

# PRESS RELEASE

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## **Guilford County Wins 2022 National Achievement Award for YWCA HP VaxConnect COVID-19 Outreach Program**

The Guilford County YWCA High Point (HP) VaxConnect program has been recognized with an Achievement Award from the National Association of Counties (NACo). This award honors innovative, effective county government programs that strengthen services for residents.

NACo President Larry Johnson said, "All across the country, counties are working tirelessly to support residents and drive recovery from the COVID-19 pandemic. This year's Achievement Award-winning programs showcase how counties work every day to build healthy, safe and thriving communities."

Dr. Iulia Vann, MD, MPH, Guilford County Public Health Director said, "The Guilford County Division of Public Health (GCDPH) has worked closely with YWCA HP to support outreach efforts and provide needed resources to effectively educate and vaccinate High Point and Greensboro area residents. I am so proud of not only this national recognition of the YWCA HP VaxConnect program, but by the incredible impact that this program has made surrounding increased COVID-19 vaccinations and education in our county. This program has transformed the way that we view and execute COVID-19 outreach and I am inspired and encouraged by this breakthrough in innovation."

Since May 2021, the VaxConnect program has canvassed a total of 8,889 homes with 372 appointments made (a 17.32% success rate) in High Point and Greensboro.

YWCA High Point Executive Director, Heidi Majors said, "YWCA High Point is grateful for the recognition of this award of achievement. It is through community collaborations that we worked to provide access for all residents to have access to the COVID vaccine. This work focuses on eliminating the barriers and provide access to providing education, scheduling their appointments and transportation to these appointments."

In May 2021, with funding from the Foundation Healthy High Point and Hayden Harman Foundation, and the City of High Point, YWCA HP began a pilot VaxConnect program to increase COVID-19 vaccinations and education among High Point residents who reside in the 27260 and 27262 zip codes. In February 2022, the VaxConnect program was able to continue and expand efforts into Greensboro, NC with additional funding from the Guilford County Division of Public Health (GCDPH).

"The launch of this effort during the early days of the vaccine rollout was grassroots and organic," said Curtis Holloman, Executive Director of the Foundation for a Healthy High Point. "We intentionally wanted to ensure that traditionally marginalized and underserved neighborhoods not responding to the call-to-vaccinate had accurate information and access to the vaccine. As we continue to fight against the pandemic, we all benefit from this door-to-door outreach campaign that has shown positive results. This recognition acknowledges the benefits of solution-oriented collaboration during a community crisis. We are

all grateful to the Guilford County Health Department and YWCA leadership for stepping up and committing to the enormous challenges."

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**About YWCA**

YWCA is dedicated to eliminating racism, empowering women and promoting peace, justice, freedom and dignity for all. YWCA High Point was established in 1920. For 100 years, YWCA has fought to bring shelter and structure to the vulnerable, to build greater racial equity and to provide a space where women's leadership is valued and promoted.

**About Foundation for a Healthy High Point**

The Foundation for a Healthy High Point was established in 2013. Its mission is to encourage, support, influence, and invest in efforts that improve health and wellness throughout the Greater High Point community, which includes High Point, Jamestown, Archdale, and Trinity. For more information about the Foundation for a Healthy High Point, visit [www.healthyhighpoint.org](http://www.healthyhighpoint.org).

**About NACo**

The National Association of Counties (NACo) unites America's 3,069 county governments. Founded in 1935, NACo brings county officials together to advocate with a collective voice on national policy, exchange ideas and build new leadership skills, pursue transformational county solutions, enrich the public's understanding of county government and exercise exemplary leadership in public service. Learn more at [www.naco.org](http://www.naco.org).