

Meeting Notes

Welcome

Serena Muhammad welcomed attendees and shared with them that it will be the only meeting for December. Serena also previewed the agenda for the meeting as well.

COVID-Update

Karen Bradshaw reviewed slides from the Pandemic Metro Task Force. She shared that for this week and next week that holidays often impact data as there were no community testing over the four days from the previous holiday weekend. Karen shared the data is showing a decline in admissions, but the admission numbers have gone back up to about the 140 level. Karen shared that there has been a significant volume in the number of people tested this week. The positivity rate is usually around 20 to 25 percent. The modeling slides shared during the meeting are attached.

Chat comments

Darius Rucker : That was a really great overview Karen. Thank you for the update!

COVID Messaging in Action & Co-Branding

Serena shared part of the reason we share the data is to assist with thinking and planning and as a result of looking at this information and talking to partners that we can share information, so we know talk about what we want the public to pay attention to. Our goal with messaging is people are hearing the same messages no matter what space they are in.

Courtney Mueller shared about how we have talked to a lot of folx within and outside of the RRT from the Pandemic Task Force to public health departments about what we need to do in order to practice safe social distancing and slow the spread of COVID. The 'Key Winter Messages' slide reviews the messages RRT is asking agencies to share amongst your networks.

For resources to share on social media, please click here:

<https://www.dropbox.com/sh/o3qb7l2sxc3vzbd/AABXBZn93NoGp-sRHnrv2JwVa?dl=0>

RRT is asking members to continue to amplify the message as we are not out of the weeds even though COVID continues to develop with vaccine availability. For ideas in how to amplify the message, please review slide 13.

For co-branding information, logo, and talking points, please see attached Co-Branding document. Please contact anyone from RRT if you have any questions or need assistance in messaging.

Chat comments

Katie Kaufmann : We need CAN members to help share this. Write in the chat where you've shared RRT COVID messaging or where you will share the messaging.

Grace Kyung : These images can be found here too:

<https://www.dropbox.com/sh/o3qb712sxxg3vzbd/AABXBZn93NoGp-sRHnrv2JwVa?dl=0>

Blake Hamilton : Via robocall in 8 languages to more than 900 clients of the International Institute.

Serena Muhammad : Wow!!! Thanks, Blake.

Katie Kaufmann : That's Awesome!

Todd Barnes : We shared in our (Community Council) weekly e-newsletter that reached over 4,500 contacts. We will continue to cycle in safety information in the COVID section. Here is where you can sign up for our e-newsletter: communitycouncilstc.org

Grace Kyung : Todd, Blake, thanks!

Katie Kaufmann : Thanks Todd. We appreciate what you're doing in St. Charles.

Serena Muhammad : Thanks, Todd. That's wonderful!

Donna Pupillo, Deaconess Nurse : Great pieces

Stephanie Herbers, STL City Senior Fund : Should we use any tags for tracking use on social media?

Katie Kaufmann : I'll be sharing again with the school districts and early childhood providers I engage with.

Paulette Foerster : St. Louis County Children's Service Fund sent the message through our agency update that goes to 381 people. We did 17 twitter engagements; facebook posts reached 110 people. We have three scheduled social media posts over next three weeks.

Katie Kaufmann : I saw CSF amplifying on social media! Thanks Paulette.

PPE Survey Planning

Cristina Garmendia shared RRT is in the process of planning next PPE survey and asked for member feedback on a new question we're asking about COVID-19 incidence rate in your organization. RRT has been doing risk profiling for PPE equitable distribution to ensure PPE is going to organizations at highest risks. RRT is looking to fact check our assumptions and using data from our community.

The following poll conducted during the meeting was:

Is your organization willing and able to answer the following questions about actual COVID-19 incidence? With poll options: yes, no.

OPTION 1

Has anyone in your organization's staff (or contractors) reported testing positive for COVID-19?

84% said yes you organization is willing to answer this version of the question

OPTION 2

- What percentage of your staff have reported testing positive COVID-19?

79% said yes you organization is willing to answer this version of the question

OPTION 3

- What number of staff have reported testing positive for COVID-19? What number of staff do you have?

74% said yes you organization is willing to answer this version of the question

Chat comments

Stephanie Herbers, STL City Senior Fund : Seems like the more detailed questions would be hard for people who are in large orgs with several departments. Maybe include two questions? One basic one detailed.

Stephanie Herbers, STL City Senior Fund : If the survey goes to more than top leadership of an org.

Katie Kaufmann : Thanks Stephanie. Good point.

COVID Vaccine Education

Serena shared RRT's approach to address the COVID vaccine education. RRT feels like the responsibility and what we feel like we're in good position to do is have a constructive conversation about the vaccine. When RRT talks about COVID vaccine education, the intent

is not to persuade people or make anyone make a specific decision. It's about what information is useful for the people we serve to make the best decision for themselves.

RRT is going to partner with PrepareSTL and will coordinate with Vector Communications to leverage messaging. RRT has talked to the steering committee about the below approach.

1. **Vaccines 101** – A basic primer on how vaccines are developed.
2. **COVID Vaccine Development** – A simple explanation of the accelerated process and advanced technologies that were used to produce the COVID vaccine.
3. **COVID Vaccine Availability** – A simple explanation of the distribution plan and timeline to explain who will get the vaccine first and why.
4. **Equitable Distribution** – An acknowledgement of the racial inequities and injustices experienced in healthcare by communities of color and a commitment to learn from the uneven availability of COVID testing early on, to ensure that the vaccine is equitably available to individuals who choose to take it.
5. **Informed Choice** – Facts about the “pros/cons” of the COVID vaccine to equip people with the information they need to make an informed choice about whether taking the vaccine is the right decision for them. The RRT will not persuade, advise, or tell people to take the COVID vaccine.

RRT asked the steering committee to vote on if it's the right direction. The committee has endorsed the previous approach.

Serena shared how this approach is to help position the RRT and PrepareSTL to help people navigate this very personal decision. When we think about this partnership, it is for both of us to play to our strengths. For RRT, it's to talk to our members who are forward facing as it relates to contact with community partners so you feel equipped to have these conversations with your staff and the people that you serve. So much of the effort will be similar to co-branding and messaging is to produce content, workshops, and panel discussions to present and share this information with your networks. For PrepareSTL having a closer connection to community members, is positioned to activate their community canvassers who are the folks who have been out in distributing PPE as well as their partners to share this information and messages.

The goal is to start internally then to share this information with the public. In January, much of our education campaign will begin then. December will be refining our messaging and solidifying the approach. We anticipate working closely with the CAN in delivering these messages.

Chat comments

Darius Rucker : PrepareSTL sounds perfect for this!

Kristen Sorth : The Library could offer a virtual program on vaccines 101. We some huge attendance numbers on our virtual programs.

Donna Pupillo, Deaconess Nurse : Working with faith community leaders can help with community members. Often they trust them

Katie Kaufmann : Great ideas. Thanks Kristen and Donna for sharing your access to key community.

Jason Purnell : One addition: the CDC is responsible for determining eligibility and prioritization, and state and local public health departments will be responsible for community-wide distribution of the vaccine.

Sally Haywood, BHN : St. Louis area FEMA & MFH-funded Crisis Counseling Program can advance the messaging and vaccine education = about 20 staff under the auspices of 9 agencies. <https://www.moshowmehope.org/>

RRT Advocacy and Endorsements Process

Katie Kaufmann shared RRT's previous advocacy approach. On Slide 19, shared RRT had previously signed on to advocacy efforts based on urgent in response to COVID. Moving forward, Katie shared the process moving forward is that RRT will only endorse efforts that align with existing campaigns, are supportive of anti-racist practices, and systems transformation principles and commitments.

For endorsements, RRT coordination team will share it with steering committee co-chairs to determine if it requires further input. We will sign things on behalf of the RRT as a consortium of RRT members. Members are those who have submitted CAN commitment letters. If your agency has concerns, then please contact Katie Kaufmann at Katie.Kaufmann@stl.unitedway.org.

Darius Rucker asked to include a space for others to bring things to the table to be considered and making sure there are intricacy around the steering committee co-chairs may not see something as a priority, but the community around us does. Katie shared this is a good point and to elevate items to all steering committee members if the co-chairs are not in line to sign a letter.

CAN Membership: Doing the work and building capacity

Katie review the CAN purpose, functions, goals, and commitments found within slides 23 to 26. RRT plans to continue CAN meetings two times a month in 2021. Grace will send new calendar invitations. If you are not receiving a calendar invite, then please contact Grace at gkyung@c19rrt.org.

Slide 27, shares a listing of all the organizations who've signed CAN commitment letters. We encourage all attendees to sign the letter and to reach out to Katie if you'd like a 1:1 conversation before signing the commitment letter. We much appreciate each of you all.

Grace quickly reviewed the existing campaigns that are being worked on found between Slides 28 to 27. For the eviction prevention and tenants rights, Grace did not dive into full details as Serena shared the detailed approach at the November 19th CAN meeting. Grace shared the green column signifies an opportunity for RRT to support existing tenants rights efforts with the Housing Defense Collective.

CAN Interest Survey

Katie shared part of the work we did with the eviction prevention campaign was to take a small group of CAN members through a 2039 workshop that FTF put together. As well as developing a vision, the workgroup developed action items found on Slide 39. One of the immediate term actions is to better understand RRT membership and help make connections and make impact together.

Slide 40 reviewed CAN learning agenda, which is an idea of topics that need additional institutional capacity for us to share information amongst one another because there organizations at different parts of the journey. So we can bring each other along as we do this work. RRT wants to learn how you may be engaged or want to be engaged in the campaign.

RRT wants CAN members to participate in doing the work and improving the infrastructure and capacity to do the work. RRT members took a few minutes to take the survey found at this link: <https://www.surveymonkey.com/r/HQCBKNT>

Announcements & Transition to “after party”

RRT really appreciates all those who have volunteered their time, knowledge, and sweat towards this effort in the last 9 months. And we really appreciate all that you’re investing now for the future so we can all be together to envision an equitable future.

The CAN meeting adjourned with no announcements and transitioned to an optional “after party.”