

## Mission

Prevent the spread of COVID-19 by making sure that everyone in Durham has face coverings and knows how and why to wear them in public places.

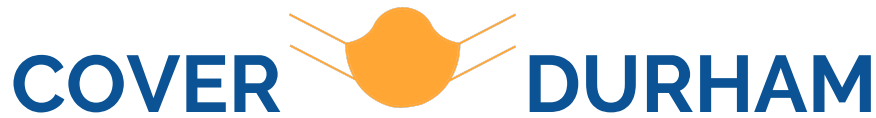
## Strategy

Cover Durham seeks to change the culture of wearing face coverings by increasing supply, conducting public communications, and directly distributing to communities.

The plan for phase 1 of Cover Durham is to rapidly distribute tens of thousands of face coverings for free to low-income communities. This outreach effort will be led by the Community Health Coalition (CHC) in tandem with the coordinator of Cover Durham, Isaac Henrion. Cover Durham will develop the culture of face coverings in Durham through targeted communications, as well as identifying and vetting large-scale suppliers for employers. The first part of the program will last one month. By fundraising through the first month, Cover Durham will secure additional funding for the next parts of the strategy.

In phase 2, Cover Durham will establish a coordinated network of local suppliers in Durham, bringing together a group of independent makers to keep resources in our local economy. These face coverings will be more durable and designed to last up to 1 year with proper care. Cover Durham will build a unified portal for employers to buy face coverings for their employees using connections developed in the first month and beforehand. Furthermore, Cover Durham will continue to distribute free face coverings through the community outreach program.

Cover Durham is in discussions with Duke, Duke Health, the Recovery and Renewal Taskforce, businesses, and community organizations about how to bring the whole of Durham together to promote the use of face coverings.



## Project proposal for phase 1

### **Procurement**

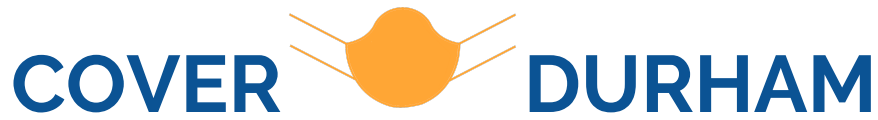
The first batches of face coverings will be sourced from Original Mattress Factory in Raleigh, NC. This company produces two kinds of cheap, effective, breathable face coverings. The first is made of two layers of polypropylene and costs \$0.89, the second is polypropylene between two layers of cotton and costs \$1.80. There is a trade-off between price and durability. Cover Durham intends to purchase a mixture of these based on comfort and durability evaluations. Given the total of \$50,000 allocated to procurement, the total number of face coverings bought will be between 27,000 and 56,000.

### **Community outreach**

CHC community health workers will conduct outreach in neighborhoods that have been disproportionately impacted by the pandemic, especially areas with a high proportion of African-American residents. Special focus will be placed on transit riders through events at the transportation center. In addition, Cover Durham will engage 15 "Community Health Champions" with stipends of \$200 to distribute face coverings in their communities. Community Health Champions will be everyday people with deep existing relationships in their own neighborhoods, who can ensure that no one falls through the cracks. By using this model, Cover Durham will maximize impact at the same time as it supports economic recovery.

### **Public health information**

Cover Durham will conduct a public health information campaign through the community outreach program as well as digitally. It is important to change the culture around face coverings, and educate people on how and why to use them. Cover Durham will distribute simple flyers in English and Spanish that emphasize the collective health benefits of face coverings as well as instructions for use/care. These will be handed out as part of the community outreach program. Furthermore, Cover Durham will engage local media with public health messages, ensuring that everyone can understand the importance of face coverings.



## Budget

Item	Unit cost	# units	Total
Face coverings	\$ 0.89-1.80	27000-56000	\$ 50,000.00
Shipping and handling	\$ 300.00	1	\$ 300.00
Coordinator salary per month	\$ 4,000.00	1	\$ 4,000.00
Design of public health campaign	\$ 750.00	1	\$ 750.00
Promotion of public health campaign	\$ 1,000.00	1	\$ 1,000.00
Community outreach program administration	\$ 1,800.00	1	\$ 1,800.00
Community outreach program: CHC community health workers per hour	\$ 15.00	180	\$ 2,700.00
Web hosting and design	\$ 100.00	1	\$ 100.00
Community Health Champion stipends	\$ 200.00	15	\$ 3,000.00
Radio announcement - La Mega, 2 weeks	\$ 1,800.00	1	\$ 1,800.00
Radio announcement - 103.9 The Light, 1 week, 3:30-7pm	\$ 1,550.00	1	\$ 1,550.00

**Total: \$67,000**

Any unspent funds will be used to acquire additional face coverings.

### Contact information

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