

FORSYTH COUNTY

BOARD OF COMMISSIONERS

MEETING DATE: APRIL 1, 2021

AGENDA ITEM NUMBER: 11A-11B

SUBJECT: A. RESOLUTION AUTHORIZING ACCEPTANCE OF A GRANT FROM THE Z. SMITH REYNOLDS FOUNDATION TO SUPPORT LOCAL COVID-19 RESPONSE AND MITIGATION

B. AMENDMENT TO THE FY 2021-2022 BUDGET ORDINANCE TO APPROPRIATE Z. SMITH REYNOLDS FOUNDATION GRANT FUNDS TO SUPPORT LOCAL COVID-19 RESPONSE AND MITIGATION

(FORSYTH COUNTY DEPARTMENT OF PUBLIC HEALTH)

COUNTY MANAGER'S RECOMMENDATION OR COMMENTS:

SUMMARY OF INFORMATION:

The Z. Smith Reynolds Foundation has granted the Forsyth County Department of Public Health \$20,000 for local Covid-19 response and mitigation. The grant gives the Forsyth County Department of Public Health the ability to craft a wide-latitude response tailored to the community's needs.

ATTACHMENTS: YES NO

SIGNATURE: _____ DATE: _____
COUNTY MANAGER

**RESOLUTION AUTHORIZING ACCEPTANCE OF A GRANT FROM THE
Z. SMITH REYNOLDS FOUNDATION TO SUPPORT
LOCAL COVID-19 RESPONSE AND MITIGATION
(FORSYTH COUNTY DEPARTMENT OF PUBLIC HEALTH)**

WHEREAS the Forsyth County Department of Public Health requests authorization to accept a grant of \$20,000 from the Z. Smith Reynolds Foundation to be used for local Covid-19 response and mitigation; and

WHEREAS the grant funds will be used to supplement Forsyth County's efforts to complete Covid-19 testing, provide community education and outreach, acquire personal protective equipment, and complete other programs, initiatives, and purchases deemed necessary for Covid-19 relief by the Department of Public Health;

NOW, THEREFORE, BE IT RESOLVED, that the Forsyth County Board of Commissioners hereby authorizes the Chairman or County Manger and the Clerk to the Board to execute necessary documents, on behalf of Forsyth County and the Department of Public Health, to receive \$20,000 grant funds from the Z. Smith Reynolds Foundation, subject to a pre-audit certificate thereon by the County Chief Financial Officer, where acceptable, and approved as to form and legality by the County Attorney.

Adopted this 1st day of April 2021.

From: Robinson, Shontell A <robinssa@forsyth.cc>
Sent: Wednesday, February 17, 2021 1:56 PM
To: Mo Green <mog@zsr.org>
Cc: Swift, Joshua R <swiftjr@forsyth.cc>; Sanders-Pratt, Damon L <sanderdl@forsyth.cc>; Chapel Thompson <ChapelT@zsr.org>
Subject: Re: Forsyth County Follow Up

That is wonderful news! Thank you so much!
We greatly appreciate ZSR supporting our community during these unprecedented times.

We look forward to hearing from Ms. Thompson on next steps.

Best Regards,
Shontell

Shontell A. Robinson
Deputy County Manager
Forsyth County Government

201 North Chestnut Street
Winston Salem, NC 27101
Direct: 336-703-2013
Fax: 336-727-8466
robinssa@forsyth.cc



From: Mo Green <mog@zsr.org>
Sent: Wednesday, February 17, 2021 1:50 PM
To: Robinson, Shontell A <robinssa@forsyth.cc>
Cc: Swift, Joshua R <swiftjr@forsyth.cc>; Sanders-Pratt, Damon L <sanderdl@forsyth.cc>; Chapel Thompson <ChapelT@zsr.org>
Subject: RE: Forsyth County Follow Up

Shontell:

Good afternoon. I hope you are doing well.

As a follow up to our recent communications, I am pleased to share that the Z. Smith Reynolds Foundation has decided to award a grant of \$20,000 to the Forsyth County Department of Public Health to assist with its COVID-19 vaccination efforts. Rather than specify exactly how the grant funds should be used, the Foundation will leave it to Department of Public Health's discretion to determine how to expend the funds so long as the funds are used in the manner outlined in your email to me (i.e., for continued messaging and education about issues related to COVID-19 and/or to purchase personal protective equipment).

In order to have the funds disbursed, the Foundation will need some information from the Department of Public Health. I have copied my colleague Chapel Thompson on this email. She can work with getting that information from you. She will be in touch.

In the meantime, thanks for all you and your team are doing to address this critically important community issue.

Be well.

Mo

From: Robinson, Shontell A <robinssa@forsyth.cc>
Sent: Tuesday, February 16, 2021 9:25 AM
To: Mo Green <mog@zsr.org>
Cc: Swift, Joshua R <swiftjr@forsyth.cc>; Sanders-Pratt, Damon L <sanderdl@forsyth.cc>
Subject: Forsyth County Follow Up

Good Morning Mr. Green,

Thank you for reaching out to us in support of COVID-19 vaccinations for our community.

Per your request, below are ways the Forsyth County Department of Public Health could utilize \$15-25K or \$25-50K:

Our current media contract expires March 31, and we know that the community will need continued messaging and education about the vaccine. In particular, we need at least half of our messaging to be targeted to our historically marginalized populations to instill trust that the vaccine is safe and effective. We also need to continue our reminders about practicing the 3 Ws: washing hands, wearing a mask and waiting 6 feet apart.

Our current media contract is in the amount of \$49K and covers January through March. It includes social media, google ads, billboards, WSTA bus posters, radio, and newspaper. We need to add television ads to our next contract.

Other ways we could utilize funding would be to purchase more personal protective equipment (PPE). We utilize a lot of PPE, especially masks and gloves, during vaccination clinics.

I hope the above information is helpful. If you have any questions or need any additional information, please do not hesitate to contact me.

Thank you again and best regards,
Shontell

Shontell A. Robinson
Deputy County Manager
Health and Human Services Director
Forsyth County Government

201 North Chestnut Street
Winston Salem, NC 27101
Direct: 336-703-2013
Fax: 336-727-8466

robinssa@forsyth.cc

