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Mayor Arrigo Launches Massive Volunteer Outreach Campaign to Provide 8,700 Revere Seniors with COVID-19 Vaccine Info and Resources

"Reach Every Senior" Campaign Will Include Multilingual Phone Banking, Literature Drops, and Coordination with the City's Religious Leaders, Adult Service and Community Health Care Providers

Seniors Seeking Vaccine Information Should Dial 3-1-1, Vaccine Town Hall Tonight at 6:00 on RevereTV and Facebook

Today Mayor Brian Arrigo launched the City of Revere's *Reach Every Senior* campaign, with a goal to reach more than 8,000 Revere residents over the age of 65 with information on how to register for and access a COVID-19 vaccine as part of the Commonwealth's Phase 2 vaccine distribution. The campaign will first prioritize seniors 75+ who face multiple barriers to receiving a vaccination, including those with limited access to technology and transportation and those who speak English as a second language or are non-English speakers.

"We understand that many seniors are having difficulty accessing online registration platforms today and are eager to be vaccinated," said Mayor Brian Arrigo. "Today we are urging patience and asking for your confidence that my office and the Revere Board of Health will continue to share information with you as soon as it becomes available. More vaccination options will become available to our seniors in the coming days and we will support residents through this process."

The City has identified approximately 8,700 residents over the age of 65 using voter registration and Census data as well as outreach databases created throughout the City's COVID response efforts, such as resident requests for food, PPE and other supplies. Additionally, 1,300 seniors have already registered with the City to receive the latest updates about local vaccine availability and eligibility at revere.org/vaccine-signup. Tonight at 6:00 PM the City will host a Vaccine Town Hall to answer resident questions. To tune in, residents can watch on Channel 8 or 9, on Revere TV [YouTube](#) or on the [City of Revere Facebook page](#).

Approximately 550 Revere seniors at congregate living and skilled nursing facilities have already been connected with vaccination resources through the federal

partnership with CVS Health and Walgreens. This includes Lighthouse Nursing Home, Jack Satter House, Friendly Gardens, West Revere Health Center and Prospect House. The City is working closely with local community health care providers, including East Boston Neighborhood Health Center, Cambridge Health Alliance, Mass General Brigham and Beth Israel Lahey to collect information about how patients within their system can access the vaccine through their care provider.

On Thursday, the City will train 30 volunteers and City staff to begin conducting phone outreach to 4,500 seniors. Callers will be multilingual and equipped with the most up to date information on vaccination options, how to register for appointments, and a series of questions and troubleshooting to assist seniors in making an appointment. The team expects to conduct multiple follow-ups over the course of several weeks to ensure seniors requiring assistance have successfully registered and have a plan to get to their appointment. The City will also provide training and resources to religious leaders and staff so they may also conduct consistent outreach to their congregants.

The City will prioritize phone and in-person outreach to nine affordable housing sites in the City, as well as in neighborhoods with higher proportions of non-English speakers. The City's team comprised of COVID Ambassadors, inspectors and volunteers will be stationed at high-traffic areas throughout the city to distribute information and direct residents to the City's 3-1-1 call center, which will facilitate connections and call-backs to seniors seeking vaccine information. When online registration is widely available, the City will deploy its Mobile City Hall, senior vans and COVID Ambassadors to provide in-person registration in high-traffic areas, such as grocery stores.

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