

Multicultural Advisory Committee of the State of Utah's COVID-19 Response

Meeting Minutes

Friday, October 30, 2020 | 3:00 - 4:00 P.M.

Google Meet | Online

Members: Chair Nubia Peña, Co-Chair Byron Russell, Co-Chair Ze Min Xiao, Juan Becerra, Dulce Díez, Emma E. Houston, Dustin Jansen, Celina Milner, Dr. Len Novilla, Asha Parekh, Ming Wang

Absent: Jess Anderson, Dr. Marc Babitz, Aden Batar, Silvia Castro, Mayra Cedano, Neelam Chand, Rebecca Chavez-Houck, Jake Fitisemanu Jr., Mike Haddon, Deneiva Knight, Mikelle Moore

Guests: Ramy Ahmed, Ciriac Alvarez Valle, Dr. Joél Arvizo-Zavala, Rozanna Benally-Sagg, José Borjón, Mayra Cardozo, Maegan Castleton, Emilie Ebert, Jenny Hor, Claudia Loayza, Jill Love, Nate McDonald, Antonella Packard, Angelo Papastamos, Karen Peterson, Katherine Potter, Jeremy Taylor, Yehemy Zavala Orozco

Welcome – Byron Russell, Co-Chair

Byron Russell welcomed attendees to the meeting.

Remembering Margarita Satini – Byron Russell

The committee paid tribute to Margarita Satini, a community health worker and a vital community champion, who recently passed away. Emma E. Houston shared a few words about the incredible work Margarita accomplished in her efforts of combating the spread of COVID-19 amongst high-risk communities. The committee dedicated this moment of acknowledgement for the legacy Margarita left.

Wireless Emergency Alert – Byron Russell

The State of Utah issued a wireless emergency alert notifying Utahns of the high transmission rates and the overwhelming state of hospitals. This message provided critical reminders of health and safety practices such as wearing a mask and limiting gatherings to 10 or fewer.

Request a Mask for Multicultural Communities – Nubia Peña, Chair

In the current multicultural advisory committee's newsletter, there was a mask request form for multicultural communities and organizations to fill out. In partnership with GOED's "In Utah" campaign, this program will provide delivery of free masks for community non-profits. The deadline to apply is November 10th.

Health Equity – Dulce Díez and Mayra Cedano

Dulce introduced the Health Equity workgroup's current project of a policy guide. This document will serve as a resource and aid in policy planning around healthy equity. Presented will be key findings and best practices individuals and organizations can use when pursuing health equity policy. To centralize Utah communities this document will highlight the importance of policy development in addressing the inequities that were already present and thus worsened due to the pandemic. While developing policies, the workgroup has created an equity assessment asking questions such as: How will this policy affect vulnerable populations? What is the baseline data of health disparities and how are those disparities linked with inequalities? How will this policy affect vulnerable populations? Additionally, the workgroup will provide organizations a table to utilize in understanding the positive and negative outcomes within diverse communities of their proposed policies. And lastly, the workgroup will also be utilizing a social determinants of health lens in their policy work when reviewing proposals.

Language Access – Ze Min Xiao, Co-Chair and Rozanna Benally-Sagg

Ze opened with an update on current focus areas such as the surveys for statewide Public Information Officers (PIO) and communication professionals within community organizations and a best practices information sheet. The purpose of the

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PIOs and communication professionals survey is to capture their work in best health and safety practices and to ultimately collect this into an information sheet. Rozanna also shared the workgroup's draft of the potential survey questions that aim to understand departments' processes in messaging and their overall effectiveness.

Communications – Claudia Loayza and Juan Becerra

Claudia gave a few updates in regard to Communication's current projects that include: #Ronalert video challenge, opinion editorials for targeted messaging, and a Spanish media relations update. The #Ronalert video challenge is targeted to engage 14-25 year olds in creating TikTok videos highlighting best health and safety practices. This launches on November 2nd through the end of November. Students from multicultural groups will be engaged through targeted invites. Incentives will also be included, which include being featured on the State's COVID-19 social media and a monetary donation to support the student group. The next update provided was that of the opinion editorials for targeted messaging. The objective of this project is to mobilize local newspapers and newsletters to share resonating letters from community leaders to their communities encouraging healthy behaviors. These will be short 300-400 words from a variety of already trusted community leaders addressing their respective communities. And lastly, in regards to the Spanish media relations, Rossina has been hosting weekly interviews on Spanish radio and T.V., increasing social media engagement on Emergencias Utah pages, and working in Spanish press briefings on as-needed basis according to updates to guidelines and public response. During the Q&A portion, Yehemy Zavala Orozco requested the information for the individuals who run the briefings to share among their organizations and communities.

Messaging that Must be Prioritized in Addressing the Surge of COVID-19 Cases – Group Discussion

Dr. Len Novilla inquired on other ways we can help communities with the messaging of COVID-19. Juan emphasized the importance of highlighting personal responsibility with social gatherings and wearing a mask. Juan and the communications workgroup have previously been focusing on the messaging of personal responsibility and setting the example for friends and families. Celina Milner brought up an important topic of community health workers (CHW) and burnout. She mentioned CHWs should be provided hazard pay and a more positive messaging on persisting through the pandemic. Dulce echoed supporting our CHWs, especially when the CARES Act ends. And lastly, Nubia touched on the works of high level partnership in fully capturing the layered complexities of CHWs and their stories helping their respective communities.

Action Items

- Complete the form to request a mask for multicultural communities by November 10th.
- Share the #Ronalert campaign amongst interested youth and student groups.
- Provide Yehemy Zavala Orozco the information for the individuals who run the Spanish press briefings to share among their organizations and communities.

Next Meeting

Friday, November 13, 2020 from 3:00–4:00 P.M. through Google Meet with updates from:

- Housing & Social Services