



LCF Georgia
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2022 Health & Wellbeing Effort / Buford Highway

Proposal Submitted by: Gilda Pedraza, Executive Director Latino Community Fund

Date: August 17, 2022

| A | Section to be completed by Commission District | |
|---|---|--|
| 1 | Commission District(s) represented in this request: | District 2 |
| 2 | ARP Funding Allocation Request | \$73,620 |
| 3 | Proposed Services: | 2 Health Fairs including COVID-19 Vaccine Events along Buford Highway and Financial Assistance |
| 4 | Proposed Vendor: | Latino Community Fund (LCF Georgia) |
| 5 | Vendor Contact Info: | Name of Main POC: Gilda Pedraza Title: Executive Director Address: PO Box 3299, Decatur, GA 30031 Phone Number: 404-435-2472 Email: gigi@lcfgeorgia.org |
| 6 | Contract Start Date: | August 2022 |
| 7 | Contract End Date: | December 31, 2022 |
| 8 | Scope of Work: | Please see below for WHO, WHAT, WHERE, WHEN and HOW |

WHO: The Latino Community Fund (LCF Georgia) Health & Wellbeing Program will organize, recruit, implement and operate mini-health fairs as part of larger community events in partnership with We Love Buford Highway.

Additional partners may include:

- Ser Familia
- LatinoLinQ
- Kaiser Permanente (tentatively)
- Colgate (tentatively)
- Emory School of Public Health (students / clinicians)
- BPSOS (volunteers)
- Mercer (volunteers)
- CORE
- Dekalb Board of Health
- Mexican Consulate in Atlanta



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Priority populations to benefit from this proposal include:

Limited English Proficient communities / English Learners from various backgrounds
Communities with Latin American heritage or from Latin American descent
Communities with diverse legal / documentation status
Mayan communities
Communities with limited transportation
Low-income communities
Immigrants

WHAT: Two mini-health fairs (Oct. 29 and Dec. 10) with FREE services and screenings including the following already secured. We will add services as partners and supplies are confirmed and secured. All services will be FREE and offered in Spanish and English in a culturally appropriate manner.

- COVID-19 vaccines and education
- Glucose screenings & education for communities likely to have high prevalence of the disease and therefore more risks for COVID-19 complications.
- High Blood Pressure screenings for communities likely to have high prevalence of the disease and therefore more risks for COVID-19 complications.
- Cholesterol screenings for communities likely to have high prevalence of the disease and therefore more risks for COVID-19 complications.
- How keep a healthy diet education

Financial Assistance

- Outreach and support to apply for financial assistance funds for low income Dekalb County residents to help cover up to two months of rent and utilities on-site from requested budget allocation of \$50,000.

WHERE AND WHEN

October 29 at Northeast Plaza as part of "Dia de los Muertos" event

December 10th as part of "Jornada Sabatina / Community Care" event (location TBD)

HOW

FREE open event for community members in Dekalb County prioritizing immigrant and English Learning communities.

Outreach for this COVID-19 event will be done through partner, member organizations, in person, digital outreach, Whatsapp and other proven successful outreach methods. We estimate 100 people receiving services



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LCF Georgia Background

To protect the health of the Latinx and immigrant community in Georgia, mitigate the effects of the COVID-19 pandemic and provide guidance, navigation and access to life saving vaccines and screenings for chronic conditions, and preserve the only consistent program dedicated to provide free referrals and screenings to the Latinx community in Georgia, the Latino Community Fund Inc. became the fiscal sponsor of the Ventanillas de Salud (VDS) Program at the Mexican Consulate General in November 2020. In 2021, this FREE initiative expanded to include navigation across the Metro Area and South Georgia through community events, the Guatemalan Consulate and health fairs. In 2022, LCF Georgia has already facilitated close to 6,000 vaccines against COVID-19 in community members’ arms and over 1,6000 FREE diabetes and high blood pressure screenings. Hundreds of FREE HIV tests, FREE flu shots and children's’ dental screenings have also taken place through our partner network.

2022 Health & Wellbeing Effort Along Buford Highway Budget

| Concept | Oct. 29 | Dec. 10 | County-wide | Description |
|---|---------|---------|-------------|---|
| Health Screenings / Education | \$1,000 | \$1,000 | | 2 public health fully bilingual educators with the ability to offer diabetes, high blood pressure screenings supporting mitigating COVID-19 factors overwhelmingly affecting the local community |
| Clinical support | \$2,000 | \$2,000 | | 2 fully bilingual clinicians to support with education, vaccines and Q&A |
| Supplies for screenings | \$750 | \$750 | | |
| Mental Health Screenings | \$2,500 | \$2,500 | | 2 fully bilingual professionals doing anxiety, depression screenings and helping make appointments for follow up FREE mental health services as needed |
| Educational children’s Leaders of Color Book | \$850 | \$850 | | Kids educational activity in English and Spanish. Quote includes booklets and crayons X 100 per event |
| Financial Assistance Funds | | | \$50,000 | Utilities and rental assistance for Dekalb County residents |
| Venue rental | | \$1,000 | | |
| Outreach budget | \$1,000 | \$1,000 | | design, printing, digital ads, flyers and more connected specifically to the advertising and promotion of the event and the importance of getting COVID-19 vaccines during the fall and winter seasons. |
| Administration 10% | \$710 | \$710 | \$5,000 | |
| SUB- TOTAL | \$8,810 | \$9,810 | \$55,000 | |
| TOTAL REQUESTED | | | \$73,620 | |