Engaging the Local Faith Community

PALMETTO CAP’S EXPERIENCE PARTNERING FOR VACCINE EQUITY IN BERKELEY COUNTY, SC
Getting Started

CAPITALIZE ON EXISTING RELATIONSHIPS

▪ Professional Partnerships
  ▪ EX: Palmetto CAP Roll Out events at churches

▪ Personal Ties
  ▪ Are there staff members, friends, or family who are active in any local congregations?

▪ Streamline Communications + Document the Partnership
  ▪ Assign a dedicated point person.
  ▪ Document the partnership with an MOU (Memorandum of Understanding)
**CHALLENGE**

Limited capacity/availability of potential partners

**ADVICE**

- Work along side/ enhance their mission
- Don’t be afraid to do the dirty work or heavy lifting

**CHALLENGE**

It can be hard to make initial contact

**ADVICE**

- BACK TO SLIDE #1 - make use of existing connections
- Identify a key member who can deliver the message/ask
- Physically show up

**CHALLENGE**

Political nature of some actions

**ADVICE**

- Come with a de-politicized message or mission
- Find common ground
- Know when it’s a good match- and when it isn’t
Other Notes:

- Word of mouth is major
- Incentives draw people in
  - (gift cards, meals)
- Have a sign-up sheet to ensure enough supplies
  - (vaccines by type, incentives, etc.)
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<tr>
<th>WHAT HAS BEEN THE IMPACT FROM THE ENGAGEMENT?</th>
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| ▪ Positive health outcomes -  
  ▪ entire congregations have increased protection after a successful church event |
| ▪ Strengthened partnerships -  
  ▪ repeat invitations for vax clinics, Palmetto CAP Roll Out Events |
| ▪ Increased recognition and trust for our agency in the community |

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<th>HOW DO YOU SEE THE ENGAGEMENT DEEPENING?</th>
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<td>▪ Increased desire for inter-agency collaboration/ multi-service approach after COVID-19</td>
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<td>▪ Having an established collaborative history opens doors for future initiatives</td>
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<td>▪ Having established track record/ results makes it easier to get in the door somewhere new</td>
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