



Can Community Engagement Defeat COVID-19? A Look at Exercise Your Faith New Orleans?

In the face of the COVID-19 pandemic, the Greater New Orleans area faced a unique challenge—how to effectively communicate the severity of the virus and encourage preventive actions within its diverse and vital communities. In 2020, The Madina Group Consulting joined forces with Exercise Your Faith New Orleans (EYF NOLA) in a street-driven campaign that not only disseminated crucial information but empowered communities to prioritize safety measures. This case study explores the transformative impact of community engagement in the fight against COVID-19.

About the Company

Industry: Non-profit Organization

Location: New Orleans, LA

Exercise Your Faith New Orleans

The Madina Group Consulting collaborated with Exercise Your Faith New Orleans (EYF NOLA) in 2020 to conduct a street-driven campaign aimed at educating individuals across the Greater New Orleans area about the severity of COVID-19, particularly its impact on minority communities. The campaign strategically disseminated critical information through trusted community voices, encouraging citizens to prioritize safety measures such as wearing masks and hand hygiene.

Challenge

The primary challenge was to effectively communicate the seriousness of COVID-19 and encourage preventive actions within the diverse and vital communities of New Orleans. Engaging trusted spaces like beauty, barber, and nail salons, as well as partnering with influential community leaders and organizations, was essential to amplify the campaign's reach and impact.

Our Approach

The Madina Group Consulting employed a comprehensive strategy to address the challenge:

Strategic Community Engagement

Engaging key community spaces such as beauty, barber, and nail salons enabled us to disseminate information and emphasize the importance of adhering to safety protocols.

Comprehensive Outreach

Canvassing all 17 wards of New Orleans, the West Bank of Jefferson Parish, and targeted segments of St. Bernard Parish allowed us to engage with a wide array of communities. a diverse audience.

Partnering for Impact

Collaborating with influential organizations like Alpha Phi Alpha Fraternity, Inc., New Orleans Chapter of the Links, and numerous African-American churches bolstered our campaign's credibility and reach.

Leveraging Elected Officials and Community Leaders

Engaging with elected officials, including the Governor, Mayor, and State Senator Regina Barrow, amplified the campaign's reach and influence, fostering a collective commitment to combatting COVID-19.

Results

As the pandemic persisted into 2021, the focus shifted towards securing funding and ensuring projects' timely completion. The ongoing challenge was to manage the pandemic's spread until vaccination could reach all communities. EYF NOLA remained committed to making Louisiana and the New Orleans region safer by actively contributing to community education and preventive efforts.

Conclusion

The Madina Group Consulting's collaboration with Exercise Your Faith New Orleans in 2020 was instrumental in fostering awareness and engagement regarding COVID-19 in the Greater New Orleans area. The campaign's success lay in the strategic approach of engaging community spaces and influential leaders, aiming to collectively combat the pandemic.

The campaign achieved remarkable outcomes and impact:

- Extensive Community Reach:
 - Canvassed over 17,500 doors, 200+ businesses, and engaged with 75 churches and more than 400 services.
- Diverse Community Engagement:
 - Conducted outreach across various communities and segments, including African-American communities in St. Bernard Parish.
- Crucial Partnerships:
 - Collaborated with the City of New Orleans Health Department and participated in 14 COVID-19 testing and health fairs.
- Elevated Awareness:
 - Garnered engagement from elected officials and community leaders, amplifying the campaign's message.



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