
Welcome to the Community Engagement, Education & Outreach Training!

Get comfortable, we will start in 5 minutes.
Closed Captioning is available through the link in the chat box.



Onboarding Training: Community Engagement, Education and Outreach

The logo for the Oregon Health Authority. It features the word "Oregon" in a smaller, orange, serif font positioned above the word "Health". "Health" is written in a large, blue, serif font. Below "Health", the word "Authority" is written in a smaller, orange, serif font. A thin blue horizontal line is positioned just above the "Authority" text, extending from the left side of the "H" in "Health" to the right side of the "y" in "Authority".

Oregon
Health
Authority

Accessibility Information

- Welcome to today's session! This session has closed captioning available.
- Click on the link in the chat box to open a new window with closed captioning.



Zoom Requests

- Did you already attend this training?
- We love seeing faces!
- Check your mute button.
- Feel free to use chat, hand raise, clapping features.
- We're here to learn together and engage.
- Questions at the end.

Larry Hill, Co-Host, he/his



Community Engagement Coordinator

- Region 1: Clackamas, Multnomah, and Washington Counties
- Faith-based organizations
- Statewide organizations

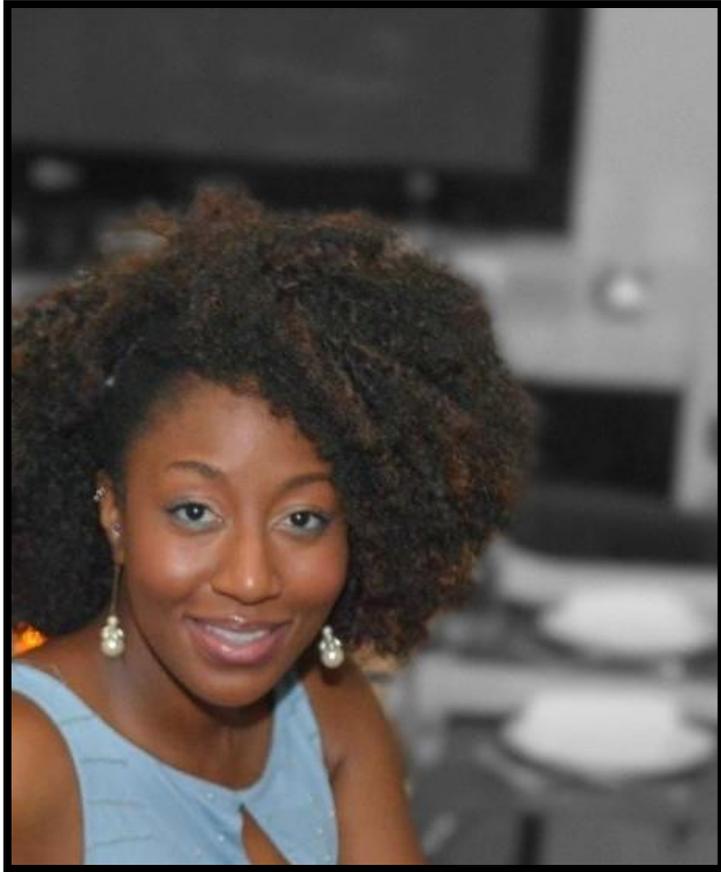
Vanessa Cardona, Co-Host, she/her



Community Engagement Coordinator

- Region 3: Coos and Curry Counties
- Region 5: Jackson and Josephine Counties
- Statewide organizations

Josillia Johnson, Co-Host, she/her



Community Engagement
Coordinator

- Region 1: Clackamas, Multnomah, and Washington Counties
- Faith-based organizations

Participant Introductions in Chat Box

- Organization name
- County



Hello
my name is

Agenda

- Team introductions and regions covered
- Defining common terms
- Context of work and who it serves
- Scope of work
- Educational resources
- Breakout activity (small groups)
- How to request materials, use of logos
- Materials approval process
- Reporting
- LPHA Coordination
- Questions (hold until end)

OHA's Acknowledgement to Community

We acknowledge there are institutional, systemic and structural barriers that perpetuate inequity that have silenced the voices of communities over time.

OHA's Acknowledgement to Community

We are committed to partnerships, co-creation and co-ownership of solutions with communities disproportionately affected by health issues, so that groups can actively participate in planning, implementing and evaluating efforts to address the COVID-19 response and other health issues.

OHA's Acknowledgement to Community

We recognize community-engaged health improvement is a long-term and adapting process.

We are striving to engage with communities through deliberate, structured, emerging and best practice processes.

OHA's Acknowledgment to Community

We are striving to make engagement with public health effective for communities, especially those communities that experience institutional, systemic and structural barriers.

Community Engagement Team



Carina
Guzman



Dolly
England



Jameela
Norton



Larry Hill



Josillia
Johnson



Dani Galvez



Christine
Rankin



Vanessa
Cardona



Palmira
Veloz



Charina
Walker



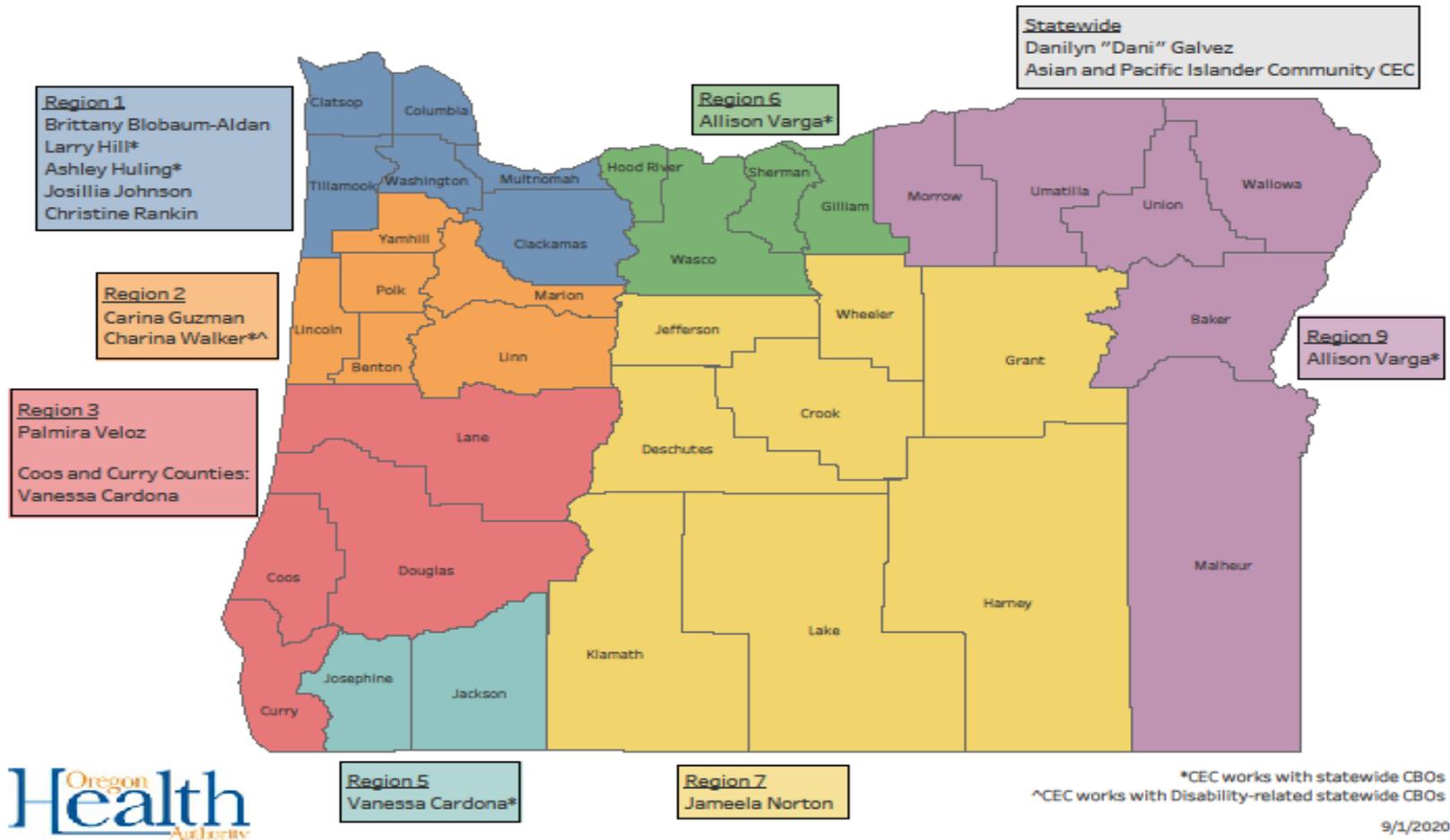
Allison
Varga

+

2

Preparedness Regions in Oregon

Oregon Community Engagement Coordinators by Region



What does that mean?

CBO	Community Based Organization
CEC	Community Engagement Coordinator
SOW	Scope of Work
CEEO	Community Engagement Education and Outreach
LPHA	Local Public Health Authority
OHA	Oregon Health Authority



Why are we here?

- Marginalized communities have been more impacted by COVID-19.
- Community based organizations should have a role in meeting the needs of their communities.
 - You are the experts of your communities
 - You know what your community needs
 - Communities trust you
- CBOs play a vital role in this response work.

Who Does This Funding Serve?

- Black, Indigenous, and People of Color
- People with disabilities
- Families
- People who are houseless
- Individuals with substance use disorder
- Immigrant and refugee communities



Who Does This Funding Serve?

- Faith communities
- Undocumented communities
- Farmworkers
- People experiencing mental health issues
- Older adults
- LGBTQIA+ communities



Trauma Informed Care

- No one is immune from trauma.
- Trauma comes in various forms and is influenced by environment, behaviors and circumstances.
- People who've been traumatized often need support and understanding.
- Being “trauma-informed” allows us to meet people where they are.



Community Engagement Education & Outreach Scope of Work



1. Regular communication in preferred language and different formats
2. Prevention messages for safe practices
3. Be a resource for testing, health care and social services
4. Coordination with LPHAs for testing, health care and social services

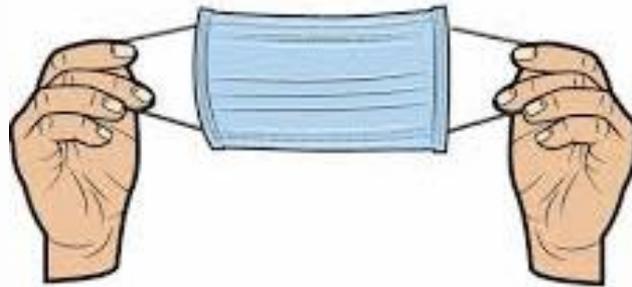
Where do people get their information? Who do people trust to give them information?

- Please share your response in the chat.



What information about COVID-19 would you like to share with your community?

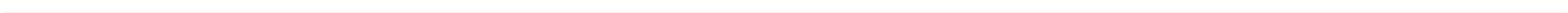
- Please share your response in the chat.



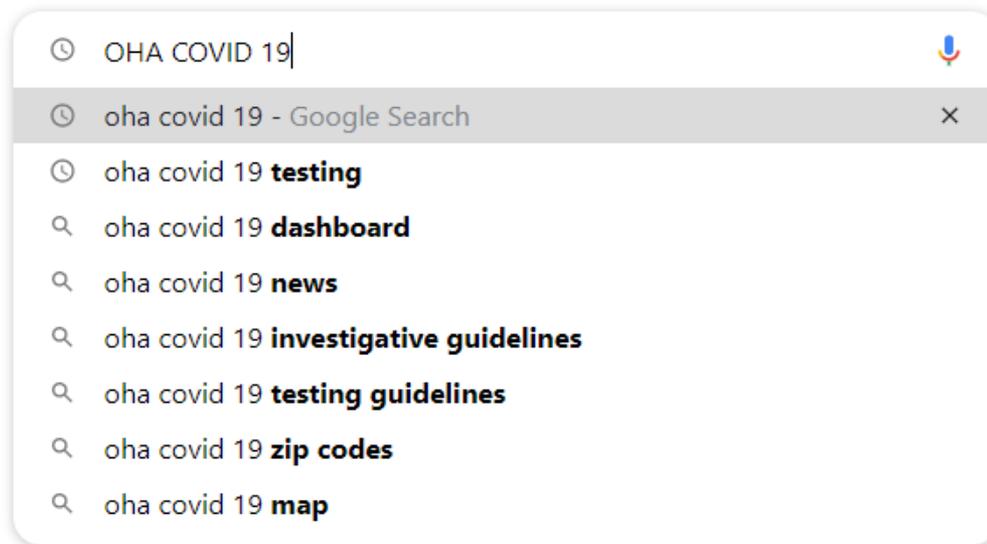
COVID-19 Community Resources



Oregon
Health
Authority



Resources: OHA COVID-19 Website



healthoregon.org/coronavirus

Navigating the OHA COVID-19 Website

- Latest News/Requirements
- Frequently Asked Questions (FAQs)
- Community Resources:
 - By Groups
 - By Topics
- Hot topics:
 - Contact Tracing Webpage
 - Mask Requirements
- Videos



healthoregon.org/coronavirus



Resources: OHA COVID-19 Website Social Media Cards & Flyers

- Easily amplify COVID-19 content through social media channels.
- Offers language variety.
- Opportunity for transcreation.

Transcreation: adapting a message from one language to another, while maintaining its intent, style, tone, and context.

¿Cuándo es seguro dejar de aislarse en casa si ha tenido COVID-19?

 No ha tenido fiebre por al menos 72 horas (es decir, tres días completos sin fiebre sin el uso de medicamentos que reducen la fiebre).

 Otros síntomas se han resuelto (por ejemplo, cuando se ha resuelto su tos o la falta de aire).

 Han pasado al menos 7 días desde que aparecieron sus síntomas por primera vez.

Para más información visite healthoregon.org/coronavirus o llame al 211



Resources: OHA Health Talking Points

Provides the most current updates on the coronavirus.

- Used by 211
- Arranged by topic
- Updates are clearly highlighted
- Released on Tuesday & Friday
- Sign-up via listserv



Resources: Safe + Strong Campaign

Future Technical Assistance w/ Brink Communications

- Regional convenings/train-the-trainer sessions for CBOs and LPHAs.
- Customizing materials in partnership with CBOs for specific purposes.
- Trans-creating materials (print, video, web, social, etc.) into languages identified by CBOs.
- Participate in an online survey to assess the material development needs of your organization and the communities you serve.



Resources: Brink Educational Campaigns

The screenshot shows the homepage of the Safe + Strong website. At the top left is the logo "Safe + Strong" with a red plus sign. To the right, there is a "TRANSLATE" button and a dropdown menu set to "ENGLISH". Below this are two navigation links: "Live And Work Safely" and "Community Support". The main header is blue with the text "Safer and stronger, in community." and a paragraph: "As we face coronavirus (COVID-19), we are strongest when we are in community — even from a distance. To help keep our communities safe and healthy, this website will provide daily updates, resources and information. Please check back often to get the support you and your loved ones need." Below this is another line: "With the right information, we can get through this together." A date stamp indicates "Site last updated: 08-19-2020". The main content area is titled "Get the resources you need." and features two cards. The first card, "Live and Work Safely", includes icons of a house, a heart with a plus sign, and a question mark, with the text: "Get up-to-date news, tips and information to keep you safe and healthy. [Learn More](#)". The second card, "Community Support", includes icons of a house with a plus sign, a hand, a face mask, and a question mark, with the text: "Connect to resources and get assistance with food, housing, health care and other needs. [Learn More](#)".

Safe +
Strong

Unidos +
Fuertes



[Safestrongoregon.org](https://safestrongoregon.org)

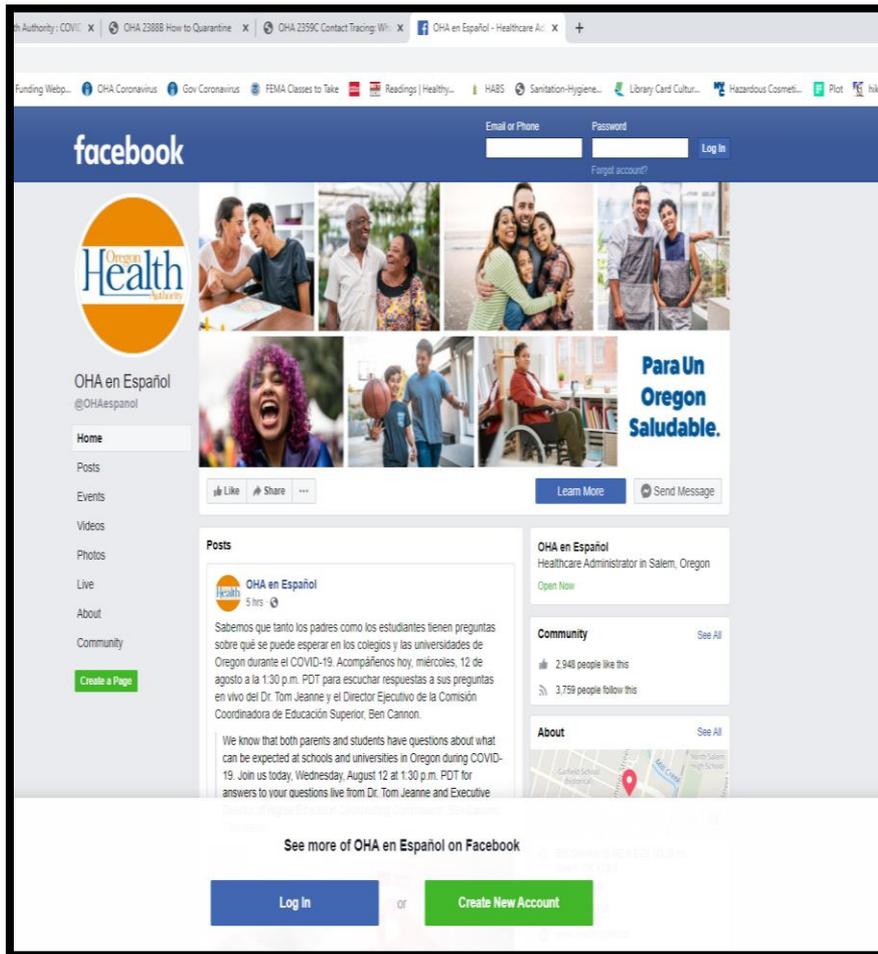
[Safestrongoregon.org/ta-playbook](https://safestrongoregon.org/ta-playbook)

Video Resources: TV Jam by Vive NW

- OHA approved videos
 - Myths and Truths
 - Outdoor Activities and COVID-19
 - Pets and COVID-19
 - Prevention messages
- 26 different languages
- Language-equity driven
- Email Karina Goicochea for access:
Karina.Goicochea@dhsoha.state.or.us
- YouTube: Search for TV Jam



Resources: Latinx Social Media Facebook Pages



- OHA Spanish Facebook-
@OHAespanol

Mental Health Resources for Hmong Black, Latinx, & Somali Populations

Latinx Mental Health Group – Facebook

- **@charlascomunitarias**

National Alliance on Mental Illness

- **BIPOC Mental Health Resources**

Twin Cities Public Television, MN Department of Health and Wellshare International

- **Hmong, Black, Latinx & Somali Resources**

Breakout Room Discussion

Tell us about a successful example of community engagement, outreach and education for the populations your agency serves.

(15 minutes)



What were some ideas you heard?

- Please unmute yourself to share what you talked about in your small group.



Materials Request, Approval Process and Reporting

Oregon
Health
Authority

Requesting OHA Materials

- Request printed materials via Smartsheet link
- Max request: 250 copies max/per material
- Languages: 12 languages
 - If other languages are needed, contact your CEC.
- Turnaround time: 7-10 business days or sooner.
- Ships anywhere within the state
 - Can be sent to your professional or personal address

Creating Original Content: Use of Logos

If creating original content, your CEC will need to review materials:

- Use of state or local public health logos requires co-collaboration, review and approval.
 - Without OHA/LPHA/Tribal health logo => faster approval
- De-branding (removing OHA logo) from content created by OHA is okay.
- Cannot use images from OHA materials.

Resources: Tools to Design Your Own Outreach Materials

Infographic/Social Media Design Programs (free):

- Canva
- Piktochart



Public Domain Images (free):

- Pexels
- Unsplash
- Pixabay



Guidance for Media Coordination - Green Light

CBOs are encouraged to:

- Use LPHA and OHA-developed health education and guidance materials through the CBO's own communication channels and platforms.
- Use OHA language in CBO's own materials, provided the meaning has not been changed or taken out of context (citing not necessary).
- Correct rumors.
- Trans-create materials with LPHA, emergency management and tribal partners.
- Collaborate with LPHAs and Tribal Health Authorities to create new or supplementary communication tools to meet community needs.



Guidance for Media Coordination - Yellow Light

CBOs should consult LPHA/CECs for any of the following activities:

- Paid media including, but not limited to, PSAs, television or radio campaigns, ad placements.
- Free media about your grant work.



Guidance for Media Coordination - Red Light



CBOs should avoid:

- Co-branding with an LPHA, Tribe or OHA without collaboration, review and approval from the entity you wish to co-brand with.
- Contradicting OHA or other state agency or LPHA messaging.
- Changing state or local health recommendations or guidance without consultation with OHA and LPHA, respectively.

Reporting Requirements



- Collected quarterly via Smartsheet
- Monthly template tells you what data to track
- 24 questions for CEEEO
 - What type of outreach
 - Number of people/populations reached
 - What materials/what languages
 - Other materials needed (content/language)
 - Rate LPHAs and CECs (helpful/ knowledgeable)
 - Share stories
- Can track data however agency prefers
- **Due 9/11/2020**

Communication with LPHAs – What to Expect?

- Know which resources are offered by your LPHA
- Make it a point to build relationship with LPHA staff who have specific oversight over:
 - Community Engagement Coordination
 - Communications (including advertisements, social media, media announcements)
- Coordinate CBO events with LPHA and other CBOs to provide appropriate supports for COVID-related events.

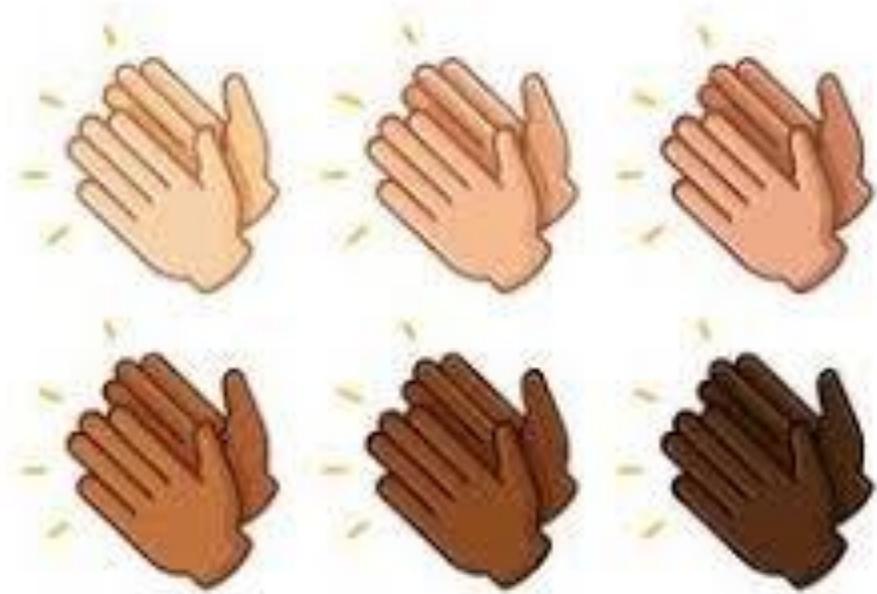


Reminders

- Remember your scope of work
 - If unsure, ask your CEC
- No one size fits all
- Creativity encouraged
- You know your audience better than most
- Need help?
 - Your CEC is your go-to person



Thank You!



Questions?



Presentation Resource Links

The logo for the Oregon Health Authority. It features the word "Oregon" in a smaller, orange, serif font positioned above the word "Health". "Health" is written in a large, dark blue, serif font. Below "Health", the word "Authority" is written in a smaller, orange, serif font. A thin blue horizontal line is positioned just above the "Authority" text, extending from the left side of the "H" in "Health" to the right edge of the "Authority" text.

Oregon
Health
Authority

OHA Resource Links

- OHA COVID-19 Website:
www.healthoregon.org/coronavirus
- OHA Health Talking Points Listserv sign-up:
https://public.govdelivery.com/accounts/ORDHS/subscriber/new?topic_id=ORDHS_854
- OHA Social Media Cards:
<https://www.oregon.gov/oha/ERD/Pages/COVID-19-Social-Cards.aspx>
- OHA Spanish Facebook Page:
<https://www.facebook.com/OHAespanol>
- OHA Facebook Page:
<https://www.facebook.com/OregonHealthAuthority/>

More Resource Links

- Safe + Strong Website:
www.safestrongoregon.org
- Safe + Strong Technical Assistance Playbook:
<https://www.safestrongoregon.org/ta-playbook>
- Vive NW TV Jam Facebook Page:
<https://www.facebook.com/TVJAM/>
 - Email Karina Goicochea for access:
Karina.Goicochea@dhsoha.state.or.us
- Charlas Comunitarias Facebook Page:
<https://www.facebook.com/charlascomunitarias/>

Mental Health Resources

- Latinx Mental Health Group – Facebook
 - <https://www.facebook.com/charlascomunitarias/>
- National Alliance on Mental Illness (NAMI)
 - BIPOC Mental Health Resources
 - <https://www.naminh.org/resources-2/bipoc/>
- Twin Cities Public Television, MN Department of Health and Wellshare International:
 - www.facebook.com/TPTNOW/videos
- Center for Victims of Torture
 - <https://www.cvt.org/COVID-19-resources>

Free Content Creation Resources

Infographic/Social Media Design Programs:

- www.canva.com
- www.piktochart.com

Public Domain Images:

- www.pexels.com
- www.unsplash.com
- www.pixabay.com

Resources for Addressing COVID-19 Myths

- <https://www.fema.gov/disasters/coronavirus/rumors-control>
- <https://health.ucdavis.edu/coronavirus/covid-19-information/coronavirus-mistakes.html>

Trauma Informed Care

- <https://traumainformedoregon.org/>