



## PROJECT DESCRIPTION (WKKF)

### Vaccine Rollout & Community Rebuild (VR-CR)

#### **Purpose & Grant Period:**

Con Alma Health Foundation (CAHF), the state's largest private foundation dedicated solely to health, was awarded a \$2.5 million grant from the W.K. Kellogg Foundation (WKKF) in support of Vaccine Rollout and Community Rebuild post COVID-19 efforts. Con Alma Health Foundation received the WKKF funding to build on its COVID-19 relief and recovery work to advance health equity for children, families, and communities in NM, regardless of race or income, by supporting:

- 1) The promotion of a NM Vaccine Rollout for equitable allocation, distribution, and access in partnership with our philanthropic/community partners and the NMDOH COVID-19 Vaccine Equity Plan.
- 2) A Community Rebuild post COVID-19 for communities to address the disproportionate impact COVID-19 has had on vulnerable populations in New Mexico.

WKKF Grant Period: April 1, 2021– December 31, 2022 (21 months); Grant Amount: \$2,500,000.

#### **Outcomes-**

Increased health equity through:

1. Inclusive, safe, resilient, and healthy communities, protecting the health of low-income and people in vulnerable situations (i.e., COVID pandemic) through a statewide vaccine rollout with a focus on vulnerable families and communities disproportionately impacted by COVID-19.
2. More effective public-private and civil society and nonprofit partnerships, building on the experience and resourcing strategies of philanthropic partnerships (public-private collaboration; multi-field/sector including nonprofit/philanthropic, business, and governmental sector of all types and levels including tribal government), for community rebuild and reimagine post COVID-19, including a strengthened, more resilient nonprofit sector.
3. Expand the capacity of existing networks/stakeholders to advance health equity, coordinate efforts, reduce duplication of services, identify and address service gaps, leverage resources, increase impact, strengthen communication and messaging, philanthropic and community partnerships toward community rebuild post COVID-19 and an equitable future for all.

#### **Background:**

New Mexico is a place of great physical beauty, deep diversity, proud cultural traditions, and community-based values; however, structural inequities have made it susceptible to the COVID-19 pandemic. Although rich in culture and diversity, our state is poor in resources and our systems, which were fragile and fragmented to begin with, are made worse by or are a specific result of COVID-19.

This project's focus is on advancing health equity for vulnerable populations (e.g., children and families, BIPOC, rural, low-income, people with disabilities, immigrants, elderly, etc.) which have been disproportionately impacted by COVID-19 due largely to structural inequities. The COVID-19 public health crisis underscores that New Mexico's vulnerable populations, and nonprofit sector, are being disproportionately affected as a result of unequal economic and social conditions.

The NM Vaccine Rollout & Community Rebuild project builds on our COVID-19 relief and recovery work to advance health equity for children, families, and communities in NM is supported by Con Alma Health Foundation's staff, Board of Trustees & Community Advisory Committee.

## **Project Strategies:**

- **Sub-granting:** Providing funding support to nonprofit organizations serving New Mexico to assist with both vaccine rollout and community rebuild efforts.
- **Communications/Media/Messaging/Outreach:** Con Alma will collaborate with media/communication partners to support coordinated and targeted communication and messaging to address vaccine promotion and vaccine hesitancy (inclusive of efforts to combat misinformation). Our partnership with the NM Health Equity Partnership (NMHEP) will be an asset in this and other areas as we have similar yet distinct networks which allows broader reach.
- **Technical Assistance:** Develop and provide technical assistance as needed/requested for grantees, nonprofit/community/business partners and other stakeholders related to vaccine rollout and community rebuild efforts post COVID-19.
- **Role as Convenor/Coalition Builder:** Con Alma will serve as a convenor, as appropriate, and partner to support stakeholders from both the private and public sectors, including the NMDOH, as well as academic and research efforts related to vaccine promotions and community rebuild.
- **Supporting and Strengthening the Nonprofit Sector Adversely Impacted by the COVID-19 Pandemic:** Our nonprofit sector helps in building communities and supports our children, families, and communities; and contributes to their well-being by caring for the vulnerable and the poor. The nonprofit sector, like our governmental and business sectors, has been decimated by the COVID-19 public health crisis.
- **Forward Thinking:** Recognizing that a recovery and community rebuild will take years and even decades beyond the scope of this project, our efforts must be intentional in terms of laying a strong foundation for an equitable COVID-19 recovery and equitable future for our children, families, and communities.

## **Key Partners/Collaborators:**

Con Alma Health Foundation brings people together to improve health in New Mexico and advocate for policies to address the unmet health needs of New Mexico's culturally and demographically diverse population. Con Alma supports and partners with organizations to achieve health equity in New Mexico. Con Alma Health Foundation is partnering with the New Mexico Health Equity Partnership (NMHEP), an initiative at the Santa Fe Community Foundation, on this project.

The NMHEP engages a statewide network to advance health equity in NM.

## **For more information, please contact:**

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*Con Alma builds partnerships, advocates for all and invests in systemic change to improve health in New Mexico.*