

DOH Engaging Communities Leading COVID-19 Efforts

Washington State Department of Health (DOH) Community Media Outreach (CMO) Program Overview

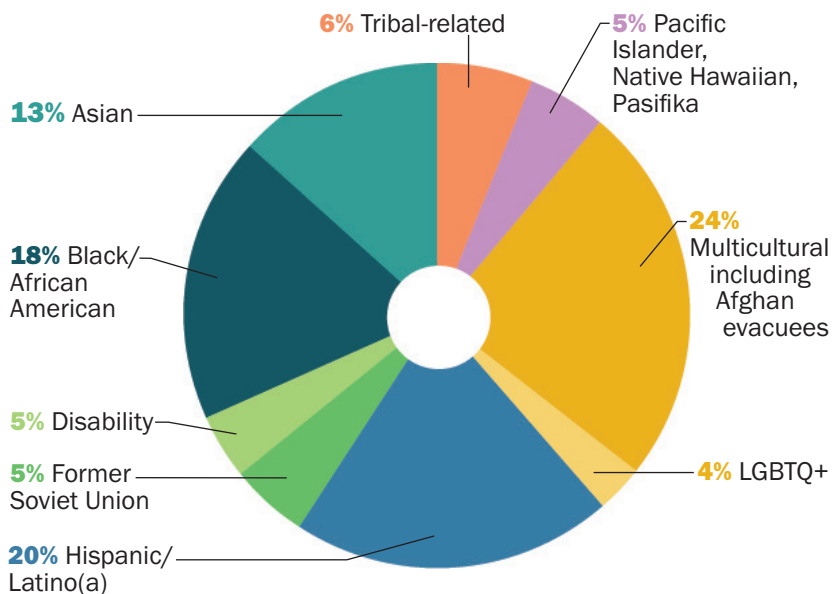
Communities across Washington have been disproportionately impacted by COVID-19. The Washington State Department of Health (DOH) in partnership with Desautel Hege (DH) engaged community-based organizations and community media outlets to increase access to COVID-19 resources and vaccines in adversely impacted communities. DOH in collaboration with DH expanded this COVID-19 Community Media Outreach (CMO) program by partnering with trusted message carriers to lead their own outreach campaigns.

With a \$19.5 million investment provided by DOH, community partners solved for unique barriers within their communities and were able to reach diverse and intersectional audiences across the state. Partners developed accessible, in-language and culturally appropriate COVID-19 messages and assets with technical assistance support from DH and DOH. Partners used trusted message carriers and subject-matter experts to encourage vaccination, address misinformation and mistrust, and build vaccine confidence.

\$19.5M
total investment

\$14.3M allocated to
community partners from
October 2020 to January 2023

\$5.2M invested in partner
capacity building including
technical assistance

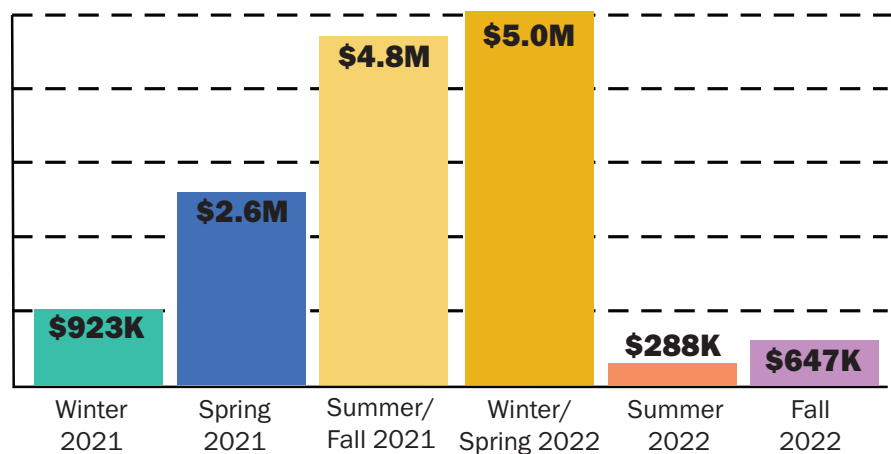


Program goals Program growth

- Improve COVID-19 **information and vaccine access**
- Develop meaningful, **culturally relevant and linguistically appropriate** communications
- Invest in and grow existing **communications infrastructure**
- **Build relationships** between communities and DOH
- **Increase reach and impact** of DOH public health messaging
- **Elevate partner feedback**

The CMO program quickly grew from 48 contracted partners to over 200 partners through an investment of over \$19 million. DOH and DH intentionally maintained open dialogue with contracted partners through more than 15 Community Conversations and regular engagement. This trust-building and investment in community will continue to positively affect the state’s public health infrastructure as well as the capacity of partner organizations and the health of the people they serve.

Community Partner Funding



Program impact



Over **22k media placements** made



4.4M estimated people reached



More than **250 technical assistance projects** completed



217 community partner organizations contracted from October 2020 – January 2023, reaching over **52 communities** and in **92 different languages**

PICA WA **increased vaccination rates**

for Pasifika, Pacific Islander and Native Hawaiian communities by hosting over 20 COVID-19 community vaccination clinics, and increasing staffing in rural areas to communicate with hard-to-reach pockets of the community in person and in language.



Clallam Mosaic **made COVID-19 topics**

accessible by creating an animated video and an "I got vaccinated because" campaign to share COVID-19 prevention tips and encourage vaccination amongst individuals with disabilities.



Power of Two **helped decrease the spread of COVID-19**

in unhoused populations by visiting encampments and sharing information about the nearest vaccination sites and providing easy access to transportation.



These photos depict various community-based organizations who participated in the CMO program and community members participating in COVID-19 information sharing and vaccination events.



Latinx Unidos of the South Sound developed bilingual Spanish and English Loteria or Bingo-style game boards to share with their community members at COVID-19 informational and vaccination events to help reinforce COVID-safe behaviors.



Tesfa Program encouraged vaccination through stickers in culturally-symbolic colors and flowers. The stickers were placed on packages of Injera bread sold at local markets in celebration of the Ethiopian New Year.



Partners reaching Russian and Ukrainian audiences identified a need for customized written materials that explore the COVID-19 vaccine and include viewpoints of various trusted faith leaders. The flyers were distributed to community members at religious gatherings, community centers and vaccination events.

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