



Contact: Sharmila Rao Thakkar
Executive Director
Staten Island Not for Profit Association / SI COAD
347-6-SINFPA | admin@sinfpa.org

FOR IMMEDIATE RELEASE

Staten Island Nonprofits Launch #SIStayStrongStaySafe Campaign to Raise Awareness & Prevent the Spread of COVID-19 in the Borough

[Staten Island, NY – December 1, 2020] – The Staten Island Not for Profit Association and SI Community Organizations Active in Disaster (SI COAD)/Medical Ecosystem (MES) coalition, along with several partners, are thrilled to launch the **Staten Island Stay Strong, Stay Safe Public Messaging Campaign (#SIStayStrongStaySafe)** to help build collective engagement and movement around the importance of maintaining safety guidelines to prevent the spread of COVID-19 in our borough.

As the rates of COVID-19 and hospitalizations increase, we realize the continuing challenges our communities and neighbors, businesses and organizations face. It is more important than ever that we work together to keep each other and our communities safe and strong to handle what may come our way. Here's how you can be a part of #SIStayStrongStaySafe:

- [Pledge your support to protect our Staten Island communities.](#)
- Check out the [SICOAD Social Media Toolkit: Staten Island Stay Strong, Stay Safe](#) to download and adapt flyers, graphics, text for social media posts and emails to enhance and increase visibility about your activities.
- Promote your engagement and outreach on social media with the hashtag [#SIStayStrongStaySafe](#) to amplify our collective efforts.
- Share the Video PSAs by our MES/Incident Command Team physicians on topics such as Covid-19 holiday guidance, why wear a mask, the core 4 to stay safe, the importance of testing. The [first video by Dr. Donna Seminara on holiday guidance](#) and second video [by Dr. Philip Otterbeck on the importance of wearing a mask](#) are up on our social media platforms here: [Facebook](#), [Twitter](#), [Instagram](#), and [LinkedIn](#).
- Sign on as a partner, email program@sinfpa.org.

“The #SIStayStrongStaySafe campaign aims to reach all corners of our borough — nonprofits, businesses, partners, clients and families, staff and leadership, community members and friends to make this powerful commitment. Together, we can keep Staten Island in good health and help our fellow Staten Islanders to live, work, learn, and play in confidence,” says Sharmila Rao Thakkar, executive director of SINFPA and the SI COAD. So far several businesses and organizations including Staten Island Long Term Recovery Organization (SILTRO), Project Hospitality, Pride Center of



Staten Island, the JCC of Staten Island, Staten Island Partnership for Community Wellness, and IlluminArt have signed on to the pledge, posted signage, and/or amplified messaging on social media.

The Staten Island Community Organizations Active in Disaster (SI COAD), managed by the Staten Island Not For Profit Association (SINFPA), was developed in 2012 after Superstorm Sandy to better prepare our local community organizations for disasters and/or emergencies, be it an act of nature or man-made. In response to the COVID-19 outbreak, the SI COAD and its Medical Ecosystem (MES) subcommittee have been activated to provide education, outreach, communications, connections, guidance and coordination between/among nonprofits, the healthcare community and elected officials and government agencies. Early on, in partnership with the Office of the Borough President, the group collected status on operations, challenges and the needs of our healthcare and social services providers, and community organizations in order to help address critical needs and serve as a resource for information and assistance, specifically in coordinating PPE and other supplies for the borough's frontline healthcare workers and providers of critical services. Read more about the efforts [here](#).

ABOUT STATEN ISLAND NOT FOR PROFIT ASSOCIATION:

Since 2005, the Staten Island Not For Profit Association, Inc. (SINFPA) has provided resources, support, and advocacy for the borough's nonprofit community. The Association was created to provide a single "voice" for nonprofits in Staten Island, and to enhance the economic impact that nonprofits provide to Staten Island communities. Members include 100+ cultural institutions, faith-based organizations, health care providers, senior & youth service providers, and local community groups that provide services and programs for our diverse Staten Island communities and neighborhoods. Through educational workshops, group trainings and facilitated conversations, SINFPA strives to make sure nonprofits have what they need to continue being a service provider, employer, volunteer opportunity, and active part of the Staten Island community.

The Staten Island Community Organizations Active in Disaster (SI COAD), a coalition managed by SINFPA, facilitates ongoing collaboration within the Staten Island nonprofit sector to enhance and strengthen its state of readiness in times of crisis and disaster; interfaces with response organizations on the federal, state and local level; and provides opportunities for learning and sharing resources to promote a culture of preparedness in the borough. The Medical Ecosystem (MES) subcommittee of the COAD brings the voice and expertise of our local hospitals, nursing homes, mental health providers, volunteer EMS and other health care organizations that provide assistance in the event of a large-scale emergency into the network. COAD participants include representatives of our elected officials, human service agencies, service providers, educational organizations, hospitals, nursing homes, rehabilitation centers, and private ambulances. Visit us at www.sinfpa.org.

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