

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

Meeting Minutes

Friday, December 11, 2020 | 3:00 - 4:00 P.M.

Google Meet | Online

Members: Chair Nubia Peña, Co-Chair Byron Russell, Co-Chair Ze Min Xiao, Jess Anderson, Juan Becerra, Neelam Chand, Rebecca Chavez-Houck, Dulce Díez, Jake Fitisemanu Jr., Mike Haddon, Emma E. Houston, Ming Wang

Absent: Marc Babitz, Aden Batar, Silvia Castro, Mayra Cedano, Dustin Jansen, Deneiva Knight, Celina Milner, Mikelle Moore, Dr. Len Novilla, Asha Parekh

Guests: Ramy Ahmed, Ciriac Alvarez Valle, Dr. Joél Arvizo-Zavala, Luna Banuri, Rozanna Benally-Sagg, Alli Blake, José Borjón, Heather Borski, Maegan Castleton, RyLee Curtis, Valentina De Fex, Joe Dougherty, Zoe Heins, Jenny Hor, Tom Hudachko, Jenny Johnson, Rossina Lake, Rich Lakin, Claudia Loayza, Caroline Moreno, Angelo Papastamos, Dave Smith, James Sorenson, Nancy Sylvester, Jeremy Taylor, Oreta Tupola, Jeannette Villalta, Megan Waters, Marti Woolford, Yehemy Zavala Orozco, Maria

Welcome – Byron Russell, Co-Chair

Byron Russell welcomed attendees to the meeting.

COVID-19 Vaccines – Rich Lakin

- Timeline for the Vaccine:
 - Start packaging on December 12th
 - Start distribution on December 13th
 - 15 hospitals across the state of Utah will have access to the first round of vaccines
 - Hospitals will determine how to start vaccination among staff
 - Advised to not give the vaccine to whole departments to avoid mass crowds of being sick
 - Timeline for Priority Groups:
 - December
 - Hospitals with COVID burden (first week designated among 15 hospitals)
 - 154,000 doses to 57 hospitals
 - Long term facility care staff and residents will begin vaccination on December 28th
 - January
 - Continue vaccination among the 57 hospitals
 - Non-hospital healthcare workers (e.g., dentists, dental assistants, nurses, medical assistants, etc.)
 - Tribal healthcare workers
 - Educators and school staff
 - February
 - Essential protective services
 - Long term facility care staff and residents not initially vaccinated
 - Recommend moving tribal communities and those over the age of 65 from March to February
 - Community health workers fall under phase two in March
- Multigenerational families: Not enough vaccines to move multigenerational families to higher phase
- Community health workers: Request to push them to the higher phase specifically those who are working directly with our communities

Penna Powers – Dave Smith

- Vaccine Campaign
 - Conducted focus groups within diverse communities to identify barriers
 - Such as vaccine development process, safety, side effects, efficacy, and distribution plan
 - Goals within the Communication Plan
 - Primary goal: Create understanding of the importance, safety, and efficacy of a COVID-19 vaccine
 - Secondary goal: Generate widespread acceptance of the desire to get the COVID-19 vaccine
 - Three-Phase Strategy

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- Phase one: Educate on what vaccines are
- Phase two: Inform on why and how of distribution plans
- Phase three: Persuade to get the vaccine
- Tactics
 - Media relations: Virtual vaccine briefing, news releases/interviews, op-eds (trusted Utahns)
 - Paid mass media:
 - TV: ads, value add show appearances
 - Radio: produced ads/live reads/adlibs
 - Outdoor
 - Digital
 - Social media
 - Native ads
 - Toolkit: Fact sheet, videos, ads, social media content, etc.
 - Website: Vaccine web page
 - Social media: Organic posts, graphics, and content calendar
 - Grassroots: Blog posts, email campaign
- Timeline
 - November 16-30: Educate
 - December 1-31: Educate and inform
 - January-April: Persuade
- Focus Group Data:
 - Recurring Themes
 - General misunderstanding of how vaccines work
 - Getting vaccinated is not part of the culture
 - Fear of potential negative side effects of the vaccine
 - Lack of trust between communities and the government about vaccines from past experiences
 - Vaccine development has been very fast, is it safe?
 - Concern about cost
 - Where would people go to get the vaccine in multicultural communities?
 - Churches
 - Community centers
 - Communication Themes/Approach
 - Protect families
 - Insurance and cost
 - Be direct and speak to issues of mistrust and past experiences
 - Be culturally sensitive and aware
 - Continue education about testing and testing process about the virus

Next Meeting

Friday, December 18, 2020 from 3:00–4:00 P.M. through Google Meet with updates from:

- Communications
- Digital Equity
- Economic Sustainability
- Food Security
- Health Equity
- Housing & Social Services
- Language Access