

California Pan-Ethnic
HEALTH NETWORK

Effective Public Health Communications During the COVID-19 Pandemic

Voices for Change Conference
Workshop session 2, February 10, 2021

For this workshop session

- **You are in listen-only mode, but please feel free to interact with us using WHOVA's chat functions!**
- Recordings and slides will be available after the conference and will be emailed out!
- If you're having trouble connecting to audio, please click "join audio" in the lower left hand corner and select either computer or phone audio

Other reminders of the conference

- Please take 1 minute to go to each workshop/plenary and "rate" our sessions. Your feedback helps us improve our future conferences!
- Feel free to check out our **"Office Hours" from 12:30pm-1pm.** Today on Data, and tomorrow on Technology
- Also make sure to check out the virtual exhibit hall to connect with our sponsors.

Reminders for the audience :)

MODERATOR

Katherine Schaff,
DrPH

*Berkeley Media
Studies Group*



SPEAKERS



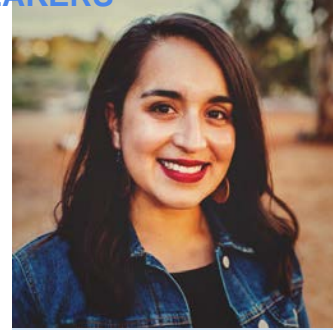
Corina Penaia,
MPH

*Asian Pacific
Islander Forward
Movement*



**Genevieve Flores-
Haro, MPA**

*Mixteco/Indigena
Community
Organizing Project*



Herminia Ledesma,
MPH

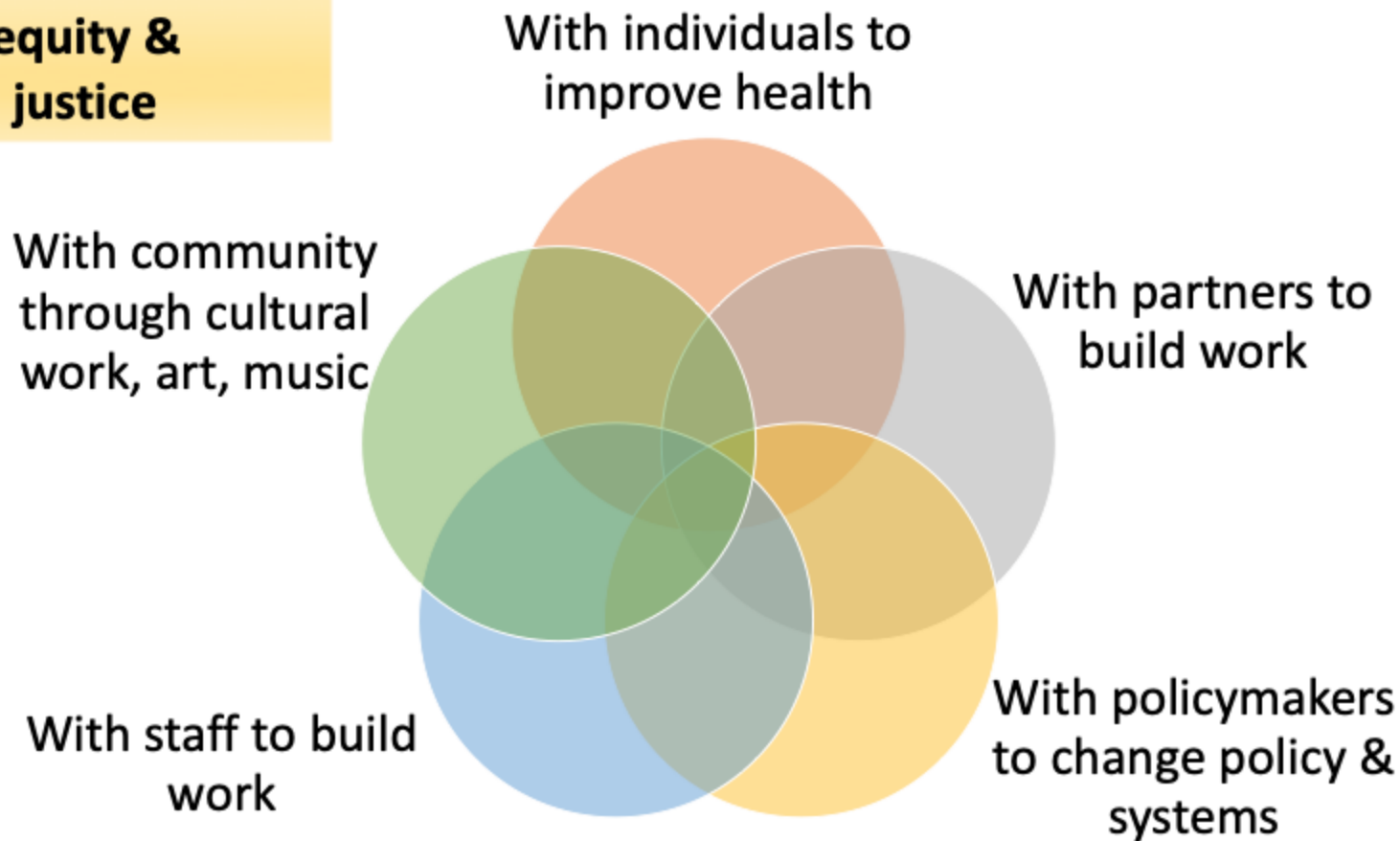
*Vista Community
Clinic*



**Olivia Rodriguez
Mendez, MPH**

*Youth Leadership
Institute*

**How we use
communication for
racial equity &
health justice**



Asian Pacific Islander Forward Movement

APIFM envisions a world where API communities – and all communities of color – have full power to access good health and a healthy environment.



Over 43,000 people served in multiple API languages

Emergency CSA Program

- Create revenue API farmers
- Provide culturally relevant produce to API communities

CHW Outreach

- Conduct outreach calls
- Host food assistance distribution events
- Disseminate in-language COVID-19 materials

Virtual Workshops

- Educate on healthy eating
- Helped pass the Permit Streamlining Ordinance
- Youth coalition for tobacco prevention



“A couple of weeks ago we received fresh and wonderful produce... We fed about 130 families on that day. We are on our way to live long and eat healthy food.”

-NHPI recipient



Who we are



OUR MISSION IS TO SUPPORT, ORGANIZE AND EMPOWER THE INDIGENOUS MIGRANT COMMUNITY IN CALIFORNIA'S CENTRAL COAST.

We serve 10,000 individuals annually through 19 different programs in six program areas: health and family strengthening, community organizing and advocacy, language access, education, cultural promotion and community Radio Station.

85% of our 79 staff are indigenous, as is 50% of our Board of Directors

www.mixteco.org



MICOP + COVID-19



COVID-19 Outreach & Education

- Audio/Video PSA creation on COVID-19 101, Testing Information, Price Gouging, Fraud Reporting, Community Resources in Mixteco, Zapoteco, Purepecha, Spanish
- Agriculture Field, Food Distribution, Farmer's Market In-Person Outreach

Direct Relief

- Disaster Relief Assistance for Immigrants(DRAI)
 - \$2,750,000 to 5,500 individuals in Ventura County and Santa Barbara County
- 805 UndocuFund
 - \$5,000,000 to 7,897 individuals
- Farmworker Housing Assistance Program(FHAP)
 - \$3,400,000 to 3,400 farmworkers
- PPE Packets, over 70,000 masks distributed to community
- Monthly Food Distribution + Hot Meals Delivered

COVID-19 + Vaccine Advocacy

- Statewide COVID-19 Vaccine Community Advisory Board
- Santa Barbara County Latinx/Indigenous COVID-19 Taskforce
- Ventura County COVID-19 Community Roundtables





poder popular



para la salud del pueblo



About us

- Vista Community Clinic
 - North County San Diego
 - Poder Popular- VCC's Volunteer Legacy group
 - Farmworker CARE Coalition
- Federally Qualified Health Center
 - Migrant Health Center
 - Primary care, dental care, specialty care
- COVID
 - Uniquely poised to use systems already in place to keep connections in the community

Our COVID-19 Efforts

Pre-Pandemic

- Medical services
- Mobile Dentistry
- Health Education
- Food & Diaper Distributions
- Farmworker and Migrant Health Outreach

Pandemic

- Medical services
 - COVID Testing
 - Mobile COVID Testing
 - County Funded
- Mobile Dentistry
- Health Education
 - Mental Health Education
 - COVID Health Education
 - Vaccine Education
- Food & Diaper Distributions
 - Dissemination Best Practice
 - Census Outreach
- Farmworker and Migrant Health Outreach
 - Maintained Community Trust



¡Que Madre! Media Collective

We're a collective of womxn in the Eastern Coachella Valley creating and cultivating stories from our communities. We focus on destigmatizing mental health challenges and connecting the ECV with mental health resources.



YOUTH LEADERSHIP INSTITUTE
Use Your Voice

¡QM! + COVID-19

- Community
 - Youth Engagement
 - Care Packages
 - Events (Resource Fairs, Panels)
- Storytelling
 - Social Media
 - Printed Material
 - Virtual Meetings
- Collaborative
 - Mental Health Providers
 - Community Justice Campaign
 - COVID-19 CBO Response

GUIA DE RECURSOS

Conéctese con los proveedores de servicios y las organizaciones comunitarias a continuación para obtener más información sobre recursos y servicios en el Valle de Coachella.



ALIANZA COACHELLA VALLEY

Alianza es el primer grupo en el Valle de Coachella que reúne a miembros de la comunidad, organizaciones sin fines de lucro y el gobierno para reducir las barreras que enfrentamos para una mejor prosperidad. Alianza trabaja en el Valle de Coachella creando actividades y programas para las personas que trabajan a la mano para crear decisiones que afectan su vida diaria.

Teléfono: (760) 472-4428

Site web: alianza.org

Dirección de la oficina:

172 South Street
Coachella, CA 92236



CLINICAS DE SALUD DEL PUEBLO

El Hospital del CSOPO es un recurso de salud y el lección de las comunidades a las que otras personas están a menudo a una distancia considerable, disponible para todos. CSOPO ofrece un servicio de salud mental que incluye asesoramiento, información y servicios para pacientes y familias para ayudar.

Teléfono: (760) 966-1249

Site web: csopo.org

Dirección de la oficina:

Coachella
10221 10th Street
Coachella, CA 92236



FIND FOOD BANK

El Find Food Bank es un recurso comunitario regional que sirve a las comunidades del valle de Coachella y al sur de San Bernardino en el sur de California. Find Food Bank es un recurso comunitario en las comunidades del valle de Coachella y al sur de San Bernardino para distribuir alimentos y suministros.

Teléfono: Call 760-772-7000 (toll-free) for more information on distribution sites.

Site web: www.findfoodbank.org

Dirección de la oficina: 42101 Coachella, CA 92236



RIVERSIDE COUNTY DEPARTMENT OF MENTAL HEALTH & BEHAVIORAL HEALTH

La CMH&BH ofrece una variedad de servicios de salud mental y de comportamiento para ayudar a las personas que viven en el condado de Riverside. Los servicios pueden incluir asesoramiento, apoyo emocional y servicios de emergencia.

Teléfono: (951) 955-5555

Site web: rctmhs.org

Dirección de la oficina:

41021 10th St.
Indio, CA 92236



RIVERSIDE LATINO COMMISSION

La misión de la Comisión Latino Comission es proporcionar programas y servicios para ayudar a las personas latinas que enfrentan desafíos en su vida diaria y a su comunidad.

Teléfono: (951) 955-5555

Site web: riverside-latino.com

Dirección de la oficina:

41021 10th Street
Coachella, CA 92236



TODEC LEGAL CENTER

TODEC Legal Center ofrece servicios legales gratuitos y de bajo costo a las personas que enfrentan desafíos legales. Los servicios pueden incluir asesoramiento, representación legal y servicios de emergencia.

Teléfono: (760) 966-1249

Site web: todec.org

Dirección de la oficina:

Coachella Valley Office
4822 South Street
Coachella, CA 92236

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MY COMMUNITY AND MENTAL HEALTH

By Adameri Cota

Two images that stand out to me when I think about my community are the images of hard-working people and the agricultural fields.

While I was creating this painting, I went through a rollercoaster of emotions because I thought about all the people who work in the fields and who want a better life for their families. People in our community don't just dream of success. They wake up every day and work hard at it. This also means that people in our community carry around a lot of stress due to working long hours and the fear

of not being able to take care of their family if someone is sick. Now with the added challenge of COVID-19, people in our community are experiencing even more stress and anxiety.

Access to healthcare, including mental healthcare, is a right. Our community deserves affordable care. As the daughter of someone who used to work in the fields, this matters most to me.

We deserve a healthy community where everyone has a chance to see their dream become a reality.



Question #1:

How have you and your organization been pivoting during the COVID-19 pandemic?

How did you decide on what to do?

How do you know what you are doing is working?

What advice do you have for folks to amplify, deepen, or scale up your experience?



Question #2:

What have been some of the challenges and/or opportunities working with your local health department(s)?

What would help to address these challenges?

Question #3:

How are you and your organization bridging and connecting providing services, outreach & education and advocacy, and how does that show up in your communications efforts?

Discussion with the audience
(share your questions through Chat box!)



Our Emails

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Corina Penaia, MPH, *Asian Pacific Islander Forward Movement* corina@apifm.org

Herminia Ledesma, MPH, *Vista Community Clinic* hledesma@vcc.org

Olivia Rodriguez Mendez, MPH, *Youth Leadership Institute* orodriguez@yli.org

Genevieve Flores-Haro, MPA, *Mixteco/Indigena Community Organizing Project*, genevieve.flores-haro@mixteco.org

CPEHN facilitator: wzhang@cpehn.org