



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**

**How local companies are supporting COVID-19 vaccines.**

COVID-19 vaccines are an important tool protecting us from getting sick and helping us get back to normal. Local companies are doing their part to encourage their employees and customers to get their shots! Innovative methods vary from promotions to prizes to even freebies. For example, companies may offer discounted items, free menu items, or gift cards to people who show proof of vaccination. Some companies are giving their employees a chance to get their vaccines during work time. Others allow their venues to become a pop-up clinic site to meet people where they are or bring in experts to discuss vaccine questions.

We encourage our local companies to keep informing and incentivizing in our Suncoast region!

[Link: Want Free Beer or a Chance at \\$1 Million? Get Your COVID-19 Vaccine](#)



**Suncoast COVID-19 Stats**  
**Week of May 31, 2021**

COUNTY	7-Day Rolling Avg of Daily New Cases	% Pop. Completed Vaccine Treatment
Charlotte	10	43.74%
DeSoto	2	26.31%
Manatee	24	36.54%
Sarasota	21	46.51%

**Still weighing vaccine incentives? Here's what 12 employers have done.**

COVID-19 vaccination is vital to end the pandemic, but it's not proving to be an easy task. Although vaccines are here and are becoming more widely available, skepticism and hesitation still surround the shots, and scores of Americans say they do not plan to get vaccinated. That's where employers come in.

Employers are widely seen as essential in encouraging employees to get inoculated and boost vaccination numbers across the country.

[Read more here.](#)

[Link: Incentives may be a way to increase vaccination rates in Sarasota-Manatee](#)

**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.



How small businesses are incentivizing vaccines. Graphic [Link](#)

Our goal is to share the bottom line data, and why they matter in the Suncoast. The first column is a 7-day rolling average of daily new cases. The CDC uses a 7-day rolling average of daily new cases to illustrate positive and negative trends. The second column is the percentage of the population in each county who have either received both doses of the Moderna or Pfizer vaccine or the single dose Johnson & Johnson – signifying a “complete treatment.”

**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

