

2023

Cobb Institute: NMA/CDC Cooperative Agreement Region Work

Georgia Region: September 2023



- **Kindness Kure 2nd Annual Cancer Walk 2023**
- Saturday, September 30, 2023
- Radium Springs Garden, Albany, GA
- Tabling hosted by a Trusted Voice and member of the Cobb Institute Dr. Price.
- Audience Face to Face engagement with **350** attendees were predominately African-American.
- Dr. Price also participated in the 2nd Annual Cancer Walk.
 - Discussions and engagements to discuss AOU Research and Social Determinants of Health with emphasis on Cancer, asthma, HIV, diabetes, heart disease, COVID & Immunization, mental health in the community of Albany, GA.

Florida Region: November 2023



- **MCR Health & Nutrition Expo:**
- Saturday, November 11, 2023 10:am-3:30pm
- RIVERWALK ROSSI Park Bradenton, Florida
- Exhibit with marketing materials and promotional swag
- Face to Face engagement with 250 attendees from the community and surrounding areas
- Audience participants were multicultural consisting of African-American, Black, Arabic, Disabled, Hispanic, Caucasian, LGBTQ and Senior populations.
- Free Vision, Dental, Blood sugar and blood pressure screenings, 3D mammograms. Discussions and engagements were on Family Health History to encourage dialogue about various disease and issues in their community of diabetes, heart disease, COVID & Immunization, asthma and respiratory issues, mental health and HIV.



Florida Region: December 2023

- **GULF COAST MEDICAL SOCIETY (GCMS):**
- Sunday, December 03, 2023
- GCMS is dedicated to improving diversity and inclusion in our healthcare delivery system and needs your active participation, support, and advocacy. GCMS provides health education programs, youth mentoring and pipeline programs, speakers on health issues, as well as supporting health fair and medical screenings for underserved communities. We also hope to provide scholarships for deserving students, and other healthcare, education, and youth development services. As dedicated minority healthcare professionals, they are in a unique position to advocate for the healthcare needs of the community and create new standards that will impact the future of healthcare equity in our community. They are a membership organization of healthcare professionals of color, although membership is open to other healthcare professionals and those in training from any ethnic and racial background.
- Inaugural Holiday Health Brunch at Michaels on the Bay Ballroom Marie Selby Botanical Gardens in Sarasota
- Speakers from GCMS gave a presentation about minority health and health disparities in the black and brown community of Sarasota and vicinity some topics included cancer, COVID, immunization, prostate and breast cancer, diabetes and HIV were discussed.
- Dr. Morgan presented a book to an up and coming medical student from the Sarasota area about the future of Blacks in Medicine.
- There were **100** GCMS members, medical professionals and students, community organizations and member from the community were in attendance.



Featured Activities of the W. Montague Cobb/NMA Health Institute 2023

Overview:

Beginning in February 2023 and continuing throughout August 2023, the W. Montague Cobb/NMA Health Institute recruited physicians identified in key cities across the United States to address common questions, concerns, and hesitations that community members have regarding COVID-19 and COVID-19 Vaccines. Selected cities are those which have been identified as having the highest rates of vaccine hesitancy and lowest rates of vaccine uptake among Black residents. To combat this, the Cobb Institute recruited physicians who are active leaders within the identified cities, and thus, are well-known and, more importantly, well-trusted within their communities. These trusted experts were featured in virtual interviews, Live Streaming and Health Fairs and Vaccination Events that were hosted in selected cities.



New York, New York March 09, 2023

Event Summary:

On March 9, 2023, the W. Montague Cobb/NMA Health Institute, AOU Research Program in partnership with The Juneteenth Freedom Fest, NYC presented Ginger Ale & Vicks Vapor Rub Speaker Series addressing the lack of trust surrounding Healthcare, COVID-19 and personalized medicine to the community of Harlem Central. This event was FREE and was held at State Office Plaza 163 W. 125th Street in Harlem for a Town Hall speaker series which provided community members from Harlem Central a chance to speak directly to healthcare professionals and leaders in medical research. Participants had a chance to engage and say what was on their minds as the panelist addressed the medical distrust in the Harlem Community. The audience was predominately Gen-Zers and Millennials. The event was moderated by Shequanda Long/Founder of JFFNYC, Inc and the panelist included Dr. Glen McWilliams/General Urology, Justine Baptistia/Dula & Advocate, Dawn Aldrich/Research Patient Advocate, Pastor Mimsie Robinson/Community Liaison.

In addition to the Trusted Experts Panel, information on COVID-19 vaccinations, free health screenings locations and resources were provided free of charge to community members. Several local partners, including community-based organizations and media teams, also participated in the event.

Metrics:

Total Attendance: Live Streaming and 15 In-Person Participants

Total Health Resources Provided: 10 (marketing and promotional assets)

Trusted Experts Panel Attendance: 4

JUNETEENTH FREEDOM FEST NYC, INC.
COBB Institute
All Of Us Research Program
presents

Ginger ale & Vicks Vapor Rub Speaker Series

**ADDRESSING THE LACK OF TRUST
SURROUNDING HEALTHCARE AND
THE PROMISE OF PERSONALIZED MEDICINE**

FREE COMMUNITY TOWNHALL



SHEQUANDA LONG
MODERATOR
FOUNDER OF JFFNYC, INC.



**DR. GLEN
MCWILLIAMS**
GENERAL UROLOGY



JUSTINE BAPTISTA
DULA & ADVOCATE



DAWN ALDRICH
RESEARCH PATIENT ADVOCATE



**PASTOR MIMSIE
ROBINSON**
COMMUNITY LIASON

Harlem Community!

Here's our chance to hear & be heard!

Join us for this free community town hall speaker series for a chance to speak directly to healthcare professionals and leaders in medical research! Tell us what's on your mind as we address medical distrust in our community!

Free Refreshments + Chance to win a FREE performance slot on stage at 2023 Juneteenth Festival to perform in front of thousands (must attend Townhall & spaces are limited)

*Panel will be filmed and all attendees must give permission for video release

WILL BE HELD ON



THURS 9 MARCH, 2023



6:00-7:30 PM

163 W. 125th Street
State Office Plaza
2nd floor Community Room

Scan For FREE Ticket
Spaces are limited







