

**Minutes of the May 19, 2021, meeting of the  
Upstate COVID-19 Regional Community Assessment Review and Equity (CARE) Panel**

The Upstate COVID-19 Regional Community Assessment Review and Equity (CARE) Panel met on Wednesday, May 19, 2021 at 9:00 am via Microsoft Teams.

The following were in attendance:

Trey Moore, MD, Abbeville Area Medical Center  
Sue Veer, Carolina Health Centers, Inc.  
Tina Fowler, NP, Primary Care of Union  
Tim Womack, Appalachian Area Agency on Aging  
Juana Slade, AnMed Health  
Vipin Verma, MD, AnMed Family Medicine Residency Program  
Angelique Jarvis-Simmons, Hispanic/Latino Advisory Committee Member  
Heather Goss, AccessHealth Mountain Lakes  
Dana Tate, New Horizon Family Health Services, Inc.  
Kandi Fredere, SCDHEC

Also, in attendance were members of the public.

Kandi Fredere, SCDHEC, called the meeting to order.

**Item 1: Media/Outreach Strategy:**

- Could we partner to do outreach and promotions as related to COVID vaccine?
- Reached out to DHEC Media Relations group and asked questions. Our media relations can help coordinate those efforts and help with that process.
- In terms of what we need to do moving forward with media outreach, need specifics. What do we need to have in place with our local outlets that will be beneficial to our clients? Think about that and what are we asking of our media relation department of more localized outreach?
- Already have, at state level, campaign including billboards and ads. Have a statewide Town Hall meeting to occur tomorrow night at 7pm on SCETV. Will have a variety of partners across the state participating. Will have one partner from McCormick County as part of the panel. This is to provide outreach to rural communities as it relates to the vaccine efforts. Will send that information to group. Want to make sure whatever we are asking for local outreach we put details to that and parallel with what is going on at the state level.
- What do we want to see? Important that our message be connected to on air personalities at radio stations that hit the rural areas. WJMZ will do live remotes. Need to establish a connection with Spanish radio stations. Anything that can be done to connect, in a relevant way, in vulnerable populations, will make a difference.
- Have interviews with credible community members, and “people like me” about why they received the vaccine and why it’s important to them. Need more local leaders involved in process. Coordinate with the local news and communication outlets to do some kind of live report on broadcast from one of the mobile vaccine locations. A campaign focused on young adults would be great. Some of the younger population are resistant.
- Back to school messages, university level, tap into those opportunities that matter to us as well for outreach strategy.
- Need to localize it. Have to put local flavor to it. Kandi will follow up with media team to come up with local strategies.
- If you have local focus make sure whoever is chosen to represent the Spanish speaking community, speaks Spanish. Make sure to get information out in Spanish. Our focus in the Upstate is Cherokee County. Information is getting out in Greenville, Spartanburg, and Anderson.
- Has there been any feedback from the State level about a centralized awareness campaign – using the COVID-19 awareness ribbons, giving them out after vaccination, etc.? Yes. There is some interest and an opportunity to do. Being researched at State level. There is no branded version at a national level. There is an opportunity to do something unique and special for SC. Following up on that and hopefully to have tangible items we can provide for those vaccinated.

**Item 2: COVID Vaccine Mandate:**

- What could we do to mandate individuals to get the vaccine?

- Kandi will follow up with legal department.
- Who are we talking about mandating? The legal opinion, nationally, can mandate with exception of medical and religious exemption. Discussion last week regarding those playing sports and participating in extra curriculum activities.

**Item 3: Cherokee Ad Hoc Group:**

- Have Cherokee specific meeting this afternoon with a great group that has been pulled together to talk through specific concerns and opportunities in Cherokee.
- Will share update during 5/26 meeting.
- There should be actionable items come out of that discussion.

**Item 4: Shareable System of Events:**

- Discussed a way to have a portal to share notes, ideas, and thoughts.
- There is an IT component and resourcing issue related to this.
- State level – some effort to continue providing coordination of where vaccine events are taking place and what that focus would look like.
- Any addition thoughts before jumping into that recommendation?
- Kandi will do deep dive into this and provide update.

**Item 5: Additional Items:**

- Reevaluate meeting schedule at next week's meeting. Would like to hear update on Cherokee Ad Hoc Group discussion.
- Some action items that will take time to figure out.

**Item 6: Tasks:**

- Minutes will be sent out and posted on the SCDHEC website.
- Detail out with media relations for localized media plan.
- Follow up with DHEC Legal Department regarding mandating COVID vaccine.
- Research option of events system.

**Item 7: Next Meeting Agenda Items:**

- Cherokee Ad Hoc Group update
- Task items:
  - Media Relations/Outreach
  - Mandate vaccine
  - Events system

Meeting adjourned.

Next Scheduled Meeting  
Wednesday, May 26, 2021  
Via Teams Meeting