



Community Sharing continued: *Honoring Our Loved Ones Lost to COVID*

- 12 individuals shared stories of a mother, aunts, cousins, a niece, and close friends dying from COVID.
- *"I'm going to miss her dearly. One of my oldest and last first cousins. Would have been 94."*
- *"I remember her as always wanting to fish. She loved to cook. Always joked around a lot. [She was] like a mother to many nieces and nephews. Sad because she was in a nursing home."*
- *"He was such a lovely kind person. He was a very loving kind and family-orientated person."*

Information and Materials Dissemination

- 900 face masks were distributed.
- 540 brochures on COVID-19 risk-reduction materials, including Keep Your Guard Up and smoking cessation were disseminated.
- Support and tips on how to wear a face mask correctly were provided.
- COVID Safe Youth bags were distributed.



Photos and T-shirts

TheAnswer.me

- INPOWER provided local photographer, Terrence Sims, Jr. and free T-shirts expressing community concerns.
- 150 social determinant awareness T-shirts distributed.
- 100 participants took photos in their T-shirts and shared their thoughts



Food Box Recipients

- 175 food boxes were distributed onsite.
- 25 boxes were delivered to the elderly and shut-in.

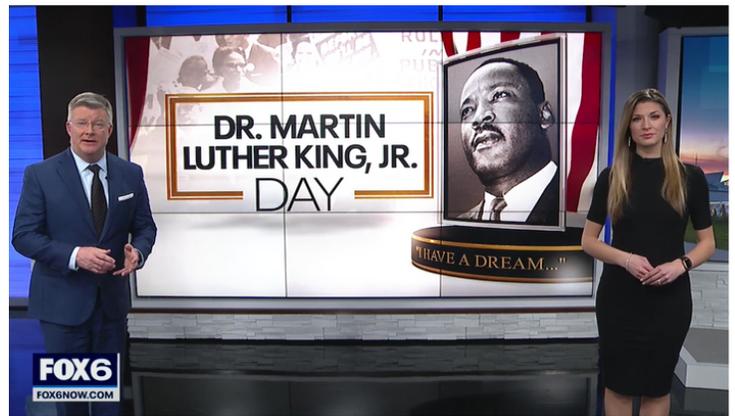
COVID Testing:

- 40 community residents received COVID testing onsite at our event.
- 11 participants/households requested COVID testing for the shut-in and elderly at their homes and are currently receiving this testing.



Social Media

- WNOV Reached **23,596 people**
- Reached **31,631 people** via Facebook activities (ads, videos, posts)
- **1,399 people engaged** with Facebook posts (likes, comments, shares)
- Videos garnered **5,464 views** on Facebook



Media

- [MLK Day of Service](#). Milwaukee Community Journal, Jan. 22, 2021
- [Lovell Johnson Quality of Life Center honors King's Birthday with food giveaway](#) - Jan. 21, 2021
- [MLK Day of Service Event to Honor Dr. King](#) - Milwaukeeenns.org - Jan. 14, 2021
- [MLK Day of Service Event to Honor Dr. King \(Free COVID Testing\)](#) - Milwaukee Community Journal - Jan. 15, 2021
- [MLK Day goes on with day of service in Milwaukee](#) - Today's TMJ 4 - Jan. 18, 2021
- [A man of service': Local organizations honor MLK Jr. by helping others](#) - CBS 58 - Jan. 18, 2021
- [Milwaukeeans share in a day of service to honor Dr. King](#) - Fox 6 Milwaukee- Jan. 18, 2021
- [5 things to know this week in Milwaukee Jan 18-23: Milwaukee Neighborhood News Service](#) - Jan. 18, 2021