



**LAUDERHILL  
ADVANCING  
COVID-19  
HEALTH LITERACY**

# Community-Based Outreach and Distribution of Cultural & Linguistic COVID-19 Materials



# GRANT REQUIREMENTS

- **Community-based COVID-19 Outreach**
- **Distribution of COVID-19 Literacy Materials**
- **Increase Number of COVID-19 Vaccinations**
- **Increase Number of COVID-19 Testing**

**STAY UP TO DATE AT [LAUDERHILLAHL.COM](https://www.lauderhillfl.com/lauderhillhl.com)**

# COVID-19 BUDGET REQUIREMENTS



## FEDERAL BUDGET ELIGIBLE CATEGORIES

**Personnel and Fringe Benefits**

**Supplies (general office supplies)**

**Contractual**

**Marketing / Advertising**

- Outreach Campaigns/Events to Increase Vaccinations, Testing,

**COVID-19 Information**

**2. Translation Services**

- COVID-19 Health Materials

**3. Printing Services**

- COVID-19 Materials

**Sub-Recipient Awards for Focus Groups**

- Partners to train and recruit focus group members

**Sub-Award NOVA University**

- Provide Scientific Evaluation of COVID-19 Outreach outcomes

# SF-424 BUDGET CATEGORIES



**\$478,558**  
**Personnel and  
Fringe**

**\$20,000**  
**Supplies**

**\$144,000**  
**Sub-recipient  
Sub-Awards**

**\$2,302,618**  
**Marketing/  
Advertising/  
Outreach Events**

**\$40,000**  
**Translation  
Services**

**\$91,200**  
**Printing  
Services**

**\$798,624**  
**NOVA University  
Program  
Evaluation**

**\$3,875,000**  
**TOTAL GRANT  
AMOUNT**



# PARTNERSHIP + CRITERIA

## LAHL PARTNERS

McArthur's Own, Inc.

Herbal Healing Spiritual Solutions, LLC

Fore Life, Inc

CompCare Medical Center, LLC

The Oasis Firm, LLC

OPS 365 solutions, LLC

## EVALUATION CRITERIA

Candidates were evaluated on a point system with a maximum of 100 points:

Problem Statement – 10 points

Project Plan – 40 points

Evaluation Plan – 25 points

Organizational Capacity – 20 points

Required Attachments 5 points

The partnership solicitation was distributed 2 times in the course of 5 months

# PARTNERSHIP CRITERIA

## ROLES AND RESPONSIBILITIES

### A. Partners shall:

- Prioritize COVID-19 vaccination education and preventative health services.
- Work Synergistically with Nova Southeastern University and the City in support of the grant's goals and objectives.
- Articulate an asset map for increasing health literacy in the targeted African American, Haitian, Jamaican and Hispanic populations.
- Participate in monthly meetings and conduct monthly reports.

- Equitable distribution of Health Literacy materials.
- Recruit eligible participants for the NSU-led focus groups.
  - You will be provided copies of the consent waiver to hand to eligible participants and a focus group sign-up flyer.
- Provide leadership, coordination, and oversight of Focus Groups.  
Focus Groups Duties:
  - Assess health material for linguistically and culturally sensitive content

# ROLES AND RESPONSIBILITIES

- Provide input and suggestions of the effectiveness of the health literacy materials
- Discuss and make recommendations for procedures that ensure adherence to National CLAS standards
- Discuss and make recommendations regarding various tools, communication and strategies to ensure responsiveness to diverse cultural health beliefs and practices of the disparate populations
  - Participate in reviewing all healthy literacy print and multimedia (Twitter, Facebook, press releases, public announcements, website, etc.) to ensure they comply with Federal CLAS standards and PEMAT-P guidance.
- Participate in “Teach-Back” method curriculum which includes:
  - Teach Back Method pre-survey
  - Teach Back Method training
  - Teach Back Method post-survey
  - Learn and administer the “Teach-Back” Method to residents at City events
  - Submit monthly progress reports
  - Attend scheduled meetings with the City of Lauderhill to discuss Advancing Health Literacy initiatives
  - Attend City events related to the Healthy You Campaign sponsored by the Advancing Health Literacy grant



# EVENT CRITERIA

## TARGET AND RESPONSIBILITIES

- **Must be a City of Lauderhill event**
- **Must be focused on COVID-19**
- **Advancing Health Literacy: Includes surveys, distribution of COVID-19 prevention and education material, vaccinations, boosters, long term COVID effects.**
- **Cannot support political events**
- **Must benefit Lauderhill residents concerning health literacy**
- **Must target demographics for outreach**
- **Sponsorship can only be made to the City and is based upon match funding and social outreach for COVID-19 education, distribution of information, and leading residents to the [LauderhillAHL.com](http://LauderhillAHL.com) website to increase vaccinations, boosters, and testing specific to COVID-19.**

# UPCOMING EVENTS



## (DATES ARE TENTATIVE)

- Healthy You COVID-19 Green Market (3) – March 4, 2023 – Lauderhill Mall
- Women’s COVID-19 Health Summit – May 4th, 2023 – Veterans Park
- Men’s COVID-19 Health Summit – June 3, 2023 – TBD
- COVID Symposium (March 2023) – TBD (Target Seniors Aging in the Era of Covid-19)
- National COVID-19 Awareness Week Events – April 2023 – TBD
- Community Chats “Creating Value in our COVID-19 Series” (Pass the Mic about Covid-19 Health)
- Understanding COVID-19 and You. Targeting Hispanic population Mix and Mingle – May 2023 – Rancho Nando in Lauderhill
- Food Truck Event – City Hall (January, February, March)
- MLK – Feb 3, 2023 at the LPAC @ 7PM
- Jammin – Date, time, and location TBD (March 2023)
- Cricket Game – Date, time and location TBD (Feb – April, 2023)

Additional Events TBD

# PARTNERSHIP CRITERIA



## ROLES AND RESPONSIBILITIES

- 1) To send this link to all Business Owners <https://redcap.link/COLCOVID19> Asking them to fill out the form to help capture more data. - <https://www.lauderhill-fl.gov/Home/Components/News/News/3077/18> - Full Link
- 2) Share Like Comment - Social Media Content from @LauderhillHealthyYou on Facebook & Instagram
- 3) Refer residents to Comp Care – Stephani Brown for Vaccine/Booster Shots
- 4) Distribute Health information
- 5) Invite residents to Healthy You Events

**The current work through the City of Lauderhill / S.A. Nelson is being considered for the guide model of HHS Grants specifically focused on COVID-19 and Minority Health Grants.**