

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

## Meeting Minutes

Friday, September 25, 2020 | 3:00 - 4:00 P.M.

Google Meet | Online

**Members:** Chair Nubia Peña, Co-Chair Byron Russell, Co-Chair Ze Min Xiao, Asha Parekh, Celina Milner, Ciriac Alvarez Valle, Dulce Díez, Dustin Jansen, Emma E. Houston, Juan Becerra, Dr. Len Novilla, Mike Haddon, Ming Wang, Rebecca Chavez-Houck,

**Absent:** Aden Batar, Deneiva Knight, Jake Fitisemanu Jr., Jess Anderson, Dr. Marc Babitz, Mayra Cedano, Mikelle Moore, Neelam Chand, Silvia Castro

**Guests:** Angelo Papastamos, Claudia Loayza, James Yapias, Jason Brown, Jenny Hor, Jeremy Taylor, Jill Love, Joe Dougherty, Dr. Joél Arvizo-Zavala, José Borjón, Karen Peterson, Luna Banuri, Mayra Cardozo, Megan Waters, Nate McDonald, Ramy Ahmed, Rebecca Benally, Rossina Lake, Rozanna Benally-Sagg, Taysha Tiatia, Yehemy Zavala Orozco

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### Welcome – *Byron Russell, Co-Chair*

Byron Russell welcomed attendees to the meeting.

### Communications – *Juan Becerra*

- There is misinformation occurring among the refugee community in regards to COVID-19 resources and health and safety practices.
  - The communications workgroup proposed the creation of resource videos and hard copies in key languages to distribute specifically to this community. This effort is to dispel any discrepancies that are occurring among COVID-19 information and resources.
- In an effort to further spread COVID-19 tools and resources, Claudia, Maegan, and Taysha created a repository with state and community-specific resources for things such as rental assistance, food banks, testing centers, unemployment benefits, legal support, etc.
  - The workgroup plans to share this repository to city councils and coalitions to aid in the effort of their communities who are in need of assistance. The goal is to spread this resource toolkit to as many communities as possible.
- Lastly, the workgroup is outlining a long-term communications crisis plan for underrepresented communities in a language accessible way.

### State of Utah COVID-19 Response – *Joe Dougherty*

- With the current spike in cases—specifically in Utah County—the Utah Department of Health found that a majority of those cases are between the ages of 18-24 year old.
  - The Utah Department of Health partnered with Penna Powers to campaign health and safety practices for young people called the Ronalert.
    - This campaign is utilizing popular social media platforms such as TikTok to reach a younger audience.
- In addition to the Ronalert campaign, the Unified Command Joint Information Group has teamed up with the Utah Department of Heritage and Arts to create a grant to fund organizations in their COVID-19 messaging efforts. These funds will help organizations further spread information on COVID-19.

### State of Utah COVID-19 Response – *Group Discussion*

- Dr Len Novilla informed that the unrestrained surge of cases from college students are mainly occurring off-campus rather than on university grounds.
    - Dr. Novilla has several Utah County partnerships including the BYU administration and The Church of Jesus Christ of Latter Day Saints that are directly encouraging the college population to abide by health and safety practices.
  - Yehemy Zavala Orozco mentioned her concern that messaging from leadership in the state has been inconsistent. According to different counties, the messaging varies based on what is occurring in that county. Because certain leadership are not enforcing health and safety practices, individuals are participating in this dangerous behavior that ultimately affects high-risk individuals and communities.
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- It was also noted from Yehemy and Nubia Peña that properly translated state documents affect the information and messaging among marginalized communities who speak another language.

## **Utah's Diverse Business Campaign** – *Rozanna Benally-Sagg*

- The Utah's Diverse Business Campaign is a social media campaign created to highlight our diverse business owners in Utah and support them through the pandemic.
  - Created by Maegan Castleton, this campaign allows business owners to share their stories on how they've adapted through the pandemic.
  - The campaign also aims to de-stigmatize diverse business owners who face xenophobia and racial discrimination.

## **Action Items**

- If there are incorrectly translated state documents, contact Joe Dougherty from the Utah Department of Public Safety.
- Asha Parekh and Luna Banuri will collaborate with the communications workgroup on dispelling discrepancies occurring among the refugee community with COVID-19 resources and information.
- If the committee has any recommendations of BIPOC businesses to highlight in the Utah's Diverse Business Campaign, email Rozanna and Maegan directly.

## **Next Meeting**

Friday, October 2, 2020 from 3:00–4:00 P.M. through Google Meet with updates from:

- Food Security
- Housing & Social Services
- JustServe
- University of Utah Study