



MILWAUKEE'S 2ND ANNUAL MLK DAY WEEKEND OF SERVICE

Making Our Communities More Equitable and Healthy

2022 IMPACT SUMMARY REPORT



BACKGROUND

Dr. Martin Luther King said, "Everybody can be great because anybody can serve." Observed on the third Monday of each year, MLK Day is the only federal holiday designated as a national day of service. In honor of Dr. King's Dream, Jump at the Sun Consultants, LLC hosted several events between Jan. 14-17, 2022. Our community partners included the Wisconsin African American Tobacco Prevention Network (WAATPN), Wisconsin Tobacco Prevention and Poverty Network (WTPPN), WI Wins, Health Connections, Inc., and the Lovell Johnson Quality of Life Center. The events were supported by the Milwaukee Health Department and funded by the Greater Milwaukee Foundation, Zilber Family Foundation, DHS COVID Vaccine Outreach, DHS Tobacco Prevention and Control Program, and Milwaukee County. This is the 2nd year that Jump at the Sun Consultants and its partners have hosted a series of events on MLK Day Weekend.

IMPACT

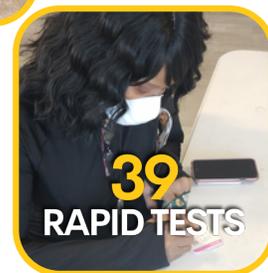
January 14 - Public Housing (College Court)

- Door-to-door outreach with **251 households**
- Distributed **487 pieces** of COVID-19 educational information
- Administered **39 COVID-19 Rapid tests** **0 positives**



January 16 - T-21 Retailer Education and Outreach

- Achieved with **12 retailers** in Milwaukee City
- **24 T-21 posters** hung
- **9 T-21 decals** hung



Jan 17th - Health Fair

- 168 participants
- 30 - 1st dose (many were children)
- 47 - 2nd dose and boosters
- 15 - COVID-19 PCR tests
- 13 - Flu Shots
- 28 - Health literacy games & prizes
- 632 - N95 face mask distributed
- 120 - food bags distributed



COVID-19 Vaccinations provided by City of Milwaukee Health Department



Volunteer - Wisconsin State Rep. Dora Drake, D (Assembly District 11)

COVID-19 vaccinations provided by **City of Milwaukee Health Department**.

COVID-19 testing and flu immunizations provided by **Health Connections, Inc.**

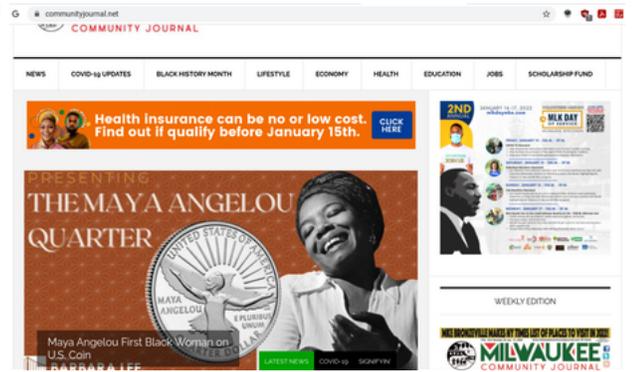
January 17 - Advocacy and Letter writing

- **27 Zoom participants** (Wisconsin, Illinois, Washington D.C, New Jersey, New York, Florida, Virginia)
- Volunteers learned about the difference between Advocacy and Lobbying and how to effectively communicate their message to elected officials.

Social Media

- Facebook Reached **4,500 people**
- **65 people engaged** with Facebook posts (likes, comments, shares)





Media

- [2nd Annual MLK Day of Service January 14 to 17 - Volunteers Needed - Milwaukee Courier](#) Jan. 14, 2022
- [Volunteers spend day giving COVID-19 tests, vaccines for MLK Day of Service - WISN](#) Jan. 17, 2022
- [Post from Community: Let's honor Dr. King by working to end tobacco-related disparities - Milwaukee Neighborhood News Service](#) Jan. 17, 2022
- ['Service to our community:' Health fair aims to honor MLK legacy - CBS 58](#) Jan. 17, 2022
- [Milwaukee Old World 3rd, MLK Drive, a change 40 years in the making - Fox 6 Milwaukee](#) Jan. 17, 2022
- [5 things to know and do the weekend of Jan. 14 - Milwaukee Neighborhood News Service](#) Jan. 14, 2022

