

DOH Latino, Latina, and Latinx Community Partner Space Minutes

September 1st, 2022

I. Welcome & Introductions – Bella Mendez

- Meeting participants:
 - Aida Hidalgo, Mexican Consulate in Seattle
 - Chaune Fitzgerald, WOW Tri-Cities
 - Cyndi Cantu, Benton Franklin Health District
 - Ida Cortez, Sumner-Bonney Lake Family Resource Center
 - Miriam Pamatz, Chelan Douglas Health District
 - Raul Sandoval, La Súper Deportiva
- Meeting support:
 - Bella Mendez, DOH
 - Erika Ochoa, DOH
 - Fathiya Abdi, DOH
 - Pablo Sepulveda, DOH
 - Signe Lindquist, DOH
 - Sydney Boothe, Within Reach

II. Updates from DOH

- Community Relations and Equity Team Hired Blanca Guessman as a Health Equity Communication and Outreach Coordinator
- Pablo Sepulveda will be joining the Communications Team at DOH as a Social Media Communications Consultant.

III. Partner updates and events

- 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.

IV. Work overview and review

- This workgroup has been working on four goals/objectives.
 - We have completed the first objective: create data infographics that reflect the Latinx/Latino community that are simple to understand to share with community members.
 - We are now working on objective two: create COVID-19 messaging for late summer/early fall in Spanish and Indigenous languages that can be easily shared in audio form (ex: podcast and radio).

V. Call to action and social media graphic review

- Please see [this document](#) for the graphics and call to action messages referred to in this section.
- After review by the social media team, the infographics that we created in collaboration with the graphic design team are not a good fit to post on social media.

- Although they will not be posted to social media in their original form, DOH would like to post them to their COVID-19 data dashboard page.
 - Additionally, the social media team took these original concepts and transformed them into graphics that are fit to post on social media platforms (Facebook and Instagram, specifically).
 - Major changes to the graphics:
 - Made images square
 - Reduced text on screen
 - Simplified and/or reduced graphics
 - Shortened headings
- *You could easily take the graphics and create a YouTube video showing each graphic and have someone in the background explaining what it says. This would be more accessible for people with limited literacy.*
- DOH is hoping to post these messages and graphics as early as next week.
- **Call to action/graphic 1**
 - Summary of changes by social media team:
 - The graphic was simplified: they removed the border.
 - The English message was generalized.
 - The heading was changed.
 - There was no feedback from partners on this call to action or graphic.
- **Call to action/graphic 2**
 - Summary of changes by social media team:
 - The graphic was simplified: they removed "ages" and some of the percentages.
 - The highlights around the age groups of 5-11 and 25-34 were removed.
 - They removed the icon of a person.
 - The heading was changed.
 - 1 partner selected "disapprove" on this survey, but we did not receive any feedback as to what they would like changed.
- **Call to action/graphic 3**
 - Summary of changes by social media team:
 - The graphic was simplified: They removed some of the percentages and COVID-19 icons.
 - The heading was changed.
 - There was no feedback from partners on this call to action or graphic.
- **Call to action/graphic 4**
 - Summary of changes by social media team:

- The graphic was simplified: They removed some of the percentages and COVID-19 icons.
 - The heading was changed.
 - *The Spanish call to action should be changed from “Todos contamos con...” to “Todos dependemos de la...”*
 - *Make the message shorter.*
 - *My only suggestion would be to choose either Latino or Latinx (I prefer Latino) for consistency.*
 - *I prefer Latino, but these infographics are to be shared in all social media platforms, correct? And the age that would be targeted would be the younger population, which are familiar with the term Latinx. But if it were for our older population, then I would say Latino would be better. The population that uses social media more is the younger generation, so Latinx is fine.*
 - *I think these would be great as audio!*
 - *Add the call to action in audio form via a PowerPoint presentation for partners to use in outreach efforts.*
 - Alternatively, partners can import the images from the DOH website and add the call to action in the notes section of the PowerPoint.
- **Call to action/graphic 5**
 - Summary of changes by social media team:
 - The graphic was simplified: The border was removed.
 - The subtitle is missing from the graphic but is written in the caption.
 - There was no feedback from partners on this call to action or graphic.
- **Call to action/graphic 6**
 - Summary of changes by social media team:
 - The graphic was simplified: The people icons were removed.
 - *The problem with the graphic vs. the call to action is that it doesn't mention the booster.*
 - *The Spanish translation doesn't match the English call to action. It says, “Don't leave it to luck” or “probability”. The message on the graphic is fine.*
- **Call to action/graphic 7**
 - Summary of changes by social media team:
 - The graphic was simplified: The person icon was removed.
 - *Make the message shorter and simplify it.*
- **Call to action/graphic 8**
 - Summary of changes by social media team:

- The graphic was simplified: The numbers on the y axis were abbreviated, COVID-19 icons were removed, and the information bubble was removed.
- All words except what was in the information bubble remain in this graphic. The text from the information bubble is in the caption of the post.
- *The call to action is just referring to one month. Why? This could be confusing to the public.*
- *I would rephrase the first half of the call to action. Could we work on that together?*
 - *I would keep the second part.*
- *Agree with not calling out the month in the message since the date is listed on the graphic.*

VI. Wrap up and next meeting

- If you have feedback on these graphics or messages, please send it to Bella at bella.mendez@doh.wa.gov.
- Partners have expressed interest in sharing these graphics on their own social media in addition to the DOH social media channels, so we will make them available for partners to share.
 - If you have a preferred way that these messages and graphics are shared (ex: a downloadable toolkit vs. re-sharing on your own social media accounts) please let us know.
- Bella has accepted another position within DOH. Fathiya will be following up with the group about who will be leading this workgroup for the next month, as well as any updates.
- Next meeting: September 15th at 11am
 - Zoom link to come