Equity in Action:

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

Poster Showcase
#IAEM22

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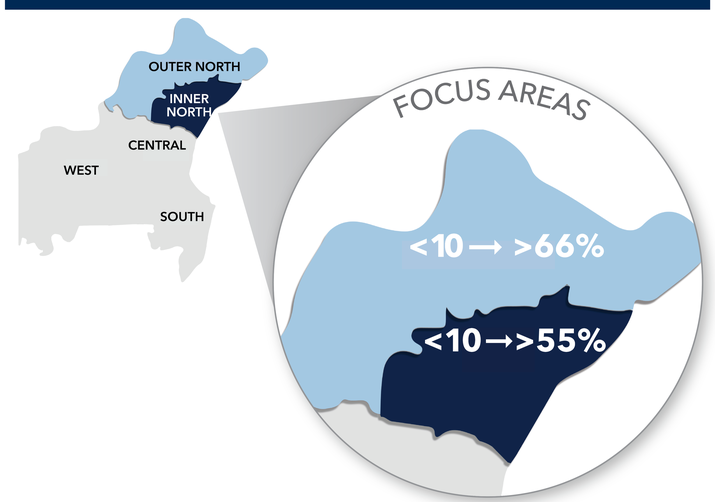
PROJECT OVERVIEW

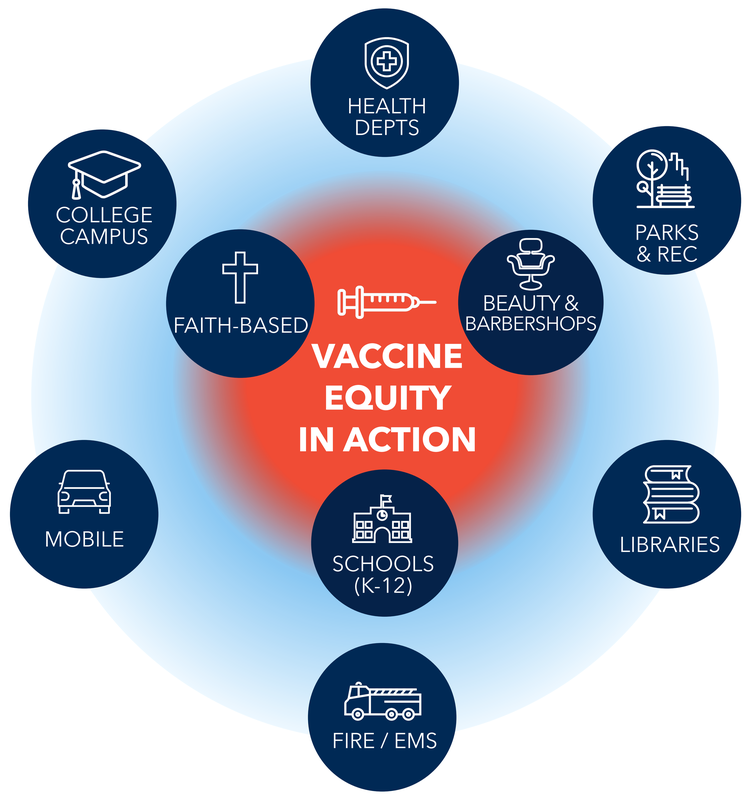
- COVID program support to the communities of St. Louis County
- Facilitate equity in vaccine education, outreach and distribution
- Optimize emergency management and response practices
- Fully integrated public health, OEM, EMS, vendor incident team

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



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.