

Emergency Webinar
Focused on



CRUSHING COVID
in Our Communities

Webinar 1: A Series For Community Based Organizations

Thursday, November 5, 2020
3:30-4:30 PM, EST

AGENDA

Welcome Remarks

Judy Monroe, MD

CDC COVID-19 Emergency Response

Michael J. Beach, PhD

Accelerating Key Messages through Collaborative Initiatives

Maggie Rivera, PhD; Scott Packard

Identifying CBOs' Toughest Challenges

Sharon Moffatt, MS, BSN

Call to Action

Judy Monroe, MD

Q&A

Adjourn

PRESENTERS



Judy Monroe
CDC Foundation



Michael Beach
CDC



Maggie Rivera
Illinois Migrant
Council



Scott Packard
Houston Health
Department



Lisa Waddell
CDC Foundation
Chief Medical Officer
COVID-19 Response



Sharon Moffatt
CDC Foundation
COVID-19 Corps

CDC COVID-19 EMERGENCY RESPONSE



Michael J. Beach, PhD
Principal Deputy Incident Manager
CDC COVID-19 Emergency Response



ACCELERATING KEY MESSAGES THROUGH COLLABORATIVE INITIATIVES



Maggie Rivera, PhD
CEO/President
Illinois Migrant Council



Scott Packard
Chief Communications and
Public Affairs Officer
Houston Health Department





Since 1966 IMC's Mission has been to serve migrant and seasonal farmworkers and their families by promoting employment, education, health, housing, and other opportunities to achieve family stability and economic security

Strengths Prior to COVID19 Pandemic:

- 55 year history of providing comprehensive services for the whole family
- Proven culturally and linguistically sensitive outreach and communications
- Trusted by MSFWs, Farmers, and multiple local health departments
- Committed IMC staff in place, some for decades and from MSFW families
- Five regional offices across Illinois
 - Experience implementing health department programs
 - Person-to-person contacts at homes, camps, community
 - Disseminate information about community resources



COVID19 Communications Strategy:

- Receive up-to-date COVID19 information directly from local health departments
- Effective Communications Strategies:
 - I-on-I during intake for emergency resource requests
 - Flyers distributed in laundromats, grocery stores, farms
 - Group talks at labor camps
 - Word of mouth among MSFWs
 - Taking calls to correct confusing messages from TV, radio, and online
- Communications Strategies Not As Effective:
 - Directing people to health department websites
 - Zoom meetings, even with cash and other incentives
 - Schools and churches were no longer viable avenues for communications



DO's

- Develop and *maintain* strong partnerships between CBOs and health departments
- Have broad array of cross-sector national and local partners (health, housing, education etc.)
- Customize. One method of communications does not “fit all”
- Use trusted partners to be communicators
- Use culturally and linguistically sensitive methods



Thank You!

Dr. Maggie Rivera, CEO

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HOUSTON HEALTH
DEPARTMENT

Better. Together.

CDC Foundation Webinar

Scott Packard, *Chief Communications &
Public Affairs Officer*

Houston Health Department

November 5, 2020

**Todos juntos.
Mejor.**



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Together.**



GENERAL OVERVIEW

- **Promote the combination of behaviors/tactics proven to reduce the spread of COVID-19 and the availability of testing and resources.**
 - **Earned Media:** 401 Hispanic-driven stories with potential reach of 530M
 - **Paid Media:** \$2M+ TV, radio, print, focused on Hispanic community through Dec. 31
 - **Added Value:** Virtual Facebook forums, full screen graphics, social media amplification
 - **Influencers:** 193 entries reaching 25.8M with 152.8K engagements
 - **Paid Social Media:** 561.4K people reached with 176.8K engagements and 8.2K web clicks
 - **Community Outreach:** 125,000 touches



July 6 – October 26

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STAKEHOLDER SHARING

- **ProtectTheH.com**
 - Trusted voices toolkit
 - Key message documents
 - Social media posts
 - Social media graphics
 - Videos/PSAs
 - Audio
 - Flyers/print
 - OOH



Houston Health Department CV-19 Trusted Voices Toolkit

Overview: The following toolkit serves as a guide for coronavirus outreach when speaking to Hispanic communities. This document contains general information about the Houston Health Department's local campaign, 'Better Together' (Todos juntos. Mejor), with key messages, fast facts, sample social media content, relevant URLs and hashtags for your use.

The Hispanic community in Houston has been disproportionately negatively affected by the ravages of the coronavirus. It is our hope that as a trusted voice in your community, you will aid in the dissemination of coronavirus information and promote the combination of behaviors and tactics that have been proven to reduce the spread of COVID-19. Our at-risk communities look up to you and trust in your word, making you the perfect conduit to share disease facts and dispel myths.

We are relying on you to inform our vulnerable Hispanic



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COMMUNITY OUTREACH

- 74,000+ apartments
- 54,000+ individuals
- 349 apartment engagements
- 88 faith-based engagements
- 175 business/worksite engagements
- 2.5M+ est. reach
- 3.5M+ billboard impressions weekly



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RESEARCH & FINDINGS

- Conducted online focus groups with **self-admitted non-compliers** of preventative measures in three segments: Hispanics | African Americans | Non-Hispanic Whites
- General findings across all segments:
 - Behavior mainly based on apathy, not rebellion. They just don't take it that seriously.
 - Many don't follow the precautionary practices simply because they forget.
 - Think threat is amplified by media and not as bad as portrayed.
 - Yet, observe basic practices when in public or at stores, mainly out of respect for others and to avoid conflict.
 - View testing as a burden, waste of time, and potential for infection.



QUICK CHANGES

- Shifted testing site messaging to:
 - *FREE + FAST + SAFE | Getting tested for COVID-19 empowers you to protect your family and community. Our testing sites are free, waits are minimal, results average less than four days, and safety is top priority. Visit houstonhealth.org or call 832-393-4220 to find a site near you.*
- Incorporated additional social media influencers and community publications based on recommendation from Mayor's Hispanic Advisory Board.
- Door-to-door canvassing specific to testing site locations.
- Partnering with Houston Hispanic Chamber of Commerce for its owned media, external media, mailing lists and consulates. (Paid)
- OOH at neighborhood markets, pharmacies, convenience stores, lunch trucks.

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PHASE TWO: DON'T STOP. DON'T FORGET.

- The barriers of rejection come from two major sources: emotion and reason.
- In order to slow the spread of COVID-19, we must use tonalities to both tackle barriers and inform.



Urgent: Every day that we don't work together, the more people will suffer and the longer this will last.

Communal: The steps we take as a community are for our community. The only ones to benefit are ourselves.

Real: The virus' impact is real, tangible and substantial.

Accessible: The actions to prevent the spread are safe, simple and easy.

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IDENTIFYING CBOs' TOUGHEST CHALLENGES



Sharon Moffatt, MS, BSN
CDC COVID-19 Corps
Senior Regional Advisor



Identifying CBOs' Toughest Challenges

We want to hear and learn from you

- Your responses will help inform what technical support we provide and develop for our work with CBOs and inform our future webinars
- Capacity building assistance: how can we work with you to support your work in outreach to persons in need in your communities due to COVID-19?
- How can we together CRUSH COVID?

Identifying CBOs' Toughest Challenges

Major issues affecting your organizations

- How to address public health concerns in the communities we serve
- Training needs for the CBO team (e.g., fiscal reporting, how to measure impact)
- Addressing mental health needs of our community
- Addressing issues of access to health care
- Access to culturally relevant communication tools (materials, mediums, means to deliver it)
- Methods to pursue public private partnerships
- Need for supportive funding for housing/rent, utilities, and food assistance

Identifying CBOs' Toughest Challenges

Interactive Polling

1. Of these major issues we have heard so far, what is the **top** issue for your organization?
2. What have been the successes of implementing COVID mitigation strategies in your communities?
3. What challenges are you actively working on at this time?
4. For **CBO Response ONLY**: Do you currently work with your local or state health agency on COVID response?
5. For **Local or State Health Agency ONLY**: Are you currently working with CBOs on your response to COVID?

Identifying CBOs' Toughest Challenges

Interactive Polling

- Key takeaways from today's session
- Thank you for sharing your challenges and concerns

COMMUNITY BASED ORGANIZATIONS: A CALL TO ACTION



Judy Monroe, MD
President and CEO
CDC Foundation





CRUSH COVID

An Urgent Call to Action for All of US

- Learn how the CDC Foundation is working to help Community Based Organizations build capacity and address tough challenges
- Visit our new Resource Center for Community Based Organizations:
www.cdcfoundation.org/COVID-19-community-resources
- For additional information about our efforts to Crush COVID, visit our [website](#).

Together Our Impact Is Greater.



www.cdcfoundation.org

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