Equity in Action: At the Intersection of Public Health and Emergency Management in St. Louis, Missouri

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**PROJECT OVERVIEW**
- COVID program support to the communities of St. Louis County
- Facilitate equity in vaccine education, outreach and distribution
- Optimize emergency management and response practices
- Fully integrated public health, OEM, EMS, vendor incident team

**LOCAL IMPLEMENTATION OF NATIONAL VISION FOR EQUITY**
- Regional and historic boundaries to equity
- 88 municipalities, 45 zip codes, 43 fire districts, 58 police departments
- Urban, suburban and rural constituents totaling ~1M

**PLACE-BASED ACTIVITIES**
- College Campus
- Health Depts
- Hospitals
- Parks & Rec
- Libraries
- Schools (K-12)
- Beauty & Barbershops
- Faith-Based
- Mobile
- Restaurants

**APPLICATION TO EMERGENCY MANAGEMENT**
- All emergencies are local, including public health
- Emergency management tools (ICS) facilitated equity
- Equity cannot be defined externally
- Hyper-locality is key
- Trusted communicators are critical
- Educate and empower selected communicators
- Community relationships transcend disasters
- Emergency management can no longer afford to be equity-agnostic

**PROJECT RESULTS**

**By the Numbers**
- 65 Shops Were Visited In-Person
- ~60 Points of Distribution Established
- 10 Houses of Worship
- 2x Faster Vaccine Uptake in Focus Areas
- 8 School Districts
- Post-COVID Trust & Impactful Relationships

**COVID PROGRAM VISIT**
Meeting people in trusted locations – a barbershop visit equips and empowers community residents.