

THE COMMUNITY **COLLABORATIVE**



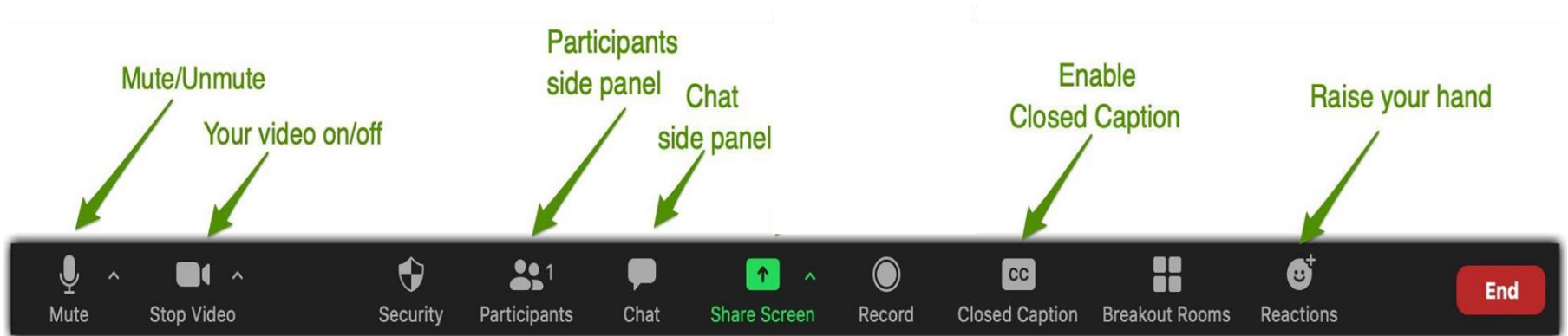
COMMUNITY COLLABORATIVE
JANUARY 17, 2024

Captioners

How to display and customize

- To view live captions, click on the menu arrow next to the Closed Caption button.
- Choose from showing subtitles, a full transcript, or both.
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- You can also Hide Subtitles if you do not want to see the text.
- Please message “Tom Dineen, KAI”, if you have any questions!

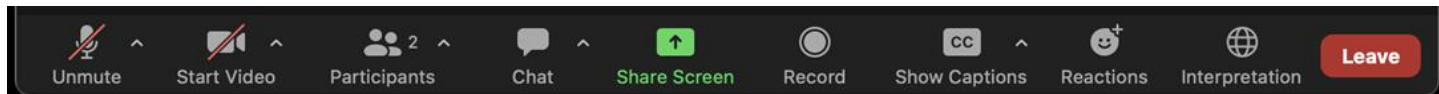
Zoom Navigation and Accessibility



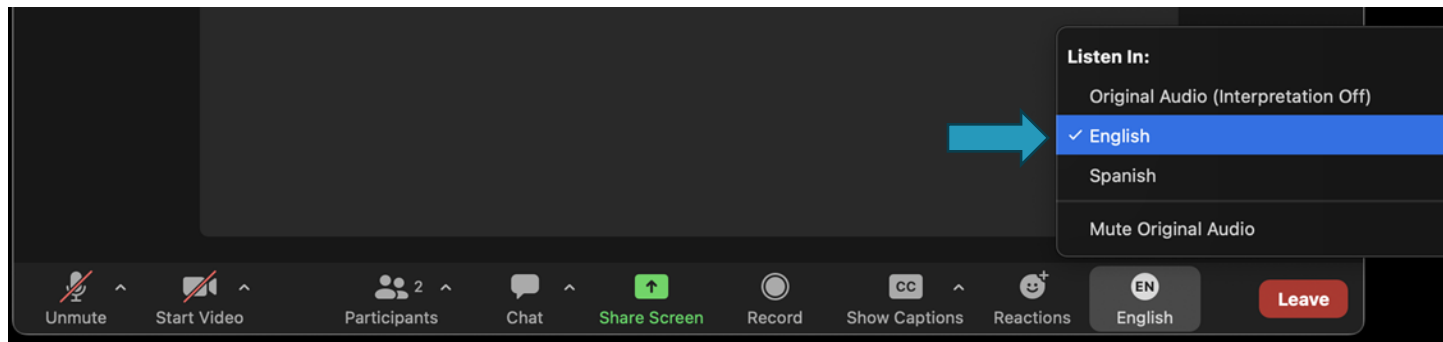
Language Interpretation

English Speakers

1. Select **Interpretation**



2. Choose **English**



Language Interpretation

Spanish Speakers

1. Select **Interpretation**

2. Choose **Language**

The image shows a Zoom meeting control bar at the bottom with various icons: Mute, Start Video, Security, Participants (8), Chat, Share Screen, Show Captions, Polls/Quizzes, Reactions, Interpretation, More, and End. A blue arrow points from the 'Interpretation' icon to a dark overlay menu titled 'Listen In:'. This menu lists options: Original Audio (Interpretation Off) (checked), English, Chinese, Japanese, German, French, Russian, Portuguese, Spanish, Korean, and Swahili. Below these are 'Mute Original Audio' and 'Manage Language Interpretation...'. A second blue arrow points from the 'Interpretation' icon back up to the main control bar.

Land & Labor Acknowledgement Part 1

The Community Collaborative would like to acknowledge that we are currently living on the traditional territories of Coast Salish people and other Native peoples who have lived here for many generations and who continue to be systematically erased by policies and practices that remove their histories from this place.

We acknowledge and honor the sovereignty of Indigenous peoples in the North America and in the Island Territories of the United States over their languages, cultures and lands.

We will collectively labor to center Indigenous humanity and their continued struggles for justice in stewarding the health and wellness of their communities.

Land & Labor Acknowledgement Part 2

We also acknowledge this country has been made possible by the labor of enslaved African peoples and their descendants who suffered the horror of trafficking, slavery, Jim Crow, imprisonment, police brutalities and many other harms we continue to see today through anti-Black sentiment.

We recognize the history of Washington state as complicit with the racist ideology of White supremacy. This persists in present-day racial realities privileging Whites while oppressing BIPOC communities.

We are committed to uplifting the voices, experiences, histories, and contributions of Indigenous and descendants of enslaved peoples.

Equity & Social Justice Strategist



Melissa West, MA
Equity & Social Justice Strategist
WA State Department of Health

Agenda

Time	Agenda	Speaker/Lead
3:30–3:40 p.m.	Opening Remarks <ul style="list-style-type: none"> • Accessibility Features • Welcome and Land Acknowledgements • Introduction of ESJ Strategist • Review of Agenda 	<i>Mulki Mohamed, Thought Partner</i> <i>Tom Dineen, Kauffman and Associates, Inc. (KAI), Tech Support</i>
3:40–4:00 p.m.	Partnering in 2024	<i>Dr. Umair Shah, Secretary of Health, Washington Department of Health</i>
4:00–4:10 p.m.	Relations Briefing: Community Driven Outreach Partner <ul style="list-style-type: none"> • Centro Cultural Mexicano 	<i>Barrie Silva, Project Manager, Centro Cultural Mexicano</i> <i>Shahbaz Yusuf, Project Manager, Centro Cultural Mexicano</i>
4:10–4:55 p.m.	Community Collaborative Partnership Check-In	<i>Melissa West, ESJ Strategist, WA DOH</i> <i>Nilofer Ahsan, KAI</i>
4:55–5:00 p.m.	Closing	<i>Mulki Mohamed</i>

Partnering in 2024



Umair Shah, MD, MPH
Secretary of Health,
WA State Department of Health

Relations Briefing: Community Driven Outreach Partner

Barrie Silva, Project Manager, Centro Cultural Mexicano,
and
Shahbaz Yusuf, Project Manager, Centro Cultural Mexicano



Agenda

1. Organizational Overview
2. Tu Salud Es Tu Poder - Campaign Overview
3. Tu Salud Es Tu Poder - Campaign Next Steps



Barrie Silva (he, him, his)
Project Manager
barrie@centroculturalmexicano.org

Shahbaz Yusuf (he, him, his)
Project Manager
shahbaz@centroculturalmexicano.org





Tu Salud Es Tu Poder - Radio Ya Es Tiempo

Radio Ya Es Tiempo

live on KXPA 1540am/Facebook

- *Airs Tuesday, Thursday, and Friday at 9am-10am to over 70,000 listeners*
- *Dedicated conversation time with the UW Latino Center for Health founders Dr. Leo Morales and Dr. Gino Aisenberg*
- **Opportunities to go live with us *are available!***
Please reach out to Barrie or Shahbaz for more details.





Tu Salud Es Tu Poder - Events

Unique cultural awareness. Music, Food, & Culture. Connect with our community.



Some of our biggest CDO events of 2023:

- Valentines Serenata: 1300 attendance
- Cinco de Mayo: **20,000** attendance
- Rainbow on the Eastside: 1000 attendance
- Seahawks Ticketmaster Tailgates: 8000 served
- Día de Muertos: 1100 attendance
- Redmond Lights: over 2000 people served
- Distribución de Juguetes: over 1400 attendance

Table with us! Let us know if you have tabling openings!

- Over 30,000 community members directly served bilingual health messaging
- Over 230 vaccinations completed this year
- Over 500 Health Surveys completed



Tu Salud Es Tu Poder - Printed Materials

5in x 7in



Long COVID - COVID Persistente

Long COVID is when people continue to have symptoms of COVID-19 for 3 months or more after a COVID-19 illness.

COVID Persistente es cuando las personas continúan teniendo síntomas de COVID-19 por 3 meses o más después de tener COVID-19.

Symptoms Can Include:

- Feeling tired after physical effort
- Fever
- Difficulty breathing
- Coughing
- Difficulty thinking or focusing
- Headache

Síntomas Pueden Incluir:

- Fatiga después de un esfuerzo físico
- Fiebre
- Dificultad para respirar
- Toser
- Dificultad para pensar o enfocarse
- Dolor de cabeza

For More Information



Para Obtener Mas Informacion



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TU SALUD
ES TU PODER



YOUR HEALTH
YOUR POWER



YOUR HEALTH
YOUR POWER

Postcard Files Available
upon request

11in x 17in



YOUR HEALTH YOUR POWER



YOUR HEALTH YOUR POWER



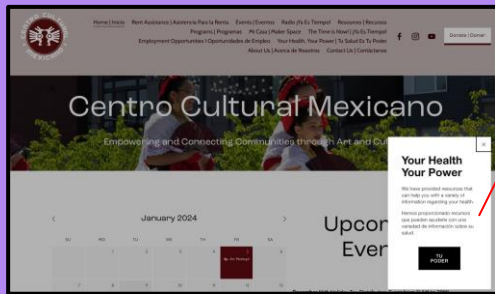
YOUR HEALTH YOUR POWER

- Bilingual, high-quality & DOH approved information
- QR code direct links to each webpage (per language)
- Poster QR code links to health page directory (bilingual)

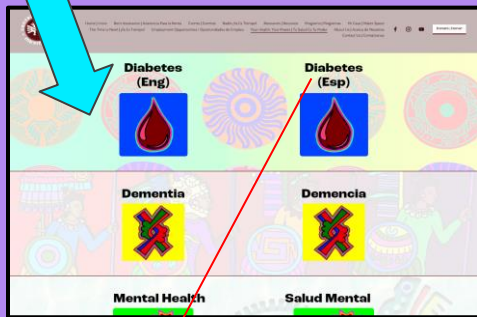
- Culturally relevant art assets
- High engagement rate
- Collectable item!



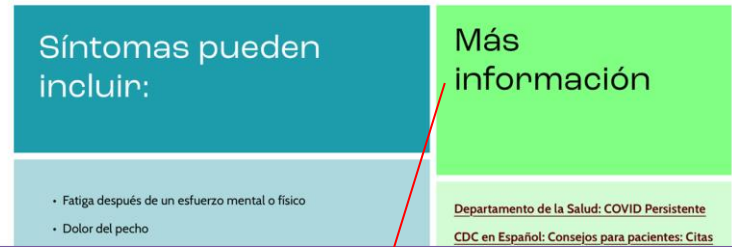
Tu Salud Es Tu Poder - Website



Popup to directory (desktop & mobile)



Fully bilingual health messaging presented in mobile-friendly format



Up-to-date, DOH approved information and resources



Tu Salud Es Tu Poder - Reaching la Raza

Intersection Media

King County Metro Bus & Sound Transit Bus & Link

Active September 11, 2023 - May 31, 2024

- Reaching our communities who *rely on public transit*
- Eye-catching external assets & QR code visible to bystanders and drivers!
- Projected 4-week impressions: **over 11 Million!**
- Projected **lifetime** impressions: **over 89 million!**

*all estimates provided by Intersection Media





Tu Salud Es Tu Poder - Reaching la Raza

Lamar Transit Advertising - *Snohomish, Skagit, and Whatcom counties* *October 2023 - May 31, 2024*



- Reaches rural populations
- Outreach supports our partner organizations
- Feedback indicates broad appeal to Latino communities regardless of national origin

Total 4 Week Estimated Campaign Impressions:
2,214,297!

Lifetime estimated campaign impressions:
Over 77 million!

*all estimates provided by Lamar Transit



Tu Salud Es Tu Poder - Breaking Barriers



Seattle Seahawks

- Groundbreaking *first ever* bilingual messaging in Seahawks History!
- In-person outreach at Ticketmaster Tailgate
- Estimated over 408,000 in-stadium impressions
- Estimated over 10 million at-home TV & Radio impressions
- Raising visibility of our Latino community, who now represents over 15% of the State's population

Bringing Bilingual Health Messaging to our communities on a grand scale



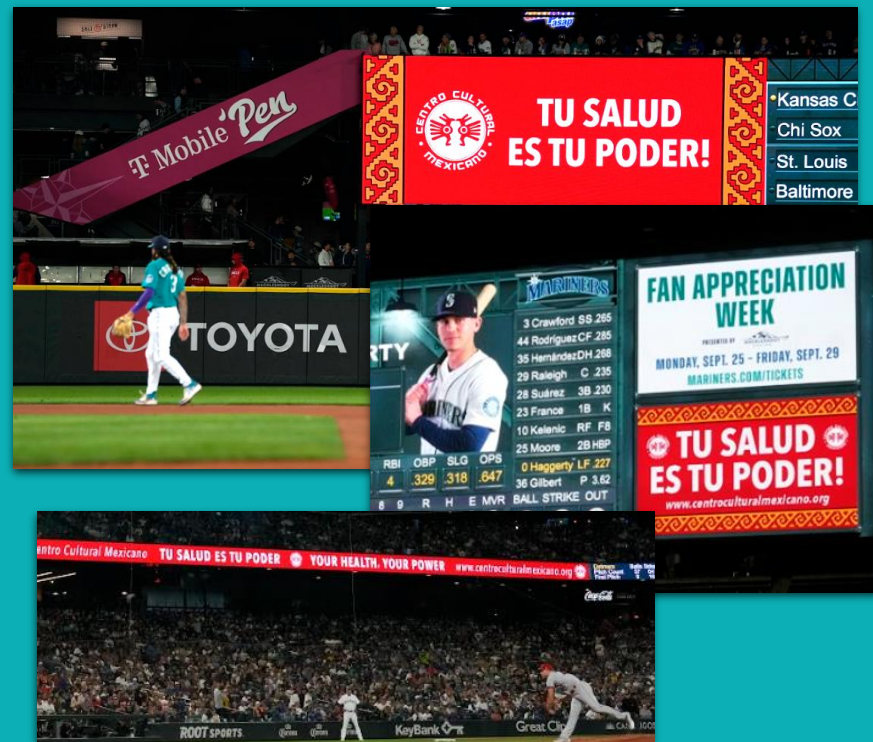
Tu Salud Es Tu Poder - Breaking Barriers

Seattle Mariners

- *First ever* bilingual campaign in Mariners History!
- T-Mobile Park Capacity: 47, 943
- ~36% Mariners viewership are **Latinos**
- Est. In-stadium impressions: **over 534,200**
- Estimated TV impressions: **over 5.5 million**

Meeting community needs with resources

*all estimates provided by the Mariners

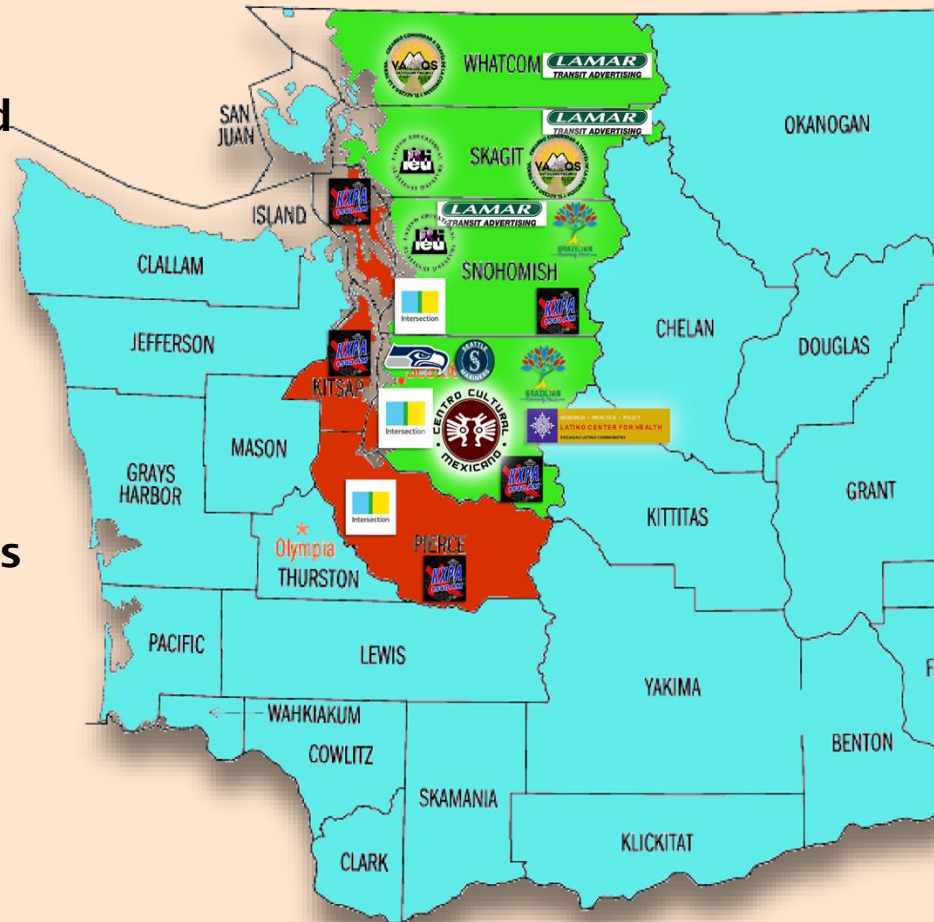




Tu Salud Es Tu Poder - Impact

Total Impact

- **Over 40,000 community member served**
(Incl. Subcontracted Community Partners)
Vast increase in walk-ins & call volume since campaign inception- from those who saw our buses or ads at the ballpark!
- **Lifetime 166 Million Out of Home impressions**
(served via bus advert media)
- **Over 15 Million In Home TV impressions**
(served via our partners at the Seahawks and Mariners)
- **Over 70,000 radio listeners per week**
(served via our radio show, Ya Es Tiempo live on KXPA 1540 AM & our Facebook)





Tu Salud Es Tu Poder - Future Plans

Health Quiz

Which is not a sign of long COVID?

- a)
- b)
- c)
- d)

Which are signs of Dementia?

- a)
- b)
- c)
- d)

Your Name: _____
FB or Instagram handle: _____

If you qualify...

Spot the Bus Interactive Campaign

- Interactively Engage the Community
- Tag us on social media with a photo of one of our bus assets!
- Take a health quiz!
- A chance to win a prize!

Monthly Health Messaging Newsletter

- List compiled from 'Spot the bus' participants!
- Stay up to date with information in Spanish and English!
- *Encouraging Interactive Engagement with bilingual health information*



[www.centroculturalmexicano.org/
tu-salud-es-tu-poder](http://www.centroculturalmexicano.org/tu-salud-es-tu-poder)



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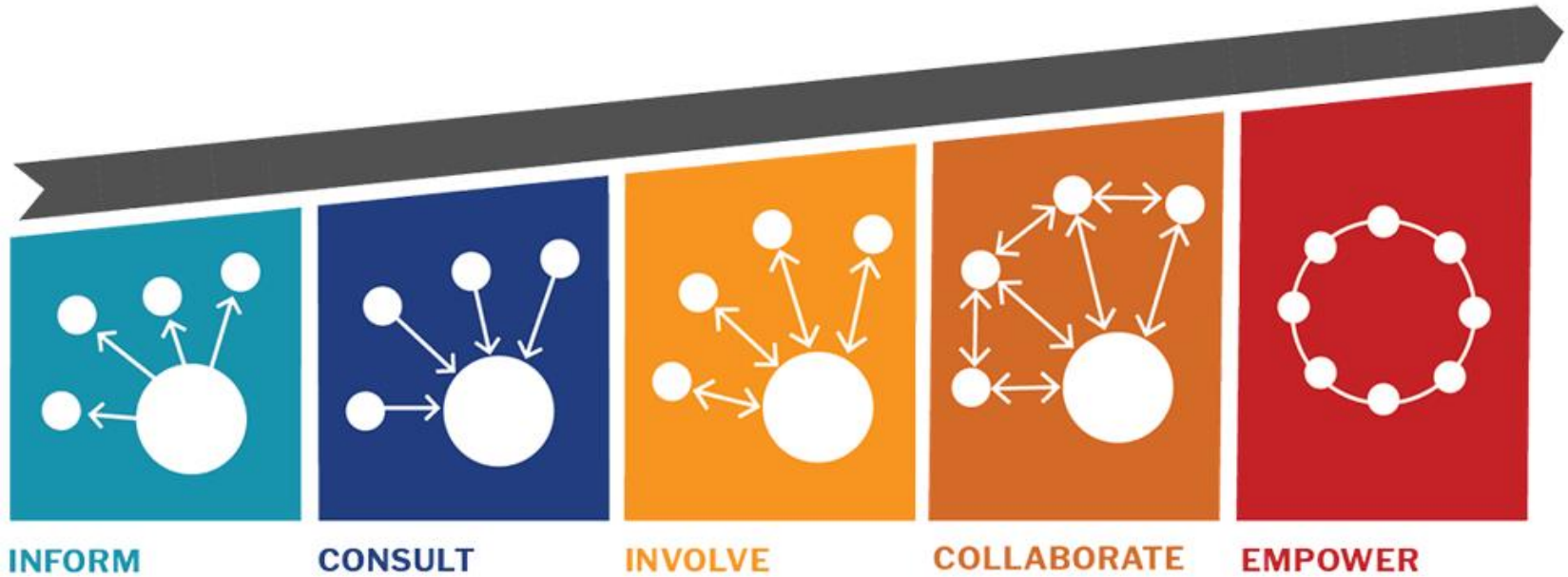
Shahbaz Yusuf (he, him, his)
Project Manager
shahbaz@centroculturalmexicano.org





Community Collaborative Partnership Check-In

An Evolving Community Collaborative





This plan reenergizes our commitment to an equitable long-term COVID recovery and resilience for all Washington communities. It will help us move from TRANSACTIONAL health to TRANSFORMATIONAL health.

VISION:
Equity and optimal health for all



Centering Community in a Transformational Plan

We center community when we:

- Engage the community first
- Listen and seek partnership to identify priorities, find root causes and identify solutions
- Co-develop strategies and evaluation
- Follow the community's lead and align efforts to create collective action
- Honor their priorities, assets, promising practices

Transformational work is...

The Transformational Plan is our North Star and the blueprint we need to drive equity and optimal health for all Washingtonians. Our vision for each strategic priority encompasses five areas where we need to focus activities. This helps us define "what" we must focus on and the transformational actions are examples of "how" we will do our work in those five key areas to transform our health.

HEALTH AND WELLNESS **HEALTH SYSTEMS AND WORKFORCE TRANSFORMATION** **ENVIRONMENTAL HEALTH** **EMERGENCY RESPONSE AND RESILIENCE** **GLOBAL AND ONE HEALTH**

Innovative and Technologically Supported

Great ideas, executed brilliantly and communicated well. Innovation – FIRST. Innovation is used to identify promising ideas to improve public health initiatives. With innovation, these promising ideas are used to frame, inspire, resource, support, and transform public health to address access, care, quality, and safety through employee collaboration and engagement. Technologically supported work uses new software, platforms, and systems to improve ease of use, effectiveness, efficiencies, and advance equity for our teams internally and for the people we serve.

Community Centered with Humility

We center community when we engage the community first. Community includes anyone your work engages or impacts – location-based groups of individuals and families, LHAs, Tribes, DOH employees, health care providers, health care facilities, community action groups, community health workers, other state agencies, and more. We center community when we listen and seek partnership and collaboration to identify priorities, find root causes, and identify solutions. Then we co-develop and implement strategies/interventions and evaluation of the work. We center community when we follow the community's lead and align efforts to create collective action, honor their priorities, assets, promising practices, and put our agency second to support theirs first. When we center communities disempowered by structures and systems that advantage some groups over others, we ensure we empower the community's autonomy and self-determination.

DOH TRANSFORMATIONAL PLAN: A VISION FOR HEALTH IN WASHINGTON STATE

Visible, Valued, and Validated

We clearly disseminate our initiatives across diverse audiences to increase the visibility of our work. If we can prove we are providing the services, engagement, and effort we set out to accomplish, we influence trust within and outside our agency. We are seeking partners and change-makers. Transparency brings both the accountability and awareness needed to realize organizational results. This brings validation internally and externally for all of us.

Equity Driven

We put resources into people and communities that have not been allowed to reach optimal health because of exclusion in societal structures due to race, sex, sexual orientation, class, disability, and/or location. We accomplish equity when we provide more services, training, alternative access, funding and opportunities for people and communities that are continually and systematically ignored and excluded. We accomplish equity when we integrate work that breaks down those systems, laws, practices, and policies of exclusion into our work.

Collaborative in Engagement

Engagement means seeking partnerships and collaboration both within our agency and externally to enhance our impact. There are complex problems to solve in public health and we must engage others in identifying the problems and aligning our efforts toward solutions. We might engage our own staff, community members, local health jurisdictions, Tribes, not-for-profit organizations, businesses, nonprofits, health care providers, or other government agencies. We cannot do this work alone. We must problem-solve and collaborate with others to drive collective action and impact. This requires embracing cultural humility and ongoing intentional self-reflection in connection to one's position of power and how that influences the work. This also demonstrates a willingness to learn from others by recognizing community, cross-sector, local health, and Tribal public health partners' expertise and experience. It is put into action when staff and partners can align our individual or organizational contributions/initiatives and identify collective or shared work to solve complex problems.

Contact: Gina Legare
Performance and Policy Director
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DOH 980-001 February 2022
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Your Feedback: Engagement Is A Process and a Commitment

“**Use community navigators and trusted messengers** because when the community navigators are doing that kind of outreach, people in the community open up and share their challenges.”

“**See struggles of different communities as the driver of what is moving DOH**, and hear that disparities are being addressed by the system.”

“Engaging communities is key, which **can help identify specific health needs**, cultural preferences, and social determinants that impact health outcomes.”

“**Agencies need to engage members of the community with lived expertise** and convene advisory panels with lived expertise (especially outnumbering people in administrative and elective roles) **from the beginning.**”

“We need engagement and true partnership. We need to examine the ways in which things have been done historically and **trust communities for innovative approaches to many of the systemic problems** and give them autonomy and support them to create and develop things and for themselves.”

“**Engagement is a process and commitment**, and it is often used loosely. As a cornerstone value, it is **nothing to disagree with**, but it is important to remember that engagement is a commitment. **Building trust is very important and working with CBOs is important.** DOH needs a clear understanding in their role in the long-term commitment of engagement.”

What Actions Would You Prioritize to Improve Health for All Washingtonians and Advance Equity?

Build Trust

- “Use trusted messengers with different backgrounds to reach diverse communities”
- “Utilize community leaders from different communities”
- “Trust has been damaged in the past and can only be regain by building relationship.”

Address Racism

- “Address racism and build trust with the government”

Improve Communication Channels

- “Living in a rural community communication between organizations is a huge barrier for certain population.”
- “Wished there were more opportunities/events for DOH/agencies/healthcare workers to meet community members in-person.”

Collaborative Planning

To build a trusted partnership that leads to a Transformational Plan implementation informed by and responsive to the needs and perspectives of communities.



Additional Feedback from You



What actions would you prioritize to improve health and advance equity in YOUR community?

- Which actions can the Community Collaborative take?
- Which actions can the Dept of Health take?
- Are there shared actions both can take?

Breakout Session

- We have 25 minutes in this breakout session
- We are using Mural and hope that everyone is comfortable adding their own stickies in the mural board if not feel free to put comments in the chat and we will add them.
- We'll be answering the question we just reviewed. For each question
 - Take the first 3 minutes to write your thoughts on stickies
 - Moderator will bring you back together
 - Affirmations
 - Questions/clarifications

Report Back



Closing



Meeting Notes & Contacts

- Previous notes and presentation
 - On the main page, select the Meetings tab
 - Notes will be posted on the WA Portal within one month after the Community Collaborative Session.



Healthier Washington Collaboration Portal
A resource for the state's health and wellness professionals

- For any questions, comments, or feedback, please contact us at community.collaborative@doh.wa.gov
- Melissa West, Equity and Social Justice Strategist Email: Melissa.West@doh.wa.gov



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