

**Minutes of the May 26, 2021, meeting of the
Upstate COVID-19 Regional Community Assessment Review and Equity (CARE) Panel**

The Upstate COVID-19 Regional Community Assessment Review and Equity (CARE) Panel met on Wednesday, May 26, 2021 at 9:00 am via Microsoft Teams.

The following were in attendance:

Trey Moore, MD, Abbeville Area Medical Center
Sue Veer, Carolina Health Centers, Inc.
David Church, Spartanburg Regional Healthcare System
Mike Marling, Pickens EMS
Juana Slade, AnMed Health
Heather Goss, Access Health Mountain Lakes
Angelique Jarvis-Simmons, Hispanic/Latino Advisory Committee Member
Kandi Fredere, SCDHEC

Also, in attendance were members of the public.

Sue Veer, CARE Panel Chairperson, called the meeting to order.

Item 1: Report out on the Cherokee Ad Hoc Group:

- Had conversation with a good diverse group from Cherokee County. Thought it was a meaty, robust conversation. The group gave a lot of feedback and good ideas of where we are in Cherokee County.
- Cherokee is still ranked last in the state in terms of vaccination rate.
- Looked at zip code and demographic data with this group.
- Actionable items:
 - Targeted outreach through local contacts – those invested in community. The group has sent us potential contacts in the community. They are also willing to do the outreach for us. Better for someone known in the community to have that contact – means more. Have that going on now. Our Community Coordinator is working with those in the community. Hope that in the next couple of weeks to have targeted clinics in Hispanic churches, African American churches, and businesses.
 - Media Outreach particularly using Gaffney Ledger and Cherokee Chronicle. If we could get consistent and ongoing messaging out there is a good group that pay attention and read the paper. Outreached to Ledger and they have committed to a 3-part series of guest columns that have a hyper-local focus on our experiences with vaccination. Asked first guest columnist to be Kandi Fredere to kick off outreach, and that article will run this Friday, May 28th. We are finding a couple of additional people/leaders, local to community, that can speak about the vaccination, tell their story of why they chose to be vaccinated, questions they had. If that goes well, we may be able to extend series.
 - How we are outreaching to Hispanic communities, African American communities, and younger populations. That group had good input for those communities. We don't have the voice of the 20 something year old at the table. Been interesting with that population in terms of outreach and messaging. We have to do a better job to have conversation with younger populations. That is the one area that we need to rethink and rebuild things on that end.
- This is the way to go to initiate the locals. Something has moved needle a little, SRHS clinics in Cherokee County were full last week.
- Greenwood Index Journal had good article regarding get vaccinated, take mask off.
- Will there be a Cherokee follow-up meeting? Would like to hear efforts in Hispanic community. Will hold off on follow-up meeting until we can get actionable items in motion. Can have a follow-up meeting if the group wants to have additional worthwhile conversation.
- Is there a media outlet to transfer information that reaches the Hispanic community? There are 3. Need to find out what they are using. If there is a way to share what we are doing that would be good. Let DHEC know to get the articles translated and shared out. Angelique to reach out for that information. Found out the newspaper is digital. Angelique will provide contact information to Kandi.

- DHEC also working to identify local individuals/physicians that speak Spanish to start doing education at the physician level. Hearing from a doctor will make an impact.

Item 2: Follow-up of Task Items:

- Media Relations/Outreach: the process we went through with Cherokee series/articles, once we see how that translates out to the community, talked through with Central Office Media Relations, hyper/local media outreach – we can do that. We have a regional PIO position, K'Leasha Liles, that can assist. WE can work through TV and radio outlets. We need to decide, as a group, what is the best. Have reached out to WSPA but haven't heard back from them. If we want to duplicate what we did in the Gaffney Ledger, we can do. We have resources. What areas do we need to focus for media relations/outreach? Are there barriers for outlets of younger population? Information would be based off CDC guidelines. Trying to figure out how to reach them is the biggest barrier. May reach parents if we reach kids. Would it be helpful, at some point, to have someone from media relations/local PIO, to have conversation of what we can/can't do? Schedule a brainstorming session, bring our folks to the table, around messaging.
- Mandate vaccine: HS Athletic Association to encourage/education/mandate vaccine for athletics next year. Have someone at Central Office that has contact with them and conversations have started. Will share information is received.
- Events shareable system: Not a lot of headway on that at this time.

Item 3: General Topics:

- What to do with employee wellness strategy around COVID? Employee wellness incentive, implementing outreach for those not vaccinated. One-on-one outreach for staff – having 50% success rate. Have thought about financial incentives – are there funding available for that? Provider relief funds could be used if justified – promoting patient safety within organization. So many different pots of funds related to COVID, haven't heard about employers providing incentives but will ask about that.
- Carolina Health Centers is partnering with Self Regional to do something for the BBQ Festival in Greenwood. DHEC will reach out to organizer to provide assistance as needed.
- Will keep standing weekly meeting for updates.

Item 4: Tasks:

- Minutes will be sent out and posted on the SCDHEC website.

Item 5: Next Meeting Agenda Items:

- Outreach/Brainstorming Session
- General Updates

Meeting adjourned.

Next Scheduled Meeting
Wednesday, June 2, 2021
Via Teams Meeting