

**Minutes of the May 12, 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 12, 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.
Tim Womack, Appalachian Area Agency on Aging
David Church, Spartanburg Regional Healthcare System
Mike Marling, Pickens EMS
Juana Slade, AnMed Health
Vipin Verma, MD, AnMed Family Medicine Residency Program
Rebecca Leach, SC Retail Association
Marlon Hunter, ReGenesis
Lillie Hall, 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:

- A virtual meeting is scheduled for May 19th at 1pm and will be facilitated by Chris Steed with Fullerton Foundation.
- Sent out meeting invite that included the plan for discussion. Gave a lot of supporting information and did a great invitation for them to want to be part of the discussion.
- After that meeting feedback will be provided for this group.
- Fullerton Foundation is a great organization to assist with this.
- Initially received special allocation of Moderna in Cherokee. We thought vaccine could be given out in 7-10 days, but it's taken longer. Cherokee is just not taking it.
- ReGenesis would be an important entity to include in this group. They have been part of the efforts.
- If there are additional recommendations of someone to be part of the Cherokee Ad Hoc Group, they are open and can get the information and invitation to them.

Item 2: Outreach Funding Ideas:

- Reached out to CO for answers and more information on opportunities. Has yet to hear back from that. When information is received will share with group.
- Vaccination on demand — not difficult to discuss when there is a client in front of you.
- Working on plan to partner a vaccination event at BBQ Festival in July. Appreciate outreach input and was able to take back to team.
- Entering phase of one-on-one – one vaccine at a time. Extending the organization to every opportunity that we can. Making an effort, in the community, that we will not turn down any opportunity to vaccinate people. Not huge numbers but those are people that wouldn't have gotten vaccinated in a small town.
- Community group that is putting together a celebration – might be an opportunity. As communities have celebrations, Food Markets, establish a connection with those. Go to locations where people are already gathered.
- We should also offer people to come in for education. People are looking for answers. We are going to start advertising education provided as well as vaccinations. Continue to share what is needed.
- Next big push will be with school system (12 and older). Have done mass sport physicals for high school sports – will incorporate vaccine opportunity in those to try and boost our high school age vaccinations.
- Talked about a way to easily upload information, to this group, of what is being planned. Have an easy way to inventory what everyone is doing.
- PSA – find people in the Upstate, what children are missing out on and what vaccinations could do. If we could afford to broadcast on sporting event that would be huge.
- WSPA, Channel 7, contacted Marlon regarding federal funding for FQHCs. Wanted to know how much was slated to media/marketing/advertising. Said they would like to sit down and come up with marketing strategy for

COVID-19. How can we tap into that? Let's invite them into the group to hear what they are thinking about. All are open to that idea. Not marketing – vaccine encouragement. Marlon can reach out to them if needed. Is there anything that prohibits us through DHEC? Wants PIOs to have those conversations but feel they would be open to what the CARE Panel would like to do. Just be in the know. Will take forward as a recommendation and move forward with discussion for media marketing strategy. Those on panel may have additional funding.

Item 3: General Topics:

- What are you seeing among employees? What percentage is getting vaccine? What is level of vaccine hesitancy with employees? A lot of ideas regarding incentives and encouragement. We are out in the community vaccinating people; staff can see the excitement the companies have to get vaccinated. Overall, the more we can help our community members tell a story, that is helpful to put in place the community efforts and understand how to get vaccinated. Note from panel – vaccination as a condition in sports. Starts to put in perspective of required vaccinations.
- Resistance among parents: Parents are not receiving vaccine and not getting children vaccinated. Would be nice to see SC High School League make COVID 19 a required vaccine.
- Concern is being expressed around the fertility/child-bearing topic. Hear a lot of that. A parent unwilling to take vaccine themselves will probably not get child vaccinated.
- Stories should be shared, documentary, missed opportunities due to COVID and connect to what matters to people. Relationships drive results.

Item 4: Tasks:

- Minutes will be sent out and posted on the SCDHEC website.
- Media strategy – if we hear back from DHEC, invite Channel 7 to next meeting regarding media strategy.
- School – preliminary issues regarding required COVID; what is background and share with group.
- Upload and share information of what events are planned.

Item 5: Next Meeting Agenda Items:

- Media strategy
- COVID as required vaccine
- System to share information of planned events

Meeting adjourned.

Next Scheduled Meeting
Wednesday, May 19, 2021
Via Teams Meeting