



Public Health Division

County of Santa Cruz

HEALTH SERVICES AGENCY

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County Announces Funding Opportunity for COVID Vaccine Outreach

Santa Cruz County, CA – To further enlist the community’s help in ending the COVID-19 pandemic, Santa Cruz County Public Health is partnering with Community Foundation of Santa Cruz County to provide funding and support to local businesses and organizations interested in providing COVID-19 vaccines and vaccine information to their staff and the community.

Funding is available to businesses and organizations for vaccine education and outreach, enrollment of priority groups for vaccine appointments, to support the establishment of pop-up vaccination clinics or provide incentives for those getting vaccinated. Incentives may include benefits such as gift cards, food, prizes or other giveaways. Funding may be used to offset any outstanding expenses related to providing vaccination services and information.

“We are hoping to work with trusted community partners to help reach those who have had barriers in getting vaccinated,” said Jennifer Herrera, Assistant Director of the Health Services Agency.

Interested organizations can fill out the [Vaccine Program Interest Form](#). The COVID-19 Vaccine Team will respond within the week. Questions can be directed to HSAC19VaccineClinics@santacruzcounty.us. Preference will be given to proposals intended to serve those underserved by current vaccinations outreach efforts.

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