



# Community Conversations Summary Report

Community Driven Outreach Initiative

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## Glossary of Terms

### **Braided funding:**

Weaving together funding from multiple sources to support a single initiative in a way that each funding source remains distinguishable.

### **Community:**

There are many ways to define “community”. A common definition is a group of people with diverse characteristics who are linked by social ties, share common perspectives, and engage in joint action in geographical locations or settings.

### **Community based organization (CBO):**

Public or private nonprofit organizations that provide specific resources or services to the community or a target population within the community.

### **Cultural competency:**

An ongoing process of increasing awareness of oneself, increasing knowledge of others, and developing skills to have positive interactions and relationships with others. This involves valuing diverse perspectives, being self-reflective, questioning generalizations and stereotypes, and being aware of the role biases play in perspectives related to race, ethnicity, language, gender, religion, citizenship/immigration status, gender identity, ability, age, and more as well as recognizing the value of people's lived experiences. It is a combination of intentional behaviors, attitudes, values, and policies within systems, organizations, or among diverse communities to help people work effectively in cross-cultural situations.

**Community engagement:**

The process of working collaboratively with and through groups of people affiliated by geographic proximity, special interest, or similar situations to address issues affecting the wellbeing of those people. It is a powerful vehicle for bringing about environmental and behavioral changes that will improve the health of the community and its members. It often involves partnerships and coalitions that help mobilize resources and influence systems, change relationships among partners, and serve as catalysts for changing policies, programs, and practices. Centers for Disease Control and Prevention (CDC).

**Community resilience:**

The sustained ability of communities to withstand, adapt to, and recover from adversity. A resilient community is socially connected and thrives through deliberate, collective action for systemic changes to improve existing conditions. HHS, Administration for Strategic Preparedness and Response (ASPR).

**Health disparity:**

A difference in health outcomes across populations groups. The definition indicates that a difference exists, but it doesn't consider whether the difference is caused by something preventable.

**Health equity:**

This exists when all people have the opportunity to attain their full health potential and no one is disadvantaged from achieving this potential because of the color of their skin, level of education, gender identity, sexual orientation, the job they have, the neighborhood they live in, or whether or not they have a disability.

**Health inequity:**

Systematic differences in the health status of different community groups. These inequities have significant social and economic costs both to individuals and societies.

**Social determinants of health:**

The non-medical factors that influence health outcomes. They are the conditions in which people are born, grow, work, live, and age, and the wider set of forces and systems shaping the conditions of daily life. These forces and systems include economic policies and systems, development agendas, social norms, social policies and political systems. Some examples of the social determinants of health, which can influence health equity in positive and negative ways include income, working life conditions, social inclusion, and access to affordable and quality health care services. World Health Organization (WHO).

**Personal protective equipment (PPE):**

Equipment used to prevent or minimize exposure to hazards such as biological hazards, chemical hazards, and more. During the COVID-19 pandemic, PPE became a key player in reducing transmission among the general public.

**Trusted messengers:**

Someone who is perceived as reliable, credible, and trustworthy to a particular audience.



# Overview

From April through June 2024, the Washington State Department of Health (DOH) Community Investments and Engagement (CIE) branch, within the Center for Community Relations and Equity, Executive Office of Public Affairs and Equity (OPAEE), held seven Community Conversations with [Community Driven Outreach \(CDO\) Initiative](#) partners.

The purpose of these Community Conversations was to:

- Share community partner insights, experiences, and lessons learned in implementing the CDO Initiative efforts.
- Discuss successes, challenges, and innovations.
- Identify potential next steps and recommendations to ensure equitable recovery and resilience for communities disproportionately impacted by COVID-19 and other health-related inequities.

The **Community Driven Outreach (CDO) Initiative** aimed to ensure that disproportionately impacted communities continue to have equitable access to COVID-19 information, resources, and vaccines while addressing the social determinants of health amplified by the pandemic. Read about the CDO Initiative on page 7.

The Community Conversations were framed within the principles of community engagement including prioritizing unheard perspectives, recognizing strengths and assets, and meeting people where they are.

The series of Community Conversations celebrated the breadth and depth of innovative COVID-19 community outreach efforts since November 2022, while emphasizing both successes and ongoing challenges. Partners highlighted improved collaboration, communication, and the capacity to engage with diverse communities. This resulted in better



**Image:** A community partner speaks to an audience during a community conversation session.

pandemic preparedness and increased trust in governmental public health. However, some partners also pointed out persistent issues such as difficulties in accessing vaccines for the uninsured, barriers in technology, the need for culturally competent and language-specific outreach to achieve more equitable access, and the critical importance of sustained funding for community-based organizations (CBOs).

### Key insights from community partners that this report will highlight:

- Investing in community-based organizations (CBOs) helps build community capacity and in turn leads to more resilient, self-reliant, and vibrant communities capable of facing public health challenges.
- Engaging community members and partnering with them builds trust, ensures culturally appropriate strategies, improves access to services and resources, and leads to sustained results and positive health outcomes.
- Community members require increased access to culturally relevant healthcare, and behavioral and mental health services.
- Contracting with federal funding sources, meeting federal and state reporting requirements for invoicing and reimbursement-based contracts remains challenging for small and large community partners.

A clear message from community partners is the need for sustained, flexible funding for CBOs to continue building community capacity and resiliency to address health disparities. Fostering long-term partnerships between CBOs and public health agencies and investing in community-driven health initiatives can better engage underserved communities, improve health equity, and build resilience for future public health emergencies.



### Who is this report for?

This report is for the Washington State Health Department, local health jurisdictions, community-based organizations and their partners. The insights and recommendations included in this report emphasize those steps governmental public health can take, acknowledging their role and influence in program and policy development as well as its mandate to ensure the health of all communities in Washington State. Because the insights and recommendations articulated in this report are from community-based organizations and their partners involved in the CDO Initiative, the report is also relevant and important for the community sector. Indeed, community partners repeatedly shared the value of engaging with other community-based organizations to share developed products, learn about their innovative practices and strategies, share recommendations on resolving persistent barriers and challenges, and to leverage opportunities presented by other community partner efforts funded by the CDO Initiative.

While Urban Indian Organizations, and tribal-related organizations may be an audience of this report, we acknowledge that there are specific and further systemic barriers and challenges impacting the health outcomes of American Indians/Alaska Natives in Washington state. Thus, the Urban Indian Initiative was established. Please refer to [WA Portal](#) for more information about DOH's Urban Indian Initiative.



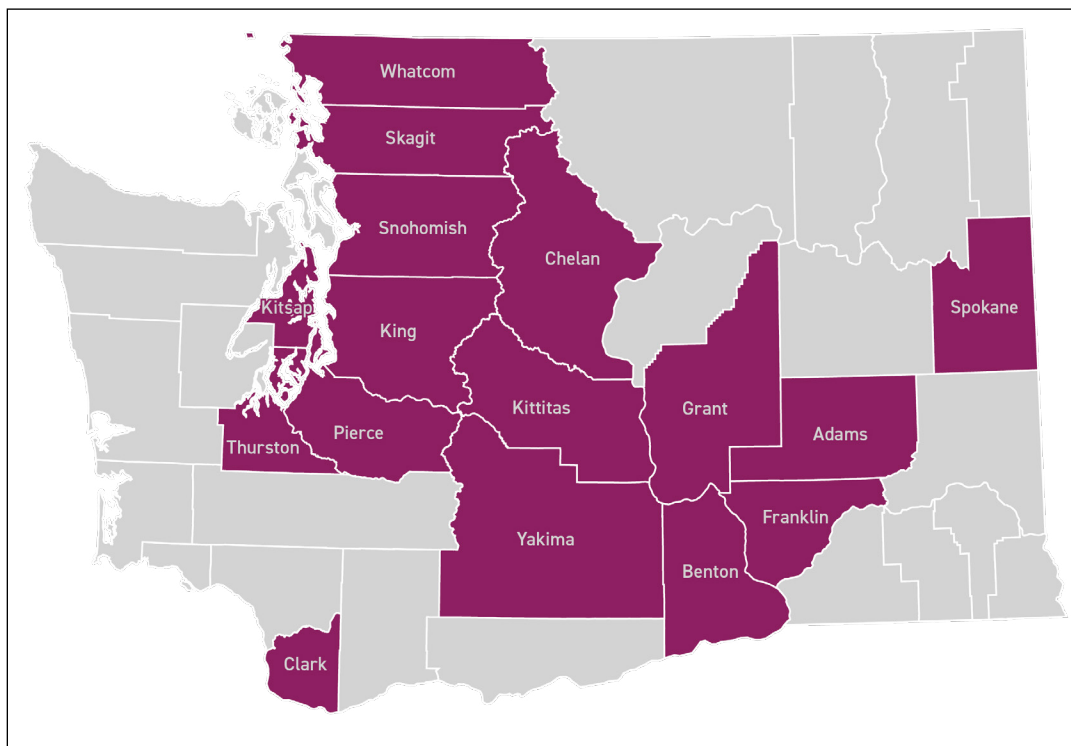
# Community Driven Outreach (CDO) Initiative

The goal of the CDO Initiative is to ensure that disproportionately impacted communities continue to have equitable access to COVID-19 information, resources, and vaccines while also addressing the social determinants of health amplified by the pandemic. The CDO Initiative helps to build community capacity for long-term recovery and resilience to better position communities for future public health emergencies. Using braided funding, combining multiple funding streams, and an [equitable funding allocation methodology](#), \$21 million was distributed to communities to 10 community-based and social impact organizations.

Learn more about CDO Initiative partners and their program successes in [Appendix B](#).

## CDO Initiative partners and their priority communities:

- APartnership: Asian
- Asia Pacific Cultural Center: Asian, Native Hawaiian/Pacific Islander
- Center for MultiCultural Health: African diaspora, Native Hawaiian/Pacific Islander
- Centro Cultural Mexicano: Hispanic/Latino/Latina
- Comagine Health: Black/African American
- Desautel Hege (DH): Native Hawaiian/Pacific Islander, Hispanic/Latino/Latina
- Health Commons Project: African diaspora
- Momentum Professional Strategy Partners (PSP): Black/African American
- Refugee & Immigrant Services Northwest: Native Hawaiian/Pacific Islander
- Yakima Valley Community Foundation: Hispanic/Latino/Latina



*Map of Washington counties where CDO Initiative partners are based and geographic areas of focus. Where CBOs were not identified or present, selected CDO Initiative partners extended project activities to achieve some statewide reach. See Appendices for specific partner reach and activities.*

Collectively, CDO Initiative partners have:

- Increased vaccinations and PPE distribution: Partners successfully distributed over 200,000 PPE kits and hosted multiple community vaccination clinics, increasing access to health resources for communities most impacted by COVID-19.
- Built community capacity: Partners have built, leveraged, and expanded infrastructure support for COVID-19 prevention and control through over 2,000 capacity building activities such as trainings, conducting health equity assessments, convening multisector coalitions and improving partnership coordination.
- Expanded culturally relevant health messaging: Multilingual and culturally specific resources, including posters, social media campaigns, and radio spots were distributed in over 35 unique languages to ensure health information reached underserved populations.
- Deepened partnerships and collaboration across local networks: 10 CDO Initiative partners subcontracted with over 100 community rooted organizations and built new or strengthened existing public and private partnerships.

Funding for the CDO Initiative comes from the Centers for Disease Control and Prevention (CDC) through a \$29 million CDC OT21-2103 Health Disparities Grant awarded to DOH in June 2021 to strengthen public health infrastructure, emergency preparedness and response capabilities, as well as to address health disparities caused by the COVID-19 virus. The CDC grant promotes health equity in underserved and disproportionately affected populations through testing, contact tracing, and other mitigation strategies.

Visit the CDO Initiative on [WA Portal](#) to learn about the program, read community partner profiles, and view an interactive network map.



**Image:** A community partner distributed health kits at a community event.



**Image:** A group of COVID-19 youth ambassadors pose for a photo as part of their 'Get Vaxxed 2.0' Program.



# Insights, Learnings and Challenges Learned from the Community Conversations

A total of seven community conversations were held across the state. Each session had a unique agenda developed and facilitated by CDO Initiative partners. The 10 CDO Initiative partners convened their network of funded (subcontractors) and non-funded partner organizations engaged in CDO Initiative activities. Additionally, multi-sectoral stakeholders were invited to listen including the Department of Health leadership, local health department collaborators, program evaluators with the UW Center for Anti-racism and Community Health (ARCH) as well as the U.S. Health and Human Services regional representative.



*Image: Partners from Mission Africa speak at a community conversation event.*

Each community conversation focused on celebrating the achievements and efforts of partners, strengthening trust between governmental and community partners, identifying future public health priorities and sharing lessons learned from the COVID-19 pandemic and recovery:

- **Celebration:** Partners gave brief presentations showcasing their efforts to address COVID-19-related health disparities in their communities. They highlighted their innovative approaches, community-driven and culturally informed strategies, and shared the impact of their work.
- **Valuing and strengthening trust:** Community partners shared that they are more connected, engaged, and valued by public health leadership. They valued the opportunity to connect with other local CBOs to strengthen their own networks. However, partners expressed that government partners must continue to listen and implement actions that center community in order to maintain or deepen trust.
- **Identifying future public health priorities:** Community partners shared their feedback about ongoing and emerging public health priorities including Long COVID, mental/emotional health, access to healthcare and other social determinants of health.
- **Sharing lessons:** The Department of Health, local health department partners, and other regional representatives received feedback related to funding sustainability, capacity building, and long-term relationship building.

## Here are 4 themes from the Community Conversation series

### 1. Investing in CBOs helps build capacity and in turn leads to more resilient, self-reliant, and vibrant communities capable of facing public health challenges.

- Cross-sectoral and interdisciplinary collaboration and relationships help organizations build capacity, apply for other funding opportunities, and increase resiliency to address future public health emergencies.
- CBO partners improve public health outcomes through culturally and linguistically relevant messaging and health promotion.
- Funding should empower community-level organizations to identify creative solutions that best serve their communities.



**Image:** Health Commons Project speaks to community partners and DOH representatives during a community conversation event in Tacoma, WA.

### 2. Engaging community members and partnering with them builds trust, ensures culturally appropriate strategies, improves access to services, and leads to improved health outcomes.

- Collaboration with local organizations increased event attendance and engagement with COVID-19 information, resources, and vaccinations.
- Resources and services centered around specific communities or by race and ethnicity provide more effective and culturally relevant service delivery.
- Community-based efforts have expanded the creation of bilingual and bicultural resources to meet the needs of populations who rarely have access to information in their own language.
- Trusted messengers and community-rooted communication approaches are essential to building trust and improving health.

### 3. Community members require increased access to culturally and linguistically appropriate healthcare, and behavioral and mental health services.

- Providers often lack an understanding of cultural appropriateness in the provision of care or do not know how to effectively interact with community members from diverse backgrounds.
- Despite significant inroads with vaccine access, reaching uninsured or under-insured individuals continues to be a challenge.
- Long COVID resources and mental health services, especially in Spanish, are critical.
- Elevating art as an outlet can be an effective way to mitigate anxiety and depression across communities.



**Image:** A community partner stands to speak to an audience during a community conversation event at Northgate Library.



#### **4. Limitations and the lack of flexibility on the use of federal and state funds remains challenging for both small and larger better resourced community-rooted organizations.**

- Lack of flexible and sustained funding for community health initiatives beyond acute crises or public health emergencies like COVID-19 disproportionately impacts smaller organizations that are building momentum and their capacity.
- Funding that restricts purchasing food poses significant barriers to engaging with communities. In many cultures, sharing food is a form of expression and identity, connecting people to their heritage, fostering a sense of belonging while breaking down social barriers. The restriction on purchasing food for community events is a significant barrier to establishing connectedness and to effectively engaging with communities from diverse backgrounds.
- Creating the space for feedback from partners highlights the importance of trust, community engagement, holistic approaches to health, sustained resourcing support, leveraging community assets, and strengthening community resilience. Effective community engagement requires consistency, transparency, and genuine relationship-building, ensuring that the voices and needs of all community members are adequately represented and addressed.

## **Recommendations for Government Partners**

The following are recommendations for governmental public health. State and local entities may look to identifying opportunities to apply these recommendations within their particular contexts and informed by more community engagement. This is not an exhaustive list of what can be done but serves as guidance towards progress in our commitment to build community capacity for long-term recovery and resilience and to better position communities for future public health emergencies.



***Image:** Dr. Umair Shah, DOH Secretary of Health, speaks to community partners in Spokane, WA*

### **1. Develop more and better funding pathways:**

- Identify sources of sustained funding for community-driven and led solutions to new and persistent public health issues.
- Increase funding directly to CBOs and ensure funding opportunities are accessible for and attainable for smaller, grassroots organizations that can more effectively reach disproportionately impacted communities.
- Ensure timely payments and embrace flexible funding to foster deeper trust with community partners and enable partners to rapidly adapt to changes in the environment.
- Implement new processes to improve contracting experience.

## 2. Increase cultural competence and provide opportunities for cultural learning and intercultural interaction:

- Provide ongoing training for public health and health care providers and staff to enhance cultural competency and sensitivity.
- Collaborate with trusted community leaders and messengers who have strong relationships within their communities when engaging with historically underrepresented or marginalized communities.
- Develop and distribute all health information in multiple languages and dialects, using translators rooted in communities that are familiar with the local culture, values, and lived experience.



*Image: A performer shares a cultural dance at a Community Conversation event in Seattle*

## 3. Develop inclusive communication approaches with community partners:

- Maintain open, transparent, and jargon-free communication channels with CBOs.
- Conduct regular listening sessions to gather feedback and incorporate community voices into decision-making processes.
- Use plain language and larger fonts in materials to ensure accessibility for all community members, including older populations.
- Engage with community-based media partners and provide time for transcreation critical health information.



*Image: Voice of South Pacific speaks to an audience during a community conversation event in Seattle, WA*

## 4. Build relationships and plan collaboratively with partners:

- Invest time in building genuine, trust-based, transparent relationships with CBOs by involving community representatives in the decision-making process, including planning, implementation and evaluation phases of projects or programs.
- Foster and maintain trust by ensuring transparency and accountability such as being clear about agency limitations and capacities, and provide information and/or clarification on priorities, budgets, and how decisions are made.
- Meet community where they are at by having consistent presence and engagement in community partner events and activities.
- Prioritize relationship-building over project timelines to ensure long-term collaboration.
- Ensure that the voices of impacted communities are central in structuring future funding opportunities, and projects or programs that impact community. Advisory boards or committees that include CBO leaders and members can provide ongoing guidance, feedback, and community centric governance.



## **5. Build capacity of community partners to strengthen the public health infrastructure:**

- Provide resources, technical assistance and tailored support for CBOs to develop their capacity, such as training in grant writing, project management, and evaluation.
- Facilitate connections between CBOs and other public and private partners to establish and sustain a network of support.
- Share promising, innovative and best practices and strategies among CBOs to strengthen collective impact and further inform community-driven solutions.
- Ensure bi-directional partnerships with communities and work across sectors to advance health equity and systems change. Addressing the drivers of inequities demands that we share power and assets and have one collective vision.
- Disaggregate race and ethnicity data to identify and address gaps in health.
- Develop a shared language and understanding about the social determinants of health to clarify collective strategies, roles and partnerships.

## **6. Address barriers to accessing health information and resources:**

- Work collaboratively to identify and address barriers to health care access, such as transportation, technology limitations, and other drivers of health inequities.
- Develop targeted initiatives to help community partners reach underinsured and uninsured populations.
- Provide technical support to CBOs to translate and disseminate health materials effectively.
- Address barriers in technology, such as internet access in rural areas, that limit access to health information and services

# Looking Ahead

Community-rooted public health initiatives represent a vital strategy to transform public health to advance health equity and improve health outcomes. By prioritizing sustained funding, cultural competence, inclusive communication, and collaborative planning, similar initiatives can address the needs of communities most impacted by the COVID-19 pandemic. Building genuine partnerships with CBOs, sharing resources, and overcoming access barriers further strengthens these efforts. The integration of community voices in decision-making and the commitment to ongoing evaluation ensure that public health strategies remain responsive and equitable. Ultimately, these recommendations support a more inclusive public health system, promoting resilience and better health outcomes for all communities.

This report provides insights and recommendations for DOH to advance its longer-term vision of equity and optimal health for all in Washington state. The Center for Community Relations and Equity will be working on the development of an action plan with tangible steps to ensure that the voices of communities most disproportionately impacted by COVID-19 and other health inequities continue to be heard and that our partnership prioritizes these and subsequent recommendations. We invite all to continue participation on the [Community Collaborative](#) and its [Workgroups](#) to ensure DOH accountability and to inform decision-making given the historical relationship between communities and public health entities, and the political contexts involved in making change.



# Appendix A: Community Conversation Sessions

## CDO Host Organization: Desautel Hege (DH)

<b>Session Date</b>	Monday, April 15, 2024	<b>Partner organizations in attendance:</b>
<b>Communities of Focus</b>	Hispanic/Latino/Latina	<ul style="list-style-type: none"> <li>• Community Health Worker Coalition for Migrants and Refugees (CHWCMR)</li> <li>• El Siete Dias</li> <li>• Entre Hermanos</li> <li>• Familias Unidas por la Justicia</li> <li>• La Pera Radio TV</li> <li>• Latin Business Association</li> <li>• Latinos En Spokane</li> <li>• Lutheran Community Services Northwest</li> <li>• Nuestras Raíces / Spokane Hispanic Business Professionals Association (HBPA)</li> <li>• Spectrum Center Spokane</li> <li>• Tri Cities Hispanic Chamber of Commerce</li> </ul>
<b>Counties Served</b>	Spokane, Yakima, Kittitas, Grant and King counties	
<b>Regional representatives in attendance:</b>		
<ul style="list-style-type: none"> <li>• Secretary of Health, DOH</li> <li>• Office of Strategic Partnerships, DOH</li> <li>• Executive Office of Policy, Planning, DOH</li> <li>• Executive Office of Public Affairs and Equity, DOH</li> <li>• Community Investments and Engagement Branch, DOH</li> <li>• Spokane Regional Health District</li> <li>• Better Health Together</li> </ul>		



**Image:** A group photo of attendees of the community conversation with DH and community partners in Spokane, WA



## CDO Host Organization: Yakima Valley Community Foundation

<b>Session Date</b>	Tuesday, April 16, 2024	<b>Partner organizations in attendance:</b>
<b>Communities of Focus</b>	Hispanic/Latino/Latina	<ul style="list-style-type: none"> <li>• Allied People Offering Year-Round Outreach (APOYO)</li> <li>• Catholic Charities Housing</li> <li>• Center for Latino Leadership</li> <li>• Empowering Latina Leaders &amp; Actions (ELLA)</li> <li>• Enterprise for Progress in the Community (EPIC)</li> <li>• La Casa Hogar</li> <li>• Kittitas County Health Network</li> <li>• Opportunities Industrialization Center (OIC) of Washington</li> <li>• Unidos Nueva Alianza Foundation</li> </ul>
<b>Counties Served</b>	Yakima, Grant, Adams, and Kittitas counties	
<b>Regional representatives in attendance:</b>		
<ul style="list-style-type: none"> <li>• Executive Office of Public Affairs and Equity, DOH</li> <li>• Community Investments and Engagement Branch, DOH</li> <li>• Yakima County Health District</li> <li>• Grant County Health District</li> </ul>		



**Image:** A group photo of attendees of the community conversation with Yakima Valley Community Foundation and community partners, in Yakima, WA.

## CDO Host Organization: Centro Cultural Mexicano

<b>Session Date</b>	Wednesday, April 24, 2024	<b>Partner organizations in attendance:</b>
<b>Communities of Focus</b>	Hispanic/Latino/Latina	<ul style="list-style-type: none"><li>• Brazilian Community Services</li></ul>
<b>Counties Served</b>	King, Pierce, Snohomish, and Whatcom counties	<ul style="list-style-type: none"><li>• Latino Educational Training Institute (LETI)</li></ul>
<b>Regional representatives in attendance:</b>		<ul style="list-style-type: none"><li>• University of Washington (UW) Latino Center for Health</li><li>• Vamos Outdoors Project</li></ul>
<ul style="list-style-type: none"><li>• Executive Office of Public Affairs and Equity, DOH</li><li>• Community Investments and Engagement Branch, DOH</li></ul>		



**Image:** A group photo of attendees of the community conversation with Centro Cultural Mexicano and community partners



## CDO Host Organization: Desautel Hege (DH)

Session Date	Monday, April 29, 2024	Partner organizations in attendance: <ul style="list-style-type: none"><li>• Lōkejlat Leluwa Wotje Club (MANIT)</li><li>• Oceania Northwest</li><li>• Pacific Islander Community Association of WA (PICA</li><li>• WA)</li><li>• Voice of South Pacific</li></ul>
Communities of Focus	Native Hawaiian/ Pacific Islanders	
Counties Served	King County	
Regional representatives in attendance: <ul style="list-style-type: none"><li>• Executive Office of Public Affairs and Equity, DOH</li><li>• Community Investments and Engagement Branch, DOH</li><li>• University of Washington Center for Anti-Racism and Community Health (UW ARCH)</li></ul>		



**Image:** A group photo of attendees of the community conversation with DH and community partners, in Seattle, WA.



## ***CDO Host Organization: APartnership, Asia Pacific Cultural Center, Center for MultiCultural Health (CMCH), Refugee and Immigrant Services Northwest (RISNW)***

<b>Session Date</b>	Monday, May 6, 2024	<b>Partner organizations in attendance:</b>
<b>Communities of Focus</b>	African Diaspora, Native Hawaiian/Pacific Islanders, Asian	<ul style="list-style-type: none"> <li>• Chinese Radio Seattle</li> <li>• Filipino Community of Seattle</li> <li>• Hmong Association of Washington</li> <li>• IDIC Filipino Senior &amp; Family Services</li> <li>• JoySeattle News</li> <li>• KO-AM TV</li> <li>• Lao Community Service Center</li> <li>• Nguoi Viet Ngay Nay</li> <li>• Northwest Asian Weekly &amp; Seattle Chinese Post</li> <li>• Seattle Chinese Times</li> <li>• UTSAV &amp; Bothell Hindu Temple</li> </ul>
<b>Counties Served</b>	King, Snohomish, Pierce, Skagit, and Whatcom counties	
<b>Regional representatives in attendance:</b>		
<ul style="list-style-type: none"> <li>• Region 10, Intergovernmental and External Affairs, U.S. Department of Health &amp; Human Services (HHS)</li> <li>• Executive Office of Public Affairs and Equity, DOH</li> <li>• Community Investments and Engagement Branch, DOH</li> <li>• University of Washington Center for Anti-Racism and Community Health (UW ARCH)</li> </ul>		



**Image:** A CDO Initiative Partner presents to an audience at a community conversation in Seattle, WA at the Northgate Library.

## CDO Host Organization: Health Commons Project

<b>Session Date</b>	Thursday, May 16, 2024	<b>Partner organizations in attendance:</b>
<b>Communities of Focus</b>	African Diaspora	<ul style="list-style-type: none"> <li>• Channel A TV</li> <li>• Firm Outreach</li> <li>• Gifts of Hope</li> <li>• Mission Africa</li> <li>• New World International</li> <li>• Somali Health Board</li> </ul>
<b>Counties Served</b>	Statewide	
<b>Regional representatives in attendance:</b>		
<ul style="list-style-type: none"> <li>• Secretary of Health, DOH</li> <li>• Office of Strategic Partnership, DOH</li> <li>• Executive Office of Global One, DOH</li> <li>• Executive Office of Public Affairs and Equity, DOH</li> <li>• Community Investments and Engagement Branch, DOH</li> </ul>		



**Image:** A group photo of attendees of the community conversation with Health Commons Project and community partners in Tacoma, WA

## CDO Host Organization: Comagine Health and Momentum PSP

<b>Session Date</b>	Tuesday, June 11, 2024	<b>Partner organizations in attendance:</b>
<b>Communities of Focus</b>	Black/African American	<ul style="list-style-type: none"> <li>• Black Prisoners' Caucus</li> <li>• Southwest Washington Accountable Community of Health (SWACH)</li> <li>• Therapy Fund Foundation</li> <li>• YMCA of Greater Seattle</li> <li>• YOUniversal Fitness Studio</li> </ul>
<b>Counties Served</b>	King, Pierce, and Spokane counties	
<b>Regional representatives in attendance:</b>		
<ul style="list-style-type: none"> <li>• Executive Office of Public Affairs and Equity, DOH</li> <li>• Community Investments and Engagement Branch, DOH</li> </ul>		



**Image:** A group photo of attendees of the community conversation with Comagine Health and Momentum PSP and community partners in University Place, WA

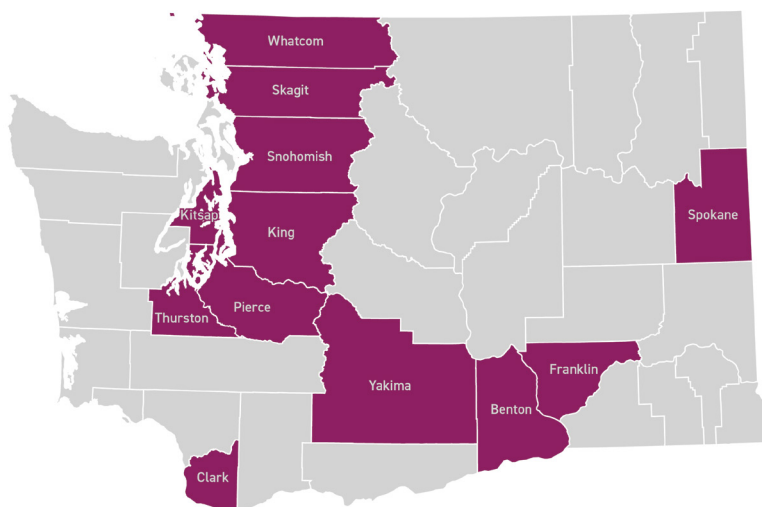


## Appendix B: CDO Initiative Partner Snapshots and Successes

### ***APartnership***

#### **Priority community: Asian**

Created an Asian coalition with 19 organizations in Washington state to promote COVID-19 awareness, reduce vaccination hesitancy, and address health inequities.



#### **Highlighted successes:**

- Created and disseminated health messaging through over 5,200 radio spots, 600 social media posts, and 178 community events.
- Translated to Chinese, Korean, Vietnamese, Taglish, Japanese, Hindi, Punjabi, Telugu, Cham, Laotian, Khmer, and Hmong.
- Over 750 PPE kits distributed.
- Over 1500 COVID-19 test kits distributed.

#### **Community Media Partnerships**

- Chinese Radio Seattle
- Joy Seattle
- Junglecity.com
- KO-AM TV
- KXPA
- Nguoi Viet Ngay Nay
- Radio Punjab
- Seattle Chinese Post & Northwest Asian Weekly
- Seattle Chinese Times
- Seattle Radiohankook



*Sample of a digital asset in Cham language*

#### **Community Organization Partnerships**

- Bothell Hindu Temple & UTSAV
- Cham Refugees Community
- Filipino Community of Seattle
- Hmong Association of Washington
- IDIC Filipino Senior & Family Services
- Khmer Community Seattle King County
- Korean Community Service Center
- Lao Community Service Center

“

“Through our partnership with local community and media partners...they were able to expand operations and capacity. They hosted more and bigger events, made more connections across the state, conducted assessments to better understand their communities, strengthened relationships with current members and connected with new ones, and added much needed services while also expanding geographically.”

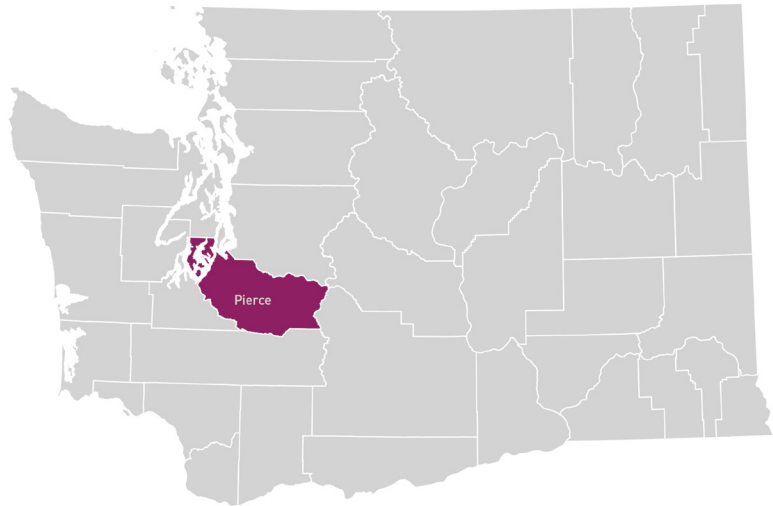
- *APartnership*

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## Asia Pacific Cultural Center

**Priority communities: Asian, Native Hawaiian/Pacific Islander**

Bridging communities by serving the needs of refugees, immigrants, children, youth, low-income, elders, and seniors through arts, culture, education, and business.



Highlighted successes:	Community partnerships included:
<ul style="list-style-type: none"> <li>• Engaged over 400 community leaders in planning and evaluation meetings.</li> <li>• Hosted more than 20 vaccination clinics, vaccinating over 150 people.</li> <li>• Over 700 COVID-19 test kits distributed.</li> <li>• Over 12,000 PPE kits distributed.</li> </ul>	<ul style="list-style-type: none"> <li>• Disciple Making Church</li> <li>• Eternal Joy Mongolian Christian Church</li> <li>• Filipino Community Alliance</li> <li>• First Love Church of Seattle</li> <li>• First Samoan Congregation Church in Tacoma</li> <li>• Fort Lewis Samoan Congregation Church</li> <li>• IMAHE</li> <li>• Living Water Chinese Baptist Church</li> <li>• New Zion Baptist Church</li> <li>• One in Christ Baptist Church</li> <li>• Puyallup Korean Baptist Church</li> <li>• Tacoma Calvary Methodist Church</li> <li>• Tacoma Family Full Gospel Church</li> <li>• Tacoma First Glory Korean Church; Hilltop City Church</li> <li>• The Good Shepherd Church</li> <li>• Vietnamese Life Way Southern Baptist Church</li> </ul>



*Sample event flyer for a health screening fair event in 2023*

## Center for MultiCultural Health

Priority communities: African  
Diaspora, Native Hawaiian/Pacific  
Islander

Working to ensure equitable  
access, distribution, and  
administration of COVID-19  
vaccines, health information, and  
prevention resources.



### Highlighted successes:

- Over 1,300 virus protection kits distributed.
- Hosted 12 Community Conversations with over 200 attendees for meaningful dialogue, feedback, and education on public health topics, particularly focused on the COVID-19 pandemic.
- Translating health information into Khmer, Amharic, Tigrinya, Swahili, Samoan, Tongan, and Marshallese.

### Community partnerships included:

- African Leaders Health Board
- Asian Pacific Islander Coalition Advocating Together for Health (APICAT)
- Dunia Health Clinic
- National Cinemedia
- Resource Media
- Wa Na Wari



Sample Community Conversation event flyer,  
hosted by Center for MultiCultural Health



## Centro Cultural Mexicano

**Priority community: Hispanic/Latino/Latina**

Implemented bi-lingual COVID-19 education and outreach events to strengthen Latino communities for success and self-determination through community empowerment.



### Highlighted successes:

- Over 30,000 community members directly served bilingual health messaging through posters, mailers, and in-person engagement.
- 89 million campaign impressions through King County Metro Bus and Sound Transit Bus & Link.
- Over 500,000 stadium impressions and 5.5 million TV impressions through Seattle Mariners' first bilingual campaign.
- Over 250 vaccinations through community events.

### Community Partnerships

- Brazilian Community Services
- Latino Educational Training Institute (LETI)
- University of Washington (UW) Latino Center for Health
- Vamos Outdoors Project



Sample bus wrap displaying Tu Salud Es Tu Poder (Your Health is Your Power) campaign.



"Our impact is in creating visibility for our community, and engaging community at a high level with our culturally and linguistically appropriate messaging. We are able to provide long-term solutions, build institutional trust, and empower our underserved communities."

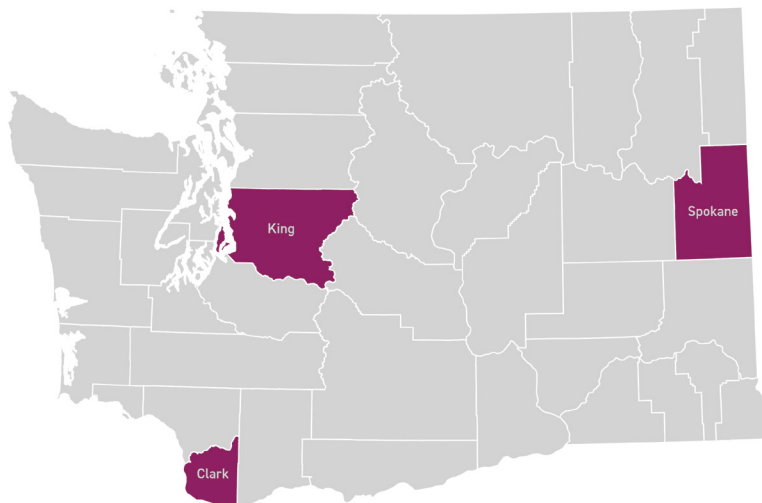
- Centro Cultural Mexicano



## Comagine Health

**Priority community: Black/  
African American**

Leveraged the Community Health Worker (CHW) model to engage communities to make informed health decisions, access validated health resources, and achieve health equity.



### Highlighted successes:

- Over 40,000 community members reached through 400 CHW outreach efforts
- Over 500 people attended YMCA of Greater Seattle's Health and Wellness event that offered COVID-19, Flu, childhood immunizations, and RSV vaccinations. Due to the success of the health fair, YMCA plans to hold health fairs quarterly to meet the needs of their community.
- Southwest Washington Accountable Community of Health (SWACH)'s event, Connecting Across Cultures, drew over 350 people and screened over 100 people for COVID-19 vaccination. Local leaders, including the mayor, praised the success of the event and discussed future collaborations with the Community Health Workers.
- Dr. Martin Luther King Jr. Community Center's Juneteenth event drew more than 700 community members to the center on June 19, 2023. 10 individuals received their COVID-19 vaccine, five kids received a vision screening, and eight teens received a sports physical.

### Community Partnerships

- Dr. Martin Luther King Jr. Community Center
- Southwest Accountable Community of Health (SWACH)
- YMCA of Greater Seattle



"When someone hesitates, we listen. We answer questions, share stories, and sometimes shed a tear. Our goal? To turn hesitant hearts into hopeful ones. Health disparities hit our community hard, and we are not blind to inequities."

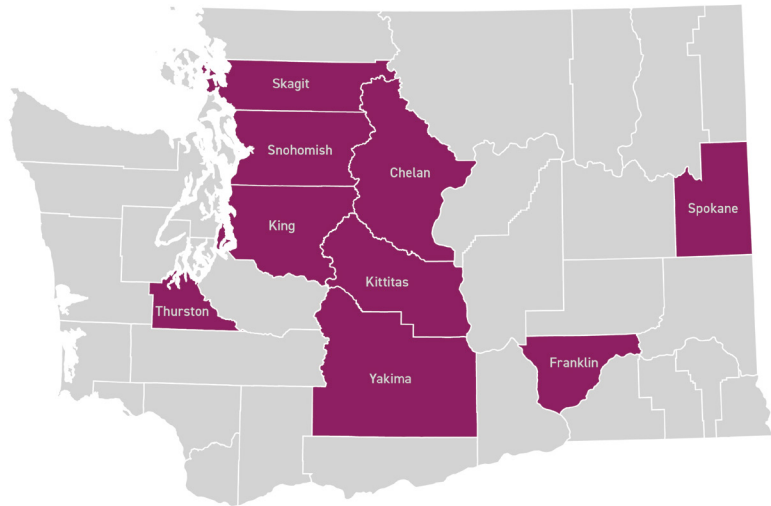
- Community Health Worker focus group participant



## Desautel Hege (DH)

**Priority communities: Hispanic/Latino/Latina, Native Hawaiian/Pacific Islander**

Implemented bilingual COVID-19 education and outreach events to strengthen Hispanic/Latinx and Native Hawaiian/Pacific Islander communities. Collaborated with partners on communications to ensure self-determination and community empowerment.



### Highlighted successes:

- Designed a program wide Community Partner Page hub with over 1,500 resources to support CDO partners with up-to-date COVID-19 and health related information.
- Over 175 COVID-19 and flu vaccinations facilitated.
- Over 2,300 people engaged in one-on-one conversations about COVID-19 vaccinations.
- Over 500 COVID-19 test kits distributed.

### Native Hawaiian/Pacific Islander Community Partnerships

- Lōkejlat Leluwa Wotje Club (MANIT)
- Oceania Northwest
- Pacific Islander Community Association of WA (PICA WA)
- Voice of South Pacific

### Hispanic/Latino/Latina Community Partnerships

- Central Washington Disability Resources
- Community Health Worker Coalition for Migrants & Refugees (CHWCMR)\*
- Comunicativo
- El Siete Dias\*
- Entre Hermanos
- Familias Unidas por la Justicia
- La Oficina
- La Pera Radio TV
- Latin Business Association
- Latinos En Spokane
- Lutheran Community Services Northwest
- Nuestras Raíces / Spokane Hispanic Business Professionals Association (HBPA)
- Spectrum Center Spokane
- Tri Cities Hispanic Chamber of Commerce
- Tu Decides\*

*\*Partner organizations with statewide reach.*



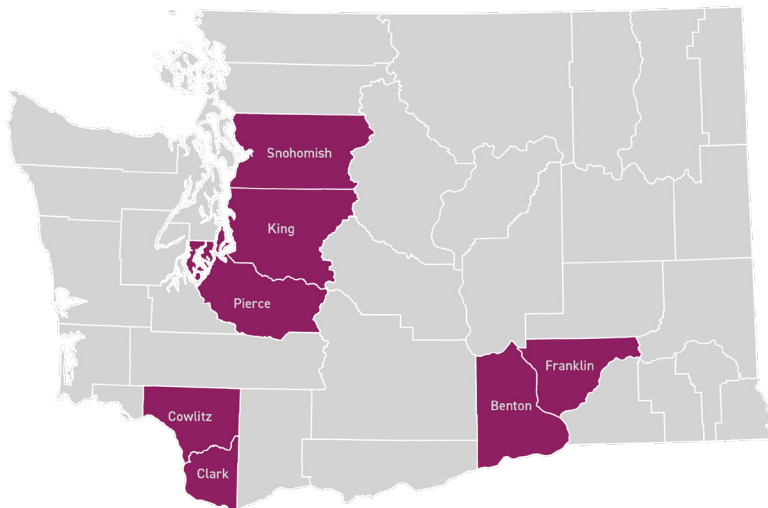
## Health Commons

### Project

Priority community:

African diaspora

Distributed \$1.5 million in subgrants to 14 CBOs, leaders, and media partners to address health inequities impacted by the COVID-19 pandemic.



#### Highlighted successes:

- Over 60 community events held reaching over 24,000 people.
- Over 4,800 COVID-19 tests distributed.
- Over 3,5000 people received PPE at community events.
- 845 vaccines administered at community events held by partners, including 517 COVID-19 vaccines.
- Over 150,000 people reached through online social media campaigns and over 24,000 people reached through printed materials distributed at outreach events.

#### Community Partnerships

- Black Women Housing Alliance
- Channel A TV
- Clear Water School
- Diaspora Family Healing Network
- Firm Outreach
- Gifts of Hope
- KD Hall
- Mission Africa
- New World International
- One Vibe Africa
- Pacific Northwest Black Business Coalition
- Safe Homes
- Somali Health Board
- Tri Cities Diversity Council

“

“Our active presence on social media platforms such as Facebook, Instagram, and YouTube enabled us to reach a broad audience. We regularly posted updates, educational content, and event information to keep the community informed and engaged.”

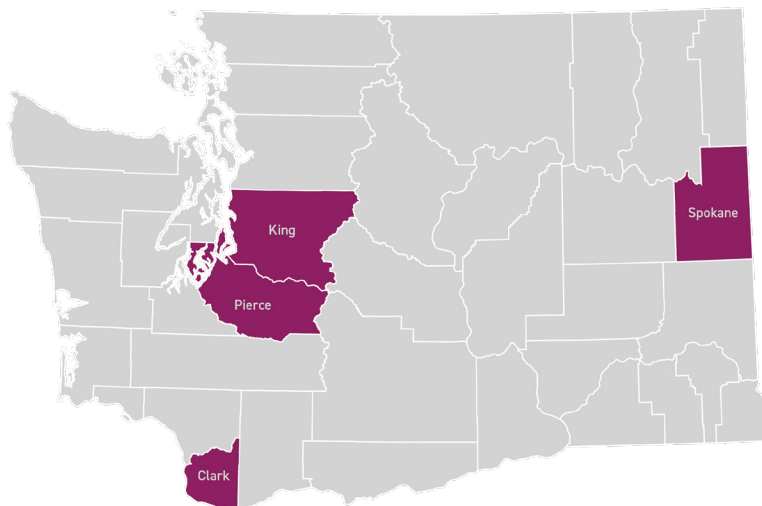
- Channel ATV

”

## Momentum PSP

### Priority community: Black/ African American

Provided culturally relevant resources, support, and advocacy across the interconnected dimensions of physical, mental, spiritual, and economic health through their “Elevate Black Wellness” campaign.



#### Highlighted successes:

- Provided microgrants to 23 CBOs to support Black community events with a health component.
- Black Wellness Week campaign recognized by the Governor, as well as numerous cities and counties throughout Washington.
- In March 2024, Momentum reached over 21,000 individuals through digital assets like social media to promote vaccine awareness and education.

#### Community partnerships included:

- Black Prisoners Caucus
- Blk Mamas Collective
- Byrd Barr Place
- Delta Psi Sigma Foundation
- Mercy Housing
- Pacific Northwest Black Business Coalition
- Row House International
- Tacoma NAACP
- Tacoma Urban League
- The Black Collective
- The Tooth Fairy Company
- Therapy Fund Foundation
- Vocal WA
- Youth and Family Link (Vancouver, WA)



“Our work, including our Elevate Black Wellness initiative and our “move at the speed of trust” framework, resulted in renewed faith in health systems within Black communities.”

- Christina Blocker



A community member receiving a health screening

## Refugee & Immigrant Services Northwest

**Priority community: Native Hawaiian/Pacific Islander**

Serving refugee, immigrant and migrant communities with up-to-date and culturally relevant COVID-19 health information and resources



### Highlighted successes:

- Held 18 community listening sessions to engage families on the topic of COVID-19 prevention, vaccinations and the long-term health impacts of COVID-19. Insights include utilize trusted messengers, include lots of photos in messaging, and engage members through gatherings such as community events and churches.
- Over 1,062 engaged in conversations about health topics.
- Over 278,000 adult masks, 97,000 children's masks, 28,000 hand sanitizer, 31,000 COVID-19 test kits distributed.
- More than 17,000 people (including adults and children) vaccinated at 139 vaccination clinics through 3 community partners.
- Developed an original song and music video, "Let's Vaccinate" in five languages to promote COVID-19 vaccinations resulting in 327,870 impressions viewed on streaming platforms in Snohomish, Skagit and Whatcom counties.

### Community partnerships included:

- Bellingham Food Bank
- Bird's Eye Medical
- Desautel Hege (DH)
- Everett Community Church
- Everett Community College
- Grace Christian Fellowship Church, Mt. Vernon
- Marshalllese Association of North Puget Sound
- Oceania Northwest
- Oye Media and Communications
- Pacific Islander Community Association of WA (PICA WA)
- Pentecostal Christian Fellowship Church, Burlington



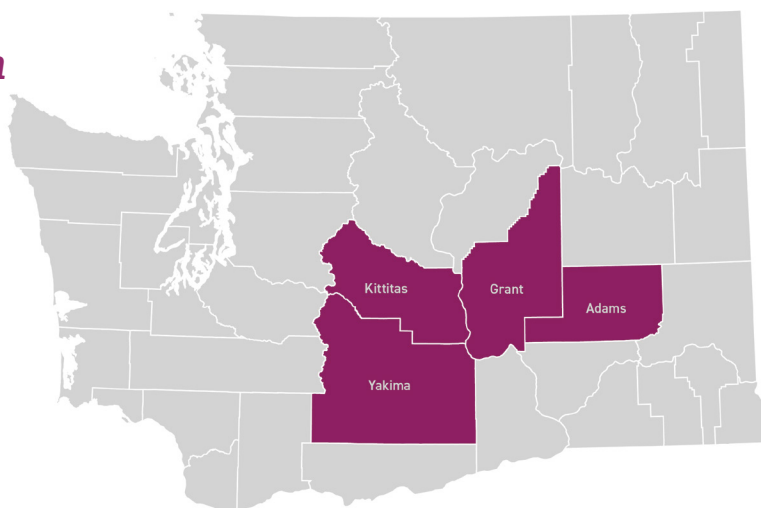
**Image:** Refugee & Immigrant Services Northwest table with resources



## Yakima Valley Community Foundation

Priority community: Hispanic/  
Latino/Latina

Enhanced health equity for Hispanic-Latino communities in rural Washington by providing factually accurate, culturally, and linguistically appropriate health information.



### Highlighted successes:

- Trained 100 volunteers and health workers to support health outreach and communication initiatives.
- Engaged over 2,000 residents in Yakima, Grant, Kittitas, and Adams counties in a survey to better understand the health needs and communication preferences.
- Through over 600 community events across, partners facilitated 100 vaccination clinics, 1,500 vaccinations, and over 2,000 health screenings.
- Over 15,000 PPE distributed.
- Over 621,000 educational materials such as COVID-19 flyers, Long COVID flyers, illness prevention cards, and more distributed.

### Community Partnerships

- APOYO
- Catholic Charities Housing Services
- Center for Latino Leadership
- DEI Consulting
- Empowering Latina Leaders and Action (ELLA)
- Enterprise for Progress in the Community (EPIC)
- Field Group
- Kittitas County Health Network
- La Casa Hogar
- Multicare Memorial Foundation
- Nuestra Casa
- Opportunities Industrialization Center (OIC) of Washington
- People For People
- Unidos Nueva Alianza Foundation
- Yakima Health District



**Image:** A community partner provides supplies to a young community member

**Disclaimer:** CDO Initiative partners may have additional reach and partnerships not captured in Appendix B partner snapshots.



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