



## "Last Mile" Messengers

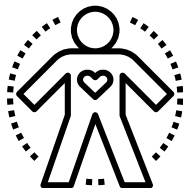
WellShare **envisions a world** where your zip code, your skin color, and your birthplace do not determine your access to quality healthcare, and where all people can achieve optimal health and wellness. The COVID-19 pandemic re-exposed stark health disparities and structural inequities —significant barriers to health equity that serve as reminders of the ongoing public health crisis that is racism.

## 2020 Annual Report

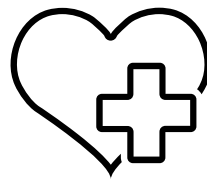
Our team and many supporters made a difference in the lives of over **78,739 people** through direct service provision and provided media based health education with a reach of more than **19 million** in Minnesota and many countries abroad. In collaboration with the communities we serve, our Community Health Workers responded to rapidly evolving needs in a landscape of unprecedented fear, misinformation AND hope for a better future.



**110 partner organizations**



**10,000 direct service contacts**



**23 programs**



**19 million viewers**

## COVID-19 Response

- Helped **23,429** people navigate **24** testing sites
- Produced **102** COVID-19 education materials in **7 languages**
- **3** major outlets--TPT, Voice of America, and BBC--featured our resources and hosted interviews with our CHWs
- Produced **10** COVID-19 drama videos in 4 languages



## Tanzania

### Afyra Kwa Pamoja & Survive and Thrive Groups

- **754** COVID-19 prevention materials delivered to 39 villages
- General health campaigns reached people in **25 villages** with life saving messages
- Sustained and expanded women entrepreneurs' small business development leveraging COVID-19 related opportunities such as soap making and mask sewing



## Youth and Family Programs



### Family Home Visiting Program

- **60 families** (191 individuals) improved early childhood development knowledge and practices through **648 virtual home coaching sessions**
- Promoted healthy parent-child relationships and early child development practices to general metro area residents via Kare11 news program
- Partnered with Parents As Teachers (PAT) to translate materials into Somali for families across the country



### East-African Smoke Free Program

- Reached **976 adults** and **332 youth** with tailored tobacco cessation resources in collaboration with imams at 5 mosques
- Provided resources to **1,533** individuals through outreach at mosques, henna salons, and businesses
- Wellshare's TYA youth co-produced a smoking cessation video that was broadly shared across social media platforms and local media



### The Young Achievers (TYA) Program

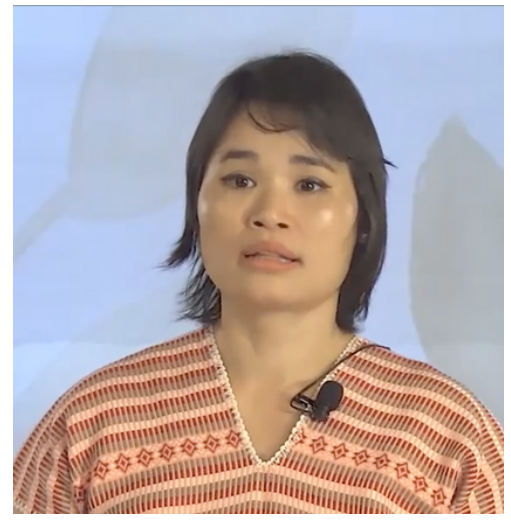
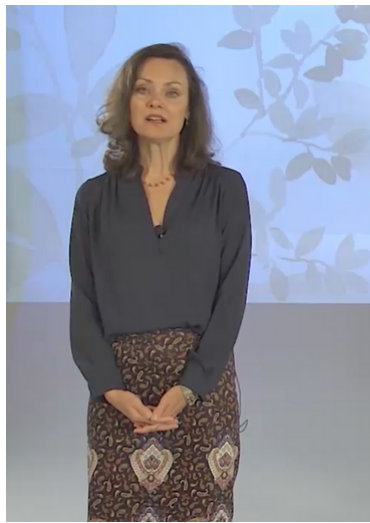
- **94 East African youth** mentored in healthy living, leadership and academic success
- **10** youth engaged in university-led health research
- Trilingual youth led creation of health fact sheets distributed to thousands of people weekly

**Mission:** We advance health equity by implementing **community-defined** health care solutions that are effective and affordable. Our community health worker model fosters local, sustainable solutions that **address the root causes of health disparities** and advance wellness for individuals, families, and communities.

## 2020 Bridge to Health Featuring Dr. Michael Osterholm

Bridge to Health is our major annual fundraising event. Hundreds of viewers, spanning three continents, came together for our virtual event in 2020 to reimagine public health.

*Dr. Osterholm: “It’s often that ‘last mile’ that is such a critical part of outreach efforts.”*



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## Bridge to Health Sponsors:

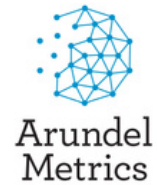
### Platinum



### Gold



### Silver



### Bronze



## Programs & Projects funded by:

