

Strategic Partnerships & Alliance Building

PAST PERFORMANCE

Walgreens

COCO B. Productions powered Walgreens' Vaccine Equity Task Force by assisting the procurement of strategic partners necessary to execute crucial activations that served hundreds of thousands across the country. The collective impact of these partnerships increased community engagement, outreach, and opportunities to educate and vaccinate, serving African American, Latino, and underprivileged communities, Historically Black Colleges and Universities (HBCUs), and respective community vaccine clinics at churches, mason lodges, and local urban leagues.

The Impact of the Vaccine Equity Task Force:



Administered over 28 million protective vaccines, served 15 HBCUs and surrounding communities, and the transportation of free rides from Uber.



Provided education regarding the COVID-19 vaccine through a dedicated webinar event to underprivileged & underserved communities.



Supported Walgreens and Faith for Black Lives' Shots for Tots campaign, hosting vaccination clinics geared specifically for children ages 5-12.

The partnerships COCO B. Productions secured on behalf of Walgreens facilitated the delivery of critical healthcare vaccines, resources, and education to underserved communities of color and those in socially vulnerable communities.

28 Million
Protective
Vaccines

1,461
Clinics
Served

10 Million
Uber Rides
Provided

650
Community
Partners





WALGREENS VACCINE EQUITY TASK FORCE

