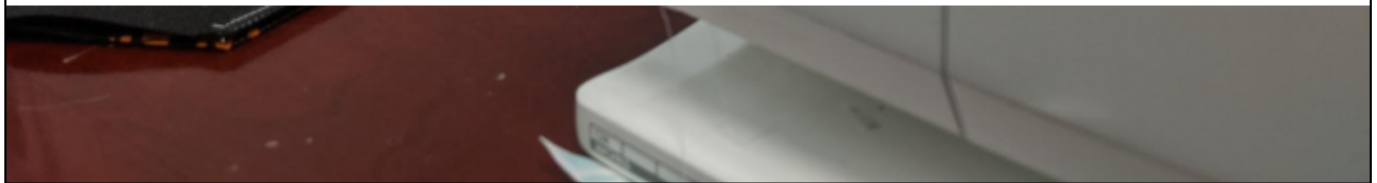




Equity in PPE Distribution

The social context of what we make



Hello,

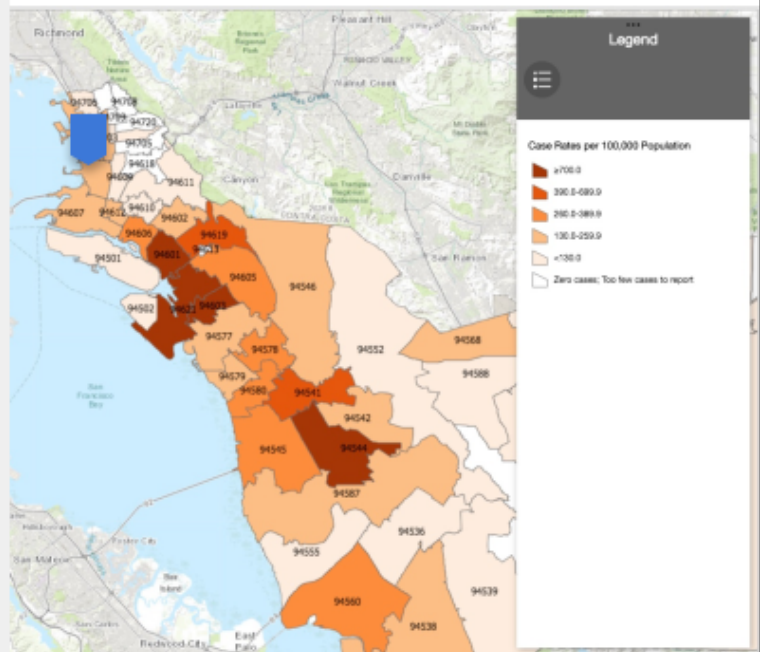
My name is Rachel Sadd but i am better know as Crafty. I am an artist based in Oakland, CA specializing in interactive public art including interactive costumes. I am also the Executive Director at Ace Makerspace, a 10 year old non-profit here in North Oakland. *In Spring of 2019 I contracted N1H1 and ended up on a ventilator. So this situation and the need hand a profound personal impact.*

As part of COVID-19 harm reduction efforts I participate in 4 local projects mostly making masks including leading one that distributed over 1500 specific use masks locally. As part of the Ace Makerspace team we are also in the midst of turning the rapid-response efforts into a evergreen mask making program.

Research the needs

Find out what areas are most impacted in your distribution zone.

Local public health agencies should have basic information.



Source: Alameda County Public Health Department. <http://www.acphd.org/2019-ncov.aspx>

Who has access to healthcare and who can quarantine and still make a living matter the most, most of the time.

Use location data as a starting point queue and do some basic analysis on why certain areas might be impacted more than others. Consider socioeconomic, race, and ethnic differences.

Choose your recipients

Choose your recipients and research their resources. Common under-resourced demographics include:

- Unhoused people
- Elderly people
- Working class Black people
- POC and immigrant communities
- LGBTQ communities
- Industry specific populations (i.e. farmworks, meatpackers, etc)



Do some basic research and critical thinking. For example:

- Consider how many masks a front line worker who can't afford to stay home will need to reasonably get through a 40 hour work week? Do they need shields?
- How will unhoused people wash a reusable mask? How will they wash their hands?
- Are your recipients likely to be children?
- What are the cultural considerations of your recipients? IE what will they feel good about wearing?
- Are there racial equity factors in play ie: what mask is likely to be safer for a black man to wear in public?



Design to meet the needs

You have selected your recipient types and learn about them. You know your own resources. Next design the best product you can with your resources.

Consider:

- Washability
- Labeling and information needs
- Packaging for the situation
- Occupational use

Some things to remember

Make sure it can be washed or cleaned easily by your recipients.

Make labeling your people can access including instructions in languages in other than english

Individual reusable mask packaging allows for reduced contamination in distribution and protest situation

Occupations matters... a gardener is going to need more masks in a day than a delivery person.

- Washability - Can your recipients easily wash it? Disabled and unhouse folks have special needs and working folks don't have a lot of time.
- Labeling and information needs - Are all your recipients english speakers? Is use information easy to understand? Or require internet
- Packaging for the situation - Individual reusable packaging is the most useful if you can afford the packaging and the effort. Dating your packaging empowers quarantining before use.
- Occupational use - somebody in a heavy labor job is going to get their mask dirty and

may need covers or multiple to use per day.

Who is already serving your recipients?

Where to start looking:

- City/municipal listings
- School district listings
- Social Media: Facebook, Instagram, Twitter, Reddit, Discord groups

What to start looking for:

- Social good organizations and collectives
- Churches
- Community centers
- Activist organizations and activist event organizers
- Civic groups
- Non-profit agencies



Connecting with folks who already have **distribution networks** and **reputations of trust** in the community when possible will make your equitable distribution more effective faster.

When doing self distribution keep it simple and start small when going into communities that are not your own.



Martha's Table volunteer Poet Taylor helps distribute hundreds of free hot meals donated by the Clyde's Restaurant Group to people in need during the novel coronavirus pandemic. Chip Somodevilla

Create relationships

Meet people where they are... literally. Go to their distribution days with samples. Learn their established collection days etc.

Be persistent when cold calling but not demanding. If you are in this for gratitude, reset your expectations.

Create safe pick up processes! This builds trust and creates options.

Bring dignity when doing direct distribution especially to unhoused people.

If you are in this for gratitude, reset your expectations.

Q&A + Follow up + Get the deck

<https://thecraftyavenger.com/>

Volunteer PPE Making with Ace Makerspace

