for underserved or hard-to-reach communities

Sources: COVID Tracking Project, PEW Research Center



Today's **Speaker Lineup**



Iris P. Frye

Founder and Chief
Innovator at Parity
Health Information
Technology



Dr. Shelley Cooper

Founder of Diversity
Telehealth



Josh Gondwe

Enterprise Account
Executive, Granicus



Speaker Lineup



Panel



Questions



Placeholder - Panel



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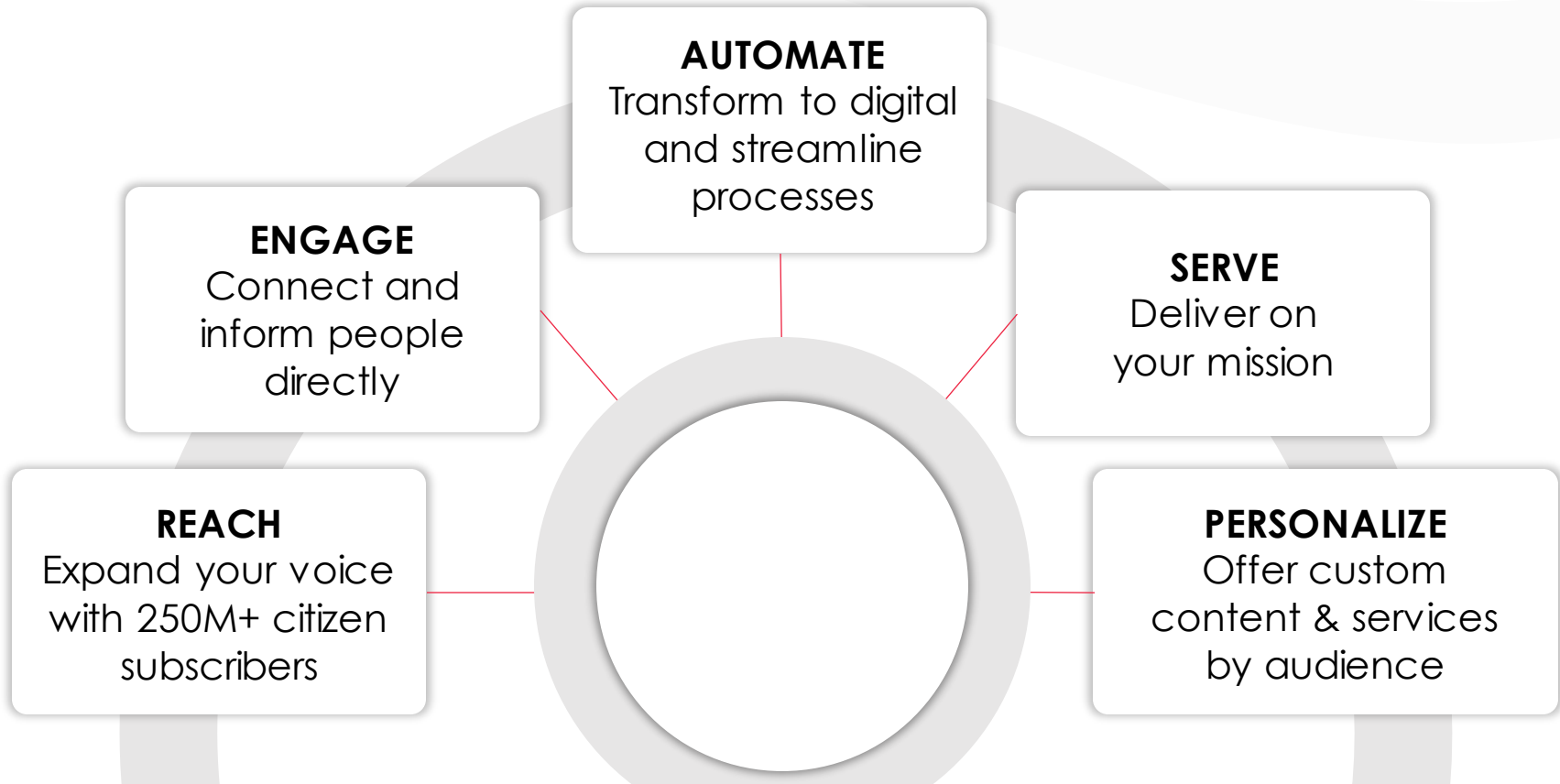


Questions



Granicus' Unified Civic Engagement Platform

Purpose built to drive government outcomes



Granicus' Vaccine Communications Toolkit



COVID-19 Vaccine Comms Toolkit includes:

1. Digital comms tools
2. Real-time national analytics
3. Peer sharing content
4. Digital strategy support
5. Subscriber Network Access





Sources Referenced

- <https://www.pewsocialtrends.org/2020/09/24/economic-fallout-from-covid-19-continues-to-hit-lower-income-americans-the-hardest/>
- <https://www.pewresearch.org/science/2020/12/03/intent-to-get-a-covid-19-vaccine-rises-to-60-as-confidence-in-research-and-development-process-increases/>
- <https://jamanetwork.com/journals/jamanetworkopen/fullarticle/2768723?resultClick=1>
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- <https://www.medicalnewstoday.com/articles/how-did-we-develop-a-covid-19-vaccine-so-quickly>



Thank you!