



*Advancing the Response to COVID-19: Sharing Promising Programs and Practices for Racial and Ethnic Minority Communities*  
*A Virtual Symposium Hosted by the HHS Office of Minority Health*

# **COMMUNITY-CENTERED SOLUTIONS FOR ADDRESSING COVID-19 AMONG RACIAL AND ETHNIC MINORITY POPULATIONS**

## **Ensuring Cultural Appropriateness and Language Access through Community-Based Approaches**



OFFICE OF THE  
ASSISTANT SECRETARY FOR HEALTH





***Advancing the Response to COVID-19: Sharing Promising Programs and Practices for Racial and Ethnic Minority Communities***  
*A Virtual Symposium Hosted by the HHS Office of Minority Health*

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HHS Office of Minority Health

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2020



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# PRESENTERS

- **Moderator: Sheri-Ann Daniels**, EdD, MSCP, BS, CSAC, Executive Director, Papa Ola Lōkahi
- **Ngozi O. Ezike, MD**, Director, Illinois Department of Public Health
- **Megan Kiyomi**, DrPH, MPH, BS, Research Coordinator, Kokua Kalihi Valley Comprehensive Family Services
- **Puni Jackson**, Program Director, Ho’oulu ‘Āina



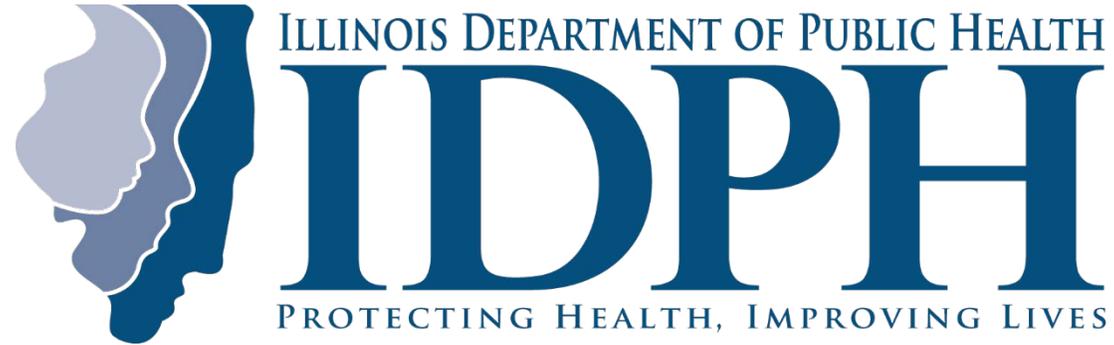
# OBJECTIVE

- Highlight promising and effective community-centered approaches for COVID-19 response for racial and ethnic minority populations with a focus on cultural and linguistic appropriateness.



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# **COVID-19 Mobile Approach for Community-Based Intervention**

**Ngozi Ezike, MD**

Director, Illinois Department of Public Health

# Agenda

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Rationale



Equity Team  
Structure and Charge



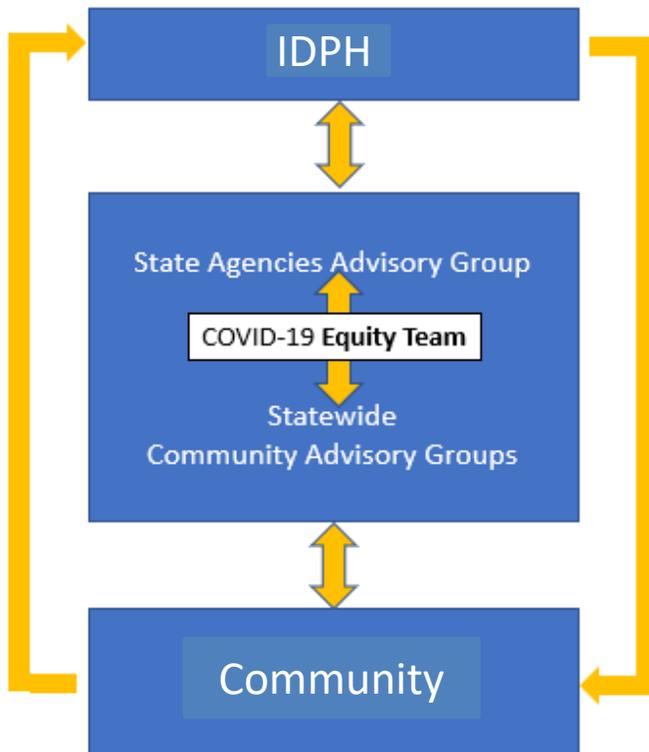
Mobile Testing  
Activities



Lessons Learned

# IDPH COVID-19 Equity Team Structure

## COVID-19 Equity Team - INFORMATION FLOW



## Center for Minority Health Services Leads the Charge

### – Community Advisory Group:

- The Voices and Ears of the Community
- Serves as the liaison between communities of concern and IDPH or other state social service agencies to ensure equitable outcomes

### – State Agencies Advisory Group:

- Considers recommendations from the Community Advisory Group
- Advises when and where resources are available that are vital to the communities
- Considers policy changes to address inequity concerns.

### – COVID-19 Equity Team:

- Part of the **Incident Command Structure for State's COVID-19 response.**
- Participates in Regular Briefings with the Director and other IDPH COVID-19 Response Leadership

### – IDPH Incident Command Structure:

- Comprised of multiple internal IDPH operational areas

**COVID-19  
Equity  
Team's  
Workgroup  
Structure**

**Multiple workgroups with overarching areas of priorities and responsibilities.**

- Testing Strategies
  - Mobile Testing
- Data
- Communications Strategies
- Mass Incarceration
- Seniors
- Domestic Violence/Child Abuse
- Worker Health and Safety
- Rural and Migrant Workers
- Economic Development
- Internal Evaluation



# Rationale

## A collective impact approach to address inequities exacerbated by COVID-19 in communities of color.

COVID-19 is not affecting everyone the same way. Blacks and Hispanics are dying at a greater rate which exposes the social, structural and institutional inequities we know exists in our communities. We can only address the complexities of these inequities through collaboration with partners from multiple relevant sectors of the community.

Racial and Ethnic Minorities need special consideration to mitigate the risk of COVID-19.

- Often live in locations where access to critical care needs are challenging.
- Often suffer disproportionately from underlying health conditions that can potentially exacerbate their chances of recovering for COVID-19.
- Social and economic barriers pose added risks and threats that become even more pronounced.
- Live in high-density populated communities.

Racial and Ethnic Minorities are not a Homogenous Group.

As such we need to:

- Highlight the unique needs each group may face during COVID-19 that are not being addressed.
- Have a plan in place to mitigate risks.
- Address multiple languages, cultural norms and beliefs.

# COVID-19 Equity Team Charge

- **Serve** as liaison between the IDPH Incident Command Structure and communities of color as well as other vulnerable populations.
- **Identify** emerging issues and patterns, medically and socially, impacting vulnerable communities. Then assess and propose specific actionable recommendations.
- **Amplify** critical unmet needs to key IDPH leaders and proposed solutions from Equity Team and communities of concern.
- **Provide** timely equity analysis on community related discussions and decisions to maximize benefit, avoid harm and reduce inequitable outcomes for communities of concern.
- **Track** and follow issues and recommendations to resolution. Communicate information to Equity Team and communities of concern.



# COVID-19 Equity Workgroup Priorities

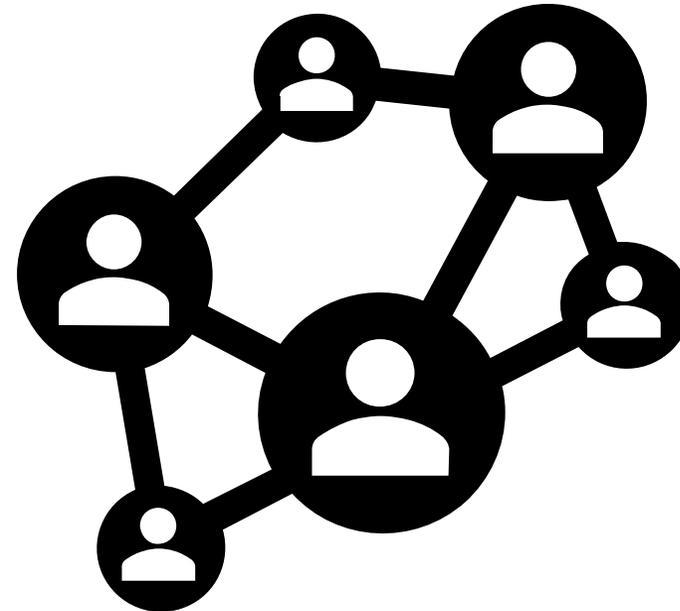
- Ensure testing is Accessible, Available, and Adaptable to community needs
- Ensure the delivery of Culturally and Linguistically appropriate communication and intervention strategies
- Provide COVID-19 related Guidance and Recommendations that positively impact communities of color



# COVID-19 Equity Workgroup Activities

## Ensure testing is Accessible, Available, and Adaptable.

- Responded to community testing location concerns
  - Observed testing location operations
  - Provided feedback and corrective action recommendations
- Planned for and expanded testing for communities of concern
  - Faith-based and community testing – state testing initiative
  - Mobile testing at farm worker camp sites and housing units
  - Seniors testing and influenza campaign
- Reviewed, analyzed and made recommendations regarding COVID-19 data related to disparities and inequities identified in communities of color



# Wellness on Wheels (WOW) Mobile Administration Program

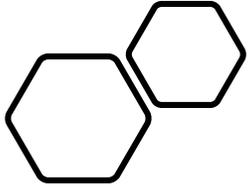
- Vans available and accessible to the public: West Chicago (1), Central Illinois - Springfield (2); Southern Illinois – Cairo (1)
- General mobile van features
- Available for use by community-based organization on request c/w IDPH guidelines.
- Vans come standard with driver and some basic screenings
- Types of screenings/services include HIV, HCV, STIs Prostate, hearing, vaccinations, breast exams, mental health, and family planning
- **2009 H1N1 Response:** outreach and vaccinations
- **2018 Opioid Crisis Response:** naloxone training/distribution and needle exchange programs
- **2020 Pandemic CoVID-19 Response:** testing and provision of masks
- CMHS also funds Mobile Care Chicago to assist with additional outreach efforts in underserved, impoverished neighborhoods in Chicago and rural communities.





# The Illinois CoVID-19 Testing and Seasonal Influenza Vaccination Campaign

- IDPH collaborative partners include Faith-based Leaders, FQHC, Walgreens and BCBSIL
- Utilization of IDPH WOW Program
- IDPH provision of testing kits for CoVID-19 testing and free mask distribution
- CoVID-19 testing by FQHCs and wrap-around services
  - Influenza vaccinations by Walgreens
  - Media outreach and overall initiative support BCBSIL
  - Vaccination Campaign messaging and education
- Site locations and media outreach concerning CoVID-19 Testing and Seasonal Influenza Vaccination events Faith-Based Community



# COVID-19 Migrant Worker Program Outreach

**Provides mobile testing and education to migrant workers and their families.**

IDPH collaborative partners with various organizational roles include 20 organizations including Illinois Migrant Council, IL Dept of Agriculture, FQHC, LHD, IDPH WOW Program, Migrant facility leadership

## Activities:

- Drafted proposals, plans, and recommendations to address CoVID-19 related Migrant worker testing and safety concerns.
- Worked with migrant organizations to secure arrival schedules and locations of migrant camps and housing units.
- Mobile/FQHC team conducts statewide testing including on-site education on infection control, quarantine and isolation, proper mask covering, social distancing and handwashing for workers and employers.
- Education and other resources provided in culturally and linguistically appropriate and low literacy formats.

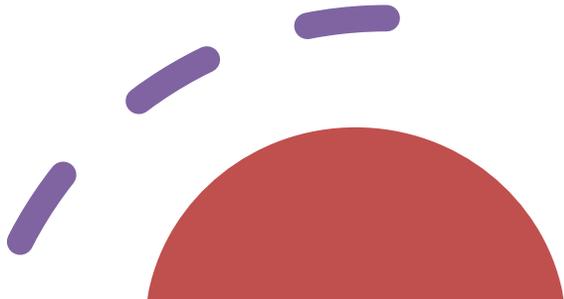
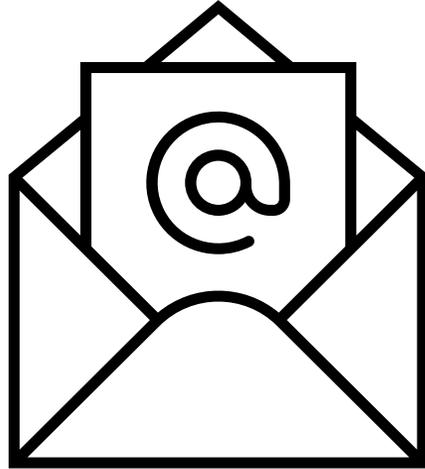
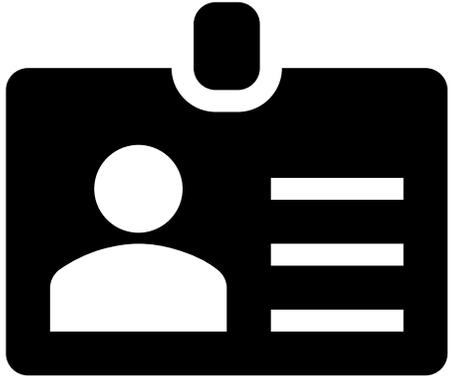
# Lessons Learned

## Benefits of Partnerships:

- Fosters collaboration between IDPH, other governmental agencies and multiple external partners around a common approach to community-based interventions.
- Sharing of resources and the elimination of duplication of efforts.
- Provides a forum for discussion, insight, and clarification of community-based needs in order to develop a common operational understanding and work toward short or long-term equitable solutions of unmet needs.

## Challenges

- Competing interests and obligations can hamper the ability of partners to collaborate effectively within the working group
- Establishing a clear line of communication and reporting between internal/external partners



**Thank You!**

Questions?



*Together, we work toward healing, reconciliation and the alleviation of suffering in Kalihi Valley by serving communities, families and individuals through strong relationships that honor culture and foster health and harmony*

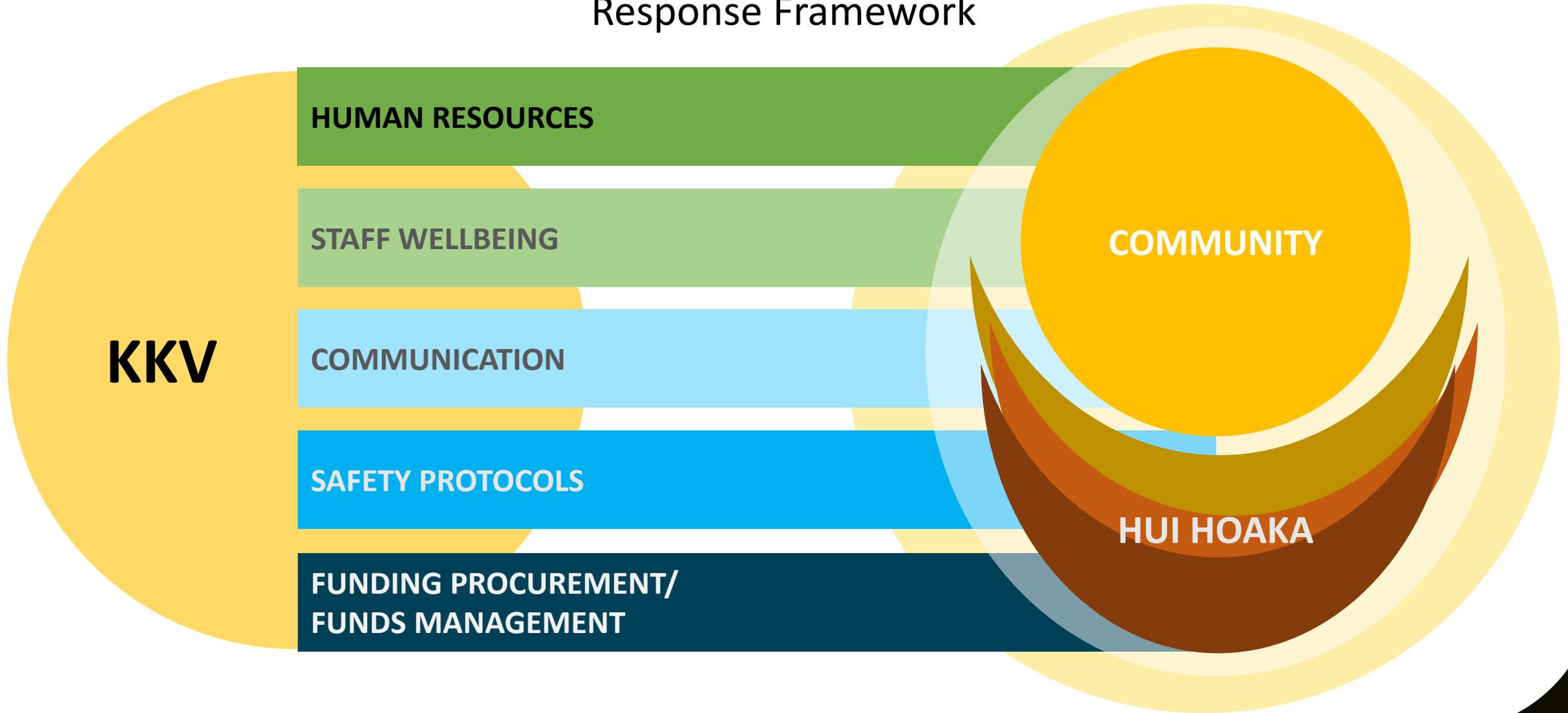
# HUI HOAKA

*Using our resources, gifts and creativity, to increase resilience, connection and health to meet urgent community needs caring for our kūpuna, strengthening our food systems, providing social support, connecting people with telehealth and public health information, keeping people away from hospitals whenever possible, and providing care for families who are sick or suffer in isolation*



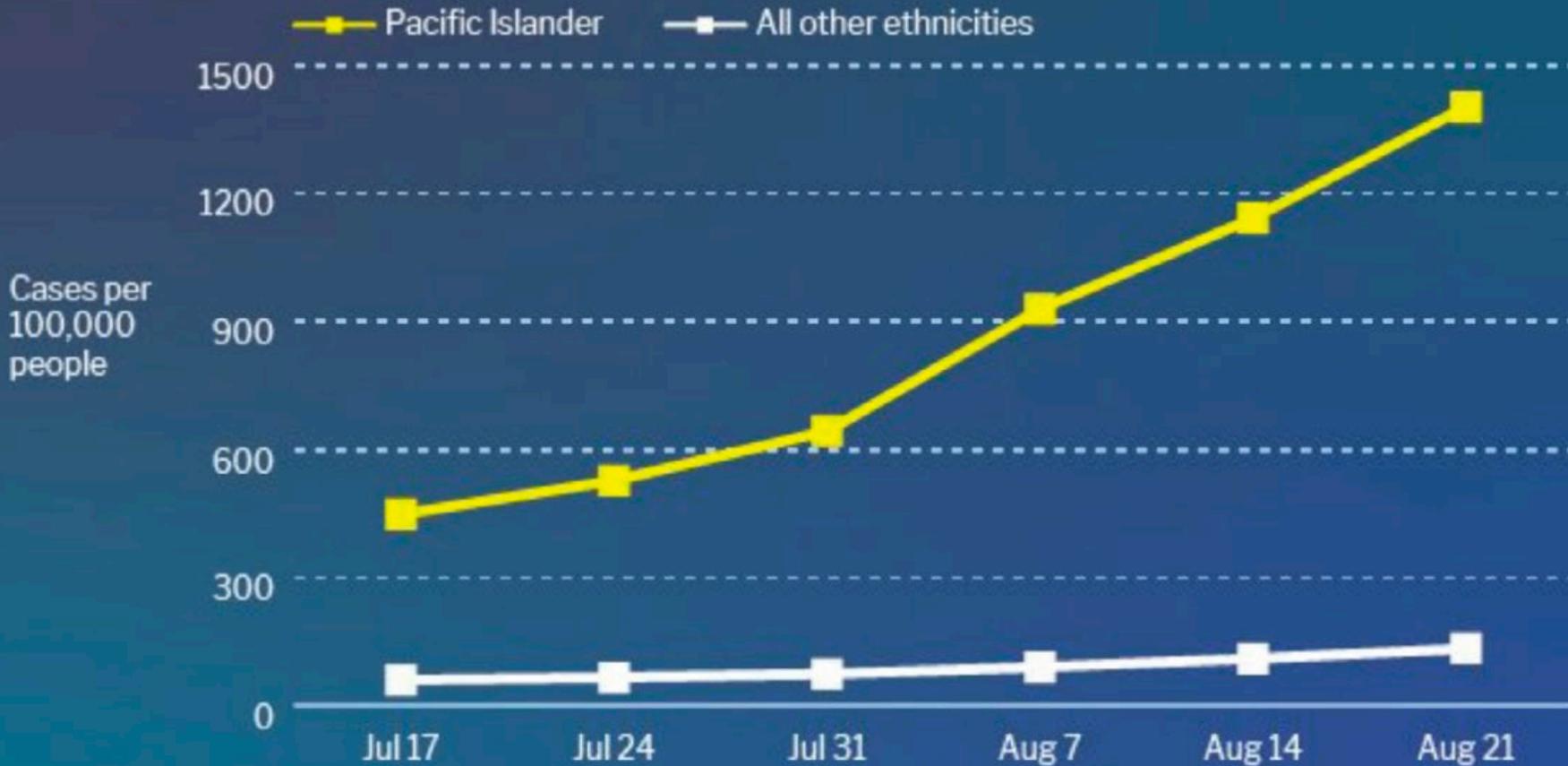
# HUI HOAKA

## KKV Community Emergency Response Framework



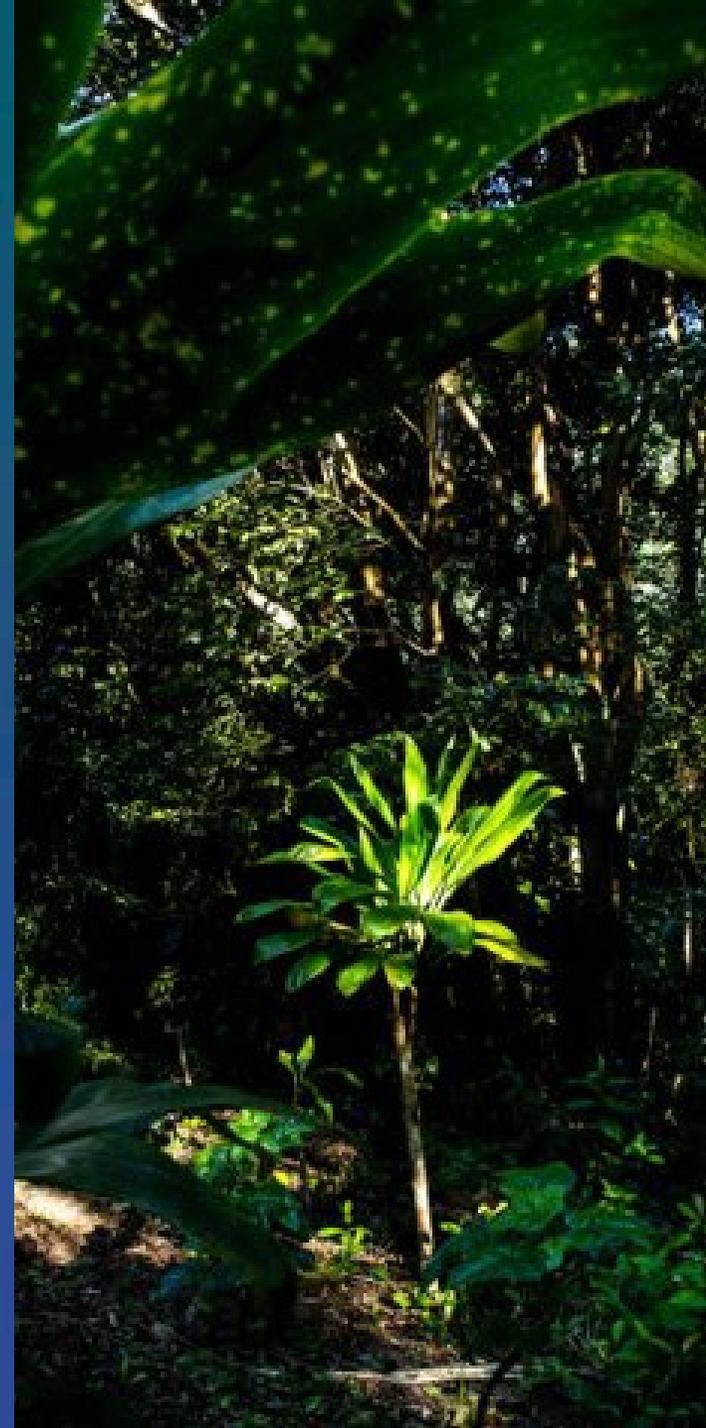
# COVID-19 in Hawai'i: Pacific Islanders\* compared with all other ethnicities

Jul 17–Aug 21, 2020



\*Not including Native Hawaiians

Source: F DeWolfe Miller, IV | Chart: Diliaur Tellei / East-West Center



# Health is Connection

*to place  
to others  
to past-present-future  
to our best selves*



**STAY HEALTHY, STAY HOME**



Try to keep enough healthy food and medicine on hand so you don't have to leave the house.

**REMEMBER  
WE ARE STRONG**

**FAMILY MEMBERS  
WHO ARE SICK  
MAY NEED  
SPACE TO HEAL**

**PREPARE**

**COMMUNITY**

**Outreach**

**Procurement**

**Deliveries**

**"Thank you  
so much for  
calling me,  
I was worried  
I would be  
forgotten."**

## Outreach:

- Phone calls to over 5000 community members in six of the 27 languages offered for medical translation.
- Telehealth visits with patients, advocacy for wifi in public housing and technology on loan
- Public health education through social media, videos, printed fliers and posters
- COVID-hotline offering 24 hour support and information

**“It's hard because no more customers, but I take care of my employees, and they are all still working. Some are scared because they have elders at home, so I put this plastic up to protect them.”**

Outreach



E MAFAI ONA MAUA PE INIFETI OE I LE FA'AMA'I, COVID-19, AE LEAI NI A'UGA O E FA'ALOGOINA. E MAFAI ONA SU'EINA PE O MAUA OE I LE COVID-19, TUSA LAVA PE LEAI NI A'UGA O E FA'ALOGOINA.

**UA VALAAU LIA OE E KKV, E TE AU AI LE SUEGA MO LE COVID-19 (COVID-19 TESTING) O LE A FAIA I LO TATOU PITONU'U. FAIA: ASO FARAILE, IUNI 26, 2020 FEA: NOFOAGA O KUHIO TOWERS (B) TAIMI: 1PM - 5PM**

PUIPUI OE, FAAPEA LE TOU PITONU. \* FOOD \* MASKS \* UNEMPLOYMENT & INSURANCE SUPPORT \* MUSC \*



E TE ALU E FAIGALUEGA I ASO UMA? PE E TE ILOA, PE SA E IAI SE MEA MA NI TAGATA O AFAINA I LE COVID-19; TAGATA FA'ATOFA MALAGA MAI FAFO? O E FAALOGOINA AUGA O LE FIVA, TALE, PE TAU LE MAFAI ONA MANAVA? E FAI MA OSO SOU MAALILI, TIGA MUSELE POO UAUAI O LE TINO, PE UA LE MAFAI ONA FAALOGOINA SE MANOGI, LE MAFAI ONA TOFO SE MEA TAUMAFAGA? PE FIA PUAI, FAASUATI, MAI PE TATAFI LE MANAVA, TIGA LE FAAI?

KEA KKV IA TE OE MA LOU SOIFUA MALOLOINA. MALIU MAI LA IA E SU'EINA OE MO LE COVID-19 AUA LE PUIPUJIA O OE. LOU AIGA MA LOU PITONU'U.

Fa'amolemole sau ma aumai lou. ID pei o le State ID; Laisene ave ta'avle; Passport. Pepa Ma'i (health insurance card) peafai ae iai sou pepa ma'i. Mo nisi fa'amatalaga valaau mai KKV i le (808) 791-9488



**KKV IS HIRING!**



**Am aupwe anisuk. We will help you.**

Kokua Kalihi Valley. Call (808) 791-9488.

## MANY FACES / ONE FAMILY



## MANY ISLANDS / ONE COMMUNITY

THANK YOU FOR TAKING CARE OF ONE ANOTHER. YOU ARE MAKING A DIFFERENCE. KEEP UP THE GOOD WORK.



Procurement

**“I was a patient and  
KKV helped me –  
KKV for life!”**

**What we learned:**

- Relationship matters
- Connection is health
- Systemic change requires enduring communication
- Agency lives in community
- Help is membership



*"I could not turn back the time for the political change, but there is still time to save our heritage. You must remember never to cease to act because you fear you may fail. The way to lose any earthly kingdom is to be inflexible, intolerant and prejudicial. Another way is to be too flexible, tolerant of too many wrongs and without judgment at all. It is a razor's edge. It is the width of a blade of pili grass. To gain the kingdom of heaven is to hear what is not said, to see what cannot be seen, and to know the unknowable -- that is Aloha."*

*– QUEEN LILI'UOKALANI*

Through reaching out and connecting through accessible testing, social determinant advocacy, deliveries of food, produce, hot meals and supplies, and listening to and sharing stories and gifts, both staff and community members are transformed.

“In the true essence of why KKV started, people are being reminded that we are descendants of those super aunties that went door to door – this is our genealogy.”



Deliveries

*“We are now faced with the fact that tomorrow is today. We are confronted with the fierce urgency of now. In this unfolding conundrum of life and history, there is such a thing as being too late. This is no time of apathy or complacency. This is a time for vigorous and positive action.”*

– DR. MARTIN LUTHER KING, JR.





**OMH**<sup>™</sup> U.S. Department of  
Health and Human Services  
Office of Minority Health

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