



August 15, 2020

Frequently Asked Questions – Community Engagement

COVID-19 Community-Based Organization Grantees

1. Does OHA have a media kit planned or information they can share with their news/social media?

OHA is working on media resources just for CBOs. In the meantime, CBOs can check out Safe+Strong at www.safestrongoregon.org for more resources.

2. What do I do if I'm contacted by the media?

That's great news! Please let your Community Engagement Coordinator know if you're contacted by the media for an interview.

3. What communications work can I do without prior approval from OHA?

CBOs can do any of the following without approval from OHA:

- Education and outreach related to COVID-19 wraparound services the CBO offers.
- Share existing local public health and emergency management resources.
- Distribute OHA or LPHA -developed health education and guidance materials through the organization's own communication channels.
- Use OHA language in your own materials, provided the meaning has not been changed or taken out of context.
- Correct rumors in the community.
- Create or incorporate culturally inclusive graphics into OHA or LPHA education material, as long as they do not conflict with OHA guidance and are non-discriminatory.

4. What communications require approval or consultation with OHA?

Any of the following community engagement activities or materials should be sent to your Community Engagement Coordinator first:

- Any paid media campaigns, including radio, TV, or social media
- Any adjustments to health information
- Earned or free media on grant activities
- Requests to use OHA, LPHA and/or a Tribe's logo or brand on materials

5. Are there any community engagement activities I cannot conduct?

CBOs may not:

- Contradict OHA, state agency or LPHA guidance.
- Change any OHA or LPHA guidance.
- Share any protected health information, information about COVID-19 cases or contacts or any other confidential information.

6. Can I put OHA's logo on my materials?

CBOs can work directly with their Community Engagement Coordinator on using the OHA logo. Your Community Engagement Coordinator will need a copy of the material you want to co-brand. Please note that it can take up to one week for approval.

7. If we get feedback or questions from the community, who should we relay that to at OHA, and will someone from OHA be able to help us with the right information to provide?

If you have questions from the community, please reach out to your Community Engagement Coordinator for assistance and they will work with other OHA staff as needed. You can also send general questions or feedback from the community to Community.COVID19@dhsosha.state.or.us. We will make sure the feedback is routed to the correct team at OHA.

8. We are also brainstorming hosting community forums where people can bring their questions, and were wondering if we could have experts from OHA on that call with us to help answer questions?

If we know the date, time, audience, language needs and specific request for OHA experts, we can work to address your CBOs specific needs. Please work with your Community Engagement Coordinator to see how OHA may be able to help support you.

9. We want to use OHA images (a mask, people washing the hands) to create educational material. Is there a way they can have access to these?

OHA purchases these images. CBOs can use their budgeted funds to purchase similar images from various stock photo websites.

10. Can CBOs request materials in languages that are currently not offered by OHA, like Mandarin? If so, how?

CBOs are able to use their OHA budget to translate their community engagement materials into other languages. OHA also provides educational materials in English, Spanish, Arabic, Burmese, Simplified Chinese, Traditional Chinese, Chuukese, Hmong, Korean, Marshallese, Russian, Somali, Tagalog and Vietnamese.

11. Where can I find OHA's social media cards?

OHA's social media cards, along with posters and other communications tools, can be found at

<https://www.oregon.gov/oha/ph/Preparedness/Partners/Pages/riskcommunicationtools.aspx>.

Document Accessibility: For individuals with disabilities or individuals who speak a language other than English, OHA can provide information in alternate formats such as translations, large print, or braille. Contact Mavel Morales at 1-844-882-7889, 711 TTY or OHA.ADAModifications@dhsoha.state.or.us.