

BUILDING COVID-19 VACCINE CONFIDENCE

A VIRTUAL SUMMIT



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**The HealthWorks Consortium
works to save lives!**

<http://HealthWorks.health>

“

The HealthWorks Consortium brings community health workers, small business health ambassadors, and student health ambassadors together to engage communities and save lives.

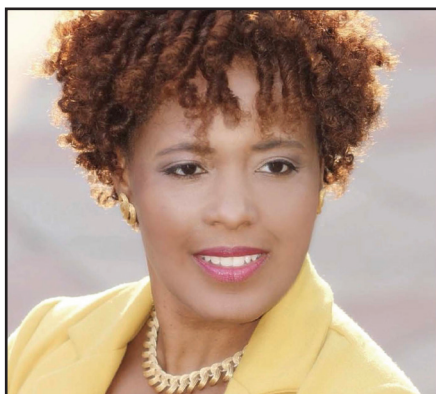
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About the

Consortium & The Summit

The HealthWorks Consortium is developed to build upon existing infrastructures and extensive partnership network to implement a coordinated and holistic approach essential to building and sustaining trust, ensuring equitable access to COVID-19 related services, and advancing health equity to address COVID-19 related health disparities among higher risk, underserved, and populations that are disproportionately affected. These efforts will be statewide across Georgia and Tennessee with specific emphasis on rural, racial, and ethnic minority groups, immigrants and refugees, persons experiencing homelessness, and minority businesses.

The Summit will examine strategies and approaches that expand access to information about COVID-19 and chronic disease prevention / management interventions within community organizations. The Summit will examine the programs and events created to train and engage a community outreach workforce and deliver culturally appropriate messaging a racial / ethnic minority groups; and increase the level of access to accurate COVID-19 information that supports vaccine confidence and uptake.



Arletha D. Lizana (Livingston),
PhD, MPH, MBA
PI HRSA HealthWorks
[Morehouse School of Medicine](#)

Paul D. Juarez, PhD
Site Principal Investigator
HealthWorks Consortium
[Meharry Medical College](#)



Eboni E. Haynes, PhD, MBA
Site Principal Investigator
HealthWorks Consortium
[ASHLIN Management Group, Inc.](#)

Program Outline //

12:00 PM – 12:30 PM	12:30 PM – 1:45 PM	1:50 PM – 3:35 PM	3:40 PM – 4:25 PM
OPENING SESSION	PANEL DISCUSSION	CONCURRENT SESSIONS	CLOSING SESSION
This session provides an overview of the HealthWorks Consortium and work to help save lives.	This session focuses on the rapid recruitment, training & deployment of outreach workers to promote vaccine confidence for COVID-19 vaccinations and other health emergencies.	CONCURRENT A – Community / Health Outreach Workers CONCURRENT B – Small Business Health Ambassadors CONCURRENT C – Student / College Health Ambassadors	This session provides a summary of the discussions held during the concurrent sessions. Participants are also asked to complete an evaluation of the Summit at the end of this session.



“

**Have you seen or heard
all of our podcasts? Visit
<http://healthworks.health>
to learn more about how
we work together in the
fight against COVID-19!**

”

Opening Session

12:00 PM – 12:30 PM

Session Overview

This session provides an overview of the HealthWorks Consortium and work to help save lives. Further, it will explain the overall strategies and approaches to expand access to information about COVID-19 and chronic disease prevention / management interventions within community organizations.



Valerie Montgomery Rice, MD
Morehouse School of Medicine
Atlanta, GA



Arletha D. Lizana, PhD, MPH, MBA
Morehouse School of Medicine
Atlanta, GA



Paul D. Juarez, MD
Meharry Medical College
Nashville, TN



Eboni E. Haynes, PhD, MBA
ASHLIN Management Group, Inc.
Atlanta, GA

Panel Discussion

12:30 PM – 1:45 PM

Session Overview

This session focuses on the rapid recruitment, training, and deployment of outreach workers to promote vaccine confidence for COVID-19 vaccinations and other emergencies.



Donald J. Alcendor, PhD, MS
Meharry Medical College
Nashville, TN



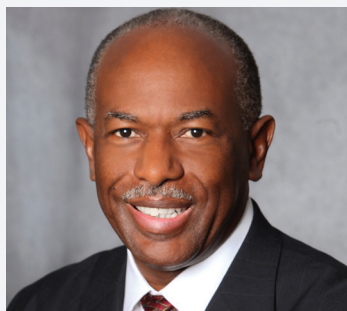
Arletha D. Lizana, PhD, MPH, MBA
Morehouse School of Medicine
Atlanta, GA



Christopher E. Ervin, MD
Morehouse School of Medicine
Atlanta, GA



Kimberly D. Lamar, PhD, MPH, MSEH
Tennessee Department of Health
Nashville, TN



James E.K. Hildreth, Sr., PhD, MD
Meharry Medical College
Nashville, TN

“

A new survey released late last month by the Kaiser Family Foundation showed that half of the public has heard little to nothing about the new booster. Only 17% of adults said they heard a lot about the boosters and 33% had heard some about the shots.

”



Session A

1:56 PM – 3:35 PM

Community / Health Outreach Workers

This session focuses on how community health workers can use communication and motivational interviewing skills to build confidence and resilience in urban and rural communities when advancing health equity (access, care coordination, and utilization of healthcare services).



Tabia Henry Akintobi, PhD, MPH
Morehouse School of Medicine
Atlanta, GA



Katherine Y. Brown, EdD
Meharry Medical College
Nashville, TN

01.

LIVED EXPERIENCE

Shania Y. Reid, BS, RBT – Atlanta, GA
Lori Kenya – Atlanta, GA
James Perkins, BS – Nashville, TN
Barbara James – Nashville, TN

02.

STRATEGIC MARKETING

Monchiere Holmes-Jones, BA – Nashville, TN
Brittany D. Taylor, MPH – Atlanta, GA

03.

ENGAGEMENT, RECRUITMENT, TRAINING & DEPLOYMENT STRATEGIES

Gail G. McCray, MA, MCHES – Atlanta, GA
Chandra L. Wade, DBA – Memphis, TN

04.

COMMUNITY ENGAGEMENT

Harritia Harper, CHW – Atlanta, GA

05.

USING DATA FOR DECISION MAKING

Juan Carlos Gonzalez, MBA, PMP – Atlanta, GA

“

Over 90% of Americans live within five miles of where they can access these vaccines for free,” said Health and Human Services Secretary Xavier Becerra in a statement.

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Session B

1:56 PM – 3:35 PM

Small Business Health Ambassadors

This session introduces the audience to the role small and minority-owned businesses can play in building vaccine confidence in local communities and communities of color. This session shares HealthWorks' experience in recruiting, training, and deploying Small Business Health Ambassadors and highlights the considerations organizations must make when engaging businesses to assist in a public health initiative.



Eboni E. Haynes, PhD, MBA
ASHLIN Management Group, inc.
Atlanta, GA

01. **LIVED EXPERIENCE**
Christopher L. Boyd, PhD – Austell, GA

02. **STRATEGIC MARKETING**
Robert Pierre – Bowie, MD

03. **ENGAGEMENT, RECRUITMENT, TRAINING & DEPLOYMENT STRATEGIES**
Nicholas Hobar, DEd – Bowie, MD

04. **COMMUNITY ENGAGEMENT**
Rev. Neely A. Williams, MDiv, EdD (c)
Sherlon L. Franks – Lithia Springs, GA

05. **USING DATA FOR DECISION MAKING**
Dominic Berger, PMP – Bowie, MD

“

**Health and Human
Services Secretary Xavier
Becerra in a statement.**

**“I urge everyone eligible
to get an updated COVID
vaccine to protect yourself
ahead of the fall and
winter.”**

”



Session C

1:56 PM – 3:35 PM

Student / College Health Ambassadors

This session highlights the involvement of college health ambassadors to mitigate COVID-19 and promote vaccine confidence on college campuses.



Porcha Grisby
Black Girl Health Foundation
White Plains, MD

01.

LIVED EXPERIENCE

Komal Siddiqui – Atlanta, GA
Trinarelle C. Coward – Atlanta, GA
Patra Williams – Atlanta, GA

02.

STRATEGIC MARKETING

Famika Edmond, BS, MHA – Royal Oak, MI
Patrice Guzman – Charlestown, WV

03.

ENGAGEMENT, RECRUITMENT, TRAINING & DEPLOYMENT STRATEGIES

Kevin B. Sneed, PharmD – Tampa, FL

04.

COMMUNITY ENGAGEMENT

C. Alicia Georges, EdD, RN – Atlanta, GA

Closing Session

3:40 PM – 4:25 PM

Session Overview

This session provides a summary of the discussions held during the concurrent sessions. Participants are also asked to complete an evaluation of the Summit at the end of this session.



Linda Botts
ASHLIN Management Group, Inc.
Bowie, MD



Patricia A. Matthews-Juarez, PhD
Meharry Medical College
Nashville, TN



Katherine Y. Brown, EdD
Meharry Medical College
Nashville, TN



Eboni E. Haynes, MBA
ASHLIN Management Group, Inc.
Atlanta, GA



C. Alicia Georges, EdD, RN
National Black Nurses Foundation, Inc.
Atlanta, GA



Arletha D. Lizana, PhD, MPH, MBA
Morehouse School of Medicine
Atlanta, GA

Speaker Bios

TABIA H. AKINTOBI, PHD, MPH

Dr. Henry Akintobi, Professor and Chair of Community Health at Morehouse School of Medicine is a graduate of the University of South Florida College of Public Health where she earned her Doctor of Philosophy in Public Health in the Department of Community and Family Health. She is a globally sought health equity champion and social behavioral scientist, leading, or collaborating in the implementation of translational research and participatory evaluations that address health disparities and advance community or population health transformation. Dr. Henry Akintobi serves as Principal Investigator and of the Morehouse School of Medicine Prevention Research Center (PRC), the first institutionally designated center advancing community-based participatory research, competitively funded by the Centers for Disease Control and Prevention (CDC) since 1998. Dr. Henry Akintobi leads the Georgia Community Engaged Alliance (CEAL) Against COVID-19 Disparities funded by the National Institutes of Health (NIH). She also represents Morehouse School of Medicine as its PI, lead or Senior Advisory for other NIH grants including Georgia Center for Diabetes Translation Research, the Georgia Clinical and Translational Science Alliance Community Engagement Program, and Georgia RADx-Underserved Populations-Promoting Engagement and COVID-19 Testing for Health, among others. She also serves as senior community engagement advisor of the National COVID-19 Resiliency Network, the only network of its kind funded by the Office of Minority Health. She is an extensively published contributor to the peer reviewed literature and co-author of the Johns Hopkins University Press text entitled *The Morehouse Model: How School of Medicine, Revolutionized Community Engagement and Health Equity* and the CDC-NIH co-sponsored *Principles of Community Engagement Primer* (2nd Edition) among many other books and publications. As Associate Dean for Community Engagement, Dr. Henry Akintobi advances MSM efforts to promote and strengthen effective partnerships between faculty, staff, and students and community residents and leaders, government agencies, faith-based organizations, or health and social service agencies. She has led collaborations with education, clinical,

research, practice, and policy leaders to demonstrate preeminence in community health and related engagement strategies through successful acquisition of local and national awards including but not limited to the Carnegie Designation for the Advancement of Teaching in Community Engagement, and the Josiah Macy Inaugural Award for Excellence in Social Mission. Her public health research and practice leadership have been designed to advance the art and science of community engagement. Specifically, her work has focused on community engaged translational research science, the practice of community-based participatory research (CBPR), and approaches to build and sustain effective partnerships among academic institutions, community residents, health departments and policy leaders to understand, develop and shape research, policy and practice strategies to address health disparities and their root causes thereby advancing health equity led. Her work is guided by training in public health social epidemiology, social marketing, community-based participatory research, and evaluation.

DONALD J. ALCENDOR, PHD, MS

Dr. Alcendor completed his post-graduate studies at the NIH and Johns Hopkins University, in Baltimore Maryland in departments of Molecular Virology and Viral Oncology respectively. As a graduate student at the University of California at Davis he received the Patricia Roberts Harris Graduate Fellowship, was a University of California Davis Mentorship Fellow, a National Heart Lung and Blood Institute Pre-doctoral Fellow, a National Heart Lung and Blood Institute Post-doctoral Fellow, a Floyd and Mary Schwall, Dissertation Fellow, a National Heart Lung and Blood Institute Spring Fellow, and a recipient of the Merck Special Service Award.

Dr. Alcendor was also a research consultant to the Viral Vector Core Laboratory in Viral Oncology, at Johns Hopkins, and was a Cytomegalovirus Expert for the FDA, Division of Vaccine Injury and Compensation Program for the Department of Health and Human Services in Rockville, Maryland. He has also served as a summer mentor for the Leadership Alliance

for the American Society of Microbiology. He was a mentor for the FDA Office of Minority Health, Health Disparities Fellowship. He was also selected as a Minority Scholar in Cancer Research by the American Association for Cancer Research (AACR). He received the Nashville Business Journal Health Care Hero Award in Research. He was selected as a member of the American Society for Microbiology (ASM) list of distinguish minority microbiologist. He was also a committee member on the independent Research Evaluation and Decision Panel (REDP) for the AIDS Cancer and Specimen Resource of the NCI-AIDS Malignancy Program. He was a Brain-on-chip investigator in partnership with Vanderbilt and the Cleveland Clinic. He was funded to develop the Blood-Retinal-Barrier on a Chip. He is a Research Liaison for the FDA Office of Minority Health with Meharry Medical College. He was a consultant and voting member on the FDA Antimicrobial Drug Advisory Committee. He was selected as an expert grant reviewer for the Florida Department of Health's Biomedical Research Programs through the Oak Ridge Associated Universities and Department of Energy. He is an Associate Director of the Vanderbilt Short Term Training Program for minority students. He is also a member of the Vanderbilt Pre3 Initiative (Preventing Adverse Pregnancy Outcomes & Prematurity). He is a voting member of Vanderbilt Institute for Clinical and Translational Research (CTSA) Scientific Review Committee. He is Technical Advisory Group member for the Tennessee Health Care Innovation Initiative Episodes of Care, "HIV Outpatient Skin and Soft Tissue Infection (SSTI) for the State of Tennessee. He was the Principal Investigator and Director of the Community Outreach Core for Project SAVED, a CDC funded HIV capacity building assistance initiative. He was selected as an expert advisory panel member for the American Lung Association COVID-19 Action Initiative. He is a member of the American Lung Association Scientific Advisory Board. He was an Associate Director for the Continuum of Care Scientific working group for the Tennessee Center for AIDS Research and he organized the 1st HIV/AIDS Awareness Summit for Teens sponsored by the HIV Center at Meharry. Finally, he is a member of several editorial boards and committees associated with infectious disease and has been an invited speaker to key national science conferences.

DOMINIC BERGER, PMP

Dominic Berger, PMP® is a Senior Business Analyst at ASHLIN Management Group and serves as the Technical

Lead for the Digital Learning Platform and Data Analytics Team for the HealthWorks Project. His expertise is in user experience design and the development of highly customizable, state-of-art eLearning platforms that meet clients' specific delivery needs.

Mr. Berger's work with the CDC-supports workplace wellness platform, Work@Health®, delivered training and technical assistances to hundreds of trainers and employers nationwide. He also worked with the Department of Labor National Office of Job Corps to design, implement, and manage the Mandatory and Core Competencies (MACC) digital learning platform that delivered training to the thousands of Job Corps Staff members nationwide.

CHRISTOPHER L. BOYD, PHD

Christopher and his twin brother were born the small country town of Woodlawn, Virginia. After a devastating fire left the family homeless, Chris and his family moved to Roanoke, Virginia. Following graduation from Patrick Henry High School in 1993, Chris attended Lynchburg College in Lynchburg, Virginia, from which he graduated in 1997 with a degree in Communication Studies. In 2005 he earned a Master of Business Administration degree from Shorter University. In 2014, Chris earned a Ph.D. in Organizational Leadership from Regent University in the School of Global Leadership and Entrepreneurship.

For nearly 10 years, Dr. Boyd worked as a national training and sales executive for Vertis Communications. He then transitioned to full-time ministry as Executive Pastor of Word of Faith Family Worship Cathedral in Austell, GA, under the leadership of Bishop Dale C. Bronner, a role in which he served for nearly 12 years. In July 2018, Chris shifted to lead the Riverside EpiCenter, the for-profit community resource work of Word of Faith Family Worship Cathedral, as General Manager.

As a teacher, coach, and lover of people and life, Dr. Boyd has a passion for leadership and helping others achieve a life of significance, reaching their maximum potential.

KATHERINE Y. BROWN, EDD

Katherine Y. Brown, EdD, OTR/L is Assistant Professor, Department of Family and Community Medicine, Meharry Medical College; Director of Communities of Practice and Dissemination, National Center for Medical Education Development and Research; Director of Communication

and Dissemination, HealthWorks at Meharry; and Director of Communications, Tennessee Community Engaged Alliance Against COVID19 (TNCEAL). Dr. Brown is a highly sought-after international speaker and social media strategist with 25 years professional experience assisting academic institutions and organizations in innovative dissemination strategies. She has been recognized in Forbes.com for increasing awareness of CPR, is a National Spokesperson for Learn CPR America, and is an accomplished TEDx Speaker. Her background includes working nationally and internationally with organizations, networks, and agencies, speaking on chronic diseases, health disparities and innovative strategies including faith-based health initiatives focused on vulnerable populations. In 2021, she was named a Platinum Fellow of the Mayo Clinic Social Media Network, the highest designation that was offered by this social media network. In addition to her work at Meharry, she is a nationally noted community leader; founder of the Dr. Katherine Y. Brown (KYB) Leadership Academy; and behavioral analyst / DISC Consultant. She recently made history as the first woman to receive both the Nashville Athena Leadership Award (2021) and the Nashville Athena Young Professional Award (2015). In 2016, she was inducted into the YWCA Academy for Women of Achievement and she is recipient of the prestigious Vanderbilt University Dr. Martin Luther King Jr Award. Dr. Brown has presented on social media and dissemination at conferences and workshops including the American Medical Association (AMA) Conference, National Institutes of Health (NIH), Xavier University Louisiana (XULA) Health Disparities Research Conference, Mayo Clinic Social Media Residency (MCSMN), Johns Hopkins, the Health Resources and Services Administration (HRSA), and the Society for Healthcare Strategy and Market Development (SHSMD) to name a few. She is the host of the Wellness Wednesday Show podcast (TNCEAL).

TRINELLE C. COWARD

Student Health Ambassador
Atlanta, GA

FAMIKA EDMOND, BS, MHA

Born and raised in Queens, New York until I was ten. I now reside in Detroit, MI. I have been Black Girl Health Foundation as a College Ambassador Program Assistant since April 2022. My position supports Covid College Ambassador program and provides site for our College Program Manager. Our main focus with the campaign has been to provide education and

awareness Covid and the importance to vaccination.

I enjoy traveling, spending time with family, going to new restaurants & wine bars, movies and doing community service work with my sorority, Zeta Phi Beta Sorority, Inc.

CHRISTOPHER E. ERVIN, MD

Dr. Christopher Eric Ervin is active in community-driven work and an advocate for health, wellness and social justice. He earned his medical degree from Duke University School of Medicine. He completed General Surgery internship at University of Illinois at Chicago and Emergency Medicine residency at Cook County Hospital. He presently works at Morehouse School of Medicine (MSM) in the Department of Family Medicine as the Director for Community-based Initiatives. As an Emergency Medicine physician, he has served on multiple committees and have held assistant and interim medical director positions at numerous hospitals. He served as Chair of the Emergency Medicine Section, Secretary of the House of Delegates, and the Bioterrorism Task Force for the National Medical Association. As a representative for the American College of Emergency Physicians on the Commission to End Health Disparities, he served on the Steering Committee, Co-Chair of the Subcommittee on Workforce Diversity, and Chair, Ad Hoc Committee on Business and Health Disparities. He also served as a Commissioner on the Sullivan Alliance. Leaving medicine to pursue community-driven work, Dr. Ervin has served in numerous capacities with community-based nonprofits, served in multiple leadership positions, including Chair of Georgia Department of Behavioral Health and Developmental Disabilities Region 3 Advisory Board, and President of the South Fulton Human Services Coalition. In 2019, Dr. Ervin was honored by the state of Georgia with a Proclamation for his commitment to community service, selected by Georgia House District Representative, Rep. Park Cannon. Presently, at Morehouse School of Medicine, Dr. Ervin is adjunct faculty with the Department of Physician Assistant Studies and Director of Community-based Initiatives in the Department of Family Medicine, serving as the Director of Operations for Morehouse School of Medicine Student-run Free Clinic, the MSM H.E.A.L Clinic (Health Equity for All Lives), and manager for the HRSA-funded CHAMPS program (Community Advanced by Medical Practice Superstars). And until recently, was program manager for the MSM High School and Young Adult Community Health Worker Program. Dr. Ervin has served as a consultant for local nonprofits and as an advisor

to the Black Women's Health Imperative. Dr. Ervin also sits on the Georgia HIV Prevention and Care Council, serving as chair from 2016 - 2018. And has recently been appointed to the Georgia Department of Public Health Community Health Worker Advisory Board and the Dekalb CURDSE (Center for Urban Research, Development, Sustainability, and Evaluation) Community Action Board.

SHERLON L. FRANKS

Sherlon Franks is the owner of Sherlon Salon Hair & Skincare in Lithia Springs, Georgia. Formerly a retail store manager, Sherlon was displaced when the company she worked for went bankrupt and closed their doors. Encouraged by her husband to enter a profession she was excited about, Sherlon enrolled in cosmetology school. After graduating from cosmetology school, Sherlon opened her own salon. Soon, she was making hair and skincare products, customized to individual clients. She became a licensed massage therapist to provide head to toe services to her clients.

As an entrepreneur, Sherlon joined the HealthWorks program and is a certified Small Business Health Ambassador. She also recruited 23 minority business enterprises in Georgia to join the HealthWorks program and the fight against COVID-19.

C. ALICIA GEORGES, EDD, RN

Dr. Catherine Alicia Georges a professor in the department of nursing at Lehman College is a leader in academic nursing, health policy development, community engagement, organizational development, and healthy aging. Her leadership in these areas is known nationally and internationally through her service as a member of health policy boards, health care delivery boards, professional organizations, governmental boards, and the world's largest consumer organization board of directors. She is committed to assuring social justice and equity for marginalized and vulnerable communities.

Dr. Georges served as the national volunteer president of AARP from 2018-2020. AARP is the world's largest consumer organization. She served as the fifth president of the National Black Nurses Association and is the president of the National Black Nurses Foundation. She is a Lifetime member of the National Black Nurses Association and Alpha Kappa Alpha Sorority and an honorary member of Chi Eta Phi Nursing Sorority. In October 2021 Dr. George became Chair of the National Easter Seals Board. She is the first Black female volunteer to serve as Chair in the 100-year history of the

organization. Dr. Georges is a fellow of the NY Academy of Medicine and the American Academy of Nursing. In 2019 she was named a Living legend by the American Academy of Nursing. In June 2020, she received the Distinguished Alumna Award from Seton Hall University. In October 2021 she received the Academy of Nursing Lifetime Legacy Achievement Award.

Dr. Georges is a member of Sigma Theta Tau International Nursing Honor Society, Golden Key Honor Society, the American Public Health Association, American Nurses Association, and is a National Association of Corporate Directors Leadership Fellow

Dr. Georges received a Bachelor of Science in nursing degree from Seton Hall University College of Nursing, a Master of Arts degree in community health nursing administration and supervision from New York University School of Education, Division of Nursing and a doctorate in educational leadership and policy studies from the University of Vermont.

JUAN CARLOS GONZALEZ, MBA, PMP

Juan Carlos Gonzalez is a Project Management Institute certified Project Manager (PMP) with over 12 years' experience in Healthcare Technology with a focus on workflow design and user experience. Originally from Miami, JC graduated from Nova Southeastern University with a Bachelor of Science in Business Administration; minor in Management and received his Master of Business Administration, with a concentration in Complex Health Systems, also from NSU.

As a Product Manager for the Health Equity Tracker, JC's role is to guide development of the platform to support data-driven decision making to develop the tools and resources that best support the advancement of Health Equity for all.

JC's research focuses on health inequities, determinants of health, and leveraging technology to define equitable health data practices.

PORCHA GRIGSBY

Porcha is the Founder of Black Girl Health (BGH) and Executive Director for the Black Girl Health Foundation. She has six (6) years of experience in health advocacy and motivating women to live healthier lifestyles. And thirteen (13) years of experience as a TV news reporter and anchor. Her strong background in television news helped her connect with women and girls all around the country through Black Girl Health (BGH) also known as BGH & Associates an 8a

certified and woman owned integrated marketing company founded in 2014. Ms. Johnson's motivation for starting BGH stems from her personal experience with fibroids and the lack of awareness among women of color about the impact diet and exercise has on reproductive health. The company serves the community through its marketing services, health awareness campaigns that reach millions of people throughout the country, and through its BGH membership. The membership helps connect women with black health professionals and helps them stay on track to a healthier life in the comfort of their own homes with healthy recipes, daily workouts automatically sent to their email, clothing discounts and invitations to our virtual health and wellness events. There are membership chapters currently in Washington, D.C. Virginia, Maryland, Central PA, Philly, New Orleans, Charlotte, Pittsburgh, and Houston.

In 2019, Porcha expanded the Black Girl Health brand by starting Black Girl Health Foundation, which is a non-profit 501(c)3 that creates pathways to improve the health and quality of life of underserved black women through engagement, education, and empowerment. At the foundation the mission is to reduce racial and health disparities, increase health literacy, and produce changed behavior among black women. The work is centered around disease prevention, improving reproductive and mental health, and adapting healthier habits through nutrition and exercise.

PATRICE GUZMAN

Patrice Guzman is a seasoned results-focused, creative and versatile professional with more than 15+ years of experience in the non-profit industry. Patrice's expertise spans numerous channels across the non-profit sector, and her demonstrated accomplishments include extensive success with fundraising, grant management, volunteer management, program development, advocacy, operations, and event production and management.

She received her undergraduate degree from Johnson & Wales University in Miami, FL, and her Master of Business Administration in Marketing from Strayer University. A self-proclaimed lifelong learner, Patrice currently resides in the Washington, DC metropolitan area with her husband, daughter, and puppy. She enjoys reading, traveling, and hiking the Appalachian trails.

HARRITTIA HARPER, CHW

Harrittia Harper is a Program Coordinator with Morehouse School of Medicine, Department of Family Medicine, Innovation Learning Laboratory; she was also the interim Program Manager for HealthWorks. Harrittia continues to manage the Community Health Workers and Liaisons for HealthWorks and the National COVID-19 Resiliency Network, that works with community organizations across the nation to education and help fight the pandemic. Her community outreach and advocacy work spans across multiple diverse communities and organizations to include American Heart Association and the Campaign for Tobacco Free Kids. Other professional experiences include staffer for Presidential Candidate Michael Bloomberg and other Mayors, and Governors. Ms. Harper recently received here certification in Strengthening Community Health Workers from Harvard x and is currently in pursuit of her master's degree in health system management. She serves on the Advocacy Board for the National Association of Community Health Worker, and for Fulton County, Advancing Health Literacy Community Coalition.

EBONI E. HAYNES, PHD, MBA

Dr. Eboni Haynes is a Public Health practitioner, researcher, and educator. She is also one of the Principal Investigators for the HealthWorks Program. Over the course of her career, she has worked within healthcare, non-profit, community-based, and national organizations; research institutions; and local and state health departments. She has managed community-based programs and research projects funded by the Food and Drug Administration, National Institutes of Health, and Centers for Disease Control and Prevention. She has also served as a health equity consultant to the American Heart Association, and she has worked to improve state government supplier diversity through training, agency policy, and legislation.

NICHOLAS HOBAR, DED

Dr. Nicholas Hobar has assisted the ASHLIN Management Group and hundreds of employers to create customized digital learning platforms for different training audiences. He has delivered F2F, virtual, and blended professional learning programs for the public school, higher education, government, and small business sectors. He leads the ASHLIN Learning and Development Team for HealthWorks.

MONCHIERÉ HOLMES-JONES, BA

Monchiere' is a trusted source across the U.S. known for launching and amplifying brands. As an entrepreneurial advisor and TedX speaker, Monchiere' regularly presents on Marketing//PR industry relevant topics and her journey as a creative Black woman in the agency world. The founder and CEO of MOJO Marketing+PR, she has championed the award-winning agency's multi-industry small business, non-profit and corporate clientele for nearly a decade. Throughout her 19-year career as a marketer and brand curator, local and global brands have put full confidence in MOJO's ability to deliver integrated market takeover media exposure, authentic engagements and memorable activations.

BARBARA JAMES

Director of Vaccines, HealthWorks
Nashville, TN

LORI KENYA

Lori Kenya has worked within the Healthcarefield for over 20years, and truly has a passion for helping patients. She is certified by the American Safety and Health Institute in EMS Safety and Basic Life Support, and has a degree in Mass Communications. She currently works as a Manager at Arbor&Haven OB/GYN, and provides administrative support to TheHealthcarePlug—the nation's first medical concierge service for low socioeconomic communities. Lori has also been heavily involved in her community as a Parent Association Director, Cub Scout Master, and as a longstanding member of the Cobb County Notary.

KIMBERLY D. LAMAR. PHD, MPH, MSEH

Dr. Lamar is a very passionate public health professional, researcher, educator, and community leader. She is currently the Assistant Commissioner for the Division of Health Disparities Elimination at the Tennessee Department of Health (TDH), leading the State offices of minority health, rural health access, and faith-based and community engagement. Her role at TDH focuses on addressing health disparities for racial, and ethnic minorities and vulnerable populations, as well as advancing health equity through meaningful collaboration and engagement. Prior to joining TDH, Lamar served as

the Chief Population Health and Quality Officer at Metro Nashville General Hospital and served in senior leadership at Methodist Le Bonheur Healthcare in Memphis, where she led the Congregational Health Network. Additionally, Lamar has a broad academic teaching background in public health, epidemiology, biostatistics, healthcare administration and health policy, having held professorship and instructor roles at the University of Tennessee Health Science Center, LeMoyne-Owen College and Meharry Medical College. Dr. Lamar's work has supported the prioritization of health equity and equality across all strategic priorities at TDH. She has been integral to rural health transformation in Tennessee and focuses on efforts to improve both access and accessibility of health care and health services across the state.

ARLETHA W. LIZANA, PHD, MPH, MBA

Arletha W. Lizana (Livingston) PhD, MPH, MBA is Director of the Morehouse School of Medicine Innovation Learning Laboratory for Population Health, Associate Professor in the Department of Family Medicine.

Dr. Lizana is a healthcare innovation strategist. The Innovation Learning Laboratory for Population Health is a community-centered learning laboratory established to design and implement demonstration projects (including translational studies) that generate innovative technology-driven healthcare models and fuel teaching & learning for institutional and population health improvement. The Innovation Learning Lab connects community & clinic through technology for healthcare improvement. One of her innovation initiatives is the High School and young adult Community Health Workers training program and digital curriculum for which she was featured as an Atlanta Healthcare Hero in the May 17, 2019 issue of the Atlanta Business Chronicle.

Dr. Lizana has 25+ years of experience in project management, health improvement, innovation strategy, research, curriculum design, training, technical assistance and evaluation at the international, federal, state and local levels. She has worked on various capacity-building projects for The National Institutes of Health, Oak Ridge Institute for Science and Education, Center for Medicare & Medicaid Innovation (CMS), The National Democratic Institute, the Department of Energy and the Centers for Disease Control. She serves on the Board of Directors for several Community-Based organizations and has done extensive field work in Ghana, Nigeria, Kenya, Tanzania, Nicaragua and Costa Rica.

Her life's work includes an emphasis on assisting community-based organizations, promoting community empowerment, commitment to social innovation, respect for cultural diversity and devotion to systems change and policy change as vehicles to promote health, prevent disease and address systemic societal problems.

PATRICIA MATTHEWS-JUAREZ, PHD

Dr. Matthews-Juarez, is a social behavioral scientist, who participates in transdisciplinary and translational scientists who explore the role of epigenetics in chronic diseases and health disparities. She works within social networks for social change.

Dr. Matthews-Juarez is contributing to a new way of thinking about how to address and eliminate health disparities from a collaborative transdisciplinary and translational approach, exploring the role of epigenetics in chronic diseases and health disparities. She has significant contributions to the development of a diverse and culturally competent primary care workforce who stay and work in rural and underserved communities across the United States.

GAIL G. MCCRAY, MA, MCHES

Gail is a Health Educator and faculty member in the Department of Health and Preventive Medicine, Morehouse School of Medicine. For over 20 years, she has worked in varying capacities for the recognition of Community Health Workers (CHWs) as essential members of the healthcare team. CHWs work with the rest of team and with communities to identify contributing Social Determinants of Health that may negatively impact the participation of patients and communities in their own health. They work with the team to reduce barriers to care and to build bridges to advance health equity for everyone. With HealthWorks, her primary role has been to help to identify, develop, and implement training needs for the Health Outreach Workers at Morehouse School of Medicine. She is proud to have been a part of the entire team to develop the HealthWorks innovation, and to increase COVID-19 vaccine confidence among so many who had not yet received recommended vaccines.

JAMES PERKINS, BA

James Perkins is a graduate of Memphis State University. He is licensed as a Mechanical Contractor in Tennessee. Mr. Perkins is retired owner of JP Heating and Cooling. He and his wife of 52 years have traveled all continents.

ROBERT PIERRE

Robert Pierre is an author, prize-winning journalist, educator and entrepreneur, who has provided media solutions to clients including U.S. Centers for Disease Control, National Urban League, Smithsonian's National Museum for African American History and Culture and UNCF. He is adept at messaging, community outreach, media training and content development.

Robert led the messaging for National Coalition for 100 Black Women-Delaware Chapter to reach black women and their families with culturally relevant

messaging using a combination, earned media, out-of-home (billboards), social media posts and advertising. We focused grouped tweaks to the messaging and shot all new creative to feature black women and their families in Delaware. Also, he was involved with the National Urban League Covid Needs Assessment report ordered by Congress to determine how communities of color were impacted by the COVID-19 pandemic.

In Nashville, Robert was part of a national campaign (currently known as Millions of Conversations), that involved qualitative and quantitative research about the most effective ways to reverse these polarizing trends with a particular focus on why a majority of Americans hold anti-Muslim bias. The bi-partisan effort seeks to shape our nation into one where everyone experiences a sense of belonging.

As a 20-year reporter and editor at the Washington Post, Robert was the initial impetus behind the 2006 groundbreaking series and later book, *Being A Black Man: At the Corner of Progress and Peril*, a series 15 original articles, video documentaries, many online discussion areas, and narrated photo galleries.

He was on the team of Metro reporters who won the Pulitzer Prize for coverage of the Virginia Tech shooting massacre in 2007. Most recently, he wrote a chapter in the academic text, *The Trump Presidency, Journalism and Democracy* (2018), that discusses the modern day 'Civil War' taking place on America's Main Streets through the eyes of supporters and detractors of President Trump in Nashville. He has taught journalism at Dillard University in New Orleans and Howard University in Washington D.C. Robert graduated from LSU with a Bachelor of Arts in Journalism in December 1990.

SHANIA Y. REID, BS, RBT

HealthWorks Health Outreach Worker
Morehouse School of Medicine
Atlanta, GA

KOMAL SIDDIQUI

Komal Siddiqui grew up in the heart of Atlanta and obtained her B.S of Psychology from Georgia State University. She is currently attaining her Masters in Public Health Administration. As a minority person herself, Komal strives to help other underrepresented populations in their access to public healthcare and improving overall health literacy, which is why she loved working with Black Girl Health Foundation and Morehouse School of Medicine. In her community, Komal strives to inspire motivation in the people she works with, help find them resources they have access to, and show them how capable they truly are.

KEVIN B. SNEED, PHARM D

Dr. Kevin B. Sneed is a tenured Professor and the founding Dean of the University of South Florida Taneja College of Pharmacy. He also serves as a Senior Associate Vice-President for USF Health. Dr. Sneed earned his Bachelor of Science Degree in Biology with a concentration in Microbiology from the University of Central Florida. He received his Doctor of Pharmacy from Xavier University of Louisiana College of Pharmacy. He completed an Ambulatory Care Pharmacy Practice Specialty Residency at Bay Pines Veteran's Administration Medical Center. He has received numerous clinical and leadership awards and most recently received the Distinguished Fellow National Academies of Practice award from the National Academies of Practice, Chauncey I. Cooper Medal from the National Pharmaceutical Association, and the National Pharmaceutical Association Fellow from the National Pharmaceutical Association. Dr. Sneed is the Executive Director of WE-CARE, a community-based participatory research entity that strives to bridge the gap of health disparities by educating diverse communities about the processes and importance of research participation. Dr. Sneed also serves on the board of several organizations and participates in many community endeavors.

BRITTANY D. TAYLOR, MPH

Brittany D. Taylor, MPH is a public health practitioner with 13 years of experience overseeing and implementing projects

focused on maternal health, chronic disease management and prevention, infectious disease control, tobacco cessation, and health equity advancement. Ms. Taylor has served in leadership positions on grants and research projects funded by the Centers for Disease Control and Prevention, the National Institutes of Health and the Health Resources and Services Administration. She has held leadership positions with the National Million Hearts Initiative, Deloitte Diversity & Inclusion Team, and the National Association of Chronic Disease Directors. Brittany is a graduate of the College of Charleston where she received a Bachelor of Science in Business Administration and Mercer University where she earned her Master of Public Health. She is also a member of Alpha Kappa Alpha Sorority, Incorporated.

CHANDRA L. WADE, DBA

My name is Chandra L. Wade, and I am a native of Memphis, TN. I am the youngest of three siblings. I am member of Zeta Phi Beta Sorority, Incorporated, Psi Sigma Zeta Germantown Graduate Chapter in Germantown, TN and a member of the American Women Business Association. I hold a Doctorate in Business Administration with a Specialization in Organizational Leadership from Northcentral University in Phoenix, Arizona. I have a Bachelor of Science degree in Human Development and a Master of Science degree in Organizational Leadership from Amridge University in Montgomery, Alabama. I serve as the Regional Coordinator for West Tennessee for Tennessee Area Health Education Coordinator at Cherokee Healthcare System. I have also served as a Family Connector with Agape Children and Family Services and as an Elderly Abuse Advocate for Coordinated Response to Elder Abuse with the Shelby County Crime Victims Center in Memphis, TN.

NEELY A. WILLIAMS, MDIV, EDD(C)

Rev. Neely Williams serves as the Director of Community Engagement and Education for HealthWorks and the Tennessee Community Engaged Alliance Against COVID19. She is a minister, a community advocate, and a community organizer who has been serving on the front lines for over 40 years. She obtained her bachelor's degree from American Baptist Theological College and later obtained a Master's in Divinity Degree from Vanderbilt University. As a lifelong learner her journey includes pursuit of a doctoral degree in Community Pastoral Counseling.

She began her work as a community partner in research as a member of the Stakeholder Advisory Board for the Vanderbilt-Meharry Institute for Clinical Translational Science Award (CTSA) research in 2007, and recently became a member of the Dissemination Core of the CTSA. She has actively participated in the work of Patient-Centered Outcomes Research Institute (PCORI), an independent, nonprofit research organization since its inception over ten years ago. Rev. Neely has been an active participant on the national PCORnet Stakeholder Engagement Committee and also served as the Patient Co-Principal Investigator on the PCORnet Bariatric Surgery Demonstration Project, helping to bring the patient perspective to the project at the highest level of decision-making as a CO-PI. She is presently a CO-PI for the PCORnet Engagement Core and a patient representative on the Steering Committee and the Executive Management Team (EMT).

She is the Community Pastor of New Unity Church in North Nashville and also the founder and Administrator of Community Partners' Linked Network; a collaborative of individuals and community organizations that seek to meet the needs that emerge in the community for capacity building and program implementation.

Rev. Neely is a great-grandmother that loves to cook, sew, garden, read and spend my time between her Nashville home and her historical family home in Jackson, Tennessee. Rev. Neely focuses on LIVING, LAUGHING, and LOVING to this journey's end.

PATRA WILLIAMS

Patra Williams is a senior at East Tennessee State University. She is working on receiving her Bachelors' Degree in Health Sciences while minoring in Early Childhood Education. Patra has a GPA of a 3.7. Currently, she is working on a research project in her field of study alongside her professor and peers at school. Patra has had internships with the City of Hope and the Black Girl Health Foundation. She is a two-time Student Health Ambassador with the HBCU Wellness Program with Meharry Medical College. Patra has a great passion for the well-being of children. She aspires to become a Pediatric Physician.

HealthWorks



Morehouse School of Medicine (MSM) will serve as the lead organization in this consortium. MSM has been at the forefront of anticipating and responding to the needs of communities who have been disproportionately impacted during and after pandemics and other disasters. With decades of service in these communities, MSM has earned the respect and trust that allows us to facilitate community participation and response to this pandemic. Over the past two years, MSM has built a comprehensive, multidimensional set of programs to address the COVID pandemic. Selected by DHHS, MSM built the National COVID-19 Resiliency Network (NCRN) to engage disproportionately impacted communities and address the impacts of the pandemic across the nation. NCRN is a part of the National Infrastructure for Mitigating the Impact of COVID-19 within Racial and Ethnic Minorities Communities Initiative. The goals of MSM NCRN are to:

1. Identify and engage disproportionately impacted communities
2. Nurture existing and develop new partnerships
3. Disseminate culturally and linguistically appropriate information
4. Leverage technology to connect communities to resources
5. Monitor and evaluate and
6. Apply broad and comprehensive dissemination methods.

NIH awarded MSM a CEAL grant to establish a statewide network of organizations to specifically address the impact of the COVID pandemic on the citizens of our State. MSM is a member of the National COVID Vaccine Trial Network conducting clinical trials of vaccines in minority communities. MSM President, Dr. Valerie Montgomery Rice chairs the Georgia Department of Public Health's COVID-19 Health Equity Task Force. Bloomberg Philanthropies provided support for MSM to expand its COVID mobile van program (education, testing and vaccinations) statewide. We are supported by government, corporations and foundations to build a multifaceted, statewide system to guide our communities through the pandemic. Our current COVID related activities include educational and communication campaigns for health professionals and communities, institutional and community COVID testing, COVID vaccine trials, vaccination clinics (mobile, walk-in, drive-up and onsite), community grant programs, COVID related research projects and provision of health care to COVID positive patients. However, the extensive negative impact of the COVID pandemic demands additional individual, family, and community focused health education and economic empowerment programs.

HealthWorks



Meharry Medical College (MMC) is a leader in the field of Health Disparities Science. Meharry has a long history of collaboration with both academic and community partners to carry out its mission of conducting research and training within the context of service. Meharry currently partners on research with Vanderbilt University Medical Center through the Meharry/Vanderbilt Alliance; in integrated behavioral health training of medical students and residents with the University of Tennessee in Knoxville; COVID-19 information and vaccine uptake efforts in Memphis in partnership with both the University of Tennessee Health Science Center, the College of Public Health at the University of Memphis, and the Office of Rural Health Research in the College of Public Health at the East Tennessee State University. Other existing academic partners include seven (7) HBCUs: LeMoyne Owen College, Memphis, Tennessee, and Lane College in Jackson, Tennessee, Knoxville College, Knoxville, Tennessee, American Baptist College, Fisk University and Tennessee State College in Nashville, Tennessee in which Meharry leads a number of health career pathway and leadership programs.

MMC and its President, James EK Hildreth, PhD, MD has been at the forefront locally and nationally. Dr. Hildreth, an infectious disease physician by training, served on the CDC's Advisory Committee on Immunization Protocols (ACIP) and the Food and Drug Administration's Advisory Committee on COVID-19. Dr. Hildreth has been recognized as "Man of the Year" by the local media for his local and statewide leadership in the fight against COVID-19. In addition, Meharry Medical College has operated the three COVID testing sites for the Metro Nashville Public Health Department since the inception of the pandemic and operates both a community COVID-19 vaccine site and a mobile COVID-19 vaccine unit.

HRSA funding will be used to support the for the following activities across the two states: 1) expand access to information about COVID-19 and chronic disease prevention/management interventions within community organizations; 2) train and engage a community outreach workforce to deliver culturally appropriate messaging to racial/ethnic minority groups, and 3) increase the level of access to accurate COVID-19 information that supports vaccine confidence and uptake. The impact of these efforts will be statewide across Georgia and Tennessee, however there will be a specific emphasis on addressing populations disproportionately impacted by COVID-19, including rural populations, racial and ethnic minority groups, immigrants and refugees, persons experiencing homelessness, and minority businesses.

HealthWorks



Our third consortium partner, ASHLIN Management Group, Inc. (ASHLIN), is a Woman/Minority Owned Small Business firm and SBA SDB contractor with a 25-year history of providing innovative and effective technical and programmatic support services and human resource management for Federal agencies, including the Centers for Disease Control and Prevention (CDC), Department of Labor (DOL), Department of Education (Ed), state governments, nonprofit organizations, and a range of other clients. ASHLIN brings twenty-five (25) years of experience around in-person, blended and online training program implementation, curriculum development, knowledge management, strategic planning, policy development, performance management, programmatic support, and project management as a prime contractor.

ASHLIN is a minority owned small business with an extensive national small business network currently in place. For this effort, which is more targeted to Georgia and Tennessee, ASHLIN will build upon its established relationship with the minority supplier development councils (MSDCs), Black and Latino Chambers of Commerce, and other local business organizations in Tennessee and Georgia. The Tri-State Minority Supplier Development Council is the minority supplier development council serving Kentucky, Tennessee, and West Virginia. The Georgia Minority Supplier Development Council serves the state of Georgia. Both MSDCs serve almost 13,000 minority business enterprises (MBEs). In partnership with ASHLIN, these two MSDCs will:

1. Conduct outreach to all MBEs in the priority counties in Tennessee and Georgia, informing them of the HealthWorks program
2. Identify and prioritize MBEs for participation in the program
3. Formally connect MBEs to ASHLIN for enrollment in the Small Business Ambassador training and technical assistance program.

“

**This training is
informative, easy to
navigate, and concise.
It provides information
you need to keep your
business running.**

**~Sophia Johnson
(Elle Creations)**

”



HealthWorks

 **MOREHOUSE**
SCHOOL OF MEDICINE

 **MEHARRY**
MANAGEMENT GROUP

 **ASHLIN**
Management Group

**The Principal Investigator and two
site investigators contributed to the
coordination of all HealthWorks consortium
activities to ensure a cohesive, seamless
administration. This team, in addition to
their partners, brings decades of public
health, community involvement, and
project management skills to this project
that is essential to the fulfillment of the
consortium’s goals and objectives.**



blackgirlhealth
foundation



HealthWorks



The overall goal of this consortium is to reduce COVID-19 health disparities and advance health equity by strengthening vaccine confidence, through providing trusted, culturally and linguistically appropriate information and education and to enhancing access to COVID-19 vaccine and booster uptake to diverse, medically underserved populations in Georgia and Tennessee.

Health Resources Services Administration
Community-Based Workforce to Build COVID-19 Vaccine Confidence
Grant Award # 1 U3UHS45471-01-00

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