

COUNTY OF MILWAUKEE
Inter-Office Communication

Date: June 23, 2023

To: Marcelia Nicholson, Chairwoman, Milwaukee County Board of Supervisors

From: Shakita LaGrant-McClain, Director, Department of Health and Human Services

Subject: Report from the Director, Department of Health and Human Services, providing an informational report on a USAging Vaccine Collaboration

File Type: Informational Report

REQUEST

The Director, Department of Health and Human Services (DHHS) is providing an informational report on an Aging and Disability Vaccine Collaborative grant awarded by USAging to the Milwaukee County Area Agency on Aging within DHHS.

BACKGROUND

USAging is distributing funding throughout the nation to encourage vaccine promotion activities and has awarded one such grant to the Area Agency on Aging within Milwaukee County in the amount of \$417,600. No local match is required to administer this grant.

In Milwaukee County, this effort will support community vaccine clinics and in-home vaccinations aimed towards protecting vulnerable populations against both COVID and influenza, provide transportation to vaccination sites, and target communication and support efforts towards older adults and individuals with disabilities.

The intent is a communication and outreach effort that will target populations in Milwaukee County that are historically underserved, especially the African American population, people with disabilities, and older adults. This effort will ensure that residents have complete and accurate information regarding vaccine clinics and supportive efforts including transportation that support access. Finally, vaccination clinics will be planned and held throughout Milwaukee County staffed by the City of Milwaukee Health Department, Wauwatosa Health Department and Health Connections, Inc.

The grant proposal distributes \$257,998 of the total award to partner grantees that will work collaboratively to prioritize the older adult population of Milwaukee County to receive vaccinations.

Three partners: Health Connections Inc. (\$99,999); City of Milwaukee Health

Department (\$49,999); and the Wauwatosa Health Department (\$33,000) will be administering the vaccine at sites throughout Milwaukee County that are prioritizing access by underserved groups of older adults.

Inpower, is a black and women-owned marketing firm in Milwaukee which specializes in marketing campaigns (\$75,000). Inpower will develop and plan the communication outreach regarding vaccine availability, education, and access.

The remaining \$159,602 will be used by the Milwaukee County Area Agency on Aging for costs including printing and mailing of the planned fall vaccination mail campaign, vaccination administration supplies and administrative expenses. Additionally, support for staff, including the Project Coordinator and Community Programs Coordinator, has been incorporated into this grant funding to track project goals and maintain oversight of activities. This project will include evaluation activities that track the data on vaccine uptake related activities, and a report will be written to share progress with the Aging and Disability Resource Center (ADRC).

ALIGNMENT TO STRATEGIC PLAN

This item is aligned to Milwaukee County's strategic plan with particular emphasis on increasing the number of County contracts awarded to minority and women-owned businesses (1C), determining what, where, and how we deliver services based on the resolution of health disparities (2A), applying a racial equity lens to all decisions (2C) investing "upstream" to address root causes of health disparities (3A), and working with agencies that partner with special populations dismantles barriers to diverse and inclusive communities (3C).

RECOMMENDATION

This report is informational and no action is needed.

TERMS

These contracts will be in place from June 1, 2023 through April 15, 2024.

VIRTUAL MEETING INVITES

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PREPARED BY:

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APPROVED BY:

Shakita LaGrant-McClain

Shakita LaGrant-McClain, Director, Department of Health & Human Services

ATTACHMENTS:

N/A

CC: County Executive David Crowley
Sup. Liz Sumner, Chair, Finance Committee
Mary Jo Meyers, Chief of Staff, County Executive's Office
Kelly Bablitch, Chief of Staff, Milwaukee County Board of Supervisors
Janelle M. Jensen, Legislative Services Division Manager, Office of the County
Steve Cady, Research Director, Comptroller's Office
Lottie Maxwell-Mitchell, Sr Budget and Management Analyst, Strategy, Budget & Performance