

COMMUNICATIONS

WORKGROUP OF THE MULTICULTURAL ADVISORY COMMITTEE OF UTAH'S COVID-19 RESPONSE

WHAT IS COMMUNICATIONS?

Equity in communications means that timely access to accurate information for marginalized communities is prioritized, and that messaging strategies come from trusted sources guided by culturally-relevant perspectives. The Communications Workgroup focuses on addressing systemic barriers to communication for underrepresented groups in the state of Utah through community mobilization and identifying preferred modes of information retrieval. The pandemic has aggravated many deep-seated disparities, and misinformation and delay has only created more barriers. This group will work to ensure marginalized communities are better informed to respond to, navigate, and recover from the current and future crises.

GOALS OF THE WORKGROUP



SHORT TERM GOALS

- Create short public service announcements and media campaigns that resonate with disproportionately affected communities to relay information through trusted sources.
- Collaborate to ensure that the state website (coronavirus.utah.gov) is providing culturally relevant and language-accessible information.
- Work with community based organizations in multiple sectors to share information and implement strategies to address systemic barriers.
- Generate guidelines about inclusive messaging for communities with legal fears (i.e. undocumented communities).
- Organize media outreach with subject matter experts to promote accurate information about resource opportunities through culturally-relevant channels.



LONG TERM GOALS



- Create and implement a communications triage system centered on community mobilization for state agencies to utilize preferred communication methods.
- Implement a formal communications plan (in tandem with a language access plan) for underrepresented communities in the face of crisis.
- Advocate for a public information officer to be included in all core crisis response teams who is qualified to address communication barriers with underrepresented communities.

GOALS CONTINUED

HOW WILL THESE GOALS ACHIEVE ACCESS?

These goals are intended to address systemic barriers to accurate and timely information to avoid further aggravate existing inequities. By working towards them, underrepresented and historically disenfranchised communities will be better informed to respond to, navigate, and recover from a crisis.

HOW WILL THESE GOALS BE ADOPTED BY TARGET ORGANIZATIONS OR STAKEHOLDERS?

Community-based organizations and stakeholders will be mobilized as trusted experts within target communities to relay pressing information, advocate for necessary change, and inform best communication strategies.

INCORPORATE IN STATEWIDE PLANS

The applications of these goals are rooted in working with and for organizations that serve historically marginalized communities. The workgroup encourages collaboration with statewide community partners looking to bridge communication divides.

KEY TERMS

- **Equity:** The creation of opportunities for historically underserved populations to have access to resources and opportunities that are capable of closing the achievement gaps in all areas of society ([Association of American Colleges and Universities](#)).
- **Community Mobilization:** Entails the collaboration of trusted community leaders, religious groups, and other representatives of diverse groups working to communicate planned and accurate messages for maximum reception ([Utah Division of Multicultural Affairs](#)).
- **Systemic Barriers:** Consists of patterns of behavior, policies or practices that are part of the social or administrative structures of an organization, and which create or perpetuate a position of relative disadvantage for marginalized persons. Inspired by the [Racism in Organizations report](#) (Griffith, 2007).

RESOURCES

- Multilingual Resources
 - coronavirus.utah.gov/multilingual-resources/
 - multicultural.utah.gov/covid-19-language-accessible-resources/
- State of Utah COVID-19 Response:
 - [Facebook](#)
 - [Twitter](#)
 - [Instagram](#)
 - Website: coronavirus.utah.gov or coronavirus.utah.gov/espanol/
- State COVID-19 updates in Spanish:
 - [Emergencias en Español](#)
- Weekly State COVID-19 Briefings:
 - [Governor Gary R. Herbert's Facebook Page](#)
 - [En español](#)

WORKGROUP-SPECIFIC COMMUNITY PARTNERS

If organizations are interested in partnering with the Communications Workgroup, please contact Claudia Loayza at cloayza@utah.gov. The workgroup welcomes partnerships that are willing to invest in creating greater engagement within underrepresented communities, address systemic barriers to information access, or are willing to provide monetary or in-kind donations related to media and communications outreach. We thank our ongoing media partners in radio, television, and social networks that are assisting in disseminating information.

RACIAL EQUITY AND INCLUSION FUND

The Racial Equity and Inclusion Fund is providing COVID-19 grants for community organizations and nonprofits who serve disproportionately impacted communities. Apply through August 21st at multicultural.utah.gov. Donations are also welcome.