



◀ CELEBRATE**ONE**.INFO ▶

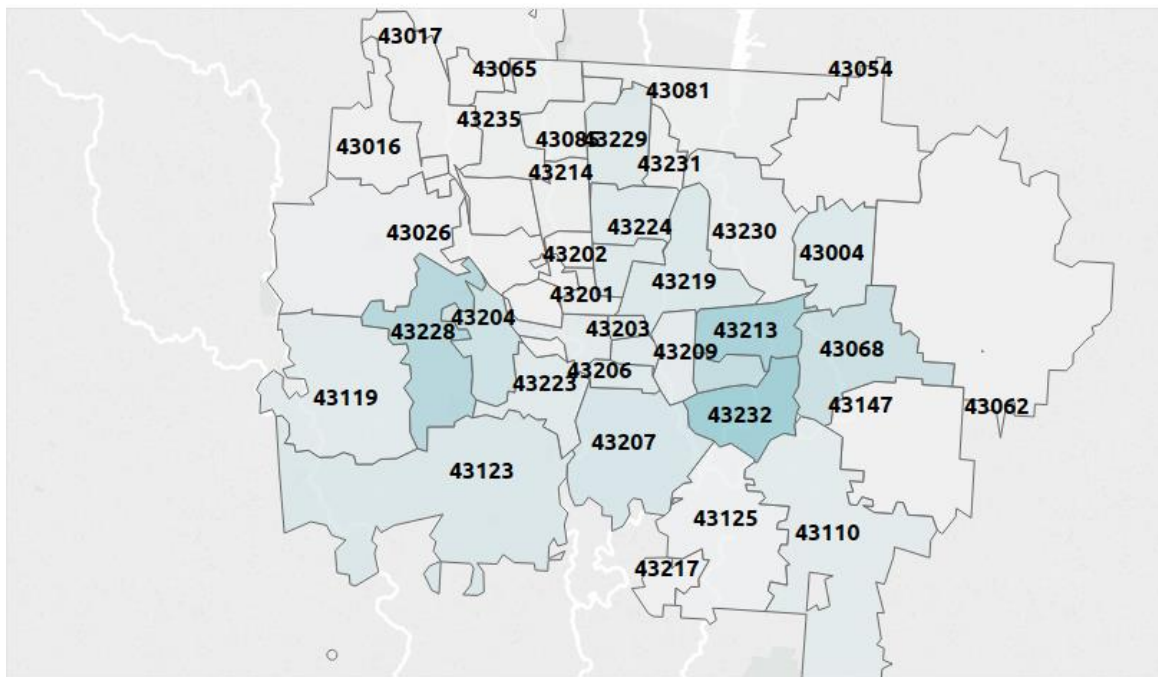
Ohio Equity Institute 2.0  
OCPIM Presentation  
January 29, 2021

# What is OEI?



- Funded through Ohio Dept of Health
- 9 counties funded throughout the state
- Focused on expanding **non-traditional outreach**
- Focused on **new zip codes**

Locations of Eligible Women, Oct 2019-Sept 2020



# Our Target



## Non-traditional avenues:

- Retail stores/Convenient Stores
- Canvass Neighborhoods/Apartment Complexes
- Community Events

## Priority population:

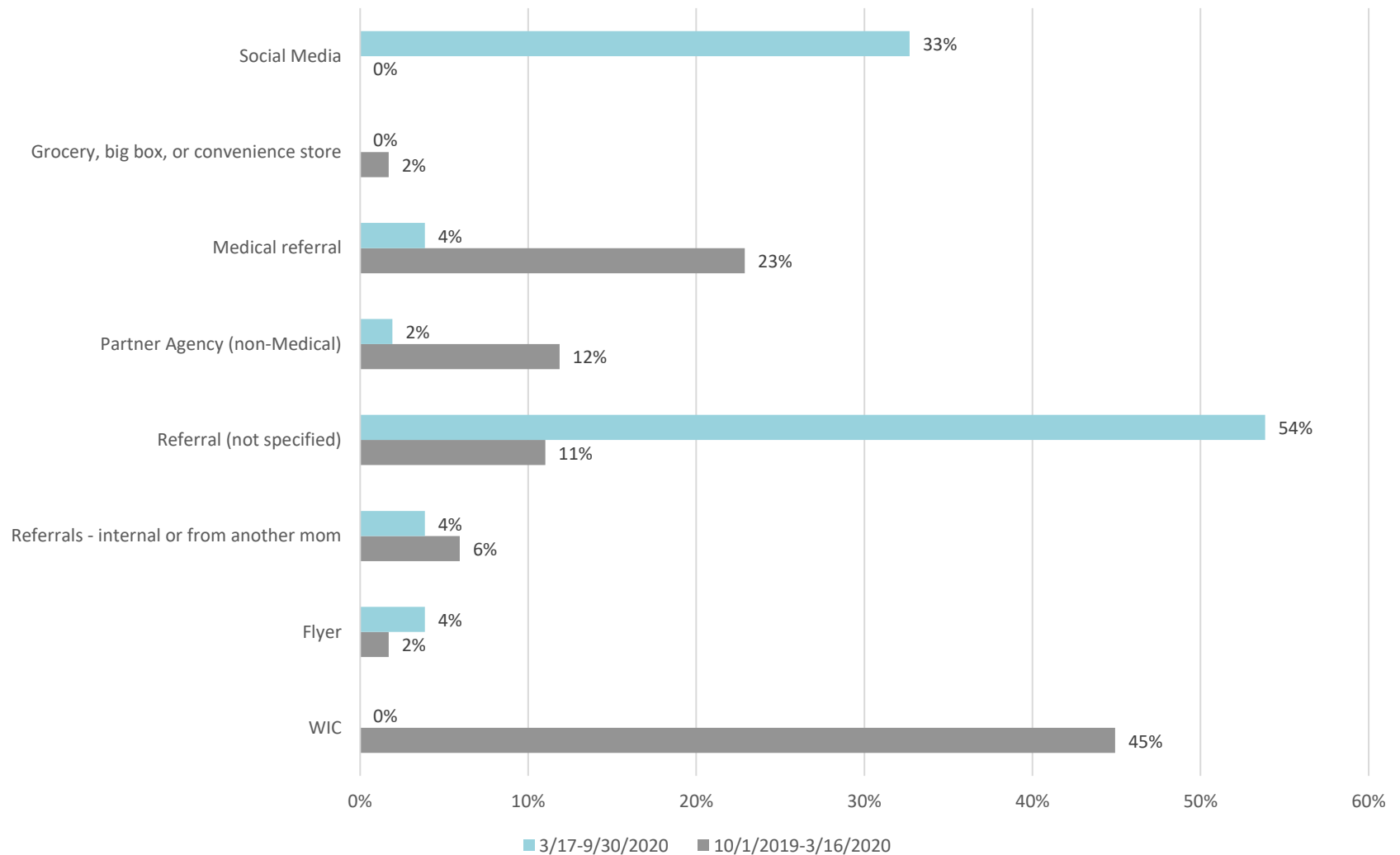
- **Black, pregnant women**
- **80% of women served need to live in a household under 200% of the Federal Poverty Level (FPL)**
- **Have needs that can be addressed by referrals**

**Our team has five Neighborhood Navigators dedicated to the OEI work.**

# Non-Traditional Outreach



Since March, referrals and social media have been the primary recruitment avenues



# COVID couldn't stop us!



## How we had to pivot and be determined in our outreach:

- Yard Signs
- Social Media
- Drive Up Food Giveaways (650 families served)
- Partnerships with businesses and organizations
- Convenient Stores/ Retail Stores/Gas Stations
- Community P.O.P Ups (Present on Purpose)
- Partnerships with Food Trucks

## How were we able to be successful?

- We remained consistent and creative.
- Weekly goals and metrics
- Weekly Brainstorming meetings
- The diversity amongst our team of Navigators

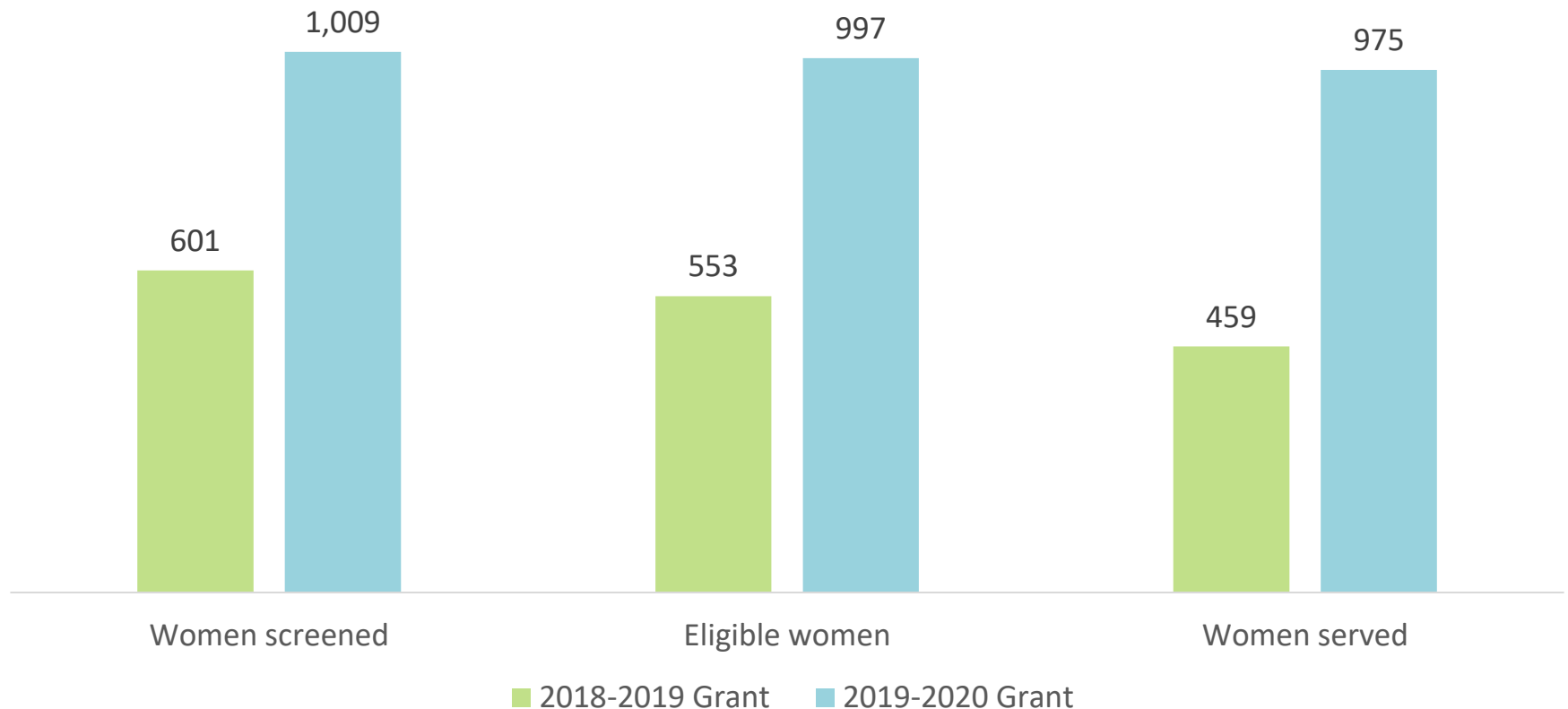
# The Power of Three!



# Year 1 vs Year 2



Navigators served more than twice as many women in 2019-2020 than in 2018-2019



\*Served means the Connector completed at least three follow ups



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