



Outreach and Education

20,000+

- 23,358 households reached
- Spoke to 3,575 residents
- Trained 150 mobilizers
- Activated 57 paid mobilizers from low vaccinated and high vulnerability census tracts
- Activated 56 volunteer nursing students as mobilizers
- Trained and activated 14 Spanish speaking mobilizers



COVID-19 Vaccinations

709

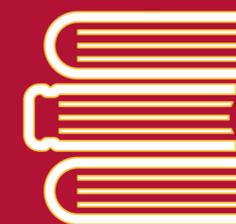
Vaccinations administered as part of our door-to-door Canvassing.

19.83%

Vaccinated 19.83% of the residents that our mobilizer engaged in a conversation.

33,000+

Reached 33,868 residents with peer-to-peer and broadcast texting program



Resources

Over 35,000 pieces of COVID-19 vaccine information disseminated in English and Spanish

- Door Hangers
- Pamphlets
- Postcards

Other:

565 Smoke Detectors Installed

COVID-19 Vaccination Community Outreach
COMMUNITY MOBILIZER OUTCOMES
Milwaukee WI, June 2021 - November 2021

Month	Houses Reached	Not at home <i>Left COVID-19 Vaccine educational literature</i>	Provided in-person COVID-19 Vaccine Education <i>Spoke directly to residents</i>	Vaccinated <i>By Milwaukee City Health Dept. During door-to-door canvassing</i>
June	1,212	713	499	83
July	6,159	5,420	739	286
August	5,476	4,874	602	147
September	732	530	202	44
October	6,614	5,754	860	98
November	1,808	1,408	400	22
Public Housing Partnership (July/August)	1,357	1,084	273	29
GRAND TOTAL	23,358	19,783	3,575	709

NOTES:

1. The program was paused in September to retool and add on a bilingual Spanish outreach component.
2. The program was paused in November until the spring.
3. Of the 3,575 Milwaukee City residents that Community Mobilizers spoke to, the program vaccinated 19.83% (709) of them.
4. Vaccinated residents lived in low vaccinated and high social vulnerable index census tracts.
5. The project covered 62 census tracts. On average 20% of the persons mobilizers spoke to, had already been vaccinated. This figure grew as high as 40% beginning in September in some of the census tracts.
6. 565 Smoke detectors were installed through this program.