

DOH Latino, Latina, and Latinx Community Partner Space Minutes

August 18th, 2022

I. Welcome & Introductions – Bella Mendez

- Meeting participants:
 - Cyndi Cantu, Benton Franklin Health District
 - Olivia Ortiz, Northwest Justice Project
 - Raul Sandoval, La Súper Deportiva
- Meeting support:
 - Bella Mendez, DOH
 - Fathiya Abdi, DOH
 - Sydney Boothe, Within Reach

II. Updates and questions from partners

- *How is DOH planning on doing back-to-school messaging for COVID-19 and monkeypox, including at detention facilities?*
 - Updated COVID-19 guidance for schools:
<https://doh.wa.gov/sites/default/files/2022-08/825058-COVID19SchoolGuidanceBrief.pdf>
 - There has been a member of the Community Relations and Equity team activated to respond to all monkeypox requests, including community partner feedback and concerns.
 - Bella can invite Rael to the next meeting for a more formal discussion.
 - DOH is working with Desautel Hege (a contractor that has been overseeing emergency outreach services for COVID-19 work) to conduct community outreach around monkeypox.
- Cyndi: 1000 people came to the Benton-Franklin Health District (BFHD) back-to-school event on the 13th
 - 58 COVID-19 vaccines were provided by the Care-A-Van.
 - BFHD ran out of all the supplies they had to provide, distributing 185 backpacks just in the first hour of the event.
 - 20 community partners sponsored this event.
 - Utilizing DOH distribution lists and portals to share events widely helped to promote the event.
- If partners have events that they want shared on the WA Portal, please send them to us at vax.collaborative@doh.wa.gov so we can post them on the Collaborative calendar.

III. Infographic review

- Keep in mind the intended call to action for these infographics while reviewing them.

- Please see [the slides from this session](#) for the infographics referred to in this section.
- Infographic 1 (slide 14): Vaccination series completion rate in the Latinx community
 - Updated wording to be more "plain talk"
 - Figures shown in previous infographics were not accurate, so the figures were updated to what is shown in this version.
 - Changed wording from "general population" to "statewide"
 - Should we include a call-to-action message here?
 - "Does a friend or family member need help getting vaccinated?"
- Infographic 2 (slide 15): Vaccination by age group and ethnicity
 - Added the data source and tried to highlight the age groups that are the farthest behind the statewide average by putting yellow boxes around them.
 - Call to action: *Early in the pandemic, a lot of messaging focused on protecting the elderly. We can shift that messaging to protecting everyone. COVID-19 is devastating for all ages, not just the elderly.*
- Infographic 3 (slide 16): Vaccination for Latinos ages 5-11
 - Changed wording from "general population" to "statewide"
 - Darkened percentage markers on the bar chart
 - Switched girl's dress color to match the Latino bar in the chart
 - Added exact percentages to the bars in the chart
 - Edited wording to be clearer
 - Call to action:
 - While the overall vaccination rate for this age group is not high, Latinx folks are still lagging behind the statewide rates.
 - Messaging should also take into consideration that Latinx groups are very protective of their children
 - Kids are going back to school and will be around other kids who will attend different events outside of school. We want to keep COVID-19 restrictions (for example, not having to isolate, etc) lax, so getting our kids vaccinated will help accomplish this.
 - Emphasize that vaccines are safe.
- Infographic 4 (slide 17): Vaccination for Latinos ages 25-34
 - Added exact percentages to the bars in the chart
 - Changed wording from "general population" to "statewide"
 - Does the wording "vaccination series" resonate with the Latinx community?

- *It's okay, but it should define what "series" means.*
 - *Consider adding an asterisk and defining it at the bottom of the infographic.*
- Consider showing a vaccination card instead of a needle.
- Infographic 5 (slide 18): Deaths by vaccination status
 - Removed deaths of people who have been vaccinated
 - There was too much information on one infographic to properly communicate everything.
 - Clarified that the figures presented are for the entire country
 - *"Jurisdictions" might be too complicated of a word. Either change it to a simpler unit like "states" or remove it.*
- Infographic 6 (slide 19): Vaccination status and likelihood of getting COVID-19
 - Changed wording to be clear that the call to action was vaccination, not testing.
- Infographic 7 (slide 20): Case rate by ethnicity
 - Added units (per 100,000 for the week of June 25th) and data source.
 - This infographic is still missing data for the Asian community. Bella is working to get that information added.
- Infographic 8 (slide 21): Rates of death by vaccination status between January and May of 2022
 - Even though it does show that deaths have overall declined since the beginning of the year, the difference in deaths between vaccination status is still quite large.
 - Change "more at risk" to "more likely to"
 - The B in "by" is bolded, but the Y is not
 - Remove the word "jurisdiction"
- Bella will take this feedback and finalize the infographics. They will then be sent off for translation.
 - If you have feedback between now and next week, please send it to Bella at bella.mendez@doh.wa.gov.

IV. Objective #2: Create messaging for late summer/early fall in Spanish and Indigenous languages that can easily be shared in audio form

- Please refer to the [the slides from this session](#) for some examples in Spanish from the [Spanish DOH Facebook page](#).
 - Currently, there is not a lot of social media messaging from DOH in Spanish targeted to parents of children. That could be something this group focuses on creating in the upcoming weeks.
- *DOH posted this English language video on Instagram I thought was impactful:* https://www.instagram.com/p/ChGHV1_N9Wo/

- Partner idea: Providing Spanish COVID-19 self-testing instructions because many kits do not include Spanish instructions.
 - With the decrease in in-person testing locations, we need to develop instructions for what to do if you need to test but don't have an at-home test.
 - Some options: Instructions for how to use an at-home test, referral to their primary care provider, or instructions on how to find at-home tests for free.
 - This can also include guidance for other situations, such as what to do before you go to a large gathering or how to report a positive test when you test at home.
 - Instructions for self-testing can be paired with infographics about testing/getting COVID-19.
- Links and resources shared by DOH
- Instructional videos in various languages on how to use an at-home testing kit:
 - [Arabic](#)
 - [Burmese](#)
 - [Dari](#)
 - [English](#)
 - [French](#)
 - [Kirundi](#)
 - [Maay Maay](#)
 - [Nepali](#)
 - [Pashto](#)
 - [Spanish](#)
 - [Somali](#)
 - [Swahili](#)
 - [Vietnamese](#)
- Federal and state level (Say Yes!) testing kits are still available to order: <https://sayyescovidhometest.org/>
- People can also call 211 or 1-800-525-0127 then press # (press 7 for Spanish) for questions they may have and to find testing sites.

V. Wrap up and next meeting

- Bella will draft some messaging for next week and the group will review it.
- If you have not filled out the Collaborative feedback survey, please do so as soon as possible. The upcoming September 7th Collaborative will discuss the feedback we receive in this survey as well as the future direction of the Collaborative space.
 - [English survey](#)
 - [Spanish survey](#)

o Next meeting: August 25th at 11am

- Link to the meeting: <https://withinreachwa.org.zoom.us/meeting/register/tZckdOuprTgrGtyHfQRtxB2A2klb6LXJAIF>