

COVID-19 COMMUNICATIONS

Mary Sawyers, PH Communications Coordinator,
Public Information Officer

Eva Aguilar, Temporary Bilingual Public Health
Public Information Officer

February 08, 2022



WASHINGTON COUNTY
OREGON

Department of Health and Human Services

Introductions

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MARY SAWYERS

- First PH communicator
- Former health care reporter & communicator
- 25 years in news, healthcare organizations & government



Introductions

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EVA AGUILAR

- 18 mos. – Temporary COVID-19 Bilingual Public Information Officer.
- 6 years – Washington County SWR Bilingual Education and Communication Specialist.
- > 15 years working with community and nonprofit organizations and public education agencies.



Two years of COVID-19

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- Communications team and duties
- How we've responded to pandemic
- New communications strategies
- Successes and challenges
- What is next?
- Need for permanent bi-lingual resources

Washington County's effort to reach out to non-English speakers during the COVID-19 pandemic

— About 15% of the county's population identifies as Latinx but more than half of the COVID-19 cases are in that community.



Communication duties

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- ❑ Creating strategy for many audiences
- ❑ Writing and updating webpages
- ❑ Creating and updating social media accounts
- ❑ Video storytelling
- ❑ Media strategy: outreach, response, prepping spokespeople
- ❑ Working with CBOs on messaging; outreach to community
- ❑ Creating new communication tools: community newsletters, community health worker training, key messages

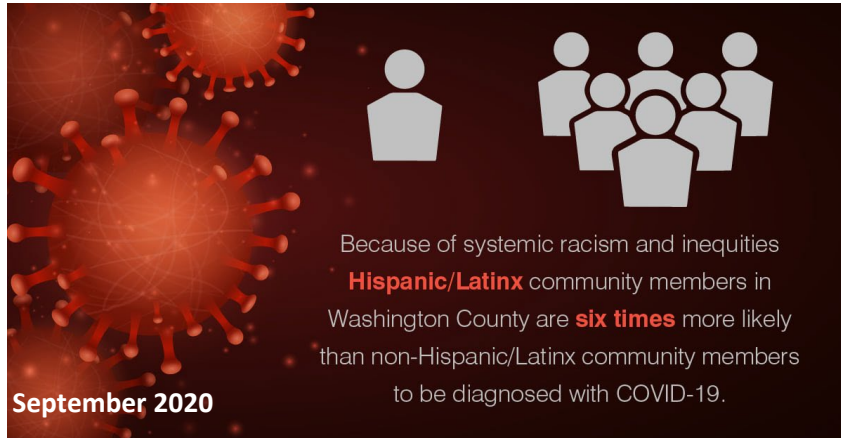
Communication duties cont.

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- ❑ Liaison with state, county and other communication partners
- ❑ Providing messaging and updates for Board of Commissioners, helping with constituent questions
- ❑ Providing strategic advice to PH/HHS leadership
- ❑ Updating printed outreach material
- ❑ Creating, writing and editing reports
- ❑ On-call for PH emergencies

Need for bilingual support

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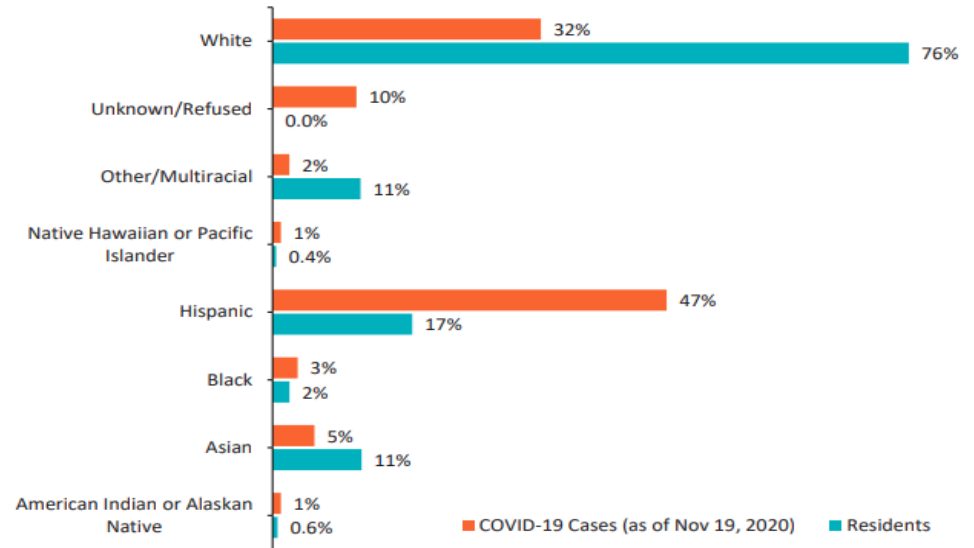


Because of systemic racism and inequities **Hispanic/Latinx** community members in Washington County are **six times** more likely than non-Hispanic/Latinx community members to be diagnosed with COVID-19.

September 2020

- First big news flash
- Many more cases among Latinos
- Needed to get the word out
- No bi-lingual comms support
- Borrowed resources

Figure 5. Race/Ethnicity of Residents^a and Cumulative COVID-19 Cases^b Washington County, OR (2020)



Data Sources: ^aAmerican Community Survey 2015-2019, 5-year estimates; ^bOregon Public Health Division, region Pandemic Emergency Response Application (Opera), COVID-19 cases received by Washington County, OR between January 1, 2020 and November 19, 2020.

Need for bilingual support

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- **Virtual press conference**
- **Highlighted need for support**

Comunidad Latinx del Condado de Washington afectada de manera desproporcionada por el COVID-19

For Immediate Release: Wednesday, April 29, 2020

Sponsored by: Health and Human Services Department

[Durante una conferencia de prensa virtual por la mañana](#), el Condado de Washington anunció que cerca de la mitad de las personas (49%) que dieron positivo al COVID-19 en este condado son latinos. El porcentaje general de hispanos en el condado es 16.5%.

"Nos inquieta que tales cifras son casi tres veces más altas de lo que se pudiera esperar si esta enfermedad estuviera afectando de modo uniforme a todos los residentes de nuestra comunidad" dice Marni Kuyil, directora del Dpto. de Salud y Servicios Humanos. "La presente pandemia pone un enfoque muy claro sobre la desigualdad en el ámbito de salud, sistémico social, y económico que muchos de nuestros residentes Latinx ya de por sí afrontan."

Buena parte de nuestra comunidad Latinx del Condado de Washington trabaja en empleos esenciales que mantienen activa a la economía y salva al resto de la comunidad, lo cual aumenta su riesgo de quedar expuestos. Cerca del 60% de la comunidad Latinx que dieron positivo a prueba del COVID-19 trabajan en cuidados de salud, labores al exterior, en fábricas o bodegas, servicios de alimentos o en tiendas de abarrotes.

"Las familias Latinas que han pasado por la inseguridad de falta de alimentos o de inestabilidad de vivienda mucho

Washington Co. Latinx community disproportionately affected by COVID-19 (4/29/2020 press ...



affected by COVID-19

For Immediate Release: Wednesday, April 29, 2020

Sponsored by: Health and Human Services Department

In a [virtual press conference](#) earlier today, Washington County announced that nearly half of the people (49%) who have tested positive for COVID-19 in Washington County identify as Hispanic. The county's overall Hispanic population is 16.5%.

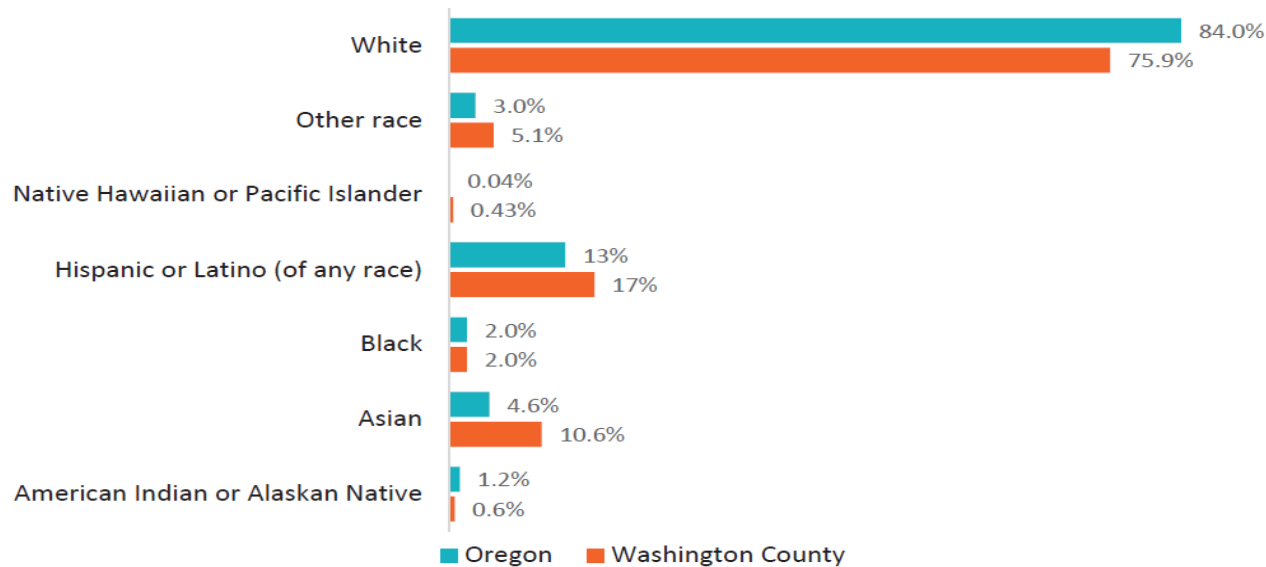
"We are concerned that these numbers are nearly three times higher than you might expect if this disease were impacting all of our community members equally," said Health and Human Services Director Marni Kuyil. "This pandemic brings into sharp focus the systemic social, economic and health inequities that many of our Latinx residents already face."

Many in Washington County's Latinx community work in essential jobs that keep the economy moving and the rest

Largest Latinx population in state

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Figure 1. Race and ethnicity in Washington County and Oregon (2015-2019)



Data source: American Community Survey, 2015-2019 5-year estimates.



Diversity & languages

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- Nearly 1 in 5 were born outside of U.S.
- One quarter speak a language other than English at home
- English 75 %, Spanish, 12%, Chinese 2%, Vietnamese and Korean 1%

Day of the dead

Keep alive the tradition,
with precaution.

Your actions count!



Communication with Persons with Limited English Proficiency (LEP)

POLICY

The Department of Health and Human Services (HHS) is committed to ensuring that information is communicated in ways that are sensitive to the needs and requirements of clients from diverse linguistic and cultural backgrounds.

HHS programs and staff will take reasonable steps to ensure that persons with Limited English Proficiency (LEP) have meaningful access and an equal opportunity to participate in our services, activities, programs and other benefits.

All interpreters, translators and other aids needed to comply with this policy shall be provided without cost to the person being served, and everyone will be informed of the availability of such assistance.

HHS will conduct a regular review of the language access needs of our population, as well as update and monitor the implementation of this policy and these procedures, as necessary.

[HHS Policy Admin 115](#)

Creating new channels to reach diverse audiences

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- ❑ Condado de Washington (FB)
- ❑ Spanish & English COVID-19 websites.
- ❑ CBO newsletters
- ❑ Partner Facebook Live events
- ❑ CBO partnerships/campaigns



Condado de Washington

@CondadodeWashington · Government organization

Edit Send message



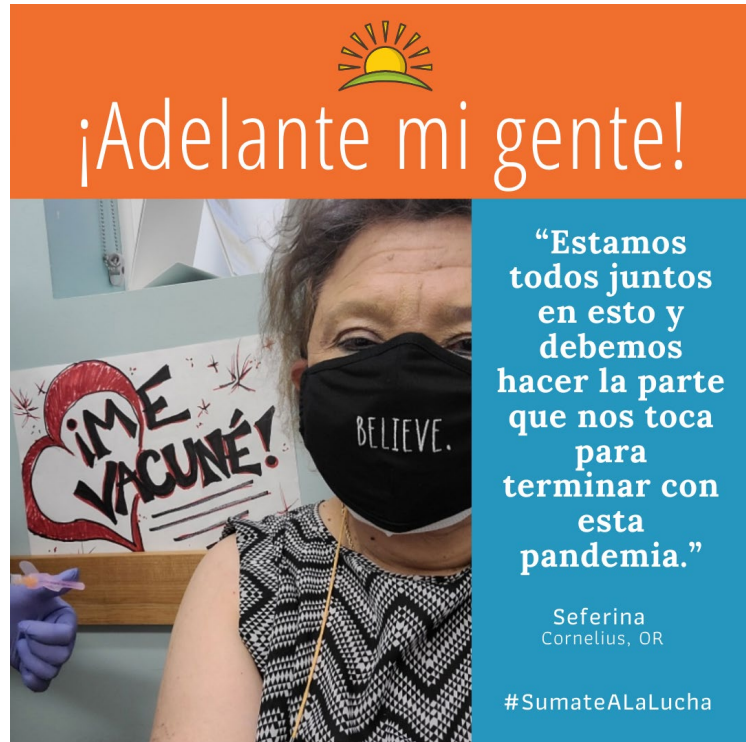
Washington County Health and Human Services

@WashingtonCountyHHS · Government organization

Edit Message Now

Creating culturally relevant campaigns

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¡Adelante mi gente!

“Estamos todos juntos en esto y debemos hacer la parte que nos toca para terminar con esta pandemia.”

Seferina
Cornelius, OR

#SumateALaLucha

¡Adelante mi gente! - Move forward my people!

"We are all together on this and we must do our part to end this pandemic." Seferina



MY VACCINE REASON

I teach middle school and was happy to get the vaccine, it definitely gave me a lot more peace of mind when we went back into hybrid learning.

CYNTHIA N.
Tigard

#MyVaccineReasonWashingtonCounty

Creating culturally relevant messages

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PATEA EL CORONAVIRUS

Usa tu mascarilla

Guarda tu distancia

Lávate las manos

Tus acciones cuentan.
#SúmateALaLucha

<http://www.co.washington.or.us/coronavirus>

Kick the coronavirus
Wear a mask. Keep your distance. Wash your hands.
Your actions count!
#JoinTheFight

Quando se necesita
“HASTA LOS MÁS VALIENTES TENEMOS QUE USAR MASCARILLA”
La mascarilla bien puesta que cubre la nariz y la boca ayuda a reducir la propagación de infecciones.

Tu mascarilla te protege a tí, a tu familia, y a mi familia.

833-907-3520
Línea de ayuda COVID-19 del Condado de Washington

TODAS LAS MEDIDAS PREVENTIVAS SON IMPORTANTES PARA REDUCIR LA PROPAGACIÓN DEL VIRUS. NO BAJES LA GUARDIA.

Las vacunas contra el COVID-19 son **gratis** y no requieren seguro médico ni ningún otro tipo de documentación.

co.washington.or.us/coronavirus

When needed, even the bravest have to wear a mask.
Your mask protects you, your family and my family.
Don't let your guard down.
Vaccines are **free**.

Doing a lot with few resources

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THANKS for GIVING
the holidays careful thought this year.

AVOID TRAVEL.

Staying home is the best way to protect yourself and others.

SHARE A MEAL WITH YOUR HOUSEHOLD.

Hold a virtual dinner with friends and extended family.

STAY AWAY FROM CROWDED MALLS.

Shop online. Support local businesses if you can.

We know this is difficult. Thank you for doing your part to help slow the spread of COVID-19.

COMPARTA LA MESA CON LOS QUE VIVEN EN CASA.

Festeje virtualmente con amigos y familiares a distancia.

EVITE LAS TIENDAS REPLETAS DE GENTE.

Compre en línea. Apoye a los negocios locales.

Porque esto no es fácil, ¡su ACCIÓN para frenar al coronavirus merece sinceras GRACIAS!

ades este año.

1-833-907-3520



**Call us for COVID-19 testing
& vaccine information.**

Llámanos para información sobre pruebas y vacunas del COVID-19.

Tumawag sa amin para sa impormasyon tungkol sa COVID-19 na pagsusuri at bakuna.

සුභඛණයක් සඳහා අපගේ සේවාවන් භාවිතයට සූදානම් (ආරක්ෂා)
සෙවණ: 907-352-19 නිවැරදිව සම්බන්ධ කර ගන්න.

請致電我們獲取有關新冠肺炎檢測及疫苗接種的訊息。

請致電我們獲取有關新冠肺炎檢測及疫苗接種的訊息。

Naga soo wac baaritaanka COVID-19 & macluumaadka tallaalka.

Позвоните нам, чтобы получить информацию о тестах на COVID-19 и вакцинах.

COVID-19の検査&ワクチン情報はお電話でどうぞ。

برای آزمایش کووید-19 و اطلاعات مربوط به واکسن با ما تماس بگیرید.

코로나-19 검사 및 백신 정보를 받기 위해 저희에게 전화하십시오.

Xin gọi cho chúng tôi để biết thông tin về xét nghiệm & vắc-xin COVID-19.

اتصل بنا للحصول على معلومات عن اختبار COVID-19 وكذلك اللقاح.



www.co.washington.or.us/vaccine
www.co.washington.or.us/vacuna

New variants, new challenges

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Ómicron: Qué sabemos sobre esta nueva variante



- 1 Los virus como el SARS-CoV-2, el virus que causa el COVID-19, **mutan o cambian constantemente.**
- 2 En todo el mundo, los **científicos están estudiando** la variante Ómicron.
- 3 **Sabemos cómo protegernos a nosotros mismos y a los demás** contra las infecciones: vacunarse (y si es elegible, una dosis de refuerzo), usar un cubrebocas en lugares públicos cerrados o en lugares con mucha gente al aire libre, mantener la sana distancia y lavarse las manos con frecuencia.
- 4 **Oregon Health Authority** está monitoreando la variante Ómicron de cerca.
- 5 A medida que conozcamos más, **compartiremos información** sobre cómo puede protegerse mejor y mantener a sanos a sus seres queridos y a su comunidad.

Oregon
Health
Authority

OHA 3952B (12/1/2021) SPANISH

Omicron: What to know about this new variant

- 1 Viruses like SARS-CoV-2, the virus that causes COVID-19, **mutate or change constantly.**
- 2 All over the world, **scientists are studying** the Omicron variant.
- 3 **We know how to protect ourselves and others** against infection: Get vaccinated (and if you're eligible, a booster), wear a mask in indoor public settings or outdoor crowded settings, keep physical distance and wash hands frequently.
- 4 **Oregon Health Authority** is monitoring Omicron closely.
- 5 As we learn more, **we will share information** on how you can best protect yourself and keep your loved ones and your community safe.



Oregon
Health
Authority

New communication tools

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New media strategies



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Focus on equity

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COVID-19
Vaccine Equity Update
September 28, 2021



 
COVID-19
Actualización sobre la equidad
en la vacunación
28 de septiembre de 2021

Measuring success

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- ❑ Vaccine & Testing pages most visited
- ❑ Only county in state to have Spanish COVID pages *
- ❑ Proportion of cases among Latinx decreased
- ❑ CBOs working more closely
- ❑ Improving relationships
- ❑ Thousands of shares on social media
- ❑ Building county's own identity

WASHINGTON COUNTY OREGON

HOME NEWS CALENDAR CONTACT US SERVICES

Spanish

SEARCH

Más opciones de búsqueda

DEPARTAMENTOS

Elija un Departamento:

- Equidad en salud
- Consejo Asesor de Salud Pública
- Semana de la Salud Pública
- Plan estratégico
- Contáctenos

HEALTH & HUMAN SERVICES

Inicio del condado / salud y Servicios Humanos / Salud pública

Salud pública

Contacto 24/7: El número de contacto de Salud Pública del Condado de Washington para informar emergencias de salud pública las 24 horas del día, los siete días de la semana, es 503-846-3594 .

La salud pública trabaja para proteger a las personas y las comunidades contra la propagación de enfermedades, lesiones y peligros ambientales, al mismo tiempo que promueve y fomenta estilos de vida más saludables. Desde carteles de "Prohibido fumar" hasta la organización de clínicas de vacunación, desde inspecciones de restaurantes hasta ciclovías, la salud pública nos rodea por todas partes.

Misión : El Departamento de Salud Pública del Condado de Washington trabaja en asociación con nuestra comunidad para mejorar y proteger la salud del público y lograr la equidad en la salud a través de la prevención, la regulación y la educación.

COVID-19 Aprende más

VACCINE Aprende más

DISEASE REPORTING Aprende más

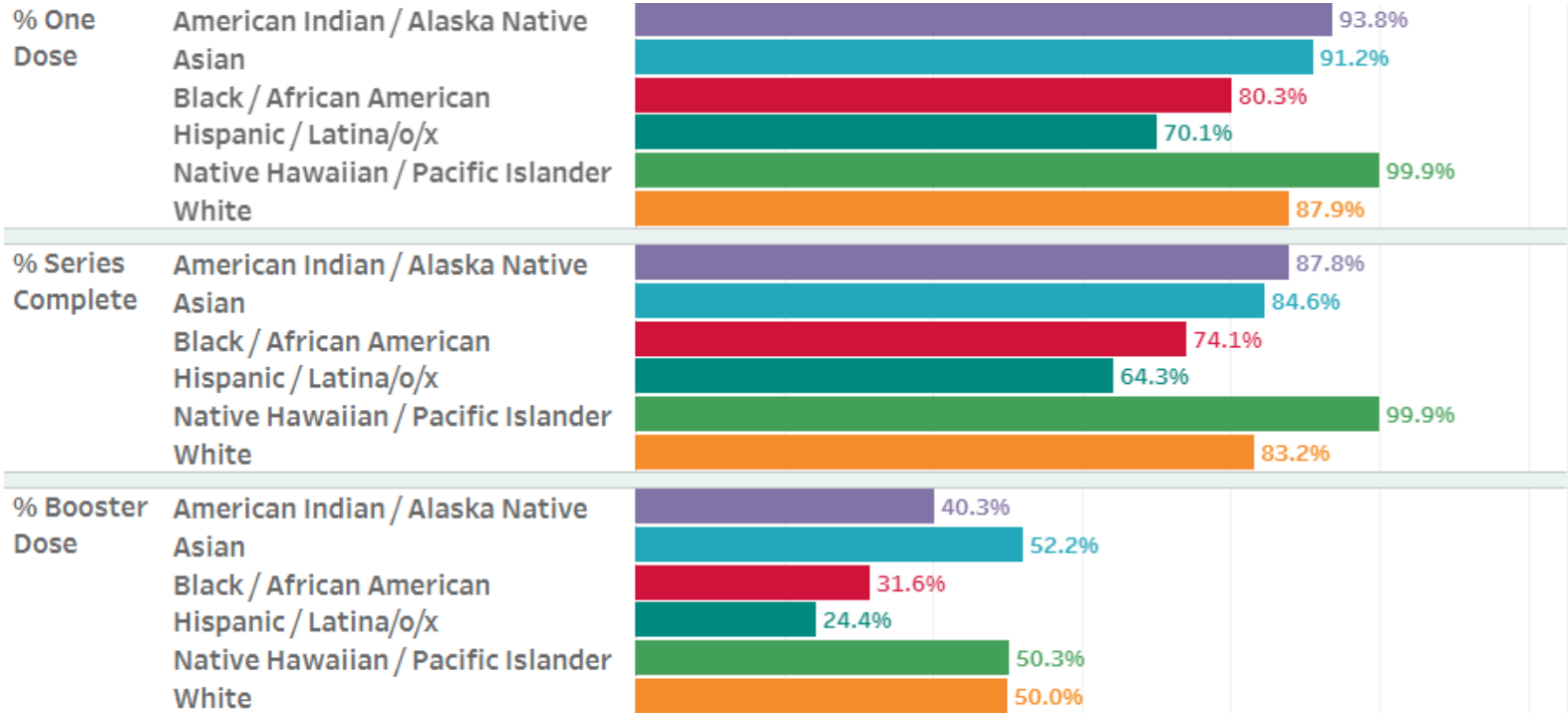
COMMUNITY HEALTH DATA Aprende más

Automatic translation is not always accurate, and graphics and documents are not automatically translated.

Long way to go

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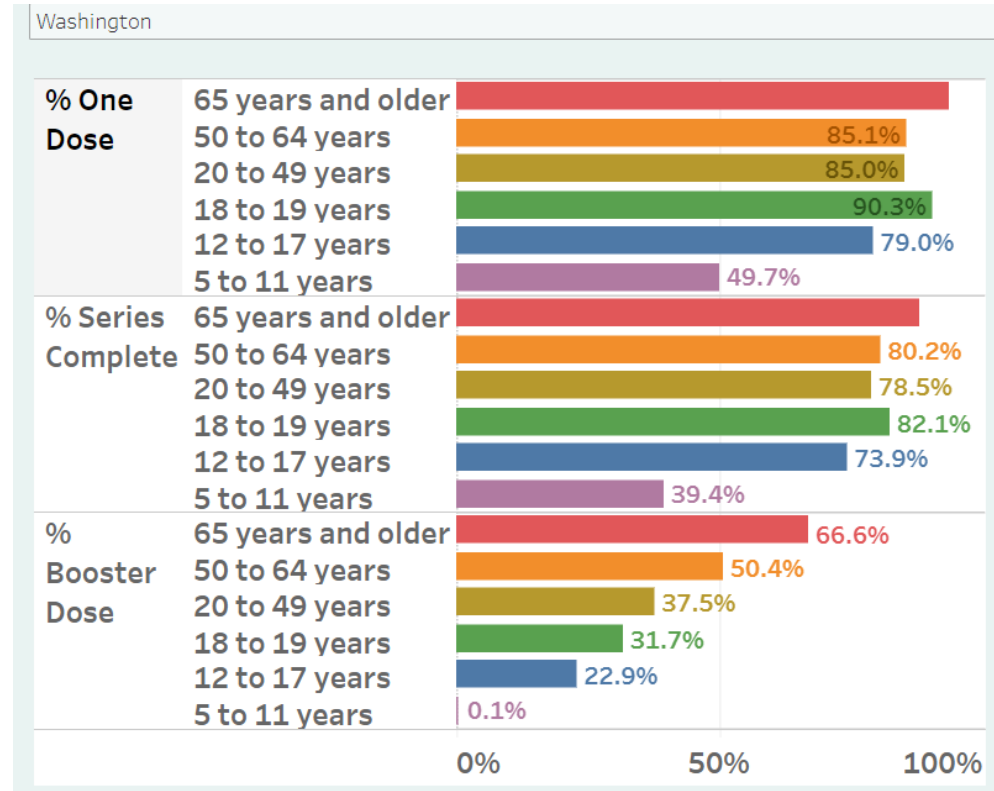
□ Latinx still have lowest vax rates



Long way to go

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- Kids still need vaccines
- Many people still need boosters



Future Communications

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- ❑ Continue supporting COVID-19
- ❑ Increase resources in other languages
- ❑ Support other public health programs
- ❑ Request funding for permanent bilingual communications positions

PRIORITY 1: Health Equity

Achieve health equity by eliminating health disparities and improving health for all.

Our community prosperity depends on the health of our whole community. Focusing efforts to support and improve health of those experiencing disparities is key to achieving health equity.

https://www.co.washington.or.us/HHS/PublicHealth/upload/Public-Health-Strategic-Plan-2017_2023.pdf