



Department of Public Health

Monroe County, New York

Adam J. Bello
County Executive

Michael D. Mendoza, MD, MPH, MS
Commissioner of Public Health

For Immediate Release
Friday, July 16, 2021

Monroe County is Partnering with New Creations Unisex Shop on “Shots at the Shop” initiative on Monday

The Monroe County Department of Public Health is providing vaccinations at the *Shots at the Shop* event on Monday, July 19, at the New Creations Unisex Shop, 647 Jefferson Ave., from 1-4 p.m.

The *Shots at the Shop* initiative is part of a national collaboration engaging barbershops and beauty salons to help ensure their communities are protected from COVID-19.

New Creations owner Willie Lightfoot underwent training with the University of Maryland to learn how to conduct fact-based conversations with his clients, helping to answer their vaccine questions and connect them with resources to learn more.

“Monroe County is pleased to partner with New Creations on this important outreach effort, aimed at providing factual, science-based information to residents of a neighborhood that has been disproportionately affected by this serious virus. We stand ready to provide vaccinations when individuals are ready to take this important step toward protecting themselves and their communities,” said Monroe County Executive Adam Bello.

“We will have fact-based resources on hand to help clear up misperceptions and misinformation that might be keeping someone from getting vaccinated, even though it is so important for their health, and the health of our community,” said Lightfoot.

Monday’s event is open to the public, and no appointment is necessary. Anyone who is 18+ years old is eligible for the Moderna vaccine being administered at the barbershop. Monroe County will assist individuals 12 – 18 years old in making an appointment for the Pfizer vaccine at a nearby clinic.