



HEALTH RESOURCES & SERVICES ADMINISTRATION
COMMUNITY-BASED WORKFORCE FOR

COVID-19 VACCINE OUTREACH FINAL REPORT



HealthWorks

 MOREHOUSE
SCHOOL OF MEDICINE

 MEHARRY
MEDICAL CENTER

 ASHLIN
Management Group

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ACKNOWLEDGMENTS

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RECIPIENT ORGANIZATION NAME
Morehouse School of Medicine

AWARD NUMBER
1 U3UHS45471-01-00

REPORTING PERIOD
February 1, 2022 – October 31, 2023

PROJECT NAME
Community-Based Workforce to Build
COVID-19 Vaccine Confidence

PROJECT DIRECTOR CONTACT NAME
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Project Overview

The overall goal of HealthWorks, was to reduce COVID-19 health disparities and advance health equity by strengthening vaccine confidence, through providing trusted, culturally and linguistically appropriate information and education and to enhance access to COVID-19 vaccine and booster uptake to diverse, medically underserved populations in Georgia and Tennessee. We created a multi-state COVID-19 Consortium in Georgia and Tennessee, led by Morehouse School of Medicine, Meharry Medical College, and ASHLIN Management Group, in collaboration with academic partners, state and local health departments, community and faith-based organizations, and local businesses and business associations. The Consortium (Morehouse School of Medicine, Meharry Medical College, ASHLIN Management Group, Black Girl Health Foundation, 1Joshua Group, and Mojo Marketing) worked closely with the Tennessee State Department of Health and the Georgia Department of Public Health, existing academic and community partners of the GA and TN Community-Engaged Alliance against COVID-19 (CEAL), and small and large businesses in a coordinated approach.

WHAT IS HEALTHWORKS?

HealthWorks provided trusted, culturally-appropriate information and resources. We strengthened vaccine confidence and prevented outbreaks of vaccine-preventable diseases, where we live, worship, work, and play. HealthWorks increased access to vaccine and booster shots for diverse, medically underserved populations. Engaging communities, families, and businesses in the fight against COVID-19.



Objective 1

Establish and train workforce of Outreach Workers in Georgia and Tennessee.

Objective 2

Deploy 200 Outreach Workers in Georgia and Tennessee to conduct vaccination events in communities across Georgia and Tennessee

Objective 3

Increase vaccine uptake among small business work force.

Objective 4

Increase vaccine uptake among employees and relatives of employees of potential super spreader businesses. employees of potential super spreader businesses.

Objective 5

Use data driven strategies to improve COVID-19 vaccine uptake among medically underserved communities.



SUMMARY OF KEY ACTIVITIES

Objective 1

Establish and train community health outreach workers

GEOGRAPHIC AREA AND/OR TARGET POPULATION

- Medically Underserved racial and ethnic minority groups: African Americans, Latinos, and other socially vulnerable persons in
- Georgia
- Tennessee
- Residents 18 years of age and older

RESOURCES & PARTNERS

- MSM's Innovation Learning Laboratory for Population Health
- Meharry Medical College (MMC)
- Ashlin Management Group
- MSM's Satcher Health Leadership Institute
- University of Tennessee Health Science Center
- Black Girl Health Foundation

OUTCOMES/IMPACT

- Recruitment, training & deployment plans developed for CHWs, HOWs, SBHAs, CHAs
- Curriculum developed/ enhanced
- CHWs, HOWs, SBHAs, CHAs Recruited, onboarded, Trained & deployed
- Increased COVID-19 Health Literacy for outreach workers and community residents
- Rapid Deployment toolkit developed



Objective 2

Deploy 200 Community Outreach Workers in Georgia and Tennessee to conduct 20 vaccination administration events.

GEOGRAPHIC AREA AND/OR TARGET POPULATION

- Medically Underserved African Americans, Latinos, and other socially vulnerable persons in
- Georgia
- Tennessee

RESOURCES & PARTNERS

- MSM's Innovation Learning Laboratory for Population Health
- MSM's HEAL Clinic
- GA CEAL
- MMC
- TN CEAL
- University of Tennessee Health Science Center
- Ashlin Management Group
- Black Girl Health Foundation
- 1 Joshua Group

OUTCOMES/IMPACT

- Collectively 151 HOWs/CHWs were deployed (106 GA & 45 TN)
- 25 College ambassadors recruited, trained, and deployed from GA & TN colleges & universities including (HBCUs) and other diverse institutions and communities.
- 1534 Vaccine Education outreach and Administration Events (890 GA & 644 TN)
- 10,075 Shots in Arms (2571 GA & 7504)

VACCINE UPTAKE SUMMARY

Since June 2022, the HealthWorks initiative has made significant strides in administering COVID-19 vaccinations to medically underserved residents of Georgia and Tennessee. With a focus on both urban and rural areas, HealthWorks has tailored its outreach efforts to specifically target African American or Black and Latinx populations. Through these efforts, over 10,000 COVID-19 vaccinations, including primary doses and booster doses, have been administered, contributing to the protection and well-being of vulnerable communities in the region.

Objective 3

Contact 250 businesses and business organizations to encourage the increase of vaccine uptake among employees and recruit Small Business HealthAmbassadors (SBHAs)

GEOGRAPHIC AREA AND/OR TARGET POPULATION

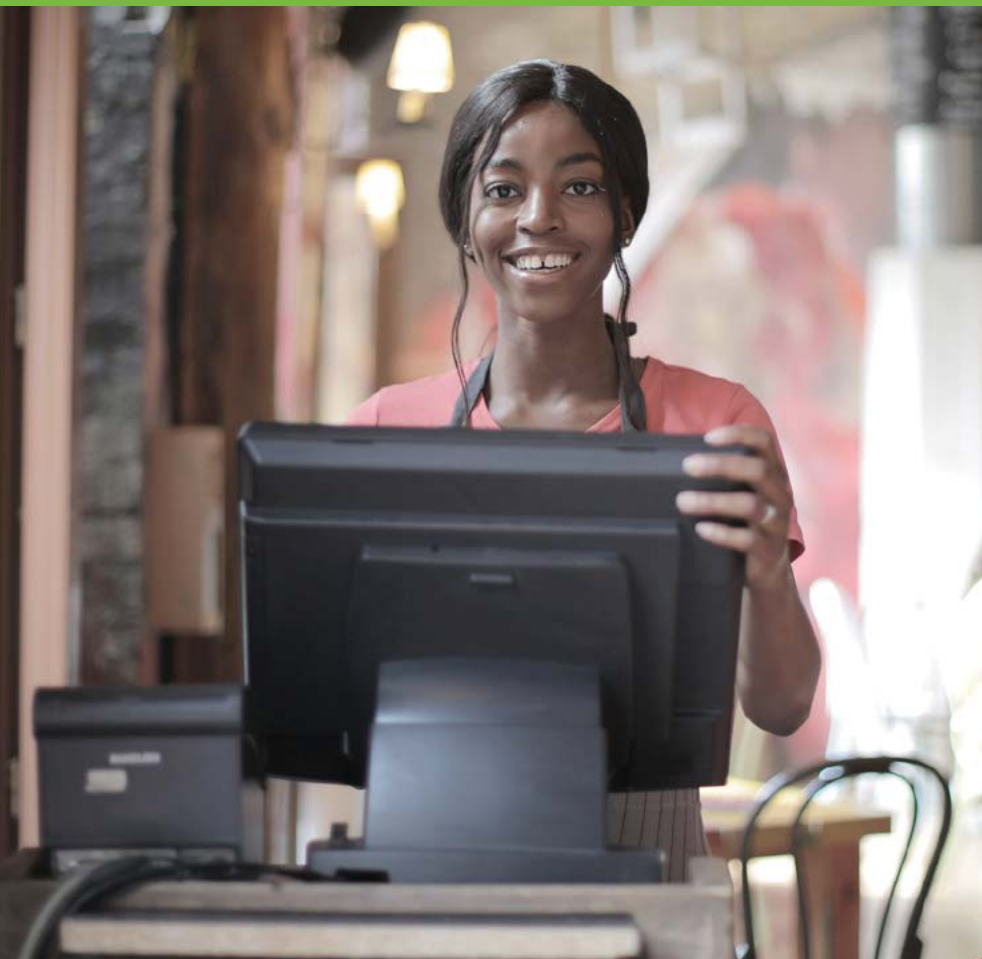
- Minority Business Enterprises (MBES)
- Georgia
- Tennessee

RESOURCES & PARTNERS

- Ashlin Management Group
- Minority Supplier Development Councils (MSDCs)
- Black and Latino Chamber of Commerce
- Local Business Associations
- Business Recruiters
- Subject Matter Experts (MSM & MMC)
- Instructional Design Subject Matter Experts (SMEs)
- ASHLIN Management’s Digital Learning Platform (DLP)

OUTCOMES/IMPACT

- Recruitment 300 MBEs
- Developed and delivered COVID-19 asynchronous training modules using a digital learning platform
- Trained 242 SBHAs to share Covid-19 information with employees, their families, and minority communities they serve
- Developed and delivered two COVID-19 virtual synchronous training sessions to increase vaccination rates and vaccine confidence among people of color
- MMC hired a full-time Small Minority Business Program Manager and has since been transitioned to TN CEAL for sustainability
- Developed and implemented two online regional hubs for SBHAs and HOWs for increasing community discussions on COVID, increase people of colors participation in vaccination drives, and increase access to Covid-19 resources
- 242 Small Businesses completed action plans for emergency preparedness for future public health emergency



Objective 4

Dissemination of COVID-19 information on testing, treatments, and vaccination events among medically underserved and socially vulnerable populations including small businesses, large business, college students, and older adults

TARGET POPULATION

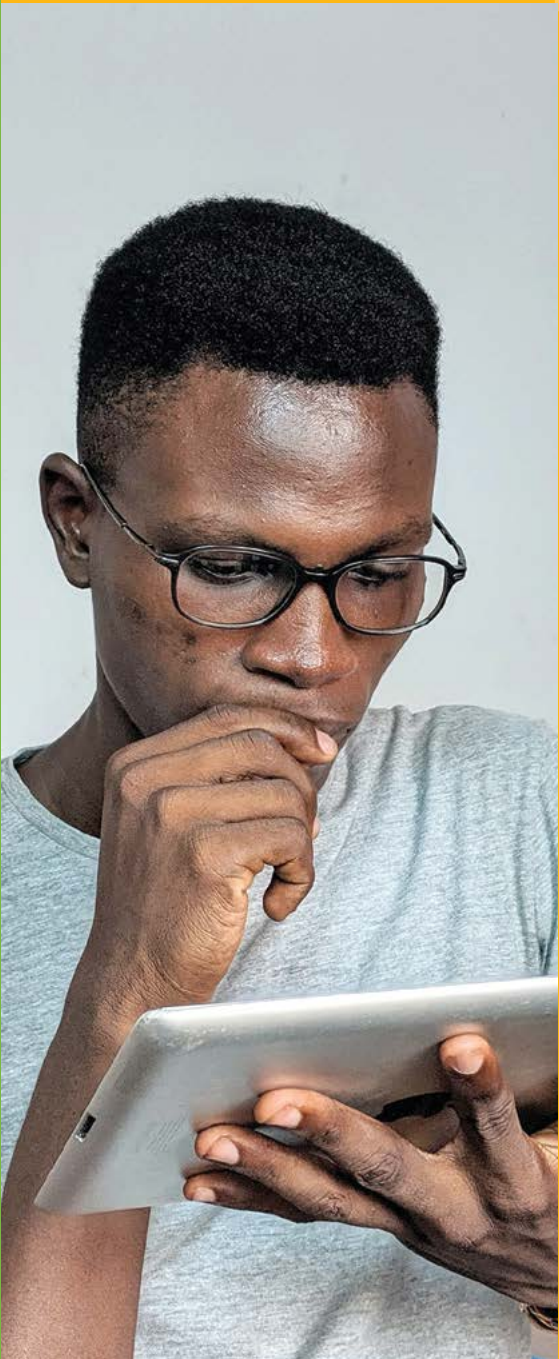
- Medically Underserved African Americans, Latinos, and other socially vulnerable persons in
- Georgia
- Tennessee

RESOURCES & PARTNERS

- MSM
- MMC
- Black Girl Health Foundation
- 1 Joshua Group
- Mojo Marketing
- GA CEAL
- TN CEAL
- MSM’s Satcher Health Leadership Institute
- MSM’s Innovation Learning Laboratory for Population Health
- MSMs National Center for Primary Care (NCPC)
- 100 Black Men of North Metro Atlanta INC.
- INCA Relief USA SHIFA
- Hispanic Health Coalition of Georgia (HHCGA)
- Sabbs and Associates
- Georgia Campaign for Adolescent Power & Potential (GCAPP)
- Georgia Arrhythmia Consultants
- Fellowship Missionary Baptist Convention
- The BLK+Cross
- Black CoVID Survivors Alliance
- Amazon
- Meharry Mobile Vaccine Team
- MMC partnered with over 200 community and faith based organizations across the state to provide COVID education and vaccines

OUTCOMES/IMPACT

- Developed over 100 COVID-19 resources
- College ambassadors launched a TikTok campaign called “Stay Focused”
- Mojo Marketing created a comprehensive multi-media health campaign
- Launched a newsletter to increase health literacy on COVID-19 guidance, testing, treatment, and mobile vaccination events leading to 1400 regular subscribers
- Launched a Podcast -HealthWorks: Engaging Businesses, Families, and Communities in the Fight Against Covid with 8 episodes
- Launch Live Well Vaccinated campaign in TN
- Launch Wellness Wednesday livestream on YouTube
- Launched TN CEAL social media
- Launched GA CEAL social media page
- Launched Healthworks_MSM social media page
- Launched MSMHealClinic social media page
- Hosted COVID-19 Health Education Forums
- MSM NCPC Creation of a technology-based solution for data collection, generation and sharing for CHWs





Objective 5

Use data driven strategies to improve COVID-19 vaccine uptake among socially vulnerable, Limited- English Proficient, and medically underserved communities

GEOGRAPHIC AREA AND/OR TARGET POPULATION	RESOURCES & PARTNERS	OUTCOMES/IMPACT
<ul style="list-style-type: none">• Medically Underserved African Americans, Latinos, and other socially vulnerable persons in• Georgia• Tennessee	<ul style="list-style-type: none">• MSM• MMC• Black Girl Health Foundation• Mojo Marketing• GA CEAL• TN CEAL• 1 Joshua Group• MSM's Satcher Health Leadership Institute• The BLK+Cross• Black CoVID Survivors Alliance• 100 Black Men of North Metro Atlanta INC.• INCA Relief USA SHIFA• Hispanic Health Coalition of Georgia (HHCGA)• Sabbs and Associates• GCAPP• Georgia Arrhythmia Consultants• Fellowship Missionary Baptist Convention• Georgia Department of Public Health• Tennessee State Department of Health	<ul style="list-style-type: none">• Expansion of the Health Equity Tracker to include longitudinal data sets to bring time-tracking surveillance of COVID-19 to the platform• Race and Ethnicity Data Disaggregation• Train HOWs on how to create infographics and use the Health Equity Tracker to boost vaccine confidence in their communities• SBHAs and HOW Regional hubs were created to increase awareness of vulnerable populations for increased outreach for vaccination education and mobile events• Leveraged knowledge of COVID-19 hot spots among various populations to tailor outreach for vaccine confidence among Black, Hispanic, and other immigrant communities• Leveraged insights from a COVID-19 confidence survey



Partner Features & Highlights



MSM INNOVATION LAB



For over a decade, the Innovation Learning Laboratory has been a beacon of innovation in community engagement and service, consistently pioneering forward-thinking solutions. Since its inception, the laboratory has remained steadfast in its mission to design, implement, and disseminate population health projects and pilots aimed at improving community well-being. With a keen focus on innovation, the lab operates across three core functions: identifying and disseminating groundbreaking healthcare models, engaging in the study and promotion of population health through active community engagement, and providing comprehensive training to develop the next generation of 21st-century healthcare leaders and workers. Through its unwavering dedication to innovation and service, the Innovation Learning Laboratory continues to make significant contributions to the advancement of healthcare delivery and community health outcomes.

During the HealthWorks project, the Innovation Learning Laboratory for Population Health at Morehouse School of Medicine pioneered the first Rapid Deployment Health Outreach Worker (HOW) training program, with input from experts in the field. This initiative aimed to tackle COVID-19-related health disparities and promote health equity by educating communities and encouraging vaccine uptake to prevent severe illness. Through this project, emergency preparedness capabilities were strengthened.

In total, 106 Health Outreach Workers were trained in Georgia and 102 in Tennessee. Following their training, these workers were equipped with branded polo shirts, MiFi mobile hotspots, and iPads to support their community engagement and data collection efforts.

Reflecting on the experience gained from recruitment, training, and deployment, a Rapid Deployment Toolkit was developed. This toolkit, available as a free downloadable PDF and short video, aims to enhance population health outcomes and reduce disparities in disease. **You can access the toolkit here:** <https://www.msm.edu/InnovationLab/Toolkits.php>.

INNOVATION LEARNING LABORATORY HEALTHWORKS TEAM MEMBERS AT MOREHOUSE SCHOOL OF MEDICINE

Christina Evans, MPH
Assistant Director

Frank Sutton, MPH
Program Manager

Matthew Calhoun, MPH
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(Evaluation)

Harritia Harper
Program Coordinator



PARNTER FEATURES & HIGHLIGHTS

MSM HEAL CLINIC



The symbiotic relationship between Morehouse School of Medicine's (MSM) HEAL Clinic and Innovation Learning Lab has been instrumental in advancing our mission to promote health equity and combat disparities in healthcare access and outcomes. Throughout the duration of the HealthWorks project, the MSM HEAL Clinic served as the primary vaccination and point of care screening partner, playing a pivotal role in connecting over 70,000 traditionally underserved individuals to resources for preventing health disparities related to COVID-19 infections.

One of the key strengths lies in the diversity of our Health Outreach Workers (HOWs), whose credibility allowed the HEAL Clinic to reach a broad spectrum of communities. Our outreach efforts extended to urban and rural areas, LGBTQ+ individuals, non-native English speakers, those with chronic diseases, pregnant or expecting families, and older adults. A major achievement of our partnership was the rapid training of over 100 Health Outreach Workers across Georgia. These HOWs, recruited from 6 Health Districts and covering 13 of 18 Health Districts across the state, played a critical role in disseminating health education and organizing vaccination events.

Empowered by our training, the HOWs facilitated continuing education for State-Based Health Assessors (SBHAs), ensuring that these leaders remained informed about the latest guidance for COVID-19 prevention, protection, and promotion. Furthermore, our collaborative efforts underscored the importance of cross-disciplinary partnerships in addressing public health emergencies. Through our journey from health equity towards health justice, we identified over 50 new partners, highlighting the strength and resilience of our collaborative network.



MEHARRY MEDICAL COLLEGE



Meharry Medical College embarked on a significant initiative through the HealthWorks project, focusing on the recruitment, training, and deployment of Community Health Workers (CHWs). These efforts yielded essential preliminary data, laying the foundation for securing two additional CHW training grants. These grants are crucial for expanding and sustaining the capacity developed during the project.

Collaborating with Tennessee CEAL, Meharry Medical College established a weekly Community of Practice (CoP) meeting. This CoP serves as a platform to strategize and plan activities aimed at increasing COVID-19 vaccine uptake among vulnerable populations, including African Americans, Latinos, immigrants, refugees, and asylum seekers. Led by the Tennessee Community Engaged Alliance Against COVID-19 (TN CEAL), the CoP identifies upcoming community events sponsored by partners to schedule CHWs for health education sessions on COVID-19. Additionally, mobile vaccine teams are dispatched to administer COVID-19 vaccines at these events.

The CoP has played a vital role in fostering trust among participants and will be sustained to expand outreach efforts beyond COVID-19. Future initiatives include chronic disease outreach focusing on heart diseases and mental health issues, as well as infectious disease outreach to promote COVID-19 vaccine uptake for subsequent doses.

Through this collaborative strategy, over 500 community events were scheduled, providing health education on COVID-19 to attendees. Moreover, more than 7,500 COVID-19 vaccines were administered, highlighting the impact and effectiveness of the CoP approach in reaching and engaging vulnerable communities.



ASHLIN MANAGEMENT GROUP



ASHLIN Management Group pioneered a groundbreaking initiative by developing the first multi-state virtual training model to certify Small Business Health Ambassadors (SBHAs) in emergency preparedness, aiming to mitigate disparities in infectious diseases within minority communities. Leveraging Subject Matter Experts (SMEs) and Instruction Designers, we collaborated to create a self-paced training program housed in a password-protected Digital Learning Platform (DLP). This comprehensive training model offered three core curricula and three support modules, accessible on a self-paced basis over a two-week period, with the guidance of an online training coach. Three cohorts commenced from May 2, 2022, to July 11, 2022, resulting in the certification of 242 Minority Business Enterprises (MBEs) as SBHAs. These certified individuals received an average cash incentive of \$1,042.74 and Google Chromebooks to facilitate documentation of vaccinations and community outreach efforts.

Furthermore, ASHLIN Management Group, in collaboration with SMEs, curated a library of 138 community health assets within the regional Digital Learning Platform (DLP), serving as a valuable resource hub for SBHAs in Georgia and Tennessee. This initiative aims to provide continuous education opportunities and enhance adherence to action plans. Additionally, SBHAs collaborated closely with Morehouse School of Medicine's Innovation Lab, engaging with 87 Health Outreach Workers (HOWs), and Meharry Medical College's 19 Community Health Workers (CHWs) to plan and participate in the coordination of vaccination clinics, thereby strengthening community health initiatives.

SATCHER HEALTH LEADERSHIP INSTITUTE



We are thrilled to spotlight a pivotal tool in our ongoing mission to promote health equity and improve healthcare outcomes: the Health Equity IQ Tracker. Developed by the esteemed Satcher Health Leadership Institute and made possible through the generous support of the HealthWorks HRSA grant, this innovative tool represents a significant step forward in our collective efforts to address disparities in healthcare access and outcomes.

At its core, the Health Equity IQ Tracker is designed to empower communities and organizations with actionable insights that drive meaningful change. Through its intuitive interface and user-friendly features, the tool provides users with the ability to track critical metrics, such as COVID-19 cases over time and inequities within the total population. These visualizations not only shed light on the evolving dynamics of the pandemic but also highlight disparities that may otherwise go unnoticed, allowing stakeholders to implement targeted interventions and allocate resources more effectively.

What sets the Health Equity IQ Tracker apart is its commitment to user feedback and accessibility. By incorporating input from community members, healthcare professionals, and advocacy groups, the tool has been refined to ensure it meets the diverse needs of its users. Whether it's a community health worker seeking to better understand local health trends or a policymaker advocating for equitable resource allocation, the Health Equity IQ Tracker is designed to empower all users to make informed decisions that prioritize health equity. A testament to the impact of the Health Equity IQ Tracker is the endorsement it has received from Representative Kim Schofield of the 60th district in the Georgia House of Representatives. Representative Schofield lauded the tool for its user-friendly interface and its ability to streamline data access, noting its invaluable role in informing funding requests and resource allocation efforts at the county level.

Looking ahead, the Health Equity IQ Tracker holds tremendous potential to drive further innovation in data visualization and health equity research. As we continue to refine and expand upon this tool, we are committed to leveraging the power of data and technology to create a more just and equitable healthcare system for all.

The Health Equity IQ Tracker represents a significant milestone in our journey towards health equity and serves as a testament to the transformative impact that partnership and innovation can have on our communities. By working together and harnessing the power of data, we can build a future where everyone has access to the care and resources they need to thrive.



GEORGIA CEAL



Georgia's Community Engagement Alliance Against COVID-19 (CEAL) has demonstrated impactful community engagement initiatives, notably through the "Building Resilience Lessons Learned Convening." This initiative awarded small grants to community-based organizations, empowering them to serve as trusted messengers and facilitate forums aimed at increasing COVID-19 awareness and resilience among marginalized communities.

One notable success story is the collaboration between 100 Black Men of Metro Atlanta and Georgia CEAL. Together, they disseminated COVID-19 education materials and organized well-attended web-based seminars featuring subject matter experts. These efforts enhanced health literacy among Metro Atlanta residents, enabling them to make informed decisions regarding COVID-19 vaccinations and preventive measures.

Similarly, Islamic Circle of North Atlanta (ICNA) Relief, a grassroots organization dedicated to outreach, relief, education, and social justice, made significant strides in coordinating COVID-19 vaccination events. Partnering with the Shifa clinic, ICNA Relief hosted an average of two vaccine events per month, reaching communities across six counties. By creating effective marketing materials and optimizing event logistics, ICNA Relief ensured a quality vaccination experience for attendees.

Phoebe, a trusted messenger with ICNA Relief, highlights the importance of regional collaboration in achieving health equity and community engagement goals. The small grants provided by Georgia CEAL facilitated collaboration among providers in each county, strengthening the workforce and fostering regional partnerships towards a common goal. Georgia CEAL's efforts in empowering community-based organizations have been instrumental in increasing COVID-19 awareness, promoting health literacy, and facilitating access to vaccination opportunities. Through strategic partnerships and collaborative initiatives, CEAL continues to drive positive change and foster resilience in marginalized communities across the state.



BLACK GIRL HEALTH FOUNDATION



The Black Girl Health Foundation (BGHF) is dedicated to empowering women and girls of color to prioritize their health through education, engagement, and empowerment. Utilizing its College Ambassador Program, BGHF implements health education initiatives in educational institutions and communities across the northeastern region, fostering healthier behaviors focused on nutrition and exercise. Additionally, the foundation extends its impact through the National Kickstart Health & Wellness Program, offering a comprehensive day of interactive workshops led by health experts, doctors, and fitness trainers. This initiative equips women with the tools and resources needed to make informed decisions about their health and well-being.

During the HealthWorks project, BGHF’s College Health Ambassadors made significant strides in raising awareness about COVID-19. They collected nearly 1400 email addresses to disseminate information through the BGHF monthly newsletter and developed over 75 promotional materials and videos as part of the Staying Focused campaign. Leveraging platforms like TikTok, they created engaging content that amplified the reach of their message across various platforms, contributing to community awareness. Through its multifaceted initiatives, BGHF continues to make a profound impact on the health and well-being of women and girls of color, fostering healthier communities for generations to come.



President
Kermit G. Payne

Project Director
Melanie T. Hill, MBA

Project Associate
Kimberly L. Brown

1 JOSHUA GROUP



1 Joshua Group played a pivotal role in the development of the HealthWorks website, [healthworks.health \(https://www.healthworks.health\)](https://www.healthworks.health), serving as a central hub for both target populations to access information about the consortium partners, project objectives, and outcomes. The website features a calendar of upcoming health education and vaccination opportunities, links to sign up for various trainings, podcast episodes on YouTube, and a gallery showcasing community members participating in vaccination clinics, fostering empowerment and increasing vaccine confidence. Additionally, 1 Joshua Group spearheaded the creation of the HealthWorks Lessons Learned Summit held in October 2022, providing a platform to disseminate best practices gleaned from partnerships using digital platforms for easy access to project findings. They also developed promotional materials such as save the date flyers, videos, and programs to engage partners, government entities, businesses, and community participants in examining the project’s outcomes. Furthermore, they implemented campaigns to inform individuals about the timing for receiving primary doses or booster doses for COVID-19. All resources generated during the project, including trackers for shots administered, trained community health workers and college health ambassadors, and emergency response resources for small businesses, continue to be accessible on the website.

Please click the Summit booklet below to view the program and explore the accompanying audio and video recording links from the Summit sessions.

Click the icons below to:	listen	watch	read
Opening Panel Discussion			Q&A Report
Breakout Session A			
Breakout Session B			
Breakout Session C			
Closing Session			



CONFERENCE PRESENTATIONS

The HealthWorks project has reached beyond the Georgia border to include bordering states like Alabama, southwestern states like Arizona and Texas, and national institution organizations focused on reducing health disparities such as the American Public Health Association Annual Conference. The impact of the project award for HealthWorks has allowed our consortium to present our findings at the following conferences:

1. Taylor, B., Harris, C., Calhoun, M., Patterson, J., Floyd, V., Akintobi, T., & Livingston, A., (2023). Strengthening Health Equity Investments in Minority Communities: A Community Engaged Approach to Increasing COVID-19 Vaccine Confidence. 2023 Arizona Health Equity Conference, Phoenix, Arizona.
2. Taylor, B., Harris, C., Calhoun, M., Glover, K., Floyd, V., Akintobi, T., & Livingston, A., (2023). Advancing Health Equity through Community-Engaged Research Among Marginalized Communities. 18th Annual Texas Conference on Health Disparities, Fort Worth, Texas.
3. Taylor, B., Harris, C., Glover, K., Floyd, V., Akintobi, T., & Livingston, A., (2023). Leveraging Community Partnerships: Georgia's Impact on Increasing COVID-19 Vaccine Confidence Through Community-Engaged Efforts. 2023 UAB Health Equity Research Symposium, Birmingham, Alabama.
4. Taylor, B., Glover, K., Floyd, V., Akintobi, T., & Livingston, A., (2022) Building COVID-19 Vaccine Confidence, Capacity and Resilience Across Georgia. 11th Annual State of the Public's Health Conference, Athens, Georgia.
5. Sutton, F., Livingston (Lizana), A. (2023). Entrusting Small Minority Business Health Ambassadors to Bridge the Gap in COVID-19 Vaccine Confidence and Access in Underserved Communities in Georgia. 2023 Dr. Daniel S. Blumenthal Health Symposium: "Community-powered Approaches to Advance Healthy Lifestyles", Atlanta, Georgia.
6. Sutton, F., & Livingston (Lizana), A. (2023). Empowering Community Health Workers to Promote Equitable Access and Confidence in COVID-19 Vaccinations in Medically Underserved Communities in Georgia. 2023 Dr. Daniel S. Blumenthal Health Symposium: "Community-powered Approaches to Advance Healthy Lifestyles", Atlanta, Georgia.
7. Sutton, F., & Lizana, AL. (2023). Empowering Community Health Workers to Promote Equitable Access and Confidence in COVID-19 Vaccinations in Medically Underserved Communities in Georgia. 9th Annual Health Services Research Day, Atlanta, Georgia.
8. Sutton, F., & Lizana, AL., Harper, H., Calhoun, M., Francis, S., Evans, C., Albright, G., & Ervin, C. (2023). Empowering Community Health Workers to Promote Equitable Access and Confidence in COVID-19 Vaccinations in Medically Underserved Communities in Georgia. 2023 American Public Health Association Conference, Atlanta, Georgia.



Partners

MOREHOUSE SCHOOL OF MEDICINE’S INNOVATION LEARNING LAB COMMUNITY PARTNERS

COMPANY	BUSINESS TYPE/SERVICE
22Strands LLC	Beauty Salon
917 Ave E Lighting LLC	Utilities
A.D. West Dance Company	Dance school & studio
Able America	Vocational Rehabilitation and Educational Advocacy firm
Academic Pizza	Pizza restaurant
Achieve Success	Nursing home care services
Affirmative Tax & Financial Service	Tax prep services
ALL VISIONS ENTERPRISE. LLC	Coaching and Consulting Firm
Allied Health Services Georgia	Medical
Allstar Mobile Carwash & Detail LLC	Mobile Carwash & Detail
Allwrite Communications Inc.	Publishing & Media Agency
Angelia Creations Cakes by Design	Bakery shop
Balm Skin Vibes	Skincare Company
Baptiste Media LLC	Music label
Bar Queens Mobile	Food & Beverage
Barbee Customer Service Company	Customer service
Better Together Society	Small business consulting
Blessed Communication	Virtual Call Center
Blinc Boutique by Kita	Retail
Blue Diamond Entertainment	Retail/ event planning
BlueJae Home	Retail
BodiedByMJ LLC	Non invasive body sculpting
Bunky’s LLC	Restaurant/Food/Catering
Burton Wire Media Group	Media Company
Cannisseurs	Non-profit
Cardel Crossfield	Cosmetology
Cardel Crossfields	Cosmetology
Chocolate Kitchen	Private Chef/ Catering
Cornerstone Chiropractic LS T. Ringfield	Chiropractor
Counter Measure Operations	Detective agency
Custom Creations Atl	Retail
Da’Jade LLC	Realtor
Dance Azari	Dance therapy services
DARRELL ABERNATHY AGENCY LLC	Insurance
Dirty Fishbowl LLC	Tint specialist
Divine Masonic Brotherhood & Order of Eastern Star	Non-Profit organization
Dramatic Impulse Theatre	Non-profit
Eagle 7 Consulting	Consulting / Coaching / Leadership Development
Early Literacy Development Agency	Retail
Eccentric Ear Candy	Retail
Elle Creations	Retail
Emmerse	Hand made products online retail

COMPANY	BUSINESS TYPE/SERVICE
E-Z-AZ THAT	Service Industry
Faith Video Productions	Video production
Fashionably Late	Retail
Fashionably Late	Retail
Glitz and glam cleaning queens LLC	Commercial cleaning
Grill 1822	Restaurant
Hashtag Wholesale	Wholesale, renovate real estate
J and J Cleaning Services LLC	commercial cleaning
Jamison Professional Services	Staffing / Staff Augmentation
Jay Elite Consulting Group	Advertising/Marketing/PR
JerryBeadzzz	Retail
JMAC5 Games	Retail
John & JeJuan Stewart Jr. Foundation	Youth leadership development
K. Sheque Events & Marketing LLC.	Marketing firm
Karizma Styles	Hair Salon
KDeans Barbershop	Barber shop
Kendi Beauty LLC	Spa
Kissha Konnections LLC	Nursing Care Services
KofiCotton’s LLC	Retail
Kreative Lust Boutique	Not Specified
KTC, Inc.	Marketing Communication Agency
LarTech Solutions LLC	Business Development Consultant
Laster & Martinez LLC dba Runi Boutique	Retail
Lead to Achieve	Consulting
Learn Earn Return Holdings Group, LLC	Financial Education, Coaching, & Training business
Legacy Consultants	Events planning and consulting
Lerod SW Enterprise LLC	Property management
Level’d and Glam’d Up Beauty Bar	Beauty salon
Lithia Springs Family Chiropractic	Chiropractic
LND Sensational Cleaning	Cleaning services
Lockhart x RL	Retail trade
Mae’s Jewelry Box	Retail
Masterplan Financial Services	Medical and Life Insurance Agency
McKeever Consulting	Business Consulting Firm
MeKa’s Creations & Designs	Craftswoman
Mi & Ma Hauling	Transport
Minkzbybella	Eyelash Salon
Minnie Braid Spa	Cosmetology/hair
Mizo Coffee Co.	coffee shop
Mocha Travel	Travel Agency
Movenfr8	Transport
Mr. T’s Southern Plates	Food Truck
My Potato Factory	Restaurant
Natural Leaders Media	Video Production Company
New Life Foundation DBA NLF Discount Store	CLOTHING RETAIL STORE

COMPANY	BUSINESS TYPE/SERVICE
Nicole's House of Hope	Housing the Homeless
Nique Beauty	
Np Photography LLC	Photography
Paratus College and Career Planning	Education consultant
Piece by Peace LLC	Not Specified
Pink Divas Boutique, LLC	Women accessories boutique
PMI Solutions	Insurance
Private Security	Protection agency
Property Analytics	Real estate
Queen KP Productions	Event photography
RBH Transport LLC	Transport
Resources Elevating Children Higher	Resource Information Center
Reyarpdrol Foundation	Nonprofit Organization
RingMaster Global Attractions	Entertainment
Riverside EpiCenter	Hospitality
Rodeo or die inc	Youth Organization
Royal Fades	Hairdressers
Royalty Whites	Teeth Whitening Company
Sherlon Salon Hair & Skin Care LLC	Salon
SHOTZ Exotic Custom Wheels LLC	Exotic Wheels
Show Class Events LLC	Hospitality
So Phi Beauty Beads	Handmade Jewelry
Soul Kids Inc	Sports organizations
Southernkaos	Retail
Southwest Veterinary Clinic	Veterinary Clinic
Spiritual Secrets Enterprises, LLC	Health Wellness and lifestyle company
Supreme Patriarch Industries	Manufacturing and retailing cosmetics
Syndicutz Barbershop	Barber shop
Synrgy Dance ATL	Dance school & studio
The Art of Everything Experience	Entertainment services, provides events and event planning
The Audacity Agency	Marketing agency
The Beracah Group	Professional services
The Clay House Inc.	Housing Homeless Shelter
The Coleman and Co Agency	HR
The Collaborative Firm	Consulting
The Legacy Case Management	Mental Health Services
The Welch Center	Martial Arts Studio & Financial Firm
Transformason studios	Not Specified
Turning over Earth Contractor Inc.	Logistics
Twelve K	Holistic beauty and healthcare products and services
Upscale Magazine and Media Group	Magazine
Urban Outreach Association	Non Profit
Valor Construction Services	Project Management
Wilson & Company Realty, LLC	Real Estate CO.
Yancy Milan Home	Non-profit

COMPANY	BUSINESS TYPE/SERVICE
YardSnaps	Landscaping
Ziglor Investment Group	Educational Services
Zubi's Taco Kitchen	Restaurant
Syncreon Fairburn	Small Minority Business
Morehouse College	Academic Institution
Kirkwood Pentecost Church	Faith-based Organization
Andrew Young 90th Birthday Peace Walk	Community-based Organization
High Museum	Community-based Organization
Spelman College	Academic Institution
Big Miller Grove Baptist Church	Faith-based Organization
Antioch Baptist Church	Faith-based Organization
Atlanta Jazz Festival	Small Minority Business
MSM PA Program	Academic Institution
National HIV Testing Day	Small Minority Business
New Birth Missionary Baptist Church	Faith-based Organization
Lilburn Health Event/Continental Tires	Large Business
Church of Jesus Apostolic: Back to School	Faith-based Organization
Bibb County Back to School Event	Public Agency
New Mercies Back to School	Faith-based Organization
National Medical Association	Small Minority Business Association
Ebenezer Baptist Church Health Fair	Faith-based Organization
AUC Back to School event	Academic Institution
Ivy Prep 100 Blk Women	Community-based Organization
Peds Vaccination Day at Howell Mill	Healthcare Provider
Mt. Olive Health Event	Faith-based Organization
GCAPP	Community-based Organization
New Pilgrim Missionary Baptist	Faith-based Organization
Douglasville Comm Health Day	Public Agency
Cobb EMC	Public Agency
Buggy Day Festival	Community-based Organization
AA Walk: Friendship Baptist	Faith-based Organization
Joan P Gardner Walk	Community-based Organization
Run for Tomorrow 5K 100 Blk Men	Community-based Organization
MSM Community Engagement Office	Academic Institution
MA Jones Elementary	Academic Institution
Springview Apts: Star-C Community	Public Housing
HURT Building	Public Agency
Fountain City Classic	Small Minority Business
Gwinnett HS: Health Fair	Academic Institution
UNCF Walk for Education	Small Minority Business
Doula Mash Up	Small Minority Business
New Mercies Sunday Health Fair	Faith-based Organization
It's on The House	Community-based Organization
Rocking with Blue Columbia HS	Academic Institution

COMPANY	BUSINESS TYPE/SERVICE
Ultimate Baby Shower	Community-based Organization
Safehouse Outreach Atl	Small Minority Business
Celebration Bowl Game	Sports organizations
Savannah MLK Parade	Faith-based Organization
Go Red for Women’s Day	Faith-based Organization
Booker T. Washington Health Fair	Academic Institution
Gateway Restoration Church Health Fair	Faith-based Organization
935 M By Atrium Health Fair	Public Housing
Oasis at Scholars Landing	Assisted Living
Dunbar Neighborhood Center Health Fair	Community-based Organization
Finch Elementary School Curriculum Night	Academic Institution
Black Family Wellness Expo - Links Inc.	Community-based Organization
GIFT Church Community Impact Day	Faith-based Organization
MSM Student Health Fair	Academic Institution
GSU Student Health Fair	Academic Institution
SER Familia Health Fair	Community-based Organization
Antioch Baptist Spring Health Fair	Faith-based Organization
Path Church Health Fair	Faith-based Organization
Savannah Community Health Fair	Faith-based Organization
National Coalition of 100 Black Women Spring Health Fair	Community-based Organization
COAC CARES Day	Community-based Organization
Black Votes Matters	Community-based Organization
Balm in Gilead	Faith-based Organization
STAR Community UMC	Faith-based Organization
Clayton County Health Fair	Public Agency
Ebenezer Baptist Church Health Fair	Faith-based Organization
Atlanta Metropolitan State College	Academic Institution
East Point Health Equity Summit	Community-based Organization
EVECE Walk for Life	Community-based Organization
Unique But United	Community-based Organization
Dr Holloway Memorial Golf Tourney	Public Agency
AC Senior Event Expo	Community-based Organization
World of Faith Community Fair	Faith-based Organization
MSM National Center for Primary Care	Academic Institution
Festival of Lights	Community-based Organization
Pine tree Festival - Hancock County	Community-based Organization

MEHARRY MEDICAL COLLEGE COMMUNITY PARTNERS

ORGANIZATION NAME	TYPE OF ORGANIZATION
1 Joshua Group	Small Minority Business
A and M Marketplace	Small Minority Business
A 1 Mobile Notary	Small Minority Business
African American Ministry Leaders Summit on Mental Health	Faith-Based Organization
African Street Festival	Small Minority Business
AK Kollection	Small Minority Business
American Baptist College	Academic Institution
American Muslim Advisory Council	Faith-Based Organization
A'naria's Roots	Small Minority Business
Array of Charm	Small Minority Business
Atreanna's Italian Ice	Small Minority Business
Bag Lady's	Small Minority Business
Baptist Health Science University	Academic Institution
Barlow-Bowen, Andrea M	CHW/Independent Contractor
Baskhairoun, Boula	CHW/Independent Contractor
Benson, Candie L.	CHW/Independent Contractor
Blues City Electric, LLC	Small Minority Business
Boxing Day - Sparring Expo	Small Minority Business
BPP Services LLC	Small Minority Business
Brown, Irving F.	CHW/Independent Contractor
Brown, Joyce D.	CHW/Independent Contractor
Butteriffic Bakery & Cafe	Small Minority Business
BYTLM	Small Minority Business
C. A. Smith & Company	Small Minority Business
C. B. Waller Manor	Small Minority Business
C. Noelle Design Group	Small Minority Business
Carrie Plummer	Small Minority Business
Cayce Place	Public Housing
Centro Hispano of E TN	Community-based Organization
Chapman, Brittany	CHW/Independent Contractor
Cheatham Place	Public Housing
Cherokee Health System	Healthcare Provider
Cherokee Health System	Healthcare Provider
Cherokee Health Systems, Chattanooga, Southeast TN AHEC	Healthcare Provider
Chosen Tops	Small Minority Business
Christ Community Health Services, West TN AHEC Clarksville AV and Installs	Healthcare Provider
Clean Sweep Solutions, Inc.	Small Minority Business
Clinical Research Associates	Small Business
College, Career and Technical Education Division Community Connexion	Academic Institution

ORGANIZATION NAME	TYPE OF ORGANIZATION
Community Partners Network	Small Minority Business
Cowan, Verlie	CHW/Independent Contractor
Creative Artists of Tennessee	Small Minority Business
Crowned Ary	Small Minority Business
Cultured Ventures	Small Minority Business
Cumberland View	Public Housing
D Global Partners Consulting	Small Minority Business
Davis, Kimberley L.	CHW/Independent Contractor
Dedicated Senior Medical Center	Healthcare Provider
Definition Dental Studio	Small Minority Business
Deirdre Orr Consulting	Small Minority Business
Delcenia D Pegues	CHW/Independent Contractor
Delgado Guitars LLC	Small Minority Business
Dia De La Mujer	Community-based Organization
Diane Green	CHW/Independent Contractor
Diaz, Katherine	CHW/Independent Contractor
Director, Recruitment and Retention and State Loan Repayment Program	Public Agency
Director, State Office of Rural Health & Access	Public Agency
Director, Workforce Network Development	Community-based Organization
DJJA Assisted Living	Assisted Living
Dowell, Regenia	CHW/Independent Contractor
Drystar Inc	Small Minority Business
Dubois Academy of Excellence	Academic Institution
Edgefield Manor	Public Housing
Elizabeth Daniels	CHW/Independent Contractor
Endless Locs Apparel	Small Minority Business
Endless Organizing LLC	Small Minority Business
Enhance Business Solutions	Small Minority Business
ETSU/School of PH	Academic Institution
Evans, Kimberly J.	CHW/Independent Contractor
Excel Facility Management Group	Small Minority Business
Family & Children's Services	Public Agency
Farah, Ommay	CHW/Independent Contractor
FayeVaughn Creative	Small Minority Business
FCCLA and HOSA Future Health Professionals	Community-based Organization
Felicia Carter	CHW/Independent Contractor
Felicia Rob	CHW/Independent Contractor
Fisk University	Academic Institution
Fiyori Vodka	Small Minority Business
Flats at Nolensville	Public Housing
Franco Solution Services LLC	Small Minority Business

ORGANIZATION NAME	TYPE OF ORGANIZATION
Free Hearts	Small Minority Business
G Kirz	CHW/Independent Contractor
Gear Up Tennessee / NFL Alumni	Small Minority Business
GIP Financials	Small Minority Business
GlamHER Hair Addiction	Small Minority Business
Glight Enterprise, LLC	Small Minority Business
Global Chi Supply Solutions	Small Minority Business
Golden Years Adult Daycare	Assisted Living
Greater Than Equal	Small Minority Business
Harrigan, Bethsahida	CHW/Independent Contractor
Help To Moms,	Community-based Organization
Hey Healthy Heart	Small Minority Business
Hispanic Chamber of Commerce Nashville	Small Minority Business
Hispanic Family Foundation	Community-based Organization
Historic Preston Taylor HUD	Public Housing
Holmes Pest Control	Small Minority Business
Home Alone Properties	Small Minority Business
Home Mission Haven	Assisted Living
Humana	Healthcare Provider
Ignite! Integrated Marketing Communications	Small Minority Business
J Bender Entertainment	Small Minority Business
J Brown	CHW/Independent Contractor
Jabri, Rashad	CHW/Independent Contractor
Jaybear Bake Shop	Small Minority Business
Jefferson Street United Merchants Partnership	Small Minority Business Association
Jodi Wooten	CHW/Independent Contractor
John Henry Hale	CHW/Independent Contractor
Joiner, Jenifer	CHW/Independent Contractor
Juanita Wilchie	CHW/Independent Contractor
Kandles By Kierra	Small Minority Business
Kay Maynard State Farm	Small Minority Business
Kemm's Creations	Small Minority Business
Kiny Rootz Salon	Small Minority Business
Knowledge Quest	Community-based Organization
Knoxville College	Academic Institution
Kozmo Studio	Small Minority Business
Lane College	Academic Institution
Larkin & Larkin Construction Co.	Small Minority Business
Lavish Key Logistix	Small Minority Business
Legacy 2 Legacy	Small Minority Business
LeLann For President LLC	Small Minority Business

ORGANIZATION NAME	TYPE OF ORGANIZATION
LeMoyne Owens College	Academic Institution
Lowe, Fredriauna Mae'Shaun	CHW/Independent Contractor
Levy Place Resident Association	Small Minority Business Association
Like Its Friday Everyday	Small Minority Business
Loving Heart's Home Health LLC	Public Housing
Loving Heart's Junk Removal	Small Minority Business
Loving hearts Lawn Service LLC	Small Minority Business
Lowe, Fredriauna Mae'Shaun	CHW/Independent Contractor
Luis Adolfo Bermudez	CHW/Independent Contractor
Lush Travel Co.	Small Minority Business
Madison Towers	Public Housing
Mansion on Mars	Small Minority Business
Martha O'Bryan Center	Community-based Organization
Massey, Jessica	CHW/Independent Contractor
Massey, Melissa R.	CHW/Independent Contractor
Matthew Walker Comprehensive Health Center	Healthcare Provider
Maxwell Consulting Firm	Small Minority Business
Melted Melodies Candle Co.	Small Minority Business
Men's Health Network	Community-based Organization
Metro housing authority	Public Agency
Metro Nashville PH	Public Agency
Metro Teachers Apartments	Public Housing
Miller, Mariah	CHW/Independent Contractor
Mimi Jo's The Fruit Tea Lady	Small Minority Business
MMC / Mobile Medical Unit	Healthcare Provider
MMC / School of Dentistry	Healthcare Provider
MMC DFCM	Healthcare Provider
MMC Mobile Vaccine Unit	Healthcare Provider
MMC Office of the President	Academic Institution
MMC PH program	Academic Institution
MMC Salt Wagon Clinic	Healthcare Provider
MMC SOM class of 2024`	Academic Institution
Mojo Marketing	Small Minority Business
Moment of Creation Studio	Small Minority Business
MOMS	Small Minority Business
Moore Business Solutions	Small Minority Business
Mt Bethel Missionary Baptist Church	Faith-Based Organization
MVP Consulting Corporation	Small Minority Business
Napier Place	Public Housing
Napier Recreation Center	Public Agency
Nashville Black Market	Small Minority Business

ORGANIZATION NAME	TYPE OF ORGANIZATION
Nashville Metro Dept of Housing Agency	Public Agency
Nashville Noticias	Small Minority Business
Nashville Office of the Mayor	Public Agency
Nashville Rescue Mission	Community-based Organization
Nashville State Community College - Whitebridge Campus	Academic Institution
National Health Care for the Homeless	Community-based Organization
National Health Care for the Homeless Council	Community-based Organization
Neighborhood Housing & Curb Victory Hall	Community-based Organization
Noir Vacations Corporation	Small Minority Business
Noor, Yumna	CHW/Independent Contractor
Omccraymob	CHW/Independent Contractor
OMS Foundation	Small Minority Business
Palindrome Investments LLC	Small Minority Business
Parthenon Towers	Public Housing
Pencils Down	Small Minority Business
Peoplesway	Small Minority Business
Peyton Mae Holdings	Small Minority Business
Pink Gems Designs	Small Minority Business
Plaza Mariachi	Small Minority Business
Polish Nails & Concierge	Small Minority Business
PRESSED TO IMPRESS	Small Minority Business
Privileged LLC	Small Minority Business
Propitious Insurance	Small Minority Business
Pure Gold Carpet & Flooring	Small Minority Business
Regenia Dowell	CHW/Independent Contractor
Rickyta Mallett	CHW/Independent Contractor
Robinson Building Solutions LLC	Small Minority Business
Robinson, Deloris	CHW/Independent Contractor
Rural Health Association of Tennessee	Small Minority Business Association
Said Farah Trucking	Small Minority Business
Salahadeen Center of Nashville	Community-based Organization
Santiago, Roberto	CHW/Independent Contractor
Sayid Trucking Company LLC	Small Minority Business
Scruggs, Jacquelyn Ball	CHW/Independent Contractor
Second Harvest	Community-based Organization
Sellebrity Coworking Cafe	Small Minority Business
Sharin' & Carin'	Community-based Organization
Shelby County HD	Public Agency
Shelisa Cox	CHW/Independent Contractor
Short, Harris	CHW/Independent Contractor
Shot RX LLC	Small Minority Business

ORGANIZATION NAME	TYPE OF ORGANIZATION
Slim Pickings Boutique	Small Minority Business
Southall Morehead, Caitland	CHW/Independent Contractor
Southern Flare	Small Minority Business
St Luke CME Church	Faith-Based Organization
STARS	Community-based Organization
Street Works	Community-based Organization
Suara, Habeeb	CHW/Independent Contractor
Sudekum Apartments	Public Housing
Supremebeam Carwash and Detail	Small Minority Business
Surreal Spice Creations	Small Minority Business
Sweet Treats	Small Minority Business
Sylvia Ivery	CHW/Independent Contractor
Taylor, Terri L.	CHW/Independent Contractor
TDOC Day Reporting Center	Public Agency
Tennessee Hospital Association	Small Minority Business Association
Tennessee NFL alumni Association	Small Minority Business Association
Tennessee Primary Care Association	Small Minority Business Association
Tennessee Ukrainian Community	Community-based Organization
Tennessee Valley Fair	Small Minority Business
Terri Orr	CHW/Independent Contractor
The Black Candle Company	Small Minority Business
The Equity Alliance	Community-based Organization
The Horn	Small Minority Business
The Islamic Society of Greater Chattanooga	Small Minority Business
The Links of Tennessee (five chapters)	Small Minority Business
The Ransomed Group, Inc.	Small Minority Business
The Way, The Truth, & Enlightenment Institute	Small Minority Business
TLB HR Consulting	Small Minority Business
TN Charitable Care Network	Healthcare Provider
TN Department of Health	Public Agency
TN State University	Academic Institution
Tucker, Kimberley L.	CHW/Independent Contractor
Tudor Cliage	Small Minority Business
Twisted Sistuhz	Small Minority Business
University of Memphis	Academic Institution
University of TN HSC	Academic Institution
Urban League	Community-based Organization
Urvoyce	Small Minority Business
Vaccines for All	Community-based Organization
Vine Hill Studio Apartments	Public Housing
Volunteer Ministry Center	Community-based Organization

ORGANIZATION NAME	TYPE OF ORGANIZATION
VUMC	Academic Institution
VUMC School of Nursing	Academic Institution
Walgreens	Large Business
Warner, Tokesha L.	CHW/Independent Contractor
Warren County Fair	CHW/Independent Contractor
White County Fair	CHW/Independent Contractor
White, Jermon T.	CHW/Independent Contractor
Women's Expo Event of Clarksville	Small Business
Workforce Development Rural Health Association of Tennessee	Community-based Organization
World of ReptiGurl	Small Minority Business
Yay Yay's	Small Minority Business
YMCA Middle TN	Community-based Organization
Your Goal Concierge, Inc.	Community-based Organization
Youth About Business	Community-based Organization
Zintrise Altovise	CHW/Independent Contractor

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ORGANIZATION NAME

1 Joshua Group
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 A-1 Mobile Notary
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 A'naria's Roots
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 Excel Facility Management Group
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 Home Alone Properties

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Satcher Health Leadership Institute



MOREHOUSE SCHOOL OF MEDICINE

