



SUNCOAST

AMPLIFYING WHAT WORKS  
COVID-19 RESPONSE

Charlotte  
DeSoto  
Manatee  
Sarasota

Through the COVID-19 Response initiative at The Patterson Foundation, this weekly Amplify communication aims to weave together what works in each of the counties for a healthier and more thriving Suncoast. You're receiving this message because you've been identified as a community advocate, and we hope you'll share these stories and messages far and wide in your network.

**SPOTLIGHT STORY**

**Here's How to Reach The 50% of U.S. Adults Who Haven't Gotten a COVID Vaccine Yet**

The U.S. Covid-19 Vaccination Program has made tremendous progress over the last 90 days – a quarter of the population is fully vaccinated and half of adults, including 80% of older adults, have received one shot. Campaigns focused on meeting people where they are and tailoring messages to subpopulations—including communities of color, young Americans, rural Americans, and conservatives—are up and running. However, with supply beginning to eclipse demand in some areas, the next phase for vaccinations may be tougher.

If we're to reach our goal of achieving herd immunity later this year, we need to employ additional strategies to reach populations that are harder to reach or more skeptical of vaccines. Specifically, we need a geographically targeted approach, regular and consistent messaging with increased access points in these areas, and novel approaches to recognize individuals and communities for being vaccinated. Here are [three key strategies](#).

**Suncoast Stats:  
Vulnerable/Hard to Reach Populations  
Week of May 24, 2021**

| COUNTY    | % of Black or African-American population fully vaccinated (series complete) | % of Hispanic/Latinx population fully vaccinated (series complete) |
|-----------|--|--|
| Charlotte | 16.62%   | 17.95%   |
| DeSoto    | 10.15%   | 12.75%   |
| Manatee   | 13.37%   | 14.65%   |
| Sarasota  | 15.41%   | 21.60%   |

**Coming Soon: Free Rides for Anyone to Get Vaccinated!**

To support efforts to get people vaccinated by July 4, a new program from ride-sharing companies Lyft and Uber will offer free rides to people going to a vaccination site to get vaccinated. People simply select a nearby vaccination site, follow directions to redeem their ride, and then get a ride to and from the vaccination site for free! These efforts address access barriers for many people and support vaccination efforts. This new program launches in the next two weeks and will last until July 4.

To learn more about the ride-sharing program, click [here](#).

To learn more about riding to a vaccination site using Lyft, click

To learn more about riding to a vaccination site using Uber, click

**FEATURED GRAPHIC**

Tired of searching for new graphics to share on social media or in your newsletter? We'll have a new graphic weekly perfect for sharing.



By: Tom Stiglich, For the Inquirer  
Cartoon: Hope for the pandemic's end.

[Source](#)

Given this week's focus on vulnerable populations, we have changed the numbers to reflect the percentage of Black or African American individuals who have been vaccinated (series complete) and the percentage of Hispanic/Latinx individuals who have been fully vaccinated (series complete). Note that the percent vaccinated number does not include those who did not share race and/or ethnicity information on their vaccination registration sheet. The percent vaccinated also takes into account children under 12 who are not eligible to be vaccinated at this time.

**CONTACT US**

Please forward this to your network, and when you have stories about overcoming and thriving during COVID-19, please send them to Abby Rolland at:

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#COVID19  
@ThePattersonFdn

