



**CALL TO ACTION  
FOR THE AFRICAN AMERICAN COMMUNITY**

**FLATTEN THE CURVE CAMPAIGN**

**#WENEED2SURVIVE**

**CAMPAIGN AMBASSADORS**

Join the list of community leaders below in a call to action – the **WE NEED TO SURVIVE Campaign** – to address the potential impact the Coronavirus can have on the African American community.

**Rhetta Andrews Bowers**, Texas State Representative  
**Dr. Brian Williams**, Associate Professor of Trauma and Acute Care Surgery & Co-director of the Surgical Intensive Care Unit at the University of Chicago

**Rev. Dr. Michael Bowie**, Senior Pastor of St. Luke “Community” UMC

**Caesar Rentie**, Senior Vice President at Methodist Hospital System

**Terry Allen**, NABJ Board of Directors’ Media Related Board Representative

**Richie Butler**, Senior Pastor of St. Paul United Methodist Church Downtown & Founder of Project Unity

**Execution**

1. Create a collective crowdsource campaign directed at the African American community in Dallas county and the North Texas community to reduce the potentially devastating impact COVID-19 may have on the African American community and other communities. **#WENEED2SURVIVE**
2. Prevent/dispel the misinformation, unreliable cures, and panic-driven fears.
3. Educate the skeptics, doubters, and opposition to social distancing methods.
4. Enlighten both paid and volunteered caregivers, on protective measures to significantly reduce the spread from masks. to handwashing to scrubbing surfaces.
5. Raise awareness without raising fear.
6. Deliver clear communications that are similar on all platforms.
7. Reduce the stigma and discrimination about the coronavirus origins. **#WENEED2SURVIVE**

**We Need to Survive Rationale  
#WENEED2SURVIVE**

**The We Need to Survive Rationale:**

- The African American community has to prepare for the impact of the coronavirus.
- The socio-economic demographics of our community can position us for heightened devastation to our community.
- Hospitals do not have the capacity to hospitalize everyone if more people got sick. The implications will negatively affect our community.
- Faith leaders, elected officials, healthcare leaders and media influencers are partnering to create fact-based dissemination of information for effective outreach and awareness.
- Ambassadors desires that each of us collectively **OVERCOMMUNICATE** to the population beginning in the next 48 hours and the weeks to come.

**#WENEED2SURVIVE**

# FOR BLACK CLERGY/BLACK MEDIA

## CALL TO ACTION FOR THE AFRICAN AMERICAN COMMUNITY

### Action Plan: Simple Messages/Common Sense

#### SIMPLE MESSAGE TO CONVEY NOW

As the pandemic spreads and peaks, it will disproportionately affect African Americans.

We are uninsured, underinsured, low income or possess many of the pre-existing health conditions that are high risk.

We need to exercise proactive prevention.

#### Wash hands.

Practice Social Distancing.

#### Comply with Shelter-in-Place.

Protect/Isolate our Seniors.

*Thus, we need to survive  
by getting this word out.*

**#WENEED2SURVIVE**

#### COMMON SENSE TALKING POINTS

#### Follow the CDC guidelines.

We need to take Coronavirus seriously.

#### No parties, get-togethers or social gatherings.

Whatever you had planned (Party, wedding, birthday) can wait because this is a matter of life and death.

#### It may not infect you, but you could infect others.

If we care about our family and friends, then we should engage in social distancing.

To people of deep faith, remember that church can happen anywhere...your kitchen, bathroom, bedroom, living room, back yard, etc...

Clergy, remember that you are called to shepherd, and that includes protecting your congregations from hurt, harm and danger.

**#WENEED2SURVIVE**

#### RESOURCES:

<https://covidactnow.org/state/TX>

<https://txdshs.maps.arcgis.com/apps/opsdashboard/index.html#/ed483ecd702b4298ab01e8b9cafc8b83>

<https://www.cdc.gov>

<https://www.dallascounty.org/departments/dchhs>

Texas Apartment Association  
Resources for Renters: [www.taa.org/wp-content/uploads/2020/03/TAA-Coronavirus-Renter-Resources-1.pdf](http://www.taa.org/wp-content/uploads/2020/03/TAA-Coronavirus-Renter-Resources-1.pdf)

Texas Department of State Health  
Services

<https://dshs.texas.gov/coronavirus/>

Browse this site for what to do if you're sick, testing information, symptoms, and prevention tips to help DSHS share facts, not fear.

<https://www.who.int/emergencies/diseases/novel-coronavirus-2019/advice-for-public/myth-busters>



**Post/Publish/Tweet/Email/Act!**

TO ADD YOUR ORGANIZATION TO THE CAMPAIGN, EMAIL US AT [OFFICE@SPUMCD.COM](mailto:OFFICE@SPUMCD.COM)

March 27, 2020