



Building Community Capacity for Equitable COVID-19 Recovery



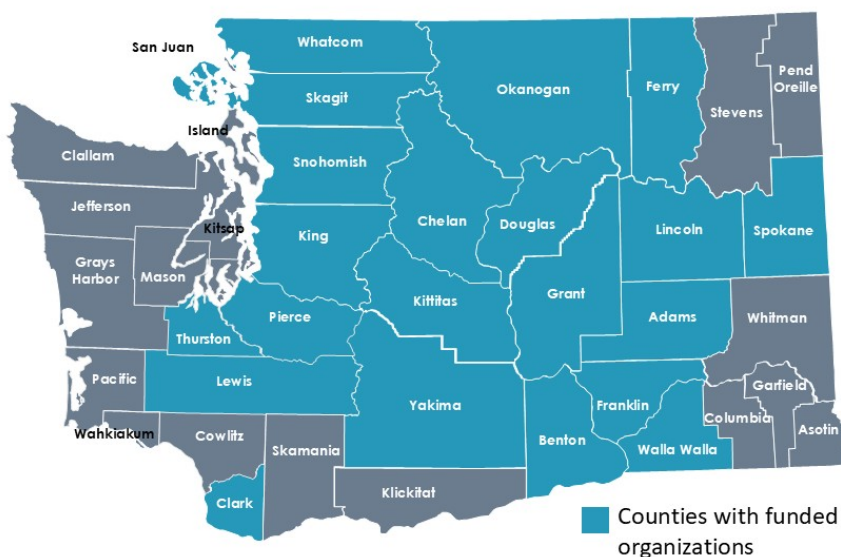
Community Investments & Engagement Branch

The Building Community Capacity for Equitable COVID-19 Recovery is a funding opportunity by the Washington State Department of Health (DOH). Using a braided funding approach and an equitable funding allocation methodology, a total of \$1.5 million was allocated, including \$1 million from CDC Immunization Grant and \$500k from CDC Health Disparities Grant, to organizations across the state serving communities disproportionately impacted by COVID-19. Funded organizations implemented community-led and culturally and linguistically tailored projects to improve equitable access, distribution, and administration of COVID-19 vaccines, health information, and prevention resources. Funding also aimed to improve community capacity and readiness to address future public health emergencies and the social determinants of health.

40 organizations including non-profits, community health centers, and small, women- and minority-owned businesses were selected for funding by a community panel and each received up to \$40,000.

Funding Period:
Feb 2024– Aug 2024

County Reach of Funded Organizations



Highlights at a Glance

Implementing culturally and linguistically appropriate COVID-19 education, outreach and communication activities while addressing the needs of disproportionately impacted communities, including racial and ethnic minorities, people living in rural areas, immigrant and refugee communities, people experiencing homelessness, and people over 65 years old.

350,000+

Individuals reached across 22 counties with health information

45+

Vaccine clinics hosted or supported in community

165+

Community outreach (i.e. tabling, hosting events)

24

Languages supported

300+

Partnerships mobilized

50

Youth ambassadors activated

Examples of Innovative Approaches to Reaching Communities

Expanding a Promotora de Salud program, onboarding 4 promotoras, to increase reach across every major wine growing region in the state, creating a network of vineyard employers to reach the Hispanic/Latino migrant worker community more efficiently.

Using WhatsApp to reach over 7,000 members of the West African community with critical COVID-19 health information in 8 languages.

Conducting COVID-19 vaccine and health information outreach, reaching Ukrainian, Spanish, Somali, and Dari-speaking communities through Volunteer Income Tax Assistance sites at libraries, community centers, and non-profits in King County.

Creating a series of [PSA videos in 7 languages](#) (Arabic, Swahili, Spanish, Russian, Pashto, Dari/Farsi, English) utilizing trusted messengers from Spokane communities to promote COVID-19 vaccinations and building community resilience.

Implementing a comprehensive outreach and education campaign tailored to the needs of tribal communities utilizing social media platforms, websites, door to door outreach and ethnic media outreach. Collaborating with tribal leaders, tribal organizations, community leaders, and IT personnel, the project reported increased community engagement, enhanced knowledge about COVID-19, and improved compliance with health guidelines across diverse communities.

Making a Collective Impact

Expanding equitable COVID-19 vaccine awareness, education, and resources

- **24** organizations reached people living in rural areas
- **38** reached immigrant and refugee communities
- **37** organizations reached people who speak a language other than English
- **23** organizations reached agricultural workers
- **21** organizations reached people experiencing homelessness.

- **33** organizations reported partnerships mobilized including local health departments, ACH organizations, religious organizations, rural health clinics, social service organizations, ethnic media organizations, and other community-rooted organizations.
- **9** organizations reported partnering with DOH Care-A-Van to host 16 vaccination clinics in community across Snohomish, King, Pierce, Greys Harbor, Lewis, Adams, Douglas, Spokane, and Walla Walla counties.
- **7** organizations reported partnering with a local health department to host vaccination clinics, health fairs or facilitate health promotion in community across King, Pierce, Skagit, Chelan-Douglas and Spokane counties.

Strengthening partnerships across the Public Health ecosystem

Building community capacity to address future public health emergencies

- **11** organizations reported several strategies used to build their internal capacity including participating in skill building trainings and workshops, training new outreach workers such as CHWs and youth ambassadors, and investing in new communication channels such a websites and social media platforms with dedicated health information and resource pages.

“Not only did we give information to the members of the community, but we worked along them to allow them to be leaders and educators of their communities by giving them the opportunity to share their own experiences and knowledge.” -Community Health Worker Coalition for Migrants and Refugees

Partner Organizations by Counties Reached

Adams County

Unidos Nueva Alianza Foundation

Benton County

Telemundo

Unidos Nueva Alianza Foundation

Chelan County

Lake Chelan Health

Unidos Nueva Alianza Foundation

Clark County

Adroit Staffing LLC

New World International

Vietnamese Community of Clark
County

Washington West African Center

Douglas County

Family Health Centers

Lake Chelan Health

Unidos Nueva Alianza Foundation

Ferry County

Adroit Staffing LLC

Franklin County

Telemundo

Unidos Nueva Alianza Foundation

Grant County

Lake Chelan Health

Latino Civic Alliance

Unidos Nueva Alianza Foundation

King County

Center for Independence

Dreamdriver Works Seattle

Foundation for Sustainable

Community (Farmer Frog)

Global African Integrated Network

Interaction Transition

International Rescue Committee

Mi Centro

National Council Negro Women

Organization for Prostitution

Survivors

PIM Savvy, INC.

Southeast Asian and Pacific

Islander Health Education Summit

The CID Collective

UTOPIA WA

Voice of South Pacific

WA State Coalition of African

Community Leaders

Washington West African Center

Kittitas County

Telemundo

Lewis County

Equity Institute

Lincoln County

Adroit Staffing LLC

Okanogan County

Family Health Centers

Lake Chelan Health

Unidos Nueva Alianza Foundation

Pierce County

Center for Independence

Dreamdriver Works Seattle

Global African Integrated Network

Power of Two

UTOPIA WA

Washington West African Center

Washington Young Farmers

Coalition

San Juan County

Center for Independence

Skagit County

Center for Independence

Helping Hands Food Bank

Latino Civic Alliance

Oceania Northwest

Snohomish County

Center for Independence

Global African Integrated Network

Latino Educational Training
Institute

Oceania Northwest

Washington West African Center

Spokane County

Latino Civic Alliance

Manzanita House

Spokane United We Stand

Thurston County

Center for Independence

Walla Walla County

Telemundo

VITAL Wines

Whatcom County

Center for Independence

Latino Civic Alliance

Oceania Northwest

Yakima County

Adroit Staffing LLC

CHWCMR

Greater Health Now

Telemundo

Unidos Nueva Alianza Foundation

VITAL Wines

Yakima Neighborhood Health
Services

Statewide Reach

Chinese Radio Seattle

Intermountain Professionals