

Project Finish Line

Initiative Introduction

September, 2020 | Sostento Inc



What is Project Finish Line?

A nonprofit initiative to
help clinics in underserved
communities defeat COVID-19.

Why We're Launching Project Finish Line

We are launching Project Finish Line **because:**

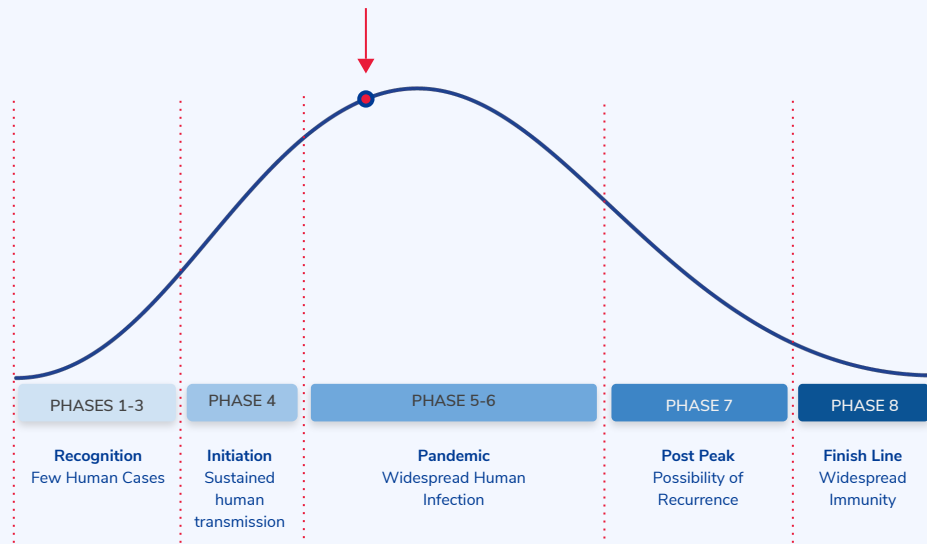
- Sharing **information** about the virus did not mean we were able to stop the spread
- Being a frontline health worker did not mean essential **PPE** was available
- Needing a **COVID-19 test** did not mean you would get one in a timely manner
- The approval of a **vaccine** will not be enough to get everyone vaccinated in underserved communities facing misinformation and lack of resources

The way to end the pandemic early is to prepare for collective **grassroots action**

Where We Are In Pandemic Life Cycle

Learning from past epidemics and pandemics, we can anticipate that we are past the initial phases of COVID-19. We can prepare for the work that needs to be done to reach the finish line.

It is now up to us to how quickly we can defeat the coronavirus as **we enter the final phases of the pandemic**. We can use our lessons learned to guide us into proactive collective action.



Our COVID-19 Response Impact to Date

CoronavirusNetwork.org

Number of Organizations
That Downloaded
Our Resources

500+



FAQ & Best Practice
Documents Created

20+



Volunteer
Hours Mobilized

4,000+



Website
Unique Impressions

40,000+



HelplineSOS

Clinic
Patients Benefited

50,000 +



Charitable Clinics
Served

20+



COVID-19 Calls
Answered

20,000+



Clinic
Staff Benefited

500



Questions We Are Asking Ourselves Now

Are We Prepared To Vaccinate Everyone?

For a vaccine to get delivered efficiently a plan needs to be in place before it becomes available.

Frontline organizations will be required to educate, inform and mobilize their community, the **coordination challenge** will be like nothing we have ever done before.

How Can We Amplify Factual Covid Info?

Misinformation has been one of the largest challenges in the response the the coronavirus pandemic.

Community groups are best positioned to **quickly disseminate trusted information and answer calls for help**, but they can't do it without targeted support.

How Do We Detect New Outbreaks Early?

There are still a lot we don't know about how long immunity from a vaccine lasts for individuals.

To say we've reached the finish line we need a **mechanism to identify potential new outbreaks quickly** and get that data into the hands of local officials for response.

Goals of Project Finish Line

Project Finish Line will bring together community stakeholders from across the country in order to accomplish **three main goals.**

The objectives for the project build on the effort to date by our partners with the Coronavirus Support Network.

It's critical that we help the exhausted frontline essential health workers to get through this last push.

1

Prepare for the coordination effort that will be required for **Equitable Vaccine Delivery.**

2

Build a **Network Of Clinic Helplines** that allows for timely, informed responses to COVID-19 calls.

3

Establish an **Alert System** that provides early warning to officials about new outbreaks.

Calling on State Leads

Project Finish Line state leads will be empowered to provide **information, resources and funding opportunities** to clinics in underserved neighborhoods.

One state lead organization will be selected per state. Applications to be reviewed on a rolling basis. Organizations applying to state leads must be health equity focused and already have an existing wide reach in their state.

Each state lead has the opportunity to share their specific state needs with the Project Finish Line.

Our Commitment

We promise to assist all state leads in getting the **financial support** they need to operate, helping them respond to misinformation about coronavirus and mobilizing resources for equitable vaccine delivery.



Supporting State Leads

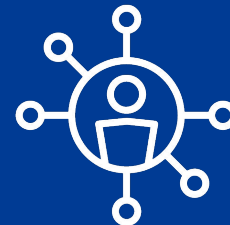
OPPORTUNITIES FOR
FUNDING



SHAREABLE
KNOWLEDGE



SOCIAL MEDIA
SUPPORT



To reach our goals it will be **our mission** to get timely resources, vetted information and relevant mechanisms for fundraising into the hands of frontline community based organizations.

About Project Finish Line Organizer

Sostento Inc is a nonprofit consultancy for frontline health workers.

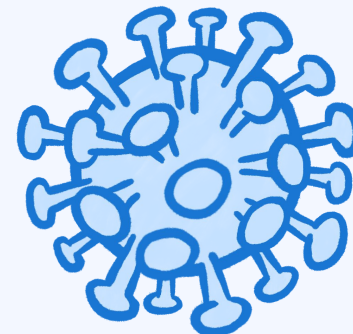
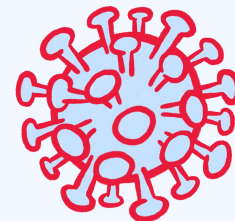
COVID-19 led to a rapid crisis response and a leadership moment.

Project Finish Line is being organized by Sostento Inc, a 501c3 nonprofit organization based in New Jersey. Sostento Inc is led by Joseph Agoada, a specialist who worked on international public health projects at the intersection of technology, communications and innovation. During this time he lead numerous projects that utilized the power of technology to strengthen response to outbreaks, including HIV / AIDS and Ebola in Africa and the Avian Flu in Southeast Asia.

In 2018 Joseph began work with the CDC on an opioid response project in the United States and saw the need for a new organization that would support frontline health groups to overcome gaps in capacity to innovate, employing of new technology and mobilizing of resources. Sostento Inc was founded in October 2019, and seed funding for technology work in the opioid crisis was received in December. In the start of 2020 a team of public health specialists came together to work on opioid related projects across West Virginia and Arizona, but in early February the threat of the novel coronavirus prompted crisis response.

Over the course of three weeks in March Sostento Inc launched the Coronavirus Support Network and then designed, developed and deployed the flagship product, HelplineSOS, resulting in a successful launch in Atlanta on March 20th. Since then the team has been working hard to grow and meet the demand for assistance in the coronavirus pandemic while also maintaining its effort on the opioid crisis.

Visit www.sostento.org to learn about all our initiatives



Together we will cross the
finish line, end the pandemic
and prepare to stop the next one.

@covidfinishline
#ProjectFinishLine

Questions?

www.covidfinishline.com



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