Trust Transfer Project
Art and Community Healing in Springfield, Massachusetts
Trust Transfer Project
Art and Community Healing in Springfield, Massachusetts

Evaluation Report | 2022

Jessica M. Payne, PhD
Broadsight, Founder + Lead Consultant

Submitted to the Community Music School of Springfield and the Springfield Cultural Partnership
Springfield, Massachusetts,
October, 2022

24 South Prospect Street, Amherst, MA 01002
413-824-9578 • jessica@broadsight.co
broadsight.co
Trust Transfer made me realize that we are in this together and I have to think about my community not just myself and my family to contribute to a healthy community. (FG)

TTP cares about artists and what we’re going through and tries to help make a difference. (E)

Anyone, who comes in my direction and I can help, I’m going to help. And that’s what we do. If it’s going to uplift our community and I have the time, I’m in. We all could have been doing other things right now. But we’re here, we care. (FG)

The arts and health care go hand and hand. It is so important to share health care in our communities. (E)

I’m thankful for being a TTP artist. I feel like I’m helping to change the health of my community by what I express! Whoever thought that was possible? (E)

It’s a hand up. That’s when you see that this is our community, just giving out and not expecting anything in return. There’s a purity in that, a hope that makes sense. (FG)

TTP did increase my confidence, yeah. In my own family, one of children didn’t want to get vaccinated. I’m over 60. My wife is over 60. Part of it was that increased confidence because you got new information through Trust Transfer, that there were other people in your community who were really thinking about this. (FG)

I never knew there were artists in my city making such beautiful art. I’m so impressed. It’s very inspiring. (FG)

Wow! This art belongs in a gallery somewhere but I’m so glad it’s here and we get to see it up close. It’s amazing. (FG)

As a creative person, to see another form of the creative arts is just eye opening. That there’s another way that God is using people to get other people’s attention. And that’s what we really want to do. If it’s about reaching our community, you got to expose as much as you can and allow people to really choose what works best for them. (FG)

Chalk for Change was liberating. Because when we talk about how TTP impacts the vulnerable, it’s that we create a setting where artists--graffiti artists in particular, who have been chased by the police and vilified for their work--could be out in the open doing their work and be celebrated by people in our community, including the Mayor. (Vanessa Ford, TTP)

Chalk For Change gave artists the freedom to be creative. It was a great opportunity to see such talent from people I wasn’t connected to before, to see that there’s another level of people I didn’t know in an art form that I couldn’t do that are doing something amazing and creative beyond my reach, but within reach. So just really learning to appreciate that. That was really key to me. (FG)

As a creative person, I now have a purpose to help people in my community to want to live better, longer lives. (E)

I never felt like my art was important until TTP asked me to create something. Now I see that my art touches the people that see it, and my family is proud of me. (E)
# TABLE OF CONTENTS

I. EXECUTIVE SUMMARY .............................................................................................................. 1
II. INTRODUCTION ....................................................................................................................... 7
III. EVALUATION SUMMARY ....................................................................................................... 11
   Finding 1: ENGAGE .................................................................................................................. 11
   Finding 2: INFORM .................................................................................................................. 14
   Finding 3: EMPOWER ............................................................................................................. 18
   Finding 4: INSPIRE .................................................................................................................. 24
IV. CONCLUSIONS ....................................................................................................................... 29
APPENDIX A: EVALUATION METHODS .................................................................................... 32
APPENDIX B: SURVEY AND FOCUS GROUP QUESTIONS ...................................................... 34
APPENDIX C: SURVEY DATA POOL .......................................................................................... 39
APPENDIX D: TRUST TRANSFER PROJECT ORGANIZATIONAL PARTNERS ......................... 40
APPENDIX E: TRUST TRANSFER PROJECT EVENTS AND MEDIA COVERAGE .................. 41
APPENDIX F: TRUST TRANSFER PROJECT EVALUATION DATA GRAPHS ............................. 43
I. EXECUTIVE SUMMARY

In 2021, the Community Music School of Springfield (CMSS) and the Springfield Cultural Partnership (SCP) established the Trust Transfer Project (TTP) to address persistent patterns of low COVID-19 (COVID) vaccination, high infection, as well as economic struggles of artists of color in Springfield. TTP leverages relationships with respected faith leaders, educators, health professionals, and other trusted community influencers, who serve as TTP community organizational partners. Partners engage and compensate Springfield creatives and artists of color (artists) to develop original, culturally relevant artworks that promote accurate information about positive health choices, hope and healing. TTP disseminates the artwork throughout the city, centering the creative voices of Springfield artists of color with the goal to improve the health and wellbeing of community residents.

In 2021, TTP emphasized themes of COVID safety and prevention. In 2022, the project received full funding from the Centers for Disease Control (CDC) to advance the agency’s goal to increase national COVID and Influenza (Flu) vaccination rates. Along with its established focus on locally produced art, this second year of the project emphasized education and artwork messaging related to the COVID and Flu vaccinations.

TTP’s external evaluation partner, Broadsight (formerly Jessica Payne Consulting) conducted the 2022 evaluation to measure project goals to engage partners and artists, increase access to accurate vaccination information, increase understanding of the importance of vaccination and confidence in vaccination, and to increase vaccination rates in Springfield.

Findings from this evaluation indicate that in its second year, TTP met and in many ways exceeded its goals to engage, access, empower, and inspire influencers, artists, and residents of color in Springfield.
Finding 1. ENGAGE: TTP engages Springfield artists of color to produce culturally relevant artwork with accurate public health messages about community health, healing, and hope related to COVID and Influenza vaccination.

- TTP leaders build trust and connection with community organizations throughout Springfield. Project leads successfully engaged organizations and influencers throughout Springfield, across multiple sectors. TTP partners in turn cultivated a cohort of artists of color of all ages, art mediums, and stages in their work as creatives.
- TTP’s grassroots, trust-building approach spotlights talented artists of color on local and national platforms. TTP artwork reflected culturally relevant, diverse, and multi-faceted dimensions of residents’ perspectives on vaccination and the community’s navigation of the continuing pandemic.
- TTP connects people of color around culturally relevant art and public health messages. TTP centered its activities around community building, the arts, and general wellbeing, rather than foregrounding “vaccine confidence.” Project leaders engaged community members through a culture of care that focus group participants highlighted as reflective of their community. The cultural resonance of TTP’s approach and artwork among people of color was a consistent theme throughout all elements of the evaluation and was central to findings about how the project informed, influenced, and inspired people in Springfield.

Finding 2. INFORM: TTP increased availability of accurate information about the safety and effectiveness of COVID and Influenza vaccines throughout Springfield.

- TTP uses creative strategies and high impact event and publicity outlets to inform communities of color and broaden access to culturally relevant vaccination information. TTP held Social Listening activities to better understand the needs of people in Springfield’s communities of color. In keeping with what they learned, project leaders modified CDC vaccination information so that it would be more readily received among residents of color. They shared that information with partners to distribute to their community members and to artists to inform messaging about vaccination conveyed in their artwork content.

Trust Transfer Project 2022 Highlights

- 80,000 Individuals touched
- 5000 Event participants
- 2850 TTP posters & stickers
- 2042 TTP website views, 730 users, 612 new users
- 193 Artists of color aged 8-70+
- 108 Artworks with messages of health, hope, & healing
- 81 Visual art works
- 38 New organizational partners
- 34 Past organizational partners agree to post TTP info & artwork on their websites
- 20 Poems/Spoken word pieces
- 5 Music recordings
- 4 Live musical performances
- 2 Music videos
• TTP marketing and dissemination efforts exposed thousands of people to TTP artwork and vaccination information. The project gained visibility and recognition, touching over 80,000 individuals through a combination of events (attended by 5,000 individuals), exhibitions and online dissemination of artwork, email blasts, news media features, TTP posters, stickers, and information, and a strong social media presence.

TPP used multiple intentional strategies to inform Springfield’s communities of color with culturally relevant artwork and information about vaccination. The project approach focused on building connection, fostering trust, and laying out options for people to make informed vaccination decisions. By informing partners, artists, and residents and through events and marketing, the project gained broad visibility and recognition.

Finding 3. EMPOWER: TTP increases knowledge of and confidence in COVID and Influenza vaccines among residents of color in Springfield.

• TTP attracts residents of color with diverse perspectives and experiences relative to vaccination. The project drew together individuals with varied vaccination status, levels of being informed and confidence in the COVID and Flu vaccines.

• TTP consistently increases residents’ understanding of the importance of the vaccines and their confidence in the vaccines. The majority of survey respondents reported that TTP increased their understanding of the importance of receiving both vaccines and their confidence in these vaccines (COVID: 86% and Flu: 82%).

• TTP increases feelings of being informed for individuals with limited knowledge about the vaccines as well as those who were well informed prior to engaging in the project. All individuals who came to the project with less prior knowledge about the vaccines reported that TTP increased their feelings of being informed. Thus, TTP positively impacted those most in need of gaining increased knowledge about the importance of both vaccines. Individuals who self-identified as ‘Very informed’ about the vaccines (COVID: 65% and Flu: 60%), also indicated that TTP increased their feelings of being informed about the vaccines.

• TTP increases confidence in the COVID and Flu vaccines, positively impacting individuals across prior levels of confidence. On average, prior confidence levels had little influence in changing confidence, and in general, confidence levels were not as concretely affected by TTP. These results suggest that opportunities to engage with community members around the topic of vaccination can have a positive impact regardless of levels of vaccine confidence.

• TTP’s strategy to use trusted people of color to lead learning and build confidence drives project success. Focus group participants spoke about the persistence of distrust in government and outsider-instigated initiatives in communities of color. In contrast, they repeatedly commented that they could relate to the ways TTP leaders, partners, and artists of color communicated about vaccination. The overall message was relatable, down to earth, and could be heard more readily among participants of color. TTP artwork conveyed messages of community health and healing that resonated culturally regardless of viewers’ perspectives about vaccination. Findings support TTP’s strategy of using a combination of officially sanctioned CDC documents, information customized to be culturally relevant for residents of color, and artwork that is made by and for residents of color.
• **TTP’s inclusive approach exposes residents of color to skilled and emerging artists of color in their community and valorizes forms of artistic expression like graffiti that were historically denigrated in the city.** Artists and partners consistently noted how surprised they and their families were to discover new artists alongside creatives they had known much of their lives. They expressed pride in their brothers and sisters of color, and in their community for being home to such vibrant, skilled artists.

The evaluation suggests that regardless of prior knowledge and confidence, people felt empowered to be a part of an effort to positively impact their community through art and messages of health and wellness. Participants displayed a consistent investment in Springfield’s artists and creatives of color, highlighting the quality of their work and the poignancy and relevance of their messages. TTP and its partners and participants thus created a crucial platform for engagement and conversation about vaccination, and did so in ways that connected and activated an intersectional collective of individuals across indicators of community vaccine status, being informed, and confidence.

**Finding 4. INSPIRE:** TTP supports increases in the rate at which Springfield residents—especially people of color—receive COVID vaccinations in 2022.

• **TTP creates a trusting, positive climate for individuals to be informed and to make their own decisions about vaccination.** One of the most frequently mentioned themes in focus groups was that TTP “curbed doubts,” providing needed validation, information, and confidence to consider vaccination for oneself and to discuss it with friends and family members. Recognizing how essential it was for each person to decide for themselves, another common theme was that TTP shared vaccination information without pressure, freeing individuals to come to their own conclusions.

• **TTP participants’ perspectives on TTP’s direct impact on decisions to vaccinate are mixed.** Many agreed that TTP guided people’s choices and was successful in encouraging people to vaccinate. Others stated that TTP did not change their decisions—specifically because they had decided for themselves previously due to jobs, health status, and/or desire to be with family safely. Whether or not the project directly changed a decision to vaccinate or not, it created the conditions of trust and access to information that were needed by people of color in Springfield to move towards vaccination. This finding is further supported by data on the city’s vaccination rates.

• **The evaluation validates TTP as a contributing factor in rising COVID vaccination rates in Springfield** (this report does not include findings on Flu vaccination rates due to lack of these data for the project period).
  o **TTP supported a trend of stable increases in rates of COVID vaccination in Springfield for individuals with at least one dose, fully vaccinated, and at least one booster dose, after its formal initiation in April 2022.** The proportion of the population with at least one dose and with full vaccination steadily increased until around February 2022, when it continued increasing but at a slower rate.
TTP supported a slight decrease in the gap between vaccination levels for Springfield and the US from April 2022 to August 2022. Comparison of the proportions of individuals in Springfield, Massachusetts and the U.S. who received at least one vaccination dose from June 1, 2022 - August 8, 2022, showed rates increasing steadily at each level until around January 2022, when they continued increasing but at a slower rate. Notably, the proportion vaccinated in Springfield approached the proportion vaccinated in the U.S. more closely in April 2022.

TTP was a contributing factor in steadily increasing vaccination rates in Springfield during TTP’s 2022 period, especially when compared to the rates at the national level. The proportion of individuals in Springfield who got their first dose was 114.6% higher than the national level during TTP 2021 (June 1, 2021-March 29, 2022), and increased to be 121.1% higher than national rates during TP 2022 (April 1, 2022-August 8, 2022).

TTP was a contributing factor in increasing vaccination rates of Black residents in Springfield, but this trend did not apply to Hispanic residents. Black and Hispanic residents in Springfield had consistently lower vaccination rates than White and Asian residents. Hispanic residents showed consistently lowest rates and their rates remained lower than White individuals’ throughout TTP. However, during TTP’s active periods, Blacks were vaccinated at the highest rate per capita among all racial/ethnic groups, especially in comparison to White individuals.

The proportion of Black individuals who got their first dose was 113.7% higher than White individuals during TTP 2021 (based on their respective rate increases of 29.1% and 26.2%)

The proportion of Black individuals getting vaccinated was 139.9% higher than the White individuals during TTP 2022 (based on their respective rate increases of 2.5% and 1.8%).

In summary, the evaluation shows that TTP fostered a climate of trust and open conversation, curbing people’s doubts and encouraging them to make their own informed decisions about whether to vaccinate. Participants felt the project boosted their awareness and their confidence to share information with others. Thus, even if the project did not change an individual decision, it created the climate for that decision to be made based on accurate information and in a supportive environment among trusted peers of color. The evaluation also shows consistently rising vaccination rates among Springfield residents of color, even though these populations continue to have lowest cumulative proportions of vaccination across Springfield, Massachusetts and the U.S. Though the proportion of Black individuals with vaccinations did not exceed the proportion of White individuals with vaccinations, and though rates among Hispanics were consistently the lowest across groups and levels, Black residents in Springfield got vaccinated at by far the highest rate among all racial/ethnic groups during TTP’s 2022 active period. While the evaluation did not set out to establish a causal link between TTP and vaccination rates, results are suggestive that the project played a contributing role in increasing COVID vaccination rates in Springfield, especially among Black residents.
Conclusions

The evaluation highlights the project’s success in moving from transactional approaches to public health messaging in communities of color to a transformational approach that empowers people of color to gain information and support from peers of color and to make their own, informed vaccination decisions. Additionally, we provide compelling evidence of TTP’s positive influence on vaccination rates, especially among Black residents. Thus, TTP supports notable improvements in engagement of artists of color and community organizations in public health issues; access to accurate, culturally relevant vaccination information for Springfield residents of color; levels of being informed and confident in vaccines among residents of color, and COVID vaccination rates in the city.

Key recommendations from this evaluation include: increasing efforts to center Latinx leaders, influencers and artists; facilitation of regular opportunities for residents of color to have outlets for artistic expression and open dialogue about art and health in their city; continuing to track how the project builds community and affects the lives, health, and cultural contributions of emerging artists and influencers; continuing efforts to foster youth engagement in TTP; and developing formulations or a framework of the key components of the TTP model so that others can access and replicate in other locations.

In conclusion, the depth and range of relationships and forms of artistic and cultural expression that continue to emerge through TTP is much more than the sum of the many parts and individuals involved. The project’s distinctive ethos of generosity, flexibility, hope and healing extends from the powerful shared vision and leadership of Project Manager Vanessa Ford, CMSS Executive Director Eileen McCaffery, CMSS Associate Director Sierra Simmons, and SPC Executive Director Karen Finn. The trust among this team can be felt, extending to partners, from partners to artists, and out into the broader community when residents gather to celebrate, appreciate, and ponder what is possible through community connection. This process generates a throughline of practices for giving purpose, space and voice to residents of color of all ages who are influencers and artists. The model is a time and energy intensive endeavor. In that sense, TTP is a rare cultural, artistic, and public health phenomenon-- operating at the human scale of intimate conversation, at the community scale of shared healing and loss, all to open new perspectives, one work of TTP art at a time.
II. INTRODUCTION

Background

Springfield, MA is a city of the future. The population of 154,140 includes 69% people of color and a 43% Latinx majority. Residents of color have been disproportionately impacted by COVID-19 (COVID). Their consistently higher rates of infection and lower rates of vaccination compared to state and national averages make them a crucial audience for COVID mitigation and recovery efforts. Since Springfield is a cultural hub in the region, COVID related closure of arts venues and cancellation of in-person events precipitated further difficulty for artists—and even more so for artists of color—who lost income and opportunity to showcase their work.

In 2021, the Community Music School of Springfield (CMSS) and the Springfield Cultural Partnership (SCP) established the Trust Transfer Project (TTP) to address these patterns. Under leadership of Project Manager Vanessa Ford, TTP leverages relationships with respected faith leaders, educators, health professionals, and other trusted community influencers, who serve as TTP community organizational partners. Partners engage and compensate Springfield creatives and artists of color (artists) to develop original, culturally relevant artworks that promote accurate information about positive health choices, hope and healing. TTP disseminates the artwork throughout the city, centering the creative voices of Springfield artists of color with the goal to improve the health and wellbeing of community residents.

Project funding in 2021 fostered emphasis on themes of COVID safety and prevention. As vaccinations became more readily available, in 2022, the project received full funding from the Centers for Disease Control (CDC) to advance the agency’s goal to increase national COVID and Influenza (Flu) vaccination rates. Along with its established focus on locally produced art, this second year of the project emphasized education and artwork messaging related to the COVID and Flu vaccinations.

Trust Transfer Project 2022 - Goals

1. ENGAGE - Support organizational partners to engage, empower, and compensate Springfield artists of color to produce culturally relevant artwork that offer public health messages regarding COVID and Influenza vaccination.

2. INFORM - Increase availability of accurate information about the safety and effectiveness of COVID and Influenza vaccines throughout Springfield, MA.

3. EMPOWER - Increase knowledge of and confidence in COVID and Influenza vaccines in Springfield especially among people of color.

4. INSPIRE - Increase the number of Springfield residents of color who are vaccinated for COVID and Influenza.
TTP received national notice as a result of being funded by the CDC. Having already been spotlighted in 2021 by the CDC for its innovative public health approach, throughout 2022, TTP leaders joined other CDC grantees from throughout the U.S. in monthly CDC-facilitated convenings to discuss common themes, lessons learned, and challenges in their work. Rollout of TTP activities thus occurred on both local and national platforms.

TTP’s external evaluation partner, Broadsight (formerly Jessica Payne Consulting) designed the evaluation to align with project goals and the project focus on vaccinations. The evaluation focused on the impact of TTP in engaging partners and artists, increasing access to accurate vaccination information, increasing understanding of the importance of the vaccinations and confidence in the vaccinations, and increasing vaccination rates in Springfield (See Goals).

Evaluation Methods

Broadsight collaborated with TTP leaders to design and implement a mixed methods evaluation that would track community engagement for the 2022 project year and assess TTP impact relative to increased knowledge, information, and vaccination for COVID and the Flu. The evaluation focused especially on the period from March – August 2022 when TTP partner and artist engagement and artwork production and dissemination was most active (both are still ongoing).

Process and Vaccination Data

The evaluation tracked project process metrics using a rolling data sheet for TTP staff to document participation, marketing, and dissemination activities from March-August 2022. We did not track Flu vaccination rates as these data were not available for the project period. We did track weekly cumulative data from the MA Department of Public Health on COVID vaccination rates by status (dose and booster number) and race and ethnicity for Springfield, Massachusetts, and the US. We measured rates over time for two TTP phases: June 2021-March 2021, the first round of TTP artwork production and dissemination, and April-August 2022, the second round of artist recruitment, artwork production, and artwork dissemination (Appendix A).
Survey Data
The evaluation used a short survey (9 questions) and a full survey (same 9 questions plus 12 more) to measure TTP impact on engagement, knowledge, confidence, and vaccination. We administered the short survey in person with attendees during TTP events in June-August 2022. In August, 2022, when most artists had submitted artwork that TTP was disseminating, we distributed the full survey online using email, social media and local news media to include individuals with a range of TTP awareness and participation (Appendix B). We calculated the percentage of respondents who selected each answer option based on the number of respondents per question (since respondents did not answer every question). The evaluation also used a pre and post design to understand how informed and confident respondents were relative to COVID and Flu vaccines before their involvement in TTP and whether those elements increased as a result of TTP.

The survey respondent pool reflected the population of Springfield residents of color served by the project (Appendix C). Among the 26 full survey respondents, 80% self-identified as Black/African American, 8% as White, and 4% as Black/African American and American Indian or Alaska Native (8% preferred not to say or did not respond). Self-reported ethnicity of respondents included 62% non-Hispanic or Spanish and 19% Hispanic, Latino, or Spanish (19% preferred not to say or did not respond). Respondents included 58% who self-identified as female and 38% as male (4% did not respond). Among respondents, 69% were organizational partners, 58% attended a TTP event, 50% viewed social media postings involving TTP, 46% were artists, 46% attended an event where TTP information and/or art was posted, 35% viewed TTP’s social media, and 19% viewed news media involving TTP. The short survey included 33 respondents but did not capture data on demographics and TTP role.

Focus Groups
For more in-depth accounts about project impact, in late August 2022, Broadsight conducted 2 focus groups with 11 participants of color who were TTP partners (5), TTP artists (4) and community members (2). Focus groups addressed TTP engagement, knowledge, confidence and
community connection (Appendix B). Analysis of resulting data used thematic coding and descriptive statistics to identify patterns of perspective and experience.

Limitations

The evaluation entailed several limitations. The data set for surveys and focus groups was too small to measure statistical significance. Respondents were a self-selected group, which may have skewed results. Despite these limitations, resulting data reflected heterogeneous perspectives. Our analysis does not attempt to make a causal link between TTP activities and Springfield COVID vaccination rates, but instead describes TTP as a ‘contributing’ factor, among many that may potentially influence rates. We augmented analysis of vaccination rates with survey results on the relation between engagement in TTP and vaccination to capture the nuances of being informed, confident, and vaccinated. Lastly, because Flu vaccination rate data was not available for the project time period, for the Flu we relied on survey respondents’ self-reported data on being informed and on confidence instead of actual vaccination rates in the city, state, and nation (Appendix A).

Acknowledgements

Broadsight gratefully acknowledges the many contributors to this evaluation. We’re especially grateful to TTP partners, artists, survey respondents, and focus group participants. On TTP’s incredible team we thank Karen Finn, Vanessa Ford, Eileen McCaffery, Marla Shelasky, and Sierra Simmons. On our Broadsight team, many thanks to Henry Bassett, Ariana Williams, Elizabeth Zhang and to our phenomenal designer, Seth Gregory Design.

Featured artwork is by the following TTP artists: Gregory Ashley, Faith Bolieau, Frankie Borrero, Susan Duncan, Darlene Savage, Sheldon Smith, Denise Mari Stewart, and Lenny Underwood.
III. EVALUATION SUMMARY

In its second year in 2022, TTP met and exceeded its goals to support Springfield artists of color and use art to share public health messages throughout the city. Building on its first year, the project demonstrated the power of art to connect, communicate, and empower. This summary addresses findings related to TTP’s four project goals. Unless otherwise noted, quotes are from focus group (FG) and TTP event (E) participants.

Finding 1: ENGAGE

TTP engages Springfield artists of color to produce culturally relevant artwork with accurate public health messages about community health, healing, and hope related to COVID and Influenza vaccination.

- **TTP leaders build trust and connection with community organizations throughout Springfield.** The project engaged 34 new community organizational partners to identify, engage and compensate Springfield artists of color (Appendix D). Partners represented multiple sectors including the arts (30%), faith (30%), small business (17%), social service (11%), education (12%) and health (12%). Each partner received $500 and determined how to distribute those funds. Some engaged two artists and paid them each a $250 stipend for their artwork, while others convened several adults and/or youth to create artworks together and distributed the stipend among the group.

- **TTP’s grassroots, trust-building approach spotlights talented artists of color on local and national platforms.** Project leaders and partners engaged 193 Springfield artists of color to produce 108 original works of art. Far exceeding expected numbers, the pool of artists ranged in age from 8-70+ and included 112 adults and 81 youth (58% and 42% respectively) working solo or in small groups.

There was hesitancy because of the fears communities of color have about past historical experiments. There was a serious mistrust. So when we thought about how to connect with the community, we knew we had to be very careful. Community engagement had to be directed at hope and healing. (Vanessa Ford, TTP, emphasis added)
groups. Their submissions include visual art (digital, pencil, ink, marker, acrylic, chalk, aerosol paint and watercolor on paper, canvas, wood, and cement), poetry and spoken word, music recordings, live musical performances and music videos.

Focus group participants—many of whom were lifetime residents—commented consistently on TTP’s role in bringing local recognition to Springfield’s artists of color. They appreciated inclusion of artists of all types and the varied perspectives conveyed in the artworks. Several were grateful to see graffiti art—long vilified—recognized and celebrated during TTP’s Chalk for Change event, attended by community members and city leaders such as the mayor. Virtually all focus group participants learned of artists they hadn’t known before, appreciated the high quality of artwork, and gained awareness of new artists and new art being created in their city. TTP brought national attention to the city and its artists of color through presentations made to CDC staff and grantees throughout the U.S. and at meetings and conferences of national arts and museum associations (Appendix E).

- **TTP engagement with partners and artists aligns with an established community culture of care.** All evaluation data sources indicate that TTP fosters experiences of community connection. Among survey respondents, 97% felt more connected to their community as a result of TTP (Appendix F: Figure 2). In focus groups, the most frequently mentioned driver for getting involved in TTP was prior, often lifelong connection to project leaders, especially Project Manager, Vanessa Ford. Most referred to her as a trusted friend, as “one of us,” or “part of my village.” Most associated TTP and Vanessa’s approach with their community’s culture of care, underscoring that they show up when invited to offer support and care for one another. Many artists and participants spoke of gaining a renewed sense of purpose through TTP as an outlet for serving and promoting health and wellness in their community.

  - **What I saw in TTP was that our people were showing care to our people. And to me, that’s vital. When my people who live with me, my next-door neighbors, my community are saying, “I’m just telling you because there’s love,” I hear it a little differently. I think that carries a lot of weight in the community I’m from.** (FG)

  - **As a musician, I’ve known Vanessa and know most of the artists for years. I was really shocked; I didn’t know that all of this artistic talent existed here.** (FG)

  - **I went to the Chalk for Change and looked at those paintings. I knew some of the people personally. I’ve known [artist] for at least 30 years, she tutored my son. And [artist] is taking pictures and I knew of him in the schools. To see all these talented folks is just incredible.** (FG)

  - **A lot of the people I know are really isolated and I’m 62, so TTP was a nice vehicle for an older person to stand with the young folks here.** (FG)

  - **Seeing each art piece provides insight into the works of the individual who created it. This gives a variety of perspectives that is far beyond generalized assumptions.** (FG)
● The healing aspect of artistic expression itself is central to TTPs draw for those who get involved. Some said TTP inspired them to develop their artistic practice and present their art publicly for the first time. Numerous participants spoke of the healing, calming process of art making itself as something that helped them ‘get through the day.’ Focus group accounts highlighted residents’ desire for creative and artistic self-expression, artmaking as a strategy to navigate the pandemic, the importance getting youth involved in the arts and connecting young and older artists, belief in the arts as a community healing strategy, and recognition of the need within the community to access varied opinions about vaccination.

● TTP connects people of color around culturally relevant art and public health messages. Surveys and focus groups consistently indicated that TTP artwork was meaningful, culturally relevant, and thus especially impactful for residents of color. Out of 59 survey respondents, a majority indicated that they "like that the artwork was made by and for my community" (80%), "increased my appreciation of local artists" (73%), "see myself reflected in the artwork and its messages" (68%) "made me feel connected to my community" (54%) and "made me feel proud of my community" (54%) (Appendix E, Figure 3). TTP’s resonance in communities of color was a consistent theme throughout all elements of the evaluation and is central to findings about how the project informed, influenced, and inspired people in Springfield.

In summary, project leads capitalized on established trusting relationships to successfully engage organizational partners and influencers throughout Springfield and in multiple sectors. TTP leaders and partners in turn cultivated a cohort of artists of color of all ages, artistic media, and stages in their work as creatives. One of the project’s most lauded achievements, according to the evaluation, was the production and broad dissemination of original works of art by artists of color who portrayed issues of community health in ways that were culturally relevant for residents of color.

When I came for the opening, oh my goodness, it was an inclusion. It was reaching out and everybody could see and appreciate the artwork. Not just White, our Black, or Asian, or Latino – everybody. Because Springfield is not just that, it’s everybody. (FG)

It’s these tremendous paintings - they come right out and grab you and bring you in. And it’s just incredible, the talent that some folks have and exhibit. (FG)

Artists have never been recognized like this before, I’m old enough to remember when being an artist was discouraged, and now TTP has given value to our talent and how we see life. (E)

Vanessa is part of my village, our church village as well. And so anytime she asked me I make it a point to support her. (FG)

I love poetry and writing is helpful for me to get through every day and I hope my words can encourage others and help them make it through too. (E)
Finding 2: INFORM

TTP increased availability of accurate information about the safety and effectiveness of COVID and Influenza vaccines throughout Springfield.

- **TTP uses creative strategies to inform residents about vaccination in culturally relevant ways.** Recognizing general fatigue and hesitancy around COVID, TTP centered its activities around community building, the arts, and general wellbeing, rather than foregrounding “vaccine confidence,” “public health” and “vaccination” themes. As Project Manager, Vanessa Ford explained, “When we thought about how to connect with the community, we knew we had to be very careful. Community engagement had to be directed at hope and healing. (Vanessa Ford, TTP).

  - **To better understand the needs of people in Springfield’s communities of color** TTP held Social Listening activities during December 2021 and January 2022. Residents highlighted key factors of vaccine hesitancy to address in TTP and artwork messaging. These included past experiments on people of color that cause consistent fear of government-initiated health campaigns; cultural myths that cause disbelief in the safety of vaccines.

  It’s a trust thing, finding creative ways to get information to people that doesn’t shut them down. We don’t want to hear anybody preach to us about what we’re supposed to do or when we’re supposed to do it. Half the time we’re only free when we’re doing something wrong. It made it gentler; it was like TTP kind of snuck the vaccine information in there. (FG)

  I brought this gentleman in to break it down. He’s there to talk about [COVID], but also to hear what we think about it and what we don’t know about it. And he’s a man of color, which helps us in our community to listen a little more. We wouldn’t listen to all of our counterparts coming in to talk about situations and vaccines, what it does, how it came, how we created it. This way, we could get some true facts that you really should understand and where you can find the research about it. (FG)

  There was some hesitation to get involved, which is rare for me. As artists, it was a tough thing to do--to deliver a message to everybody that this is it, get vaccinated and it’ll all be okay. Because somewhere up the pipeline, we need to know who wants us to deliver this message and why. (FG)
of the vaccine; ever changing and seemingly contradictory scientific studies that cause anxiety about the validity and efficacy of the vaccine; and limited access to facts about COVID vaccine development that cause mistrust in the timing of dissemination.

- **TTP customized vaccination information provided to partners to share with artists and inform artwork content.** TTP drew on learnings from Social Listening sessions to modify resources provided by the CDC and the Public Health Institute of Western Massachusetts so that residents of color would receive them more readily. This included, for example, a curated list of Vaccine Confidence Facts.

- **TTP capitalized on high impact publicity outlets to reach communities of color and broaden access to culturally relevant vaccination information.** Rather than emphasizing vaccination information up front, TTP focused on community building and engagement that would attract residents of color, in particular.

- **Setting the stage for the first 2022 Call for Art, in March, TTP showcased project information, 2021 artwork and a promotional video at Springfield’s 8th Annual Dr. King Day Celebration.** Held virtually on January 17, 2022, this annual event already drew adult and youth residents of color targeted by TTP.

- **TTP designed the Chalk for Change event in July 2022 as a community arts and culture event, with visual art, music, dance, spoken word, kids’ activities, health and human service vendors and a vaccination station.** The event drew multiple press outlets, the Mayor, the Health and Human Services director, a CDC Foundation representative, faith leaders, and community members from across the city and beyond. Ten (10) individuals received COVID vaccinations at the event, most of them for the first time.

- **TTP marketing and dissemination efforts exposed thousands of people to TTP artwork and vaccination information.** TTP used media channels, word of mouth and grassroots networks to push out project information. Focus groups confirmed that residents actively spread the word, forwarding announcements, and encouraging family and friends to attend events and create artwork. Results surpassed expectations. TTP Participant and Marketing data (see box above) showed successful use of multiple strategies for sharing TTP information and artwork with up to 80,000 individuals via events, mailings, websites, news and social media.

---

The message was the heaviest debate. The first meeting I went to, that’s exactly what we talked about. It didn’t sit well with a lot of people because it appeared to be forcing a message to our demographic. I love to make art, but I still have to measure my principles, what I believe in and the type of message I’m sharing with my people first. (FG)

This is where the trust piece comes in, because Vanessa is not saying, “Do this,” “Do that.” She’s saying, “Here’s a whole packet of information,” and “As you’re reaching out to folks, share this information so that folks and so artists recognize that they’re building their art off of information that we consider to be accurate. (FG)

It’s the message of health and healing and community. That can mean many things to different people and that’s the thing that really draws you in. You look at all the art and healing in our community, and it’s a great message. (FG)
<table>
<thead>
<tr>
<th>Trust Transfer Project - Participation and Marketing</th>
<th>March 1 - August 8, 2022</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>80,000</strong></td>
<td>Individuals touched via events, email, news, social media, and word of mouth.</td>
</tr>
<tr>
<td><strong>6000</strong></td>
<td>Individuals sent 6 email blasts over the course of the project. CMSS and SCP used their email lists to announce events and share TTP artwork and project information.</td>
</tr>
<tr>
<td><strong>5000+</strong></td>
<td>Event participants attended 4 TTP-hosted large events and 9 events hosted by other organizations featuring TTP’s information and artwork gallery exhibit.</td>
</tr>
<tr>
<td><strong>3200</strong></td>
<td>SCP website visitors, including 3,100 new users (1730 direct searches and 1179 organic searches)</td>
</tr>
<tr>
<td><strong>2850</strong></td>
<td>Posters and stickers disseminated with TTP art, QR code, and captions.</td>
</tr>
<tr>
<td><strong>2,281</strong></td>
<td>SCP Facebook followers, with a reach that was up by 80%, visits up by 119% and new likes up by 59%.</td>
</tr>
<tr>
<td><strong>2042</strong></td>
<td>TTP website views by 730 users, including 612 new users.</td>
</tr>
<tr>
<td><strong>1390</strong></td>
<td>SCP Instagram followers, with a reach that was up by 41%, visits up by 2% and new followers up by 59%.</td>
</tr>
<tr>
<td><strong>374</strong></td>
<td>TTP Facebook followers, with a reach up by 248% and visits up by 500%. TTP’s Instagram page, created in summer 2022, were up by 59% (reach and page visits were up by 100% since account was new).</td>
</tr>
<tr>
<td><strong>72</strong></td>
<td>Partner organizations from 2021 and 2022 agreed to share TTP artwork and information on your websites and/or social media pages. The evaluation did not track quantification of this dissemination effort.</td>
</tr>
<tr>
<td><strong>7</strong></td>
<td>Local news stories featuring TTP information and artwork, including in An African American Point of View (25,000 circulation to Black residents) and El Pueblo Latino (Latinx resident readership; a division of MassLive.com with over 6 million monthly visitors and physical distribution at over 300 locations).</td>
</tr>
<tr>
<td><strong>5</strong></td>
<td>Radio spots on STCC featured TTP information (listenership of 65,000)</td>
</tr>
</tbody>
</table>

We’re not telling everyone to go get vaccinated but be aware that it is an option, and everyone has their own choices in life. (FG)

Improving and expanding access to resources and information reflected by people that look like me was powerful. (FG)

I believe in the efficacy of vaccines, but I appreciate community activism that supports a widespread understanding about their importance. (FG)

I like being around people where I can hear different ideas and thought processes and give input on the different things that impact the community. (FG)

TTP art is a conversation starter. Keeping the conversation going will inspire some people to say, “Yeah, I’m not going to do it,” or “I am going to do it.” Talking about the subject at hand keeps people aware of wearing masks, wearing gloves. (FG)

Art has always been a vehicle for controversy. It gets people talking, and that’s what we need. We need more people talking because people were so isolated that they were silent. (FG)
In summary, by engaging partners and artists and through its events and marketing, the project gained broad visibility and recognition. Using multiple intentional strategies to inform Springfield’s communities of color with culturally relevant artwork and information about vaccination, TPP’s messagers and messaging built connection and fostered trust.

Everyone in these pictures gives you a different vantage point of how COVID could affect you and how it affected somebody else. One says, “I’m taking time for me.” That’s personal: Now that you’re vaccinated, you have that little bit of power that you can do something about it. So that next time you won’t get sick. (FG)

Every picture shows you something else. The picture about, “Hey, able to have your family dinner again,” and the one about “Protecting four generations” - that could have been my family, my dad, my son and my grandson. I stood at that picture for quite a while. (FG)
Finding 3: EMPOWER

TTP increases knowledge of and confidence in COVID and Influenza vaccines among residents of color in Springfield in 2022.

- TTP serves Springfield residents of color with diverse perspectives and experiences relative to vaccination. The project attracted individuals with varied vaccination status, levels of being informed, and confidence in the COVID and Flu vaccines. A consistent 10-20% of survey respondents rated themselves as unvaccinated, "Uninformed"/"Very uninformed," and "Unconfident"/"Very unconfident" before TTP. In contrast, the majority had already been vaccinated (COVID: 82%; Flu: 62%), were "Very informed"/"Informed" about the importance of the vaccinations (COVID: 100%; Flu: 91%) and were "Very confident"/"Confident" in the vaccines (COVID: 75%; Flu: 64%) (Appendix E, Figures 4-6).

These findings suggest that the people TTP attracted brought varied perspectives to encounters centered around art and health, hope and healing. The high level of engagement by the majority group (vaccinated, informed, and confident) is also notable in affirming the strong culture of generosity, service and care in Springfield’s communities of color. Focus group comments suggest that as artists and influencers with less need to be informed or encouraged towards vaccination, this majority participated to support art and creativity and to serve by being a part of efforts to build access and knowledge amongst their neighbors, peers, and youth.

Survey results also suggest that Springfield residents had higher levels of concern about COVID than the Flu. The high levels of self-reported vaccination in the sample noted above include a 20% higher level of pre-TTP vaccination for COVID compared to the Flu. Respondents were 10% more likely to feel informed and 20% more likely to feel confident in the COVID versus the Flu vaccine (Appendix E, Figures 5-6).

We have to be knowledgeable and educated. So hopefully the work that we do with the paintings and moving forward and educating will help us not only understand COVID, but now we have access to all this information that we never had 30, 40, 50 years ago. And even with the Tuskegee Airmen and all the things that happened, we still hold on a little caution. Even when we go to the doctor, especially men. You know, it’s just been a life for black and brown people for centuries. (FG)

I don’t see the art as a message for me personally to get vaccinated or not vaccinated, because that’s personal and I’ve already made my choice as to what I’m going to do. So I can’t be influenced by art or other people. I think you have to do that individually for yourself. And how you may do it may be different for different people. (FG)

Before I get started, I do the research. I found out about Dr. Kizzmekia Corbett, an African American who developed the Moderna vaccine. I did a piece of artwork and passed on that information that many people didn’t know. I did that on my own, but TTP instigated it. (FG)
TTP consistently increases residents’ understanding of the importance of the vaccines and their confidence in the vaccines. This finding varied relative to prior vaccination status, being informed, and confidence before and prior to TTP involvement.

- TTP positively impacts informedness and confidence in the vaccines. The majority of survey respondents reported that TTP increased their understanding of the importance of receiving both vaccines and their confidence in these vaccines (86% and 82%, respectively) (Appendix F, Figures 7-9). Moreover, as a result of TTP, 89% and 75% of survey respondents “Strongly agree”/“Agree” that they feel more informed about the COVID and Flu vaccines, respectively (a 20% more positive response for COVID). Similarly, 88% and 74% of respondents “Strongly agree”/“Agree” that TTP increased their confidence in the COVID and Flu vaccines, respectively. Alternately, individuals who self-identified as ‘Very informed’ about the vaccines (COVID: 65% and Flu: 60%, respectively) also indicated that TTP increased their feelings of being informed about the vaccines.

- TTP increases feelings of being informed for individuals with limited knowledge about the vaccines as well as those who were well informed prior to engaging in the project. All individuals who came to the project with less prior knowledge about the vaccines reported that TTP increased their feelings of being informed. Figure 1 (Appendix F, Figure 10) shows the relationship between knowledge about the vaccines prior to TTP and TTP’s impact on respondents’ feeling of being informed about the COVID vaccine. The upper bar in Figure 1 is for respondents who felt that TTP increased their level of being informed about the COVID vaccine. Of those respondents, 35% rated themselves as “Informed” about the COVID vaccine before TTP, while the majority (65%) had been “Very informed.” Likewise for the Flu vaccine, respondents who indicated that TTP increased their feeling of being informed about the Flu vaccine included respondents with lower ratings for being informed prior to TTP (“Informed”: 30%; ‘Neutral’: 5% or ‘Somewhat Uninformed’: 4%) (Appendix F, Figure 11). In contrast, for both COVID and the Flu, respondents for whom TTP did not increase feelings of being informed were already “Very informed” before TTP, as represented by the lower bar in Figure 1 (and in People buying in is still a project in itself, because what you’re up against is misinformation. I have a heart condition, so I’m vaxed. To convey that message is so challenging when people are so fixed in their belief, in their version of reality. With the art, removing the politics and belief, just creating art is what’s going to really move the city. (FG)

I can’t say that my decision to be vaccinated was shifted by this because I’m an older African American woman and I have some underlying health issues. But I understand when people are saying it’s good for people to know and to be educated. (FG)

Each of the artists, somebody else knows that they did that work. So, by somebody seeing that work, they’re going to say, I know about Trust Transfer because X is involved doing spoken word so I’m going to go hear...
Appendix F: Figure 11). Thus, TTP positively impacted those most in need of gaining increased knowledge about the importance of both vaccines

- TTP increased feelings of being informed about the vaccines even among individuals who self-identified as “Very informed” prior to TTP, as indicated in the upper bar of Figure 1 (COVID: 65%; Flu: 60% in Appendix F: Figure 11). According to focus groups, TTP information and artwork brought vaccination issues “down to earth” by reflecting cultural realities shared by people of color through their common circumstances, experiences, feelings, perspectives, choices, and aesthetics. Perhaps just as important, the range of styles, voices, and messaging in TTP artwork also evoked a richness and variability in Springfield’s communities of color that was authentic and accurate for participants.

- TTP increases confidence in the COVID and Flu vaccines, positively impacting individuals across prior levels of confidence. The upper bar of Figure 2 (Appendix F, Figure 12) represents respondents who indicated that “Yes,” TTP increased their feelings of confidence in the vaccines, while the lower bar represents those who answered “No.” (Appendix F: Figure 13 shows a similar graph for the Flu). Confidence levels prior to TTP, represented by color, were relatively evenly distributed among these two bars for COVID and the Flu. Respondents for

N of individuals who responded “YES” to an increase in understanding of the COVID vaccine’s importance = 16, N of individuals who responded “NO” = 5.
whom TTP increased confidence in both vaccines included those who were “Neutral”, “Confident” and “Very Confident” (and “Somewhat confident” for the Flu vaccine) prior to TTP. Respondents for whom TTP did not increase their confidence were more likely to have come to the project “Very unconfident” in the vaccines than those for whom TTP did increase their confidence (COVID: 20%; Flu: 27%). Therefore, on average, prior confidence levels had little influence in changing confidence, and in general, confidence levels were not as concretely affected by TTP. These results suggest that opportunities to engage with community members on the topic of vaccination can have a positive impact regardless of vaccine confidence.

- **TTP’s strategy to use trusted people of color to lead learning and build confidence drives project success.**

  Focus group participants spoke about the persistence of distrust in government and outsider-instigated initiatives in communities of color. Themes included childhood experiences of being shamed by teachers and struggling to help family members to access reliable information or overcome their hesitancy around vaccination. Some especially appreciated that TTP leaders were not pushing an agenda, but rather providing information to enable community members to make their own informed decisions. Given their acknowledged hesitancy, many noted how creative and thoughtful TTP was about attracting community members into events and instigating conversation in ways that fostered accessibility. Trust, all concurred, remains a huge part of what is needed and what makes TTP work as a homegrown, grassroots, by-and-for the community initiative.

![Figure 2. Relationship between Confidence in COVID Vaccines Before and After Involvement with TTP (Total N = 20*)](image-url)

N of individuals who responded “YES” to an increase in confidence = 15, N of individuals who responded “NO” = 5.
TTP’s inclusive approach exposes residents of color to skilled and emerging artists of color in their community and valorizes forms of artistic expression like graffiti that were historically denigrated in the city. Focus group participants consistently noted how surprised they and their families were to discover new artists alongside people they had known much of their lives. They expressed pride in their brothers and sisters of color, and in their community for being home to such vibrant, skilled creatives. They especially appreciated the chance to expose youth from the city to practicing artists, working across multiple mediums and carrying strong messages about their community. They highlighted TTP as inclusive of artists with different mediums and experience, and residents of color as participants. While many were already well informed, the majority expressed appreciation to TTP for sharing information widely and engaging people through meaningful and locally created art.

The cultural relevance of TTP artwork conveys messages of community health and healing that resonate with viewers regardless of their perspectives about vaccination. A majority of open survey responses and focus group comments express the poignance and impact of TTP artmaking and art viewing among residents of color. Interestingly, these comments seem to contradict survey results showing that respondents’ most trusted sources of information about COVID and Flu vaccines were overwhelmingly figures of authority. The highest number of survey respondents trust “Medical practitioners” (88%) and the “CDC website” (73%). Less frequently rated trusted sources include “News media” (50%), “Family members” (42%), “Friends” (31%), and “Online searches and websites” (12%), with lowest ratings for “Social media (TikTok, Facebook, Instagram)” (8%) (Appendix E, Figure 16). These findings support TTP’s strategy of using a combination of officially sanctioned CDC documents, information customized to be culturally relevant for residents of color, and artwork that is made by and for residents of color.

I grew up in the age of graffiti when it had negative associations for people. So to have Chalk For Change looking at it from a different lens - to see people who had all of these talents not be ashamed, seeing their work put on a big stage in front of people - was really easy to get behind. I love the creativity. I love to see people of color putting forth their work. It’s really important to be a part of that in the inner city. (FG)

Chalk for Change affected me with both [my] knowledge and [my] confidence. Vanessa sent me the email about it and I shared it with a bunch of folks. It really impacted me when I got down there and saw what they were really trying to relay. It increased my confidence and let me know that I was going in the right direction. I did everything I needed to do, and I still wear my mask because, hey, I do care about that other person. (FG)
In summary, by using varied tactics for engaging and informing residents of color, TTP successfully attracted individuals with a range of perspectives on and status relative to being informed, confidence, and vaccination. People who engaged with TTP experienced increased levels of being informed and confidence in the COVID and Flu vaccines. Those with lower ratings in these areas were most likely to report increases, though some individuals with already high levels of knowledge and confidence also reported increases as a result of TTP. Data shows that regardless of prior knowledge and confidence, people felt included and empowered to be a part of an effort to positively impact their community through art and messages of health and wellness. People engaged in TTP displayed a consistent investment in Springfield’s artists and creatives of color, highlighting the quality of their work and the poignancy and relevance of their messages. TTP and its partners and participants thus created a crucial platform for engagement and conversation about the difficult topic of vaccination, and did so in ways that connected and activated an intersectional collective of individuals across indicators of community vaccine status, being informed, and confidence.

The paintings bring it more down to earth. They affected you in a lot of different ways, and they’re all different from different grounds and all different colors. It brings me back to having dinner with your family. We couldn’t do the sister thing, couldn’t have dinner together. That’s what it did for me, because at first I must admit, I wasn’t all that interested in it. And then when I started to see the paintings, that changed. (FG)
Finding 4: INSPIRE

TTP supports increases in the rate at which Springfield residents—especially people of color—receive COVID vaccinations in 2022.

- **TTP created a trusting, positive climate for individuals to be informed and to make their own decisions about vaccination.** In focus groups, one of the most frequently mentioned themes was that TTP “curbed doubts,” providing needed validation, information, and confidence to consider vaccination for oneself and to discuss it with friends and family members struggling to figure out what was right for them. Recognizing how essential it was for each person to decide for themselves, another common theme was that TTP shared vaccination information without pressure, freeing individuals to come to their own conclusions. Others noted the importance of being supported by medical practitioners and other individuals of color in their decisions to vaccinate. Comments also consistently emphasized how artistic messaging by people of color ‘got through’ and was more readily received by people of color in Springfield.

- **Participants’ views on TTP’s direct impact on decisions to vaccinate is mixed.** Many agreed that TTP guided people’s choices and was successful in encouraging people to vaccinate. Others stated that it did not change their decisions—specifically because they had decided for themselves previously due to jobs, health status, and/or desire to be with family safely. Whether or not the project directly changed a decision to vaccinate or not, it created the conditions of trust and access to information that were needed by people of color in Springfield to move towards vaccination. This finding is further supported by the city’s vaccination data.

**TTP has definitely helped impact a lot of people’s decisions and choices and curbed their doubts. So it definitely was successful. It’s still about trusting in each other. (FG)**

**TTP did have an impact with vaccinations. Just showing the art is great, but it’s not enough. You have to start at the beginning by showing what other people feel and think about it. (FG)**

*I talked to my daughter and she’s coming along; she got vaccinated. For the second vaccine, they were there with her and held her hand. So she had support from other people who look like her, which was important. It was people who could rally around you that look like you. “We’ve been here,” “We’ve done that,” “We want it,” “We want to see you be a part of this process as well.” (FG)*

*I don’t think it changed me because of my vantage point in health care, but it brought attention to it, that we’re still sensitive, you could still make a choice. It reinforced that people were still trying to get vaccinated and that they were at least more open to the choices. There was education around it instead of just this mandate. I don’t care who you are: When you mandate something, most people are resistant to it. So I think in this creative way, at least speaking to people’s fears, it was effective. (FG)*

**The artwork puts it more in a reality setting for some people who just can’t hear the technical and the scientific stuff. They get a little confused with all that. For me it’s about three generations. Because if I don’t get my vaccinations, I can’t go around my grandkids because I’m older and I have underlying problems. So I had to make sure that I could be around my grandkids and my children. (FG)**
The evaluation validates TTP as a contributing factor in rising COVID vaccination rates in Springfield. This report does not address Flu vaccination rates due to lack of these data for the project period.

- TTP supported a trend of stable increases in rates of COVID vaccination in Springfield for individuals with at least one dose, fully vaccinated, and at least one booster dose, after its formal initiation in April 2022. This report does not address Flu vaccination rates, those data were not available for the project period. Figure 3 shows the proportions of Springfield’s total population for each COVID vaccination status type from June 1, 2022 - August 8, 2022. The proportion of the population with at least one dose and with full vaccination steadily increased until around February 2022, when it continued increasing but at a slower rate. Reporting on the count of individuals with at least one booster dose began in December 2022 and steadily increased from there (the second booster dose was administered too recently to extrapolate trends).

- TTP supported a slight decrease in the gap between vaccination levels for Springfield and the US from April 2022 to August 2022. Comparison of the proportions of individuals in Springfield, Massachusetts and the U.S. who received at least one vaccination dose from June 1, 2022 - August 8, 2022, shows rates increasing steadily at each level until around January 2022, when they continue increasing but at a slower rate (Figure 4). The first period of rapid increase was likely driven by initial availability and rising accessibility of COVID vaccines. The second period of steady but slower increase likely encompasses expanded levels of information and individuals who initially questioned the vaccine but later decided to vaccinate. Noting that the proportion vaccinated in Springfield appears to approach the proportion vaccinated in the U.S. more closely in April 2022, we re-examined proportional increases of vaccination rates between each year.
● TTP was a contributing factor in steadily increasing vaccination rates in Springfield during TTP’s 2022 period, especially when compared to the rates at the national level. Figure 5 provides a comparison of vaccination rates between TTP’s first (June 1, 2021 - March 29, 2022) and second years (April 1, 2022 - August 8, 2022) (See Appendix F, Figure 21 for population numbers). Each bar represents the additional proportion of each population receiving their first vaccination dose in each time period.

Compared to the U.S., Springfield’s additional proportion was higher during the first period and even higher for the second period. During TTP 2021, 28.2% of individuals in Springfield got their first dose, a proportion that is 114.6% higher than the 24.6% of individuals at the national level who got their first dose (rates were much higher in 2021 due to initial availability of vaccines). This comparison was more pronounced in 2022, when the proportion of Springfield residents getting vaccinated (2.3%) is 121.1% higher than the proportion of national residents getting vaccinated (1.9%). A similar phenomenon happens at the state level. In 2021, Massachusetts residents got vaccinated at the same proportion as the US (24.6% and 24.6%, respectively). In 2022, the proportion of Massachusetts residents getting vaccinated (2.2%) becomes 116.8% higher than that for U.S. residents (1.9%). These results offer validation of TTP as a contributing factor in rising vaccination rates in Springfield.

● TTP is a contributing factor in increasing vaccination rates of Black residents in Springfield, but this trend does not apply to Hispanic residents. Figure 6 shows proportions of race/ethnicity groups in Springfield who have received at least one dose of the COVID vaccine from June 1, 2021 - August 8, 2022.

Figure 5. Comparison of Increase in Vaccination Rates by Geographic Level

Figure 6. Springfield Vaccination Rates, by Race/Ethnicity
Black and Hispanic residents in Springfield had consistently lower vaccination rates than White and Asian residents. In general, the differences between these groups remained relatively stable over time. State and U.S. vaccination rates by race/ethnicity follow this pattern as well (Appendix E: Figure 20).

- **Hispanic residents** show consistently lowest rates and remain lower than for White individuals throughout TTP. In 2021, Hispanic residents got vaccinated at a proportion 97.7% lower than White residents (25.6% and 26.2%, respectively). In 2022, this number decreases further as the proportion of Hispanic residents getting vaccinated (1.4%) becomes 77.8% lower than that for White residents (1.8%).

- **Blacks** got vaccinated at the highest rate per capita among all racial/ethnic groups during TTP’s active periods. Figure 7 provides a comparison of vaccination rates between TTP’s first and second years (See Appendix F Figure 21 for population numbers). As in Figure 5, the colored bars represent the additional proportion of each population who received their first vaccination dose in each time period. Since 2021 rates were much...
higher due to initial availability of vaccines, we account for the difference in vaccination rates between TTP 2021 and 2022 by looking at the proportional relationships between racial/ethnic groups. After scaling by population size, more Black individuals than any other race/ethnicity group were vaccinated during TTP 2022:

⇒ The proportion of Black individuals who got their first dose was 113.7% higher than White individuals during TTP 2021 (based on their respective rate increases of 29.1% and 26.2%).

⇒ The proportion of Black individuals getting vaccinated is a notable 139.9% higher than the White individuals getting vaccinated during TTP 2022 (based on their respective rate increases of 2.5% and 1.8%).

Hence, TTP supported an increase in the rate at which Black residents in Springfield got vaccinated, especially in comparison to White individuals; however, the same was not true for the city’s Hispanic residents.

In summary, the evaluation shows that TTP fostered a climate of trust and open conversation, curbing people’s doubts and encouraging them to make their own informed decisions about whether to vaccinate. Participants felt the project boosted their awareness and their confidence to share information with others. Thus, even if the project did not change an individual decision, it created the climate for that decision to be made based on accurate information and in a supportive environment among trusted peers of color.

The evaluation also shows consistently rising vaccination rates among Springfield residents of color, even though these populations continue to have lowest cumulative proportions of vaccination across Springfield, Massachusetts and the U.S. In fact, though the proportion of Black individuals with vaccinations did not exceed the proportion of White individuals with vaccinations, and though rates among Hispanics were consistently the lowest across groups and levels, Black residents in Springfield got vaccinated at by far the highest rate among all racial/ethnic groups during TTP’s 2022 active period. While the evaluation did not set out to establish a causal link between TTP and vaccination rates, results are suggestive that the project played a contributing role in increasing COVID vaccination rates in Springfield, especially among Black residents.
IV. CONCLUSIONS

Findings from this evaluation indicate that in its second year, TTP demonstrated the power of art to Engage, Inform, Empower and Inspire. We found that TTP supports notable improvements in engagement of artists of color and community organizations in public health issues; access to accurate, culturally relevant vaccination information for Springfield residents of color; levels of being informed and confident in vaccines among residents of color, and COVID vaccination rates in the city. More specifically:

**Engage.** Project leads capitalized on established trusting relationships to successfully engage organizational partners and influencers throughout Springfield and across multiple sectors. TTP partners in turn capitalized on the trusting relations they had with individuals in their distinct communities to cultivate a cohort of artists of color of all ages, art mediums, and stages in their work as creatives. The resulting artistic submissions reflect culturally relevant, diverse, and multi-faceted dimensions of residents’ perspectives on vaccination and the community’s navigation of the continuing pandemic. The production and broad dissemination of original artworks by artists of color on topics of community health, hope and healing was the most prominent and lauded project achievement that engaged residents.

**Inform.** TTP used multiple intentional strategies to engage thousands of participants during events with customized information about vaccination so as to be culturally relevant to Springfield’s communities of color. The project gained visibility and recognition, touching over 80,000 individuals through a combination of high-profile events, exhibitions and online dissemination of artwork, email blasts and news media features, widely disseminated TTP posters, stickers, and information, and a strong social media presence. Using messengers of color and messaging relevant to people of color, the project informed by building connection and fostering trust.

**Empower.** People who engaged with TTP experienced increased levels of being informed and confidence in the COVID and Flu vaccines. Those with lower ratings in these areas were most likely to report increases, though some individuals with already high levels of knowledge and confidence also reported increases as a result of TTP. Data shows that regardless of prior knowledge and confidence, people felt empowered to be a part of an effort to positively impact their community through art and messages of health and wellness. Participants displayed a consistent investment in Springfield’s artists and creatives of color, highlighting the quality of their work and the poignancy and relevance of their messages. TTP and its partners and participants thus created a crucial platform for
engagement and conversation about the difficult topic of vaccination, and did so in ways that connected and activated an intersectional group of individuals across indicators of community vaccine status, being informed, and confidence. The evaluation highlights the project’s success in moving from past transactional approaches to public health messaging in communities of color to a transformational approach that informs and empowers people of color.

Inspire. Participants recognized TTP’s influence in curbing common doubts and fears about vaccination among residents of color. Thus, even if the project did not change an individual decision, it created the climate for that decision to be made based on accurate information and in a supportive environment among trusted peers of color. Springfield, Massachusetts, and US data show consistently rising proportions of vaccination among individuals of color, even though these populations continue to have lowest cumulative proportions of vaccination across those levels. In fact, though the proportion of Black individuals with vaccinations does not exceed the proportion of White individuals with vaccinations, and though rates among Hispanics are consistently the lowest across groups and levels, Black residents in Springfield got vaccinated at by far the highest rate among all racial/ethnic groups during TTP’s 2022 active period. While the evaluation did not set out to establish a causal link between TTP and vaccination rates, results are suggestive that the project played a contributing role in increasing COVID vaccination rates in Springfield, especially among Blacks.

Key recommendations from this evaluation include the following:

- The persistence of low vaccination rates among Springfield’s Latinx populations may suggest that more effort could be made in the future to center Latinx leaders, influencers and artists.
- People involved in TTP want more opportunities to come together spontaneously to talk about art and health in their city. Even as TTP builds experiences of connection and conversation, people at focus groups and event gatherings expressed a strong thirst for meaningful group engagement and communion around these topics. While this may have been present before the project—and is certainly the tenor among those in the city’s active faith communities—TTP has clearly tapped into a vital current of energy and investment within Springfield. To continue meeting this need and to build on the success of project events, gatherings, and conversations, we recommend regular and ongoing occasions for open dialogue and for artistic expression.
● The 2022 evaluation focused on vaccination, with somewhat less emphasis on community building around art and health. This, however, was a topic that focus group participants continually brought to the table. Continued tracking of health outcomes among Springfield’s communities of color is crucial. But this should not prevent looking closely at the how, why, who, and what of TTP’s special approach to public health through art. As the project continues, we recommend tracking how the project builds community and affects the lives, health, and cultural contributions of emerging artists and influencers.

● A recurring theme in TTP is the vital role of the arts as an expressive form among youth, and the crucial importance of engaging youth around issues of community and wellness. We recommend continued efforts to foster youth engagement in TTP moving forward.

● A key TTP achievement is the cultivation of what project leaders call the ‘TTP model’ for community engagement. Whether working in a leadership team, hosting an event, celebrating Springfield’s Black barbers, gathering young artists, or reaching out to partners and artists to showcase TTP artwork, the TTP team creates opportunities for community connection. Leading with respect, dignity and appreciation, the project is unwavering in its aim to advance the many cultural and artistic assets that exist in the city’s communities of color—whether highly visible, less known, or only just emerging in the lives of youth and adults alike. We recommend that project leaders more formally codify the key components of their model into a framework that others can access and replicate in other locations.

In conclusion, the depth and range of relationships and forms of artistic and cultural expression that continue to emerge through TTP is much more than the sum of the many parts and individuals involved. The project’s distinctive ethos of generosity, flexibility, hope and healing extends from the powerful shared vision and leadership of Project Manager Vanessa Ford, CMSS Executive Director Eileen McCaffery, CMSS Associate Director Sierra Simmons, and SPC Executive Director Karen Finn. The trust among this team can be felt, extending to partners, from partners to artists, and out into the broader community when residents gather to celebrate, appreciate, and ponder what is possible through community connection. This process generates a throughline of practices for giving purpose, space and voice to residents of color of all ages who are influencers and artists. The model is a time and energy intensive endeavor. In that sense, TTP is a rare cultural, artistic, and public health phenomenon—operating at the human scale of intimate conversation, at the community scale of shared healing and loss, all to open new perspectives, one work of TTP art at a time.
APPENDIX A: EVALUATION METHODS

Notes on Vaccination Data

The evaluation used weekly cumulative vaccination data at the Springfield and Massachusetts level from the MA Department of Public Health (https://www.mass.gov/info-details/archive-of-COVID-vaccination-reports, see especially “Race and Ethnicity, munic”). We calculated the proportion vaccinated from each category using the number of individuals vaccinated divided by total population, and calculated the total values in Massachusetts by summing up data at the municipal level.

Along with reporting COVID vaccination rates for the general population in Springfield (Appendix E, Figure 17), the evaluation focuses on vaccination by race/ethnicity and by geographic level. We used the “at least one vaccination dose” metric, with the assumption that forms of TTP community engagement would be most likely to influence individuals who have received no level of vaccination to receive their first dose.

The following inconsistent elements of the vaccination data and resulting evaluation are worth noting:

- The number of other/unknown individuals vaccinated were not reported in the last two weeks of August 2022, which significantly lowered the total number of individuals vaccinated. We took the data from 7/25/2022 for the number of other/unknown individuals vaccinated, assumed a constant number, and extrapolated it to the later weeks.

- The reported number of individuals in the total population and in each demographic group remained constant until 7/7/22, at which point it changes inconsistently at each level and significantly skews the calculated proportion of each population that is vaccinated. We replaced all population counts after 7/7/22 with the counts reported on 7/7/22.

- On 7/11/22, reporting of booster doses changed from “at least one booster dose” to “one booster dose” and “two booster doses”. We assumed that “at least one booster doses” could carry into “one booster dose”, and “two booster doses” would represent a new category, but there still appears to be some inconsistencies in reporting which contribute to a noticeable uptick in 1+ booster doses at 7/11/2022.

- We removed vaccination for Native Hawaiian/Pacific Islander and multiracial individuals at the Springfield and MA levels. At the Springfield level, the number of vaccinated Native Hawaiian/Pacific Islander individuals exceeds their total population level. At the MA level, the same phenomenon happens for multiracial individuals. This led us to suspect inconsistencies for reporting of population level for these demographic groups in the data, so we removed them from analysis. We also caution interpretation of vaccination rate data for American Indian/Alaskan Native individuals at the Springfield level, as reported cumulative numbers occasionally fluctuated up and down over time, suggesting slight inconsistencies in reporting measures.
Limitations

The data set for surveys and focus groups was too small to measure statistical significance, though respondents did represent the target population (based on available demographic information). The 59 individuals who completed the full and short surveys did not answer every question. This contributed to small sample sizes for some questions, made tracking of larger trends difficult and could have skewed conclusions. Focus groups were intentionally small and results were fairly consistent, but future studies would benefit from a larger pool of participants.

The individuals who chose to complete surveys and attend focus groups were a self-selecting group. TTP is a grassroots, community-instigated initiative created by, with, and for members of Springfield’s interconnected, local communities of color. Prior knowledge and self-selection may skew results towards those with common experiences and perspectives about art and community health. But self-selection did not produce a homogenous data set. In fact, both survey and focus group results reflect a diversity of opinions regarding vaccination, indicating that the TTP engaged a group of people with heterogeneous perspectives, even among those with direct involvement in the project. With a topic as fraught as vaccination and as changeable as an ongoing pandemic, trends that seem, at first sight, to contradict themselves—are revealing of how people in the community navigate the pandemic, and in turn, how TTP influences them.

Third, to evaluate TTP’s goal to increase vaccination rates in Springfield, we did not attempt to establish a causal link between the project and changing rates. Instead, in analyzing vaccination rates, we describe TTP as “contributing,” along with many factors, to rising rates. We also used a combination of direct and indirect survey questions on the relation between engagement in TTP and vaccination. We asked survey respondents to indicate if TTP increased their knowledge and confidence in vaccination and we asked whether they were vaccinated before and after TTP. By correlating these responses, we seek to capture some of the nuance of being informed, confident, and vaccinated. TTP’s impact may be immediate for some, and it may take longer to influence others, so it will be important to continue asking community members directly about what influences their choices while also tracking trends at the local, state, and national level.

Finally, the prominence of concern about COVID appears to have superseded focus on the Flu vaccine. While COVID vaccination rate data was available for the evaluation period for Springfield, Massachusetts, and the US, Flu vaccination rate data was not. Consequently, evaluation data on the Flu vaccine draws on survey respondents’ reports on being informed and confidence, rather than actual vaccination rates in the city, state, and nation.
Appendix B: Survey and Focus Group Questions

Full Survey Questions (Online)

Please answer questions 1-3 for the period BEFORE you participated in the Trust Transfer Project:

1. How informed were you about the importance of getting the COVID and Influenza (Flu) vaccines? Check one per vaccine.
   - Flu
     - Very informed
     - Informed
     - Neutral
     - Somewhat uninformed
     - Very uninformed
   - COVID
     - Very informed
     - Informed
     - Neutral
     - Somewhat uninformed
     - Very uninformed

2. How confident were you in the COVID and Flu vaccines? Check one per vaccine.
   - Flu
     - Very confident
     - Confident
     - Neutral
     - Somewhat confident
     - Not confident
   - COVID
     - Very confident
     - Confident
     - Neutral
     - Somewhat confident
     - Not confident

3. Had you received the COVID and Flu vaccines? Check one.
   - Flu
     - Yes
     - No
     - Prefer not to say
   - COVID
     - Yes
     - No
     - Prefer not to say

Please answer questions 4-5 for the period AFTER you participated in the Trust Transfer Project.

4. Did the Trust Transfer Project increase your understanding of the importance of getting the COVID and Flu vaccines?
   - Yes
   - No

5. Did the Trust Transfer Project increase your confidence in the COVID and Flu vaccines?
6. Please rate your agreement with these statements: As a result of the Trust Transfer Project I am:

- More informed about the importance of the Flu vaccine
- More informed about the importance of the COVID vaccine
- More confident in the Flu vaccine
- More confident in the COVID vaccine

   - Strongly agree
   - Agree
   - Neutral
   - Disagree
   - Strongly disagree

7. Feeling connected to one’s community is a big part of wellbeing. Rate your agreement with this statement: Participating in the Trust Transfer Project made me feel more connected to my community.

   - Strongly agree
   - Agree
   - Neutral
   - Disagree
   - Strongly disagree

8. How does seeing Trust Transfer Project artwork and the messages conveyed in the artwork affect you? Check all that apply.

   - I like that the artwork was made by and for my community
   - I see myself reflected in the artwork and its messages
   - Increased my appreciation of local artists
   - Made me feel connected to my community
   - Made me feel proud of my community
   - Made me feel more empathy for others
   - None of the above

9. Please share any comments about your responses to the questions above regarding importance, confidence, and community and the COVID or Flu Vaccinations.
10. What are your most trusted sources of information about COVID and Flu vaccines? Check all that apply.
- Medical practitioners
- Centers for Disease Control (CDC) website
- Online searches and websites
- Family members
- Friends
- Celebrities and influencers
- News media (newspaper, radio)
- Podcasts
- Social media (TikTok, Facebook, Instagram)
- None of the above

11. How did you participate in the Trust Transfer Project? Check all that apply.
- I'm part of an involved organization
- I'm an involved artist/culture bearer
- Attended a Trust Transfer Project event
- Attended an event where Trust Transfer Project information and/or art was posted
- Viewed social media postings
- Viewed via News media (newspaper, radio)
- Viewed via social media (TikTok, Facebook, Instagram)
- Viewed Trust Transfer Project social media

12. Would you like to be on the Trust Transfer Project email list?
- Yes: provide your email
- No

13. The Trust Transfer Project aims to serve people of all identities and backgrounds. Your responses to the following demographic questions will help us determine how we are meeting this goal. Which description best applies to you? Check one.
- Female
- Transgender
- Male
- Non-binary
- Prefer not to say
- Other: Explain

14. Which description best applies to you? Check all that apply.
- Black / African American
- White
15. Which description best applies to you? Check one.
- Asian
- American Indian or Alaska Native
- Native Hawaiian or Other Pacific Islander
- Prefer not to say
- Other: Explain

Hispanic, Latino or Spanish Origin
- Not of Hispanic or Spanish Origin
- Prefer not to say

Short Survey Questions (In person during events)

1. Has the Trust Transfer Project increased your understanding of the importance of getting the COVID and Flu vaccines? Check one.
   - Yes
   - No

2. Has the Trust Transfer Project increased your confidence in the COVID and Flu vaccines? Check one.
   - Yes
   - No

3. Please rate your agreement with these statements: As a result of the Trust Transfer Project I am:
   - More informed about the importance of the Flu vaccine
   - More informed about the importance of the COVID vaccine
   - More confident in the Flu vaccine
   - More confident in the COVID vaccine
     - Strongly agree
     - Agree
     - Neutral
     - Disagree
     - Strongly disagree

4. Rate your agreement with this statement: Participating in the Trust Transfer Project made me feel more connected to my community.
   - Strongly agree
   - Agree
   - Neutral
5. How does seeing Trust Transfer Project artwork and the messages conveyed in the artwork affect you? Check all that apply.
- I like that the artwork was made by and for my community
- I see myself reflected in the artwork and its messages
- Increased my appreciation of local artists
- Made me feel connected to my community
- Made me feel proud of my community
- Made me feel more empathy for others
- None of the above

6. Have you received the COVID and Flu vaccines? Check one per vaccine.
   - Flu
     - Yes
     - No
     - Prefer not to say
   - COVID
     - Yes
     - No
     - Prefer not to say

Focus Group Questions
1. People have participated in TTP in lots of ways - as partners, artists, attending event, being at an event where TTP is presented, etc. How were you involved and what motivated your engagement with TTP?
2. What was the most inspiring part of your TTP experience? (Artwork, messages, engagement)
3. Did TTP increase your understanding of the importance of vaccines and if so, how? If not, why not?
4. Did TTP increase your confidence about vaccines and if so, how? If not, why not?
5. What was your experience of community connection through TTP events and activities?
6. What have been the outcomes of any conversations you’ve had with a family member, child or youth, friend, or community member about the importance of vaccination or their confidence in vaccination?
7. How could we improve TTPs ongoing engagement in our community in the future?
8. Is there anything else you’d like to share before we finish?
## APPENDIX C: SURVEY DATA POOL

Survey Respondents by Survey Type, Race, Ethnicity, Gender, and TTP Role

<table>
<thead>
<tr>
<th>Evaluation Method</th>
<th>Respondents</th>
<th>Race</th>
<th>Ethnicity</th>
<th>Gender</th>
<th>Project Role</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Full Survey (online)</strong></td>
<td>26</td>
<td>21 Black (80%)</td>
<td>16 Non-Hispanic/Spanish (62%)</td>
<td>15 Female (58%)</td>
<td>18 Organizational partners (69%)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>2 White (8%)</td>
<td>5 Hispanic/Spanish (19%)</td>
<td>10 Male (38%)</td>
<td>15 Attended TTP event (58%)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>1 Black/Am Indian (4%)</td>
<td>5 NA (19%)</td>
<td>1 NA (4%)</td>
<td>13 Viewed via social media (50%)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>2 NA (8%)</td>
<td></td>
<td></td>
<td>12 Artists (46%)</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>12 Attended event w TTP info &amp; art (46%)</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>9 Viewed TTP social media (35%)</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>5 Viewed news media (19%)</td>
</tr>
<tr>
<td><strong>Short Survey (in person)</strong></td>
<td>33</td>
<td>NA</td>
<td>NA</td>
<td>NA</td>
<td>NA</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>59</td>
<td>21 Black (43%)</td>
<td>16 Non-Hispanic/Spanish (32%)</td>
<td>15 Female (58%)</td>
<td>18 Organizational partners (69%)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>2 White (4%)</td>
<td>5 Hispanic/Spanish (19%)</td>
<td>10 Male (38%)</td>
<td>15 Attended TTP event (58%)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>1 Black/Am Indian (2%)</td>
<td>5 NA (19%)</td>
<td>1 NA (4%)</td>
<td>13 Viewed via social media (27%)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>2 NA (4%)</td>
<td></td>
<td></td>
<td>12 Artists (27%)</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>12 Attended event w TTP info &amp; art (27%)</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>9 Viewed TTP social media (27%)</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>5 Viewed news media (19%)</td>
</tr>
</tbody>
</table>
APPENDIX D: TRUST TRANSFER PROJECT ORGANIZATIONAL PARTNERS

ALC Media Inc.
All Nations Church
Bethel AME Church
BOUGIE PANDA
Chic Elite Credit
DomDee Photography
Elder Terrence Haynes & The Voices Of Praise
En Motion Dance Theater
Family Church
Get Sentered
Greater Springfield NAACP
Heart2HeartBeat
Hickory Street Harambee
Holy Trinity COGIC
JUS10H
Knotty Poet
LW LLC Graphic Design
Make it Springfield
Malado Music
Martin Luther King Jr. Community Presbyterian Church
Martin Luther King Jr. Family Services, Inc
Men of Color Health Awareness (MOCHA)
Mr. Drums Music Academy
New Creation Discipleship Ministries
New Life Calvary Baptist Church
Power Gospel Church
Rebecca M. Johnson Elementary School
Seeds of a Father
Springfield College
Springfield Community Dancers
St. Michael’s Academy
Temple Of Praise Ministries
The Final Touch Barbershop
The U Troop
Tools for Success Counseling
Upscale Socks
Vision Entertainment LLC
Wesley United Methodist Church
When Praises Go Up
APPENDIX E: TRUST TRANSFER PROJECT EVENTS AND MEDIA COVERAGE

Events Hosted by TTP


TTP - Chalk for Change arts and cultural event in Downtown Springfield with visual art, many different genres of music, dance, spoken word, kids activities, health and human service vendors, and a vaccination station. Speakers included the Mayor of Springfield, Springfield Director of Health and Human Services, Rachael Casey from the CDC, and Reverend Bernard Smith. July 16, 2022. (700 attendees)

TTP - Black Barber Appreciation Day, a TTP community/audience building event that engaged our target populations in the project as a whole but was centered on mental health rather than promoting vaccination. This was important as our community has expressed fatigue around vaccine messaging. Building trust and relationships with a more universally appreciated topic opens up communication so that vaccine messaging can be heard. Barbers who participated in the event will now post TTP vaccine confidence artwork in their shops. (60 attendees)

TTP - Social Listening Session to tailor messaging to specific local communities of color (not a formal TTP event, but part of early community engagement efforts)

Events Hosted by Other Organizations TTP Info Table and Art Gallery Display

Annual Dr. King Day Celebration (virtual event) - City of Springfield (not a formal TTP event, but used to publicize forthcoming TTP Call For Art). TTP presented a video to increase awareness of the initiative and build Springfield’s network of artists of color and organizations prior to the first Call for Art in March. An 8-year tradition co-led by CMSS and 4 other community organizations, this event celebrates Dr. King’s dream through the arts. Each year, this event has attracted an audience of thousands of community members, in particular BIPOC youth and their multigenerational families. (1,000 household viewers)

American Alliance of Museums - Conference on Communities for Immunity: Building Vaccine Confidence as Trusted Community Partners in Boston geared towards museums, libraries, tribal organizations, and cultural organizations. TTP presented on leveraging community relationships to increase vaccine confidence, combat misinformation, and offer engaging opportunities for community members to interact and heal. May 20, 2022. (5000+ attendees)
Juneteenth Community Celebration - Bay Path University - (300 attendees)

Juneteenth Community Celebration - City of Springfield, Senior Center (500 attendees)

Girls Night Out - Fundraiser for Harambee Festival (200 attendees)

Community Fair - South Congregational Church, July 9, 2022 (100 attendees)

Senator Lesser's Thrive After 55 Health and Wellness Fair - Western New England University (500 attendees)

Public Art Installation at Pyncheon Plaza & Springfield LGBTQ Pride Day - Springfield Cultural Partnership. Featured TTP artwork, Community Music School of Springfield musicians, and local magicians and dancers. (150 attendees)

A Multifaceted Evening of Transformation, Inspiration, and Conversations on Racism and Community Health - Western Mass Health Equity Network. This event included a screening of MOSAIC, a Network-commissioned documentary on the transformational work of local leaders of color and other voices from the Connecticut River Valley to the Berkshires, a discussion panel, Trust Transfer Project artwork, and music performed by Community Music School of Springfield faculty members Rick Marshall and Trevor Pitts. April 2022. (100 attendees)

Reminiscing, Photo Gallery Exhibit: Eastfield Mall. Featured an on-site vaccine clinic. TTP hosted a table, displayed and disseminated TTP artwork, and engaged children with artmaking activities. (150 attendees)

TTP Media Coverage

Chalk for Change - WWLP News
Chalk for Change - MassLive/The Republican
Thrive After 55 with Senator Lesser - MassAppeal
TTP - American Alliance of Museums
Black Barber Appreciation Day - WAMC
TTP - Afro-Am Point of View
TTP - WAMC

Other TTP Ads and Dissemination

4 TTP Ads Purchased: An African American Point of View (Black resident readership) and El Pueblo Latino (Latino resident readership)

2850 TTP Posters and Stickers Printed and Disseminated Posters and stickers with TTP artwork, QR code, and captions

5 STCC Radio Spots Highlighting TTP

6 TTP Email Blasts sent by CMSS and SCP to email lists announcing events and sharing TTP project information and artwork.
Figure 1. Engagement in Trust Transfer Project (Short Survey) N = 26

- I’m part of an involved organization: 69%
- Attended a Trust Transfer Project event: 58%
- Viewed social media postings: 50%
- Attended an event where Trust Transfer Project information and/or art was posted: 40%
- I’m an involved artist/culture bearer: 40%
- Viewed Trust Transfer Project social media: 35%
- Viewed via News media (newspaper, radio): 19%
Figure 2. Participating in TTP made me feel more connected to my community. (Full Survey)
N=59

- 67% Strongly agree
- 29% Agree
- 3% Neutral

Note: Strongly agree + Agree - N=55.
Figure 3. How does seeing Trust Transfer Project artwork and the messages conveyed in the artwork affect you? (Short Survey) N = 26.

- I like that the artwork was made by and for my community: 80%
- Increased my appreciation of local artists: 73%
- I see myself reflected in the artwork and its messages: 68%
- Made me feel connected to my community: 54%
- Made me feel proud of my community: 54%
- Made me feel more empathy for others: 39%

Note: "Like that the artwork was made by and for my community" - N=47. "Increased my appreciation of local artists" - N=43. "See myself reflected in the artwork and its messages" - N=43. "Made me feel connected to my community" - N=32. "Made me feel proud of my community" - N=32. "Made me feel more empathy for others" - 23.
Figure 4. BEFORE TTP had you received the COVID and Flu vaccines? Vaccines (Full Survey)
N = 50, 57, respectively

<table>
<thead>
<tr>
<th>Question</th>
<th>Frequency of response</th>
</tr>
</thead>
<tbody>
<tr>
<td>Had you received the Flu vaccine?</td>
<td>82% Yes, 9% No, 9% Prefer not to say</td>
</tr>
<tr>
<td>Had you received the COVID-19 vaccine?</td>
<td>62% Yes, 21% No, 16% Prefer not to say</td>
</tr>
</tbody>
</table>
Figure 5. How informed were you about the importance of getting the COVID and Influenza (Flu) vaccines BEFORE TTP? (Short Survey) N of Flu = 23, N of COVID = 21.

As a result of the Trust Transfer Project, I feel more informed about the importance of the Flu vaccine:

- Strongly agree: 48%
- Agree: 41%
- Neutral: 9%

As a result of the Trust Transfer Project, I feel more informed about the importance of the COVID vaccine:

- Strongly agree: 34%
- Agree: 41%
- Neutral: 22%

Note: N of Flu = 23, N of COVID = 21.
Figure 6. BEFORE TTP, how confident were you in the COVID and Flu vaccines? (Short Survey) N = 25, 20, respectively.
Figure 7. Did TTP increase your understanding of the importance of getting the COVID and Flu vaccines and your confidence in the COVID and Flu vaccines? (Full Survey) N = 58, 57, respectively.
Figure 8. As a result of the Trust Transfer Project, I feel more informed about the importance of the Flu and COVID vaccines.

As a result of the Trust Transfer Project, I feel more informed about the importance of the Flu vaccine:

- 48% Strongly agree
- 41% Agree
- 9% Neutral

As a result of the Trust Transfer Project, I feel more informed about the importance of the COVID vaccine:

- 34% Strongly agree
- 41% Agree
- 22% Neutral

Frequency of response
Figure 9. As a result of the Trust Transfer Project, I feel more confident in the Flu and COVID vaccines.

As a result of the Trust Transfer Project, I feel more confident in the Flu vaccine:
- Strongly agree: 37%
- Agree: 51%
- Neutral: 9%

As a result of the Trust Transfer Project, I feel more confident in the COVID vaccine:
- Strongly agree: 31%
- Agree: 43%
- Neutral: 22%
Comparisons before and after Trust Transfer Project

Figure 10. Relationship between Feeling Informed About The Importance Of COVID Vaccines Before and After Involvement with Trust Transfer Project (Total N = 21*)

* N of individuals who responded “YES” to an increase in understanding of the COVID vaccine’s importance = 16, N of individuals who responded “NO” = 5.
Figure 11. Relationship between Feeling Informed About The Importance of Flu Vaccines Before and After Involvement with Trust Transfer Project (Total N = 23*)

*N of individuals who responded “YES” to an increase in understanding of the flu vaccine’s importance = 20, N of individuals who responded “NO” = 3.
Figure 12. Relationship between Confidence in COVID Vaccines Before and After Involvement with Trust Transfer Project (Total N = 20*)

* N of individuals who responded “YES” to an increase in confidence = 15, N of individuals who responded “NO” = 5.
Figure 13. Relationship between Confidence in Flu Vaccines Before and After Involvement with Trust Transfer Project (Total N = 25*)

* N of individuals who responded “YES” to an increase in confidence = 20, N of individuals who responded “NO” = 5.
Figure 14. Relationship between Confidence in and Being Informed about COVID Vaccines Before and After Involvement with Trust Transfer Project (Total N = 23*)

Did the Trust Transfer Project increase your confidence in the COVID and Flu vaccines?

How informed were you about the importance of getting the COVID-19 vaccine before TTP?

* N of individuals who responded “YES” to an increase in confidence = 18, N of individuals who responded “NO“ = 5.
Figure 15. Relationship between Confidence in Vaccines Before Involvement and Being Informed about Flu Vaccines After Involvement with Trust Transfer Project (Total N = 23*)

*N of individuals who responded “YES” to an increase in confidence = 18, N of individuals who responded “NO” = 5.
Figure 16. What are your most trusted sources of information about COVID and Flu vaccines? (Short Survey) N = 26

Vaccination Data

- Medical practitioners: 88%
- Centers for Disease Control (CDC) website: 73%
- News media (newspaper, radio): 50%
- Family members: 42%
- Friends: 31%
- Podcasts: 12%
- Online searches and websites: 12%
- Social media (TikTok, Facebook, Instagram): 8%
- None of the above: 4%
Figure 17. Springfield Vaccination Rates, by Vaccination Type

Springfield Vaccination Rates by Vaccination Type

Source: mass.gov
Figure 18. COVID Vaccination Rates in Springfield Compared to State and National Levels

1+ Dose Vaccination Rates By Level

TTP 2021

TTP 2022

Proportion of Population

Date

Source: mass.gov and cdc.gov
Figure 19. Springfield COVID Vaccination Rates, by Race/Ethnicity

Springfield Vaccination Rates By Race/Ethnicity

Source: mass.gov
Figure 20. Springfield COVID Vaccination Rates Compared to State and National Levels, by Race/Ethnicity

1+ Dose Vaccination Rates by Race/Ethnicity and Level

Note: The vaccination rate for American Indian/Alaska Native individuals (AI/AN) appears to surpass the vaccination rate for Hispanic individuals around July - October 2021, though AI/AN numbers should be interpreted with caution due to potential inconsistencies in reporting.

Source: mass.gov and cdc.gov
Figure 21. Comparison of Increase in Vaccination Rates by Geographic Level

Overall Population Sizes

- Massachusetts: n = 6,959,046
- Springfield: n = 156,913
- US: n = 332,176,082

Source: mass.gov and cdc.gov
Figure 22. Comparison of Increase in Vaccination Rates in Springfield, by Race/Ethnicity

Note: Though it appears that the change in proportion of American Indian/Alaska Native vaccinated comparatively decreases during TTP’s 2022 period, we caution the interpretation of these results, as reporting for population among this group was inconsistent during the data collection period.