

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

Meeting Minutes

Friday, February 5, 2021 | 3:00 - 4:00 P.M.

Google Meet | Online

Members: Chair Nubia Peña, Co-Chair Byron Russell, Co-Chair Ze Min Xiao, Juan Becerra, Neelam Chand, Dulce Díez, Jake Fitisemanu Jr., Emma E. Houston, Dustin Jansen, Asha Parekh, Ming Wang

Absent: Jess Anderson, Dr. Marc Babitz, Aden Batar, Silvia Castro, Mayra Cedano, Rebecca Chavez-Houck, Deneiva Knight, Mikelle Moore, Dr. Len Novilla

Guests: Tessa Acker, Ramy Ahmed, Dr. Joél Arvizo-Zavala, Luna Banuri, Rozanna Benally-Sagg, José Borjón, Heather Borski, Sara Carbajal, Mayra Cardozo, Maegan Castleton, Brittney Cummins, RyLee Curtis, Alex Drungil, Anna Gallegos, Tina Groves, Ariane D. Hibo Ezeh, Jenny Hor, Jenny Johnson, Rossina Lake, Jennifer Leary, Claudia Loayza, Hilary Makris, Caroline Moreno, Antonella Packard, Angelo Papastamos, Jeremy Taylor, Taysha Tiatia, Rocío Torres Mora, Jeannette Villalta, Megan Waters, Cathy Wolfsfeld, Marti Woolford, James Yapias, Melissa Zito

Welcome – Byron Russell, Co-Chair

Byron Russell welcomed attendees to the meeting.

PPP Loan Application – Antonella Packard

- On behalf of the economic sustainability workgroup, Antonella presented the second iteration of the PPP Loan application
- Businesses can apply through financial institutions, which is a quicker way to get access to this money
- Although this is a loan, it can be forgivable
- 60% of monies have to go to payroll costs
- Deadline to apply is end of March
- If individuals need help navigating the loan, call the Suazo Business Center or go to [GOED's website](#) and the rapid response team can assist with the application in English or Spanish

Media and Communication Efforts – Jenny Johnson

- Jenny provided an overview of where they are moving to in the statewide vaccine campaign
- Materials up until now have been focusing on what the vaccines are and answering questions
- Now they will be focusing on whose turn it is to get the vaccines and where
- End of February will move to a persuasion campaign when vaccination is available to the majority
- The overarching theme of the campaign is "Getting There"
- The campaign is utilizing what we all miss pre-pandemic (weddings, sports games, general conference, graduations, concerts, quinceañeras, etc.) and where we want to be by starting with getting the vaccine for TV ads
- Second part of this campaign will be using digital platforms such as the vaccine with labels that say "Dancing at a Wedding," "Hugs," etc.
- Jenny is working to adapt this campaign to multicultural communities and is open to feedback of culturally relevant events and imagery
- Jenny also shared a 7 facts handout and the vaccine Youtube playlist sharing information about the vaccine (both provided in several different languages)
- To assist in this campaign and distribute vaccine information, Jenny informed that MCA can assist by translating local health department resources

Health Equity Prioritization – Dulce Díez

- In the state vaccine plan, they have not yet considered a health equity plan
- Therefore, the health equity workgroup is putting together a plan that provides transparency and evidence based decisions to minimize COVID-19 health costs
- Older adults, persons with disabilities, homeless populations, tribal nations, and racial and ethnic minorities living in geographically underserved communities are the top priority

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Salt Lake County Health Department – Caroline Moreno

- In the county, they have a specific workgroup that focuses on equitable access to the vaccine
- The workgroup's goals include: coordinating with similar efforts, empowering partners, and identifying vaccination gaps in the focus communities
- In coordinating with similar efforts, the workgroup wants to prioritize avoiding duplication of work
- In empowering others, they have a \$300,000 grant that is available to COVID-19 vaccine education and outreach to specific populations and is accessible to any non-profit organization
- And lastly, in identifying vaccinations gaps, the workgroup is working on tracking data through grantees and other community partners
- A main obstacle the workgroup is facing is balancing local clinics with vaccine availability as limitations exist
- Currently 70+ clinics are being scheduled among refugees, low-income senior housing, Pacific Islanders, African Americans, Asians, Latinxs, and people with disabilities
- The workgroup is utilizing zip codes as the focus area for vaccines

Bear River Health Department – Alex Drungil

- The main obstacles the Bear River Health Department is facing is connecting and reaching with the 70+ vulnerable population
- One success has been using community organizations to connect with community leaders and distribute information
- This department has employed two community health workers to work with any refugees who do not speak English to assist with online registration
- They are also promoting the state hotline in case there are refugees whose language isn't yet available to be translated
- Currently, they are working with the Northwestern Band of Shoshone in vaccinating all that want to in Box Elder County

Other Business – José Borjón

- José is hoping to provide immunization to immigrant seasonal farmers by April-May in focus areas such as Box Elder and Utah County areas
- Other populations he wants to focus on getting the vaccine to are immigrants in domestic violence shelters, construction workers, and those who are in the Utah Department of Corrections

Action Items

- **PPP Loan Application**
 - If individuals need help navigating the loan, call the Suazo Business Center or go to [GOED's website](#) and the rapid response team can assist with the application in English or Spanish
- **Media and Communication Efforts**
 - Jenny Johnson is working to adapt this campaign to multicultural communities and is open to feedback of culturally relevant events and imagery
 - To assist in this campaign and distribute vaccine information, Jenny informed that MCA can assist by translating local health department resources

Next Meeting

Friday, February 12, 2021 from 3:00–4:00 P.M. through Google Meet.