

## EXHIBIT 4

### SCOPE OF SERVICES & BUDGET The 8<sup>th</sup> & Whitner Group, LLC

**The City of Jacksonville is an urban area as defined by the U.S. Census Bureau.** Jacksonville is the largest city in the contiguous United States. As a consolidated city and county government, public safety, health, and educational resources are shared by almost one million residents across 900 square miles. Public health and safety resources are often spread too thin while lifesaving health information remains unused. The local health department has partitioned the city's zip codes into six Health Zones to better identify health disparities, resources, and outcomes. Those living in Health Zone 1 (HZ1), our target area, and Jacksonville's urban core, experience more acute levels of social vulnerability than other areas of our city. Disproportionately, protective resources, including access to information about COVID-19, are scarce throughout HZ1.

The Florida Department of Health has reported over 91,000 individuals infected, over 2,000 hospitalized, and over 1,300 deaths in Jacksonville, as of the end of March 2021. Lower access to information about disease rates, testing, treatment, and mitigating behavior, endangers our most vulnerable citizens. While residents identifying as African American represent 31% of Jacksonville's population, those residents represent 39% of the hospitalizations in our city. In addition, of the 235,422 people who have received vaccinations in Jacksonville, less than 17% identified as African American.

HZ1 has a population of 109,314, of which 76.4% (83,566) identify as African American. Although the area has only a 0.6% population identifying as Limited English Proficient, due to low levels of health literacy, HZ1 has the highest rate of poverty in the city and highest scores (top 4<sup>th</sup>) on the social vulnerability index. Residents experience high rates of chronic disease and deaths from diabetes, heart disease, and other conditions that are risk factors for COVID-19 complications and deaths. In addition, this area has limited access to grocery and drug stores, predominately providing COVID-19 vaccinations in our area.

Utilizing resources at University of Florida (UF) Health Jacksonville and the Center for the Prevention of Health Disparities at Edward Waters College, the program evaluator, will develop a Disparity Impact Statement (DIS) to identify vulnerable subpopulations, develop SMART objectives, and make recommendations to the project's Work Plan. The program evaluator, will monitor data throughout and suggest adjustments to the Work Plan as needed.

**Proposed Approach:** To address the issues leading to social vulnerability and to improve health literacy, the City of Jacksonville will increase access to culturally appropriate health information for residents of HZ1. This project will activate Community Health Workers (CHWs) to connect directly with vulnerable populations, while trustworthy, equity enhancing health information is delivered across multiple media platforms. **Community outreach expects to reach 80% of the target population.** Additionally, **this project will train 1,500 providers** in health literacy, linguistic competency, cultural humility, trauma-informed care, and basic principles of addressing high risk-low trust populations. In addition to the DIS and Work Plan, project professionals will develop and implement a Health Literacy Plan, activate one of the nation's most resourceful Ed/Med communities, and institute an ongoing, independent quality improvement and evaluation program, conducted by our local Minority Serving Institution.

Provider training will be led by Population Health Consortium (PHC), a local collaboration of medical and health professional organizations adept in training local providers in health literacy. Guided by MEPS and HINTS data, PHC will develop and implement our Health Literacy Plan. PHC employs communication strategies and motivational interviewing approaches that respond to our understanding of the root causes of vaccine hesitancy in communities of color. PHC includes organizations like Voices Institute. Voices, a premiere training, curriculum development, and research group focused on cultural humility, health equity, and minority health, will lead the development and implementation of culturally appropriate training procedures to advance Healthy People 2030 objectives, training professionals to increase the number of providers checking understanding and involving more adults in health care decisions.

This program will engage the Duval Safety Net Collaborative (DSN), a collective of local providers, focused on delivering health care for uninsured residents of Jacksonville. Working with UF Health, DSN will develop a Confidentiality Plan. On the ground supplying trustworthy information, Community Outreach events and pop-up vaccination events are already connecting CHWs and Public Health Advocates from UF Health and DSN with residents of HZ1 to disseminate culturally appropriate messaging and education about COVID-19 mitigation measures and updated vaccine materials. CHWs also provide vaccine education at UF Health's social services hub, located in HZ1, and assist in registration for pop-up vaccination events. UF Health and DSN's CHWs will appropriately collect data and track outreach efforts to further the goals of this program. Staff at Florida's Department of Health in Duval will facilitate registration in state vaccination databases and in federal Vaccines for Children and Adults programs, further advancing the goals of Healthy People 2030.

8<sup>th</sup> & Whitner Group, LLC has unique experience in media and marketing creating ideas and strategies to improve outcomes for all people. This firm has led various initiatives to support the growth and development of this project's target population and will consult the Office of the Mayor to develop culturally and demographically appropriate messaging for the project's media campaign.

8<sup>th</sup> & Whitner Group, LLC will identify vetted media products from the CDC and other sources that would be persuasive to the target community.

**Advancing Health Literacy to Enhance Equitable Responses to COVID-19 in  
Jacksonville’s Health Zone 1**

**The Eighth & Whitner Group, LLC**

<b>Budget Summary</b> All grant activities will be conducted through procurement actions		<b>Federal Funds Requested</b>	<b>Non-federal Resources</b>	<b>Total Budget</b>
<b>Total Year 1</b>		<b>\$25,000</b>	<b>0</b>	<b>\$25,000</b>
<b>Total Year 2</b>		<b>\$25,000</b>	<b>0</b>	<b>\$25,000</b>
<b>Total</b>		<b>\$50,000</b>		<b>\$50,000</b>

**Part One – Object Class Descriptions and Required Justifications**

*Year 1*

<b>The Eighth &amp; Whitner Group, LLC (8W)</b>					
<b>The Eighth &amp; Whitner Group, LLC (8W)</b>			<b>\$25,000</b>	<b>0</b>	<b>\$25,000</b>
<b>Contractual Justification:</b> The Eighth & Whitner Group, LLC (8W) is a professional media, government, and community relations company. This particular group has unique experience in media and marketing creating ideas and strategies to improve outcomes for all people. This firm has led various initiatives to support the growth and development of this project’s target population.					

*Year 2*

<b>The Eighth &amp; Whitner Group, LLC (8W)</b>					
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