

COVID-19 JIC Community Engagement Task Force Current Language Access, Health Communication & Equity Efforts

Health Communication, Information & Guidance

1. **All general public education materials** – translated into 26+ languages. This effort includes key documents like “what to do if you’ve been exposed to COVID-19”, “what does staying home mean?”, and information for people caregiving for loved ones, as examples.
 - a. Available here:
<https://www.doh.wa.gov/Emergencies/NovelCoronavirusOutbreak2020/HealthEducation>
 - b. Also available are American Sign Language (**ASL**) COVID-19 video series (total 9 videos):
<https://www.youtube.com/watch?v=oX3JnbLodRI&list=PL82Z-swK0-4njI9qWjAoNY1HKbWndlq4i> (currently working on additional videos with more updated information)
 - c. Developing accessible transcripts with updated COVID-19 guidance to send to blind community to assist with messaging being transcribed into braille.
2. Coordinating the review and posting of various **Guidance documents**, including translations as appropriate, for multiple sectors including business and workers, healthcare workers and facilities, LHJs, schools, and you and your family. Available here:
<https://www.doh.wa.gov/Emergencies/NovelCoronavirusOutbreak2020COVID19/ResourcesandRecommendations>
3. **Coronavirus website** – Developing top language landing pages/sites to centrally locate and house all language materials. We will create specified landing pages for at least the top 15-20 languages spoken in WA state.
 - a. Pages that are currently up (or in the works) related to the API community include: Chinese (simplified & traditional), Vietnamese, Korean, Amharic, Hindi, Punjabi, Tagalog, Khmer, Japanese, Marshallese, Thai, and Samoan. More languages
 - b. Access these pages via the language buttons on our main COVID-19 DOH page:
<https://www.doh.wa.gov/Emergencies/Coronavirus>
4. In early April, launched the BienestarWA **Spanish Blog** (<https://medium.com/bienestarwa>) and weekly **podcast** to reach Latinx and Spanish speaking communities statewide.
5. Creating health promotion materials **utilizing graphics and illustrations** to convey key COVID-19 messages and concepts to low literacy audiences. Graphics/comics/materials will also include translated text.
6. Developed **communication cards with key graphics & “I speak” messages**. For distribution to health care providers, partners, and mobile testing sites to aid in communication between a patient and provider in the case of a language barrier (e.g. patient can point to symptoms on chart, point to language/interpretation need, etc.).
 - a. This was a direct resource ask from the deaf/hard of hearing community to help them identify the need for an ASL interpreter and communicate critical information to a provider.

Language Access Services & System

7. Currently collaborating with the Governor’s Office and State’s Racial/Ethnic Commissions on a response-wide **Language Access Plan**. (Goal is have cabinet agencies translate vital COVID-19 information into all languages that meet the Safe Harbor Rule [federal guidance to translate all vital materials for language groups that represent at least 5% of the population or 1000 people, whichever is less]; currently 39 languages in Washington.)
8. Set up contracts with certified interpreter & translators to provide **urgent translation** (as close to real time) turn around on breaking news and critical public health information. Currently have this available for some API languages, more in the works. Current = Simplified & Traditional Chinese, Japanese, Vietnamese.
9. Ensure COVID-19 hotline (**1-800-525-0127 and press #**) has **telephonic interpretation services** available and that the call center information (and availability of language services) is advertised in multiple languages.
 - a. Coordinating Spanish message recordings for 211 hotline
10. Share information about setting-up telephonic interpretation services with other response partners to aid in addressing other language access barriers.
 - a. Developed training on interviewing utilizing telephonic interpretation services and cultural sensitivity for contact tracing interviewers.

Media Outreach and Public Awareness

11. **Multi-lingual media outreach and online campaigns:**
 - a. Launched a **COVID-19 Public Education and Stigma Reduction campaign** in Spanish, Russian, Chinese, and Vietnamese (top social media languages, based on our data).
 - b. This “**Spread the Facts**” campaign can be accessed here: <https://coronavirus.wa.gov/spread-facts>
 - i. Partner Toolkit link: <https://coronavirus.wa.gov/spread-facts/partner-toolkit>
 - c. Campaign to include drop-in articles in community newspapers.

Seattle Chinese Post - digital
NW Vietnamese Weekly - digital
NW Asian Weekly - digital

- Placed translated banner ads on their digital news webpages; started March 30 and will run through the end of April.
- Since April 3, banner ads will run in Chinese and Vietnamese through the digital display ad network (i.e., paying an ad network to place banner ads across multiple platforms/websites/apps where each audience spends the most time).
- d. Launching a three-week buy with Crossings TV around April 20 featuring our 30-second video ads with voiceovers in Mandarin, Cantonese, Vietnamese, Hindi, Tagalog, and Japanese.
- e. Placed digital and print ads with Seattle Gay News for a five week buy (currently in week 2).

- f. Placed print ads in a four week buy with Seattle Medium (African American-serving weekly newspaper).
- g. The campaign suite now includes recorded radio ads for English, Spanish, and Russian. The Russian ads are airing on a Russian-language AM station in Seattle; Spanish-language buy includes all Spanish language radio stations in the state (14 broadcast, 1 digital).
- h. Rolling out Spanish radio interviews with 7 radio stations covering Seattle, Yakima, Tri Cities, and Wenatchee areas.
- i. Partnering with two local radio stations to keep the community informed in their preferred languages: **Hankook NW Korean Radio** and **Hubbard Chinese Radio Seattle**.
 - i. Both radio stations serve communities in King, Pierce, and Kitsap Counties and will include 30-second ads.
 - ii. Plan to connect directly with listeners by conducting interviews with DOH staff so communities have opportunities to engage in real time conversations.

Emerging Partnerships

- 12. Developing partnerships with **community organizations & grass roots groups** that focus on the needs & implications of the response for LEP communities. Received funding for this work.
 - a. Will focus on supporting organizations and groups that expand our efforts to culturally and linguistically diverse communities that we are struggling to reach, especially those with limited written proficiency, communities who don't prefer to access/receive information online, and communities who speak less common languages throughout WA.
- 13. Recognizing that written language isn't always the most effective. Partnering with UW School of Public Health and Northwest Center for Public Health Practice to **engage directly with different linguistic groups** across WA to gain a deeper understanding of preferred methods for communication.
 - a. This will include a deeper dive into the following language groups: Hill Tribes Language Groups, Pacific Island Language Groups, Vietnam Era Language Groups, South Asian Language Groups, Central Asian Language Groups, and common languages of the Indian sub-continent.

For more information, please contact:

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