

Michelle: Ladies and gentlemen, welcome to today's conference, HUD Strong Families Summer Kickoff. Please note that all audio connections are muted. You may submit your questions through the chat. Please send your questions to all panelists. If you need any assistance please send a private chat to the event producer. As a reminder, this conference is being recorded. And with that, I'll hand the call over to [Jamie 00:00:22] Brown. Please go ahead.

Jamie: Thanks so much, [Michelle 00:00:26]. Hello and welcome to our first Summer Hot Shot, featuring Better Tomorrows work at Kuhio Park in Honolulu. As you all may have heard, President Biden declared June as national Month of Action, to mobilize people to get vaccinate by July 4th. Today's webinar's focused on our HUD Strong Families effort to encourage all of you to mobilize your communities to get vaccinated.

Please take a moment to fill out the HUD Strong Families event form that I will post in the chat, and let us know about your HUD Strong Families events that are focusing on vaccines, or have vaccines as an element of your outreach to your communities. We encourage you all to really lean into your HUD Strong Families framework to get folks vaccinated, and improve the vaccination rates in our communities. So with that, we'll move into today's webinar. Today's [inaudible 00:01:26] presented in our new Hot Shot Summer format.

We received some feedback from you all about webinar fatigue and just the duration of our webinars. And so we've pivoted to a more TED Talk model, with shorter more action-oriented presentations. Even today, we have a fantastic video for you. The whole idea behind this is really to save more time for Q&A and really feature our speakers.

So with that, I will ask our event producer Michelle, if you could play the quick video about food distribution at Kuhio Park Development. Thank you. And now I have the unique honor and pleasure to introduce our speaker for today, Anni Peterson serves as the Director for the Hawaii Operations for Better Tomorrows. Better Tomorrows is a non-profit supporting affordable-housing communities across the nation. Anni...

Anni: Aloha everyone, that food distribution, we were doing that every other week for months, and we just got in a flow with it. And it was a wonderful [inaudible 00:02:48] that was USDA funded produce, meat, milk, eggs, dairy. Wonderful. If we can show the first slide, I'll pop into the presentation. So, the Kuhio Park Community is made up of three different developments, and the Towers at Kuhio Park, that's the two towers that you see there, and then right across the street is the Kuhio Park Terrace that...

Speaker 4: New name and a new look for a public housing complex in Kalihi blessing today for the completion of \$135 million in renovations for the old-

Anni: I'm not sure where that came in. But then behind Kuhio Park Terrace is Kuhio Homes, and those two developments were built post World War II, and then the towers were built in the '60s as part of President Johnson's Great Society and War on Poverty and they were privatized in 2011, renovated, and transitioned into mixed income. You can see on the stats there, all combined there's 729 apartments. There's around 3000

residents, blending in with the families that come and maybe aren't on the lease, and it's 26.5 acres, 98% Pacific Islander, and there's a total of 26 different ethnicities.

So with COVID we wanted to do a clinic and we were looking for partners to do that for a while. And then our wonderful HUD Senior Analyst here at the regional office, Ramona Mullahey, who seems to know everyone and kind of connects people with wonderful projects, said that the Public Housing Authority wanted to do one as well. We have so many nonprofits already working onsite, inside the towers, the ground floor spaces, for the most part there're offices and utility, but there's also a teen center and a sewing center and a health clinic and a family library, and lots of other resources.

And then right there in the center is a resource center, which has Parents and Children Together and they're many different programs, teen center, family center, Head Start, Early Head Start. And then right in front of there, you see I've outlined the parking lot, and that's where we hold a number of our events because it's so localized and especially once we start putting tents up, it's very visible. And so that was the place that we selected. We had our first meeting there of the partners, and I think there were around 30 different people there representing the local nonprofits, the council member's office, the property managers, there's like three different property managers involved here. And of course Hawaii Public Housing Authority and Kaiser Permanente who was going to administer the clinic.

And you can go to the next page. So, we thought the best way to do this was to make it very linear, adhere to the social distancing protocols. Tents are important in Hawaii because it's really hot, especially on the pavement. Backing up a little bit, so far we've had two clinics and we're administering the Pfizer vaccine. And the first one we could only go to 18 years old, but this second one we did we were able to go 12 and up. So we set the hours from 10:00 AM to 3:00 PM so we could get the after-school group, and then we'll have one more on the 23rd of June.

The components of the clinic, one was to have people all around the site, greeting people and making sure they knew where to get to the registration area. And we had many different interpreters, different languages, to greet people and help get them oriented. So that was in one of the first tents off to the left of this area, of this map. Then we had the registration and the documentation. If you can see the yellow box down on the left-hand corner, it says PACT Family Center, that's Parents and Children Together, Family Center, that was kind of the headquarters of everything.

And so right in front of that, that was where they checked the license and insurance cards with the registration. And then they go next over to get vaccinated and then you see the next one was KKV. KKV is Kokua Kalihi Valley Comprehensive Family Services. And that's a federally qualified health center, that's actually located just outside our property, but they also have the clinic in Tower A, and many of our residents are their patients. And so they were able to put into their system that that person had gotten vaccinated, and that's that booth.

And then of course we had the observation, where people stay for 15 minutes or so, because of the population that we have it always important to have the swag and the

resources. And then those are those four little red boxes kind of in the middle. And we also had the Honolulu Fire Department there in kind of the gray boxes. And so volunteers were needed for all of these, except for administering the clinic, those were nurses, public health nurses, but the greeting and the cleaning and sanitizing after each person, the registration, all that, the handing out the swag that was all volunteer. And the swag did include...

Oh, let's see if we can go on to a next. You can go on to the next visual, the next slide. So here it is in real life, the map showing the closest tent on the left, that is where people waited after they were registered for the vaccine. And then kind of to the right of that picture, it was a panel that didn't include the end there were that they did the documentation, and then down on the bottom left-hand side they're getting vaccinated. And then the photo to the left is just that same group, but taken from the other side with Tower A behind it.

You can go to the next slide. We were only able to get MREs at this point. From what we've heard, the Department of Ag food, it's not being funded right now, but we still are able to get MREs and those are shown on the left and then in bags at the bottom. In the middle there it kind of shows the resource tent that the people come up and they were greeted by a group called We Are Oceania, and given gifts like masks for adults and children, and hand sanitizer, and other kinds of resources.

The next tent was our council member Radiant Cordero, and she gave out gifts to children and families, different crayons, coloring books, games, that kind of thing. The next was the food distribution. And then the one on the end was all kinds of resources including job recruitment. You see there's five tents and then the last one was music. Music is always very important. And then the fire department were there and brought all the tents for us, and were sharing resources with the residents, and just providing a very calming and helpful presence. You can go to the next slide. It's just more pictures of the actual food distribution there at the left, the council member's booth, and then of course the music.

So to get the word out with this, which was very important, we had flyers in three languages that we posted throughout the site and on Facebook. We enlisted all the pastors, a lot of our population is the Federated states of Micronesia, and the Marshall Islands, and Guam, and it seems like the tribal chiefs kind of changed into the pastors and so they're very key in enlisting all of their congregation. We also have a number of cultural navigators, we tell them and then they tell everyone they know. We also have KINE, which is a multicultural radio station with 14 different languages. And when things were starting to slow down, we started calling all those who'd gotten their first shot and hadn't shown up for their second shot.

And then you can just go to the last slide, which shows all of the different partnerships. I did forget to mention that HUD was very essential in this, not only to their senior analyst who grabbed this group together, but also to Choice Neighborhood initiative we had back in 2011 and 2012. Two years of meeting every other week, we were really able to get an understanding of our residents and what their needs were and kind of how to reach out to them and identify those cultural navigators, as well as just form all of these

alliances with many different partners. And this is just for this event, we have many, many other partners as well. And with that, I'll open it up to any questions.

Michelle: [crosstalk 00:16:45] Like to ask a question, you can please type your question into the chat, and send to all panelists.

Jamie: All right. Thank you so much, Anni, for sharing your efforts at Kuhio Park, really interesting stuff. And I know that I do want to hear a little bit more about the cultural navigators, but I did want to give folks just an opportunity to go ahead and type their question into the chat. We do have a few more moments to get some ideas from Anni or learn about how she helped put these efforts together in her community. I see a question that says, "In diverse cities like Honolulu, language access can be a barrier. Can you talk about the strategies you use to help residents get vaccinated whose main language may not be English?"

Anni: Yes, that's a great question. And it really does take a lot of effort. One of the things our partners did, one of our partners and this is [inaudible 00:17:59] they're partnered with Kokua Kalihi Valley, and We Are Oceania, and the Micronesian Health Advisory group, and the health clinic, they were in the lobbies on many days. This is before the vaccine clinic, and actually as the vaccine was being developed and people were getting kind of humbug about it. They talked with people and these are people that can not only speak the same language as the residents, but they're familiar faces because they've been in the community for so many years.

You may know about the Compact of Free Association and the traditional kind of distrust of authority. It's so much better if you have friends talking to friends and community talking to community, in this case. And so they would kind of ask everyone, "What are you thinking about the vaccine? Oh, well, do you know this and that?" And so that was one of very critical things that happened early on before we have this vaccine clinic. And then also just the pastors, the pastors were totally on board and one church, even before we had this clinic, 100% of their congregation were already vaccinated, so they were able to reach out to others. And yeah, great question.

Jamie: That's great. One more question, but, well, actually a couple more, but can you talk about vaccine hesitancy amongst the Redlands, especially for the Pacific Island community and how you help them overcome it? I know I've heard a little bit about the pastors. Were there other strategies that you helped use to overcome the hesitancies that residents may have expressed?

Anni: Yeah, yeah. So, another good question. Immediately we were, and this is all of us, all of the providers here, the management teams, we were initially trying to find masks because things were, kind of rare. And we do have in Tower A, there's a sewing group, and so we enlisted them and paid them, paid the seamstresses to make masks. And then we started getting masks and all of the staff, anytime we go out and walk around the site, we would be handing out masks to anyone who didn't have them. I don't know how many thousands of masks we handed out.

I was always amazed at, this is kind of a village here, the Kuhio Park Community is kind of a village, but when I would go home or I'd go other places in Honolulu, I wouldn't see as many people wearing masks as I did here. It was like everyone wore a mask, they were readily available. And we had signs up about taking care and hand sanitizer in all of the lobbies and different places. And so there was a heightened awareness of the critical importance of addressing this pandemic, starting last March.

Jamie: Great. That's fantastic. And especially enlisting the seamstress' what a great utilization of resources. We have one more question that we only have a few moments to answer, but someone was asking around the history of why there was such a large Micronesian, [Shamaron 00:22:37] and Polynesian population in this development.

Anni: Yeah. So that has to do with kind of a sticky subject, but the bombing of the Marshall Islands and the drift of radiation throughout their lands. And the subsequent infirmities that came from that, the comorbid diseases, and the agreement, the Compact of Free Association agreement, with the US government, or to DOD, Department of Defense, that they could migrate to the US and have access to health services, education, kind of all the human services freely. And Hawaii is the first step, there's other little pookahs or communities around the nation, but Hawaii is the first stop and it's kind of family inviting other family members. And so that's what that's about.

Jamie: Thank you so much Anni, for sharing that history, but also just this whole presentation. Since we're getting to the top of the hour, I did just want to do a quick conclusion and then those who have to drop off can, and then I'll come, Anni, if that's okay with you, I can continue asking the few questions that we have. So before we go back into questions, I did want to just thank you, Anni, for your presentation and your willingness to share about the work you're doing in Honolulu. I wanted to thank Jason [Amaraji 00:24:43] in his absence, our friends at SPM, [Eric Yos 00:24:46], [Romell Calderwood 00:24:47] for their support always.

And I just wanted to make sure that everyone on the phone, thank you so much for tuning in to the shorter format. We do have another exciting webinar next week, Wednesday, June 16th at 1:00 PM. And it's on ride sharing and how to catch a free ride to get a vaccine. So really just wanted to plug that for you all before I jumped back into questions. And so there's a couple more Anni, I'm going to keep going.

Anni: Okay.

Jamie: So one question says, "I offered for a pharmacy to come to my site and give COVID shots and did not have one response, any ideas on how to encourage this?"

Anni: Well, I wonder what kind of residency it is. Is it elders or family? That would be a big difference right there, but again, the thing that really helped us be successful is that building relationships. I've been in this position for 10 years and these like PACT, Kokua Kalihi Valley, we have Hawaii Literacy, and there's also [Susanna Wesley 00:26:14] that has been serving this community for 50 years. And so it's, relationships matter and

having someone that the resident knows and trusts and relates to, talk about the importance of getting vaccinated.

Better Tomorrows has 120 sites across the nation, and we are finding that at our other sites as well, the hesitancy, especially one site was going to have the Johnson & Johnson after it was reauthorized and there was a hesitancy about that. That was addressed by people talking, I got the Johnson and Johnson and I gave a testimony and so it's not easy with some populations. I wish you luck in that. I could write, maybe my email, in the chat if you want to continue after this?

Jamie: Yeah. Great. Thank you, Anni, for that offer, I would also just encourage that person to maybe see if like Anni said, if there's some existing partnership that you can lean on for the pharmacy and, or if you all might want to reach out to your local field office to see if there's some encouragement or promotion or partnership connection that they can do to help get your community vaccinated, because I know this is one of our priorities.

Anni: You said promotion, that is really a good word. Like one of the things, having the food there, even getting new masks, you can get all of these different things, it seems to really help our community come out. We're having an emergency preparedness giveaway at the end of the month, and I'm giving gift baskets of some of the essentials to the first 30 people that come, things like that.

Jamie: Yeah, no, that's great. I actually got a note from another participant who said that they are planning on doing a splash park for the kids to get families out in conjunction with some of their vaccine efforts and their HUD Strong Families [crosstalk 00:29:13] and I thought that was a really good, unique, innovative thing, parents always looking for something for kids too. It's warm, you got have a bunch of different water activities, folks may come out and capitalize on just like you said, Anni, building community, right. And making sure people see one another's faces and kind of have a good time.

But with that, I think we have a couple, several, thank you's in the chat. I don't see any more questions and I know folks have other commitments. I do thank everyone for being on the line. And again, Anni, thank you so much for sharing your wealth of knowledge and resources, and really appreciate your dedication to the Kuhio Park Community and your partnership. So, thank you all, and I hope that you all have a wonderful rest of your day.

Anni: Thank you so much, Jamie. Bye everyone.

Michelle: Ladies and gentlemen, thank you for joining today's call. Thank you for using Event Services. Your call has ended and you may disconnect.