



Greater Baptist Convention Northwest Spring Summit 2022 Event Summary

Overview

Since the launch of the WA DOH's Here For Us and WeConsider campaigns, Anchor and C+C have collaborated to secure interviews, media coverage, and partnerships with key members and organizations within the Black/African-American community to address vaccine hesitancy. While vaccination rates among this population have risen 9% since the start of the campaigns, it was identified that more direct approaches to reach faith-based communities were needed.

The Greater Baptist Convention Northwest (GBCNW) is a non-profit organization comprised of more than 35 churches and over 5,000 members across Washington, Oregon, Idaho, Utah, California and Florida. The Anchor Group advised partnering with the GBCNW by sponsoring their Spring Summit convention from April 27th-29th.

Anchor met with GBCNW leaders, including president Bishop Garry L. Tyson and Vice President/General Secretary Dr. Wayne A. Jenkins to secure a sponsorship deal that included a full-page program ad, an event table, two 10-minute presentation slots, collaborative meetings with GBCNW leaders, and commercial ads. The event was hosted at Goodwill Baptist Church in Seattle, WA under the theme "An Unconventional Convention."

Representatives Present

Anchor

Francine Johnson
Larry Williams
Jharman Lightner
Glodean Williams
Kris Mclemore
James Williams

WA DOH

Remeka Jones
DeeSha Connor



(Left to right) DeeSha and Remeka of DOH with Lady Tyson and Bishop Garry Tyson of Goodwill Baptist Church.

Timeline

Wednesday, April 27th

- Anchor prep session with Remeka and DeeSha.
- Pastor Willis and Larry [presented](#) on vaccine hesitancy and DOH's campaigns (52:10-1:06:30).

Thursday, April 28th

- Anchor staffed event table.
- Anchor prep session with Remeka and DeeSha.
- Larry, Remeka and DeeSha [presented](#) before convention audience, followed by Josephine Howell, who shared her personal vaccine hesitancy story and sang before convention attendees (34:20-50:40).
- Vaccination van was available to the public from 11am-8pm.

- Anchor met with pastors to review faith-based campaign successes, challenges and next steps.



Josephine Howell Singing before GBCNW audience on April 28th, 2022.

Friday, April 29th

- Anchor staffed event table.
- Vaccination van was available to the public from 11am-8pm.
- Remeka and DeeSha, with Larry, met with GBCNW pastors to discuss vaccine hesitancy in the faith-based community and how churches can help their members reconsider vaccination.
- In lieu of Anchor's scheduled presentation, Bishop Tyson spoke and [gave accolades](#) to Anchor and the WeConsider campaign (34:44-36:00).

Event Table

The event table was staffed by Anchor associates and available materials included four different two-sided flyers branded with WeConsider content and the GBCNW logo, two WeConsider blog posts (vaccine history and Tiffany's story), and a WeConsider banner. Markers were also supplied at the table for event attendees to write their names across the banner. Leftover printables may be used at the GBCNW Summer convention, and

the WeConsider banner may be repurposed and displayed for social media posts/promotional materials and other events.

Results

- Live streaming took place on all three days of the convention on the GBCNW's [Facebook page](#). The videos received a total of 2,123 views, 28 shares, 98 reactions and 244 comments.
- Leading up to the convention, Bishop Tyson gave four messages to the Goodwill Baptist Church. These messages, which included a highlight on vaccine hesitancy, vaccination vans, and the WeConsider campaign, were delivered to an in-person and livestream audience. On the Sunday before the event, [the livestream](#) (22:00-29:30) received 843 views, 41 reactions and 71 comments.
- Anchor engaged a pastor in Tampa, FL who expressed an interest in running similar campaigns addressing vaccine hesitancy in Florida for the Black/African-American community there. Follow-up is scheduled for the week of May 2nd.



Remeka and DeeSha during worship service on April 27th, 2022.

Lessons Learned and Food for Thought

- Pastors from Tri-Cities (Pasco 6 churches) and Spokane (30 churches) expressed interest in hosting an event or activity similar to the GBCNW convention sponsorship. They shared that it is important to ensure information is available for Black faith-based leaders East of the mountains receive culturally relevant advertising and promotional information on Hear For Us and WeConsider campaigns in a timely manner. It was important that the Care-Van is made available as a part of any activities or events.
- Co-sponsor DoorDash expressed an interest in a potential opportunity to partner and co-sponsor their potential Thanksgiving turkey giveaways through these same organizations.