

## **HISTORICAL BLACK COLLEGE AND UNIVERSITY**

### **COVID-19 AWARENESS & RESILIENCE DAY (HBCU-CARD)**

**#HBCUsAgainstCOVID Day of Action will be on May 4, 2021**

#### **ABOUT THE HISTORICAL BLACK COLLEGE AND UNIVERSITY COVID-19 AWARENESS & RESILIENCE DAY:**

- The goal of HBCU-CARD is to increase the number of students, alumni, and supporters of Historical Black College and Universities campuses and surrounding communities about steps to protect themselves and safeguard their health from the COVID-19 pandemic.
- HBCU-CARD is dedicated to mobilizing COVID-19 literacy by raising awareness of, and taking actions against, COVID-19 by our HBCU student leaders nationwide.
- HBCU-CARD is a proud partner of the [U.S. Health and Human Services COVID-19 Community Corps](#) and the [Made to Save Campaign](#), both national campaigns focus on empowering people to talk with family and loved ones about steps to protect themselves and safeguard their health from the COVID-19 pandemic.
- HBCU-CARD activities will occur throughout the summer and will have milestone #HBCUsAgainstCOVID day of action on May 4, 2021 that will include a social media push.

#### **HBCU-CARD HIGHLIGHTS**

- As of April 20, 2021, more than 35 HBCU's committed to performing one of five actions in support of HBCU-CARD. We have committed HBCU's in FEMA Regions 2, 3, 4, 5, 6, 7 and 9. (Full list of HBCU's joined to date on pg. 3).
- HBCU-CARD, created by Howard University, is a joint effort between HBCU Emergency Management Workforce Consortium, The White House Initiative on Historically Black College and University, the National Minority Quality Forum, HWC Vultlabs, the Federal Emergency Management Agency, the Department of Homeland Security Office of Public Engagement, Choose Healthy Life and their respective networks.

#### **HBCU-CARD CALLS TO ACTION**

- Promote or host a community appointment sign-up event
- Social media platform engagement
- Promote or host an "on-campus testing day"
- Promote or host a virtual q&a session with trusted, culturally competent medical personnel
- Be an example: take the vaccine and get tested

#### **EXAMPLES OF HBCU-CARD IN ACTION**

- *Tuskegee University*: Celebrate & Host "On-Campus Vaccination Day" May 7, 2021 (w/ TU Nursing Dept.). Publicly promote and post on social media to encourage community awareness for our HBCUs to take pride in getting vaccinated!
- *Prairie View A&M University*: Hosting a "science behind the vaccine" town hall and a Know your Status campaign in which we go to each of the housing complexes every Monday until late April and a social media push in May.
- *National Minority Quality Forum (NMQF)*: Hosting a national Health Champions webinar with NMQF member Laura Lee Hall, Ph.D. and a Howard University Medical Student about the role and work of HBCU's working together to engage their community through HBCU-CARD

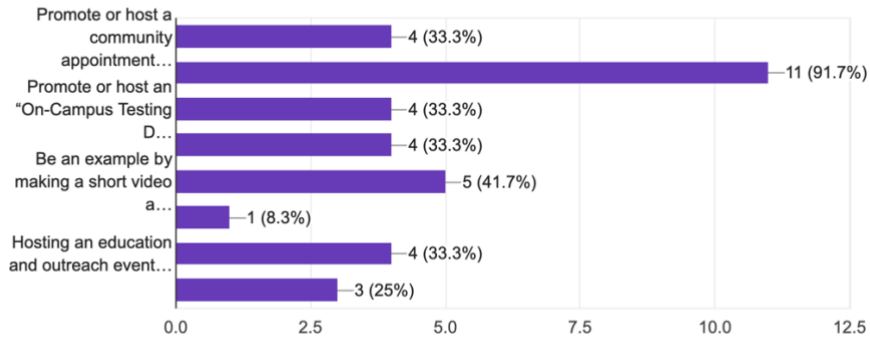


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**ENAGEMENT SNAPSHOT FROM 15 of 35 HBCU-CARD MEMBERS (as of 4/20/21)**

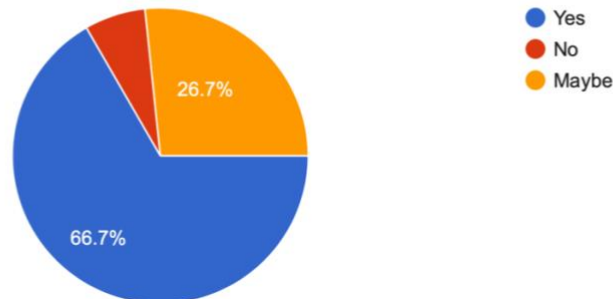
Please select the various ways your HBCU plans is participating in HBCU-CARD on or before May 4, 2021.

12 responses



Do you plan to do COVID-19 awareness and resilience activities AFTER May 4, 2021?

15 responses



**IMPETUS:**

Racial disparity remains a persistent, intractable force that continues unabated in and around historically underserved communities in which many of our HBCUs are housed. Whether primarily by lack of access, to some hesitancy, or a healthy dose of mistrust towards the U.S. health care system in general and the vaccination in particular, data show that African Americans are dying from COVID-19 at higher rates than other ethnic groups. Conversely, this group is getting vaccinated at lower rates. So how do we develop trust and save the lives of our communities? Linking the academic community to promote and engage the wider community is one innovative approach to tackle this disparity. Specifically, the trusted voices of our HBCU student leaders will spearhead this effort in partnership with the HBCU Emergency Management Workforce Consortium.



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**DETAILED LIST OF PARTICIPATING HBCU-CARD MEMBERS BY FEMA REGION:**



HBCU's in FEMA Region 2
University of the U.S. Virgin Islands

HBCU's in FEMA Region 3
Bowie State University
Coppin State University
Hampton University
Howard University
Lincoln University
Morgan State University
Virginia Union University

Participating HBCU's in FEMA Region 4		
Alcorn State University	Fort Valley University	South Carolina State University
Benedict College	North Carolina A&T	Stillman College
Morris College	North Carolina Central University	Spelman College
Clafin University	Mississippi Valley State University	Alabama State University
Miles College	Kentucky State University	Alabama A&M University
Clark Atlanta University	Livingstone College	Shaw University
Florida A&M University	Rust College	
Fisk University	Savannah State University	

Participating HBCU in FEMA Region 6
University of Arkansas at Pine Bluff
Texas Southern University
Dillard University
Xavier University
Prairie View A&M University (PVAMU)

FEMA Region	Participating HBCU
Region 5	Wilberforce University
Region 7	Harris-Stowe State University
Region 9	Charles R. Drew University

*Please note: This list of participating HBCU's is current as of 4/20/21. Additional commitments are in process.*

**POINT OF CONTACTS AND HBCU-CARD CO-CHAIRS:**

- Dr. Goulda Downer, Howard University College of Medicine, Principal Investigator/Associate Professor, HU Telehealth Training Center [gdowner@howard.edu](mailto:gdowner@howard.edu)
- Marcus T. Coleman Jr., HWC Manager/Communications and Behavioral Science Practice Co-Lead [mcoleman@hwcinc.com](mailto:mcoleman@hwcinc.com)

