

The National Black Church Initiative Comprehensive National Flu Plan for African Americans and Latinos in the COVID-19 Age

The National Black Church Initiative (NBCI) is launching one of the most comprehensive flu programs ever in its history due to the COVID-19 virus. The program will consist of education providing accurate and timely literature on the nature of the common flu, building a large coalition of African American affinity organizations, and comprehensive participation in the flu vaccine. Our messaging campaign will be targeted at African American and Latino families with an emphasis on but not limited to African American children, pregnant women, the disabled, the homeless, and African American and Latino men over 60.

This program will impact over 35 million African American and Latino faith-based members.

Given the extraordinary mortality and morbidity of the African American and Latino communities due to the COVID-19 virus, we have decided to make sure that all vulnerable populations within our 150,000 black churches, which constitutes 27.7 million churchgoers, are protected from the common flu and vaccinated.

NBCI is the largest faith-based health preventive organization in the country. We have at our exposure over 150,000 volunteers which we are activating under this emergency flu program. We plan to increase the flu vaccine rate by 40% which is unheard of ever in our community and even our nation.

The National Black Church Initiative (NBCI) is a coalition of 34,000 African American and Latino Churches with an additional 116,000 sister churches working to eradicate racial disparities in healthcare, technology, education, housing, and the environment. NBCI's mission is to provide critical wellness information to all of its members, congregants, Churches, and the public. Our methodology is utilizing faith and sound health science.

NBCI's National Flu Campaign will fall under the NBCI's Health Emergency Declaration (HED) which gives us extraordinary leverage in our communities to reach the goal set for this initiative. We will also employ the NBCI's National Clinical Strategy Task Force (NCS) which will also assist in this forthcoming mammoth project.

We plan to partner with all of the pharmaceutical companies that produce vaccines, the National Association of Community Health Clinics, CVS, and our 150,000 faith community partners, in

addition to our Latino coalition of 25,000 churches. We have also begun conversations with the National Medical Association and the National Hispanic Medical Association. Here's how this will work:

- **Education**

The NBCI will utilize about 100,000 websites and send over 25 million emails explaining why it is important to be vaccinated during the COVID-19 period. We plan to utilize the NBCI's National Clinical Strategy Task Force. The NCS is comprised of a group of interdisciplinary clinical professionals who practice, serve, educate, train, and conduct community-based research in their respective fields.

The team includes MDs, Ph.Ds., a Pharm. D, RN/NP, and Community Leaders/Advocates, who are highly skilled with vast clinical experience and considered experts in their field. They conduct their work in a wide variety of settings including outpatient clinics, private practice, educational settings, and community-based programs and research labs. They are being tasked to serve as our resident expert on COVID-19 along with others on our advisory panels.

We have also developed a 30-minute online educational module on the importance of getting vaccinated for the common flu in light of the COVID-19 pandemic.

They will hold zoom and conference calls all over the country from September 15, 2020, to March 15, 2021. We will create an email blast with all of the important information going out to our 27.7 million members and allow each member to ask questions to our panel of experts.

- **Social Media and Messaging**

We plan to utilize all social media platforms as well as recruit local artists and utilize our church-based music talent to send very clear messages on the importance of getting vaccinated this year. We plan to incentivize those messages to our families and especially to the hard to reach populations in our churches. The National Black Religious Broadcasters (NBRB), a coalition 10,000 black religious broadcasters, will work closely with NBCI in the area of health messaging to make sure that we reach all vulnerable populations. We also plan to activate NBCI's Literature Review Committee headed by Dr. Rosusan Bartee, which consists of 3 African American PH.Ds, specializing in the area of health literacy, an interdisciplinary literature team who will work through NBCI and the NCS on crafting the right and effective messaging around vaccination in the COVID-19 age.

Each of the member service websites has agreed to carry contact information on the importance of a flu shot, and where you can get them based upon your zip code. We plan to reach out to 274

black newspaper associations, 180 urban black radio format stations, and the 10 black-oriented cable TV stations as well as local stations in the 47 cities that this initiative will be launched in.

- **Coalition**

Our present coalition consists of 150,000 black churches. We will also incorporate another 25,000 Latino churches, and another 10,000 rural white churches in the most expansive comprehensive program between an interdenominational movement to encourage everyone to get a flu shot during this COVID-19 period. This will give us 180,000 churches participating in the extraordinary public health project. We will also incorporate whatever technology assistance and resources the CDC and local state department can contribute to this campaign.

Because of the state of this campaign, CVS pharmacy will be our leading partner and will incur over 8,000 stores where individuals can get information and their flu shots. Also, we plan to solicit support from all of our pharmacy partners to bring critical information and supplies to this campaign. We will be announcing the individual companies who will be joining this campaign in the coming weeks.

We have worked successfully together with the National Association of Community Health Clinics on different projects throughout the past 10 years. We plan to reactivate this partnership to make sure that they are our community clinical partners covering the important aspect of the right to access to be vaccinated for the common flu. We will connect NBCI's Demographic Zip Code System with each of those 10,000 clinics around the country with our churches in the same zip code zone. Presently, the National Association of Community Clinics has received grants from the White House COVID-19 Task Force and The U.S. Department of Health and Human Services (HHS). They are obligated to work with a coalition like NBCI who already has an existing working relationship with them.

- **Administering a comprehensive flu vaccine program in our churches and our community**

We plan to initiate a 5-level flu program participation. This consists of having members from our congregation come to their churches to receive a flu shot, working with CVS pharmacy. This will also entail our members who have individual health insurance to go to their local physicians or take advantage of getting their shots through CVS pharmacy, which is covered under their health insurance plan for free.

Our 150,000 volunteers are being trained right now to help our most vulnerable populations as stated above (African American and Latino pregnant women, seniors, homeless, the disabled, and children). On this initiative, we will be working with the health department of the identified

cities to coordinate activities that focus on these populations to get them vaccinated if we can come to a contractual agreement with them.

We also plan to recruit the Urgent Care Centers to make sure that all of our populations have access to getting the flu vaccine due to the COVID-19 crisis. The 5 levels include churches, CVS, individual doctors, Urgent Care Centers, and the National Association of Community Health Centers.

- **Participating cities**

1. New York, NY
2. Atlanta, GA
3. Chicago, IL
4. Washington, DC
5. Philadelphia, PA
6. Miami, FL
7. Houston, TX
8. Detroit, MI
9. Dallas, TX
10. Los Angeles, CA
11. Baltimore, MD
12. Memphis, TN
13. Norfolk, VA
14. St. Louis, MO
15. San Francisco, CA
16. Charlotte, NC
17. Cleveland, OH
18. New Orleans, LA
19. Richmond, VA
20. Orlando, FL
21. Boston, MA
22. Tampa, FL
23. Riverside, CA
24. Birmingham, AL
25. Jacksonville, FL
26. Baton Rouge, LA
27. Columbus, OH
28. Indianapolis, IA
29. Milwaukee, WI
30. Jackson, MS
31. Cincinnati, OH
32. Columbia, SC
33. Minneapolis, MN
34. Nashville, TN
35. Raleigh, NC

36. Las Vegas, NV
37. Pittsburg, PA
38. Augusta, GA
39. San Antonio, TX
40. Seattle, WA
41. Greensboro, NC
42. Charleston, SC
43. Louisville, KY
44. Montgomery, AL
45. Little Rock, AR
46. Savannah, GA
47. Shreveport, Louisiana

We plan to coordinate with each of the above 47 cities with our churches around the country through the NBCI demographic and zip code system. This system will match the city zip codes and the number of churches so that we are sure that we are covering all of the cities in both populations, both rural and urban.