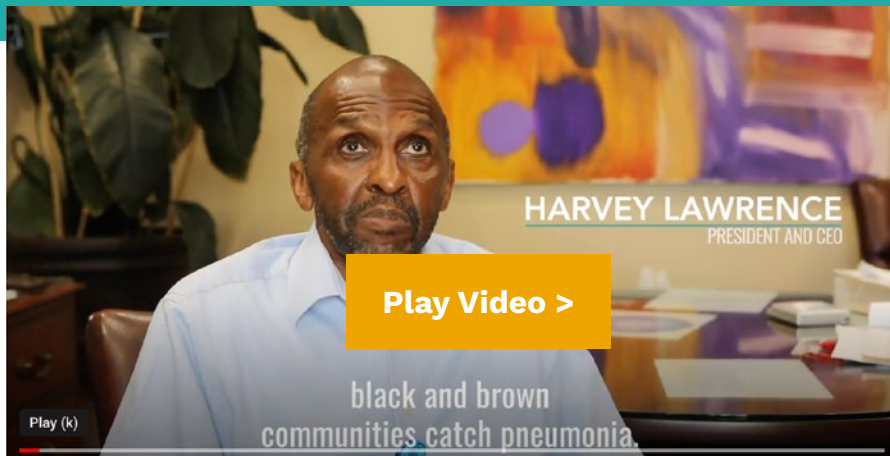


# BMS COMMUNITY BASED APPROACH TO FIGHTING COVID-19

IMPACT REPORT  
March 2020-December 2022

*As a comprehensive Federally Qualified Health Center serving the communities of Brownsville and East New York, BMS carried out outstanding work addressing the health and social needs, and consequences brought on by the COVID-19 outbreak.*



## THE INEQUITY OF COVID-19 DEATH RATES

The COVID-19 pandemic's disproportionate impact on low-income people across New York City is undeniable. Black and Latino New Yorkers make up **46% percent of virus deaths** in New York State, though they make up only **33% percent of the population**. The Brownsville and East New York death rates, as of 12/2022, are significantly higher than reported citywide. This evidence shows how communities under systemic disadvantages are the most vulnerable during a public health crisis.



**Family Health & Wellness Centers**

### Thank You to our Donors

- Community Health Center Association of New York State
- Maimonides Medical Center - Community Care of Brooklyn
- Brooklyn Communities Collaborative

- HRSA
- New York State Department of Health
- Brooklyn Community Foundation
- LISC Vaccine Access Fund
- Direct Care

### Partners

- United Way
- VNS Health
- Doctors Without Borders

# PIVOTING SERVICES & COVID-19 TESTING

To enable safe access to vital healthcare services, we swiftly **implemented Telehealth services** across all our departments and distributed cell phones to patients to enable them. From March 2020 to December 2022, BMS has provided **28,480 COVID-19 tests**. BMS opened a testing facility, operated a tent at BMS' Main location, (free/no insurance needed), and pop-ups across the district.

## EMERGENCY FOOD DISTRIBUTION

The COVID-19 pandemic deeper the vulnerability of many families to cover basic needs. During the initial and toughest times of quarantine in 2020, BMS distributed:

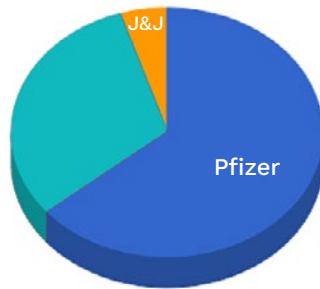
- **50,000+ bags of food**
- **1.2 M lb. of food to 2000+ homes** (3/2020-12/2020)
- **1.65K+ bags of fresh produce**
- **Thanksgiving food support to 800** BMS patients, staff, and community residents
- **Affordable fresh produce** bags at \$7 and \$10



## VACCINATION & INCENTIVE STRATEGY

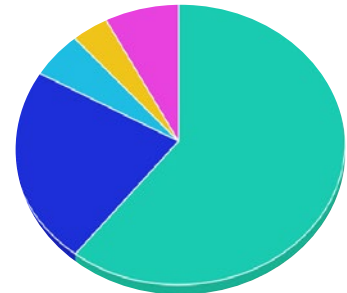
Vaccines by Brand

- Pfizer: 24,909
- Moderna: 11,993
- J&J: 1904



Vaccines by Race

- Black: 60.6%
- Other: 22.6%
- White: 5.4%
- Asian: 3.8%
- N/A: 7.6%



Since April 2021, BMS has administered **38,746 vaccines** with the support of BMS volunteer staff, and then from the VNS Health and Doctors Without Borders. Sites were located at BMS' Main facility and at localized pop-ups to address limited community access.



To counter increasing COVID-19 among pediatric patients, **BMS provided 188, \$100 Incentive Gift Cards** to patients 17 and under.  
**69%** took the Influenza vaccine  
**27%** took the COVID-19 vaccine  
**4%** took both vaccines.



**BSM School-Based Healthcare Center at Jefferson** Campus implemented a successful campaign to increase COVID-19 vaccination rates, which included age-appropriate **education, games, vaccination pop-ups, and incentives**. Vaccination rates went from **49% to 72%** by December 2022, making this an outstanding BMS best practice.

## COMMUNITY OUTREACH

The BMS team designed and tested an outreach strategy to keep engagement with high to reach patients and the local community, which included:



- **Electronic marketing and social media campaigns & TV ads**
- **Phone call outreach & CareMessage text**
- **Increased internal team huddles**
- **Patient relations activation**



- **Essential workers outreach**
- **Vaccine hesitancy surveys**
- **Vaccine ambassadors**
- **Vaccination pop-ups**
- **\$100 vaccine incentive**