

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

## Meeting Minutes

Friday, April 16, 2021 | 3:00 - 4:00 P.M.  
Google Meet | Online

**Members:** Chair Nubia Peña, Co-Chair Byron Russell, Co-Chair Ze Min Xiao, Aden Batar, Juan Becerra, Heather Borski, Rebecca Chavez-Houck, Brittney Cummins, Dulce Díez, Jake Fitisemanu Jr., Emma E. Houston, Dustin Jansen, Ming Wang, Brian Yazzie  
**Absent:** Jess Anderson, Silvia Castro, Mayra Cedano, Neelam Chand, Mikelle Moore, Dr. Len Novilla, Asha Parekh, Nicholina Womack

**Guests:** Ciriac Alvarez Valle, Dr. Joél Arvizo-Zavala, Luna Banuri, Rozanna Benally-Sagg, Ginette Bott, Angel Castillo, Maegan Castleton, RyLee Curtis, Jennifer Edwards, Anna Gallegos, Michael Gallegos, Mary Gardner, Jenny Hor, Dane Ishihara, Jennifer Leary, Jennifer Mayer-Glenn, Nate McDonald, Angelo Papastamos, Katherine Potter, Ross Romero, Scott Romney, Randal Serr, Keri Taddie, Tara Thue, Rocío Torres Mora, Jeannette Villalta, Marti Woolford

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### Welcome – Byron Russell, Co-Chair

Byron Russell welcomed attendees to the meeting.

### Ogden Vaccination Clinic – Angel Castillo

- Brand truth: “Shots in arms”
    - Goal is to do whatever it takes to get as many people vaccinated as possible, specifically BIPOC communities
    - Worked with Ogden School District to help focus on the Latinx population
  - There is an overall vaccination hesitancy due to general distrust with government and other factors such as documentation.
  - There are a lot of other hurdles some of which include:
    - Transportation, technology, lack of walk-ins, misinformation, othering, and inconvenient hours
  - The “othering” experience is due to lack of representation within medical professionals. It can create a sense of “othering” when walking into the clinic and making BIPOC less comfortable being there.
  - Community Truths: The common threads within the community from a marketing perspective
    - Latinx population relies heavily on verbal referrals from trusted peers.
      - This means relying on community leaders to help spread the word and oppose misinformation.
    - BIPOC have significant number of people working outside the usual 9-5 working hours.
    - BIPOC are overall more comfortable in businesses/venues of the same group/community.
    - Overall fierce brand loyalty to BIPOC business and groups.
  - Solutions:
    - Trusted and safe community venue (i.e., schools, churches, non-profits, etc.)
    - Offer vaccines during weekends and evening hours for those who cannot get time off to get vaccinated
    - Allow walk-ins
    - Flyers should include that only a name and birthdate are requirements for vaccinations
    - Utilize community leaders for messaging and outreach. Put a number on it to encourage sharing (i.e., “Share to ten of your peers”).
    - Flyers in target community food locations, laundromats, manufacturing facilities, and other trusted community partners
  - Previous clinic events, after increasing marketing and outreach, had an estimated reach of 85-90% of Latinx population who came to receive the vaccine.
  - Cell phone texting and Facebook messaging proved to be an effective marketing strategy in getting the information out.
  - Clinic Production:
    - Staff pre-meetings explaining compassion and sensitivity when asking for contact information
    - Have English and Spanish signs for walk-in options
    - Have clear signage to split lines before entering the building
    - Have extra 6-foot markers and space 8-foot apart to accommodate those traveling in groups
    - Prep clipboard with color coded signs, one for English, the other for Spanish
    - Have minimum of two Spanish-speakers at the door
    - Be flexible, remember the brand truth “Shots in Arms” and be accommodating to people walking in
  - Suggestions:
    - Call center hotline in Spanish with extended hours and text capability
    - More Spanish speaking and Latinx medical professionals pushing vaccinations
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- Small double sided flyers (4"x6") with consistent clinic location and times for more effective marketing

## **Utah Housing Assistance Program – Nate McDonald**

- One of the challenges is that the public believes it is one single rental assistance program when really the first round was at a state level, not a targeted federal level. This allowed for more flexibility with the CARES Act funds. Eventually this first round ran out of funding when the Emergency Rental Assistance program was released from the Department of Treasury. After receiving guidance in late February, the program officially launched in March. The guidance was important because this changed what those applying had to provide.
- Currently four weeks into the new program and it has been an adjustment with the new information applicants have to provide. DWS is working on fixing any uploading documentation errors that have occurred.
- Currently have over 3,200 applications. This is just started applications and does mean they are completed. Landlords and tenants need to be working together in order to finish the process.
- Translations: The forms are all completely online and currently the method of translations is to use Google Translate and checking to ensure it's as accurate as possible.
  - There are additional partners helping with language assistance such as: Salt Lake CAP, or Utah 211.
- Approved applications are getting higher, and hoping to see them increase more as time moves forward.
- Dr. Joél Arvizo-Zavala, in partnership with UHC, is working on a statewide survey that will be sent over the next few months for housing managers who have been working in the rental assistance field. This survey will gather information, such as concerns about the program, needs in professional learning and more. UHC will also be gathering names of individuals who have been evicted as well.
  - If these projects are of interest please contact Dr. Arvizo-Zavala.
- Angel Castillo: In working with trauma-informed care, those who are close to being evicted are in crisis and adding additional requirements is stressful. 211 can be overwhelming to those in crisis due to its large amount of information. Graphics are useful in getting information across in a faster, more efficient way to those in crisis.

## **Impacted Small Business Catalyst Grant – Dane Ishihara**

- This year's legislative session created a new grant program. This specific grant is structured internally based on recent feedback from stakeholders.
- The grant uses state funds, not federal. Businesses have to be registered with the Utah Division of Corporations and Commercial Code.
- Further qualifications
  - Fewer than 250 employees
  - Have not ceased operations
  - Claim Utah as its principal place of business
- Targeting revenue loss of 20% or higher for small businesses. Priority will be given to those who have not received grants from GOED before. Targeting the highly impacted, and recently started businesses.
- Applications will open April 20th at 9 AM and will close April 27th 5 PM.
- This is not a first come, first serve process and GOED encourages all that are eligible to apply.
- Currently the best way to ask questions is via email at [GOEDsupport@utah.gov](mailto:GOEDsupport@utah.gov) because currently there's little administrative funding in setting up hotlines, or other means of communication.
- Angel Castillo asked about those who contact in Spanish
  - There are some Spanish speakers but in terms of translations these concerns have not been thought about and will be brought to the team's attention.

## **Returnship Initiative – Scott Romney**

- This is an initiative from Lt. Gov. Henderson to help people re-engage in the workforce. In 2020 it was a skills training to help those displaced by COVID-19, and it saw a lot of success. This year the state legislature allocated state funding to help replicate the program with the intention of reaching a wider range of people.
  - The program aims to help those unemployed, underemployed, or displaced due to COVID-19.
- \$15 million starting in June will begin setting up these programs in places such as: Finance, Maintenance, IT support, etc. With short term training ranging from six weeks to one year, with flexible scheduling.
- Using the Keys to Success app to help people navigate the resources with an emphasis in returnship.
- Looking for feedback on how to get this information to the largest number of people as possible.

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- Rocío Torres Mora: This shows us the ways the government is not fully connected with the multicultural community because there's a lack of utilizing nonprofit organizations who specialize in connecting communities to resources.

## **Next Meeting**

Friday, April 23, 2021 from 3:00–4:00 P.M. through Google Meet.