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 Diez, Jake Fittemanju 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 Felch-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, Joscelynne Mendoza, Angelo Papastamos, Dave Smith, Marc Stryker, Jeremy Taylor, Tara Thue, James Toledo, James Yapias, Yehemy Zavala Orozco

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

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

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 Diez
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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.