



 An Opportunities, Incorporated project. Funded by Wisconsin Department of Health Services. 

**PRESS RELEASE**

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**Opportunities, Inc. is awarded WI Department of Health Services grant to promote health equity across Wisconsin.**

The Wisconsin Department of Health Services (DHS) has awarded 3.4 million in grants to 43 organizations to promote health equity in COVID-19 vaccinations throughout the state. The selected agencies will use the funding to limit the barriers to vaccine information and access for disadvantaged and underserved populations.

Opportunities, Inc. will use the award to engage not only their diverse workforce across multiple locations, but also leverage their expansive community and business partnerships to share information, influence, and expand accessibility options to increase vaccination awareness for those in targeted groups identified by DHS. People of color, indigenous, Latinx, impoverished, physical and developmental disability, elderly and other barriers will continue to be the focus of this outreach.

As DHS Secretary-designee Karen Timberlake stated, “These grant funds will raise awareness about COVID-19 prevention, including sharing information about the importance of getting your COVID-19 vaccine, including your booster dose as soon as you are eligible.” Opportunities, Inc. is following this directive with a targeted marketing and outreach campaign centered around refreshing knowledge about COVID-19 vaccines, renewing best practices for health and wellness, and sharing resources to reconnect to work, leisure and life. People of diverse backgrounds and abilities, specifically those living in rural communities will benefit from the array of communication modes and approaches to ensure engagement, understanding and the advancement of health equity for all Wisconsinites.

Barbara LeDuc, President and CEO of Opportunities, Inc. is grateful for being chosen to partner with the state in this next initiative to improve the accessibility of vital community health resources and services, “Opportunities, Inc. is pleased to once again collaborate with the public and private sector in pursuit of enhancing outreach, inclusion and health equity for the health of all Wisconsin communities.”

DHS has awarded a total of 11.58 million to 135 organizations from spring 2021 through project completion in late fall 2022. The grants were awarded to agencies that work to reduce socioeconomic or health inequities. Opportunities, Inc.’s mission aligns perfectly with this call to action. They are prepared to implement similar strategies from the first DHS Outreach Project that reached over 100,00 people in the targeted groups.

*For more information on the Community Outreach COVID Vaccine Project, please contact Ann Janquart, Vice President of Employment Services at [ajanquart@oppinc.com](mailto:ajanquart@oppinc.com)*

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