

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

## Meeting Minutes

Friday, June 4, 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, Neelam Chand, Rebecca Chavez-Houck, Dulce Díez, Jake Fitisemanu Jr., Emma E. Houston, Mikelle Moore, Dr. Len Novilla, Asha Parekh, Nicholina Womack, Brian Yazzie

**Absent:** Jess Anderson, Heather Borski, Silvia Castro, Mayra Cedano, Brittney Cummins, Dustin Jansen

**Guests:** Ciriac Alvarez Valle, Dr. Joél Arvizo-Zavala, Luna Banuri, Rozanna Benally-Sagg, Alli Blake, José Borjón, Carrie Butler, Angel Castillo, Maegan Castleton, RyLee Curtis, Cristina Diaz de Leon, Joe Dougherty, Susi Feltch-Malohifo'ou, Joelle Fierro, Anna Gallegos, Maria Garcia, Michael Harris, Jenny Hor, Tom Hudachko, Jenny Johnson, Jennifer Leary, Claudia Loayza, Jennifer Mayer-Glenn, Nate McDonald, Joscelyne Mendoza, Angelo Papastamos, Dave Smith, Marc Stryker, Jeremy Taylor, Tara Thue, James Toledo, James Yapias, Yehemy Zavala Orozco

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### Welcome – Byron Russell, Co-Chair

Byron Russell welcomed attendees to the meeting.

### Communications – Juan Becerra

#### Clinic Request Outreach

- Communicating with community-based organizations (CBOs), festival coordinators and multicultural event partners to incorporate vaccination clinics into their programming
- Shared the Utah Department of Health's (UDOH) clinic request form via email, phone and social media
  - Providing technical assistance
  - UDOH offers language assistance
- Gathering dates and locations for festivals and relevant events for engagement

#### Rancho Market Clinic Partnership

- Working in partnership with Cristina Diaz de Leon to host vaccination clinics at Rancho Market
- Penna Powers, Spanish media partners and healthcare professionals shared information across their networks

#### COVID-19 Community Clinic Calendar

- Publicly listing community vaccination clinics throughout the state
- Calendar is available at: [coronavirus.utah.gov/vaccine-distribution/#calendar](https://coronavirus.utah.gov/vaccine-distribution/#calendar)

### Penna Powers – Dave Smith & Marc Stryker

#### COVID-19 Campaigns

- Research drives every campaign
- Held focus groups among multicultural communities and found recurring themes, which also drove the messaging campaigns for the general public
- Mass outreach: paid media placements on available mediums to reach the masses (TV, radio, digital, social)
- Grassroots outreach: all materials, videos, web and social content distributed via grassroots channels to reach specific audiences
- Vaccine education resources are available at: [coronavirus.utah.gov/vaccine-education-resources](https://coronavirus.utah.gov/vaccine-education-resources)

#### Paid Spanish Language Campaign

- Campaign includes Spanish language media on TV, radio, outdoor billboards and social media
- Campaign management dashboard tracks ad material reaching specific audiences
- Costs per 1,000 digital impressions and costs per clicks have decreased
- Recent decrease in the average duration of time spent on the Spanish coronavirus website
- Strong Spanish language presence on Facebook, Instagram and Twitter

### Office of Health Disparities (OHD) – Dulce Díez

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## CDC Grant Addressing COVID Disparities

- OHD received \$24 million in grant funding over a period of two years to advance health equity
- Part of the funding is for local health departments (LHDs) to build the capacity of health equity coordinators and to incorporate feedback from CBOs
- OHD will house five different units
  - Internal: internally advance health equity, diversity and inclusion at UDOH and develop training materials
  - Local health departments: provide technical assistance to LHDs
  - Healthcare assistants: coordinate activities with healthcare assistants
  - Community: work on the COVID Community Partnership project and develop programming specifically for community health workers (CHWs)
  - Data research and evaluation: conduct health equity data assessments and social determinants of health (SDOH) assessments statewide

## Funding Initiatives

- Applied for a separate grant supporting the work of CHWs and will receive award notice in August
- Funding the American Indian/Alaska Native Office to hire CHWs in all tribal governments
- Funding the Office of Primary Care and Rural Health to increase the capacity of CHWs
- Funding independent rural hospitals to collect population and SDOH data

## Digital Equity – Brian Yazzie & Nicholina Womack

### Community Digital Needs Assessment

- Digital divide still exists even though programs were enacted during COVID
- Determine the future needs through the recovery phase
- Provide recommendations and comprehensive guide to lawmakers and stakeholders

### First Phase Objectives

- Identify the intersections of digital equity and the impact on various sectors
- Identify unserved and underserved areas of the state
- Identify barriers to digital equity

## Next Meeting

Friday, June 18, 2021 from 3:00–4:00 P.M. through Google Meet.