

Community-Centered Outreach and Engagement

On February 23, 2022, SNI hosted the webinar, *Community-Centered Outreach and Engagement* featuring a presentation from leaders at Contra Costa Health Services (CCHS). The webinar slides and recording are available [here](#).

Key Takeaways: CCHS' Historically Marginalized Communities Engagement Unit

Background

The Historically Marginalized Communities Engagement (HMCE) Unit is a public-private partnership of community members, community-based organizations, and local partners convened and co-facilitated by CCHS. Within the HMCE Unit, dedicated workgroups focus on specific communities:

- African American
- Latino/Latinx
- Asian American Pacific Islander
- LGBTQ
- Older Adults
- Youth/Young Adults
- Families with financial hardships and limited access to technology

Participation

The HMCE Unit grew from 12 to 200+ participants through word-of-mouth and by recruiting members through community forums. The workgroups are facilitated by CCHS staff and community co-leads.



Objectives

The HMCE Unit's goal is to identify barriers and co-design approaches to address disparities in testing, vaccinations, contact tracing, and other COVID-19 services through the creation of culturally relevant messages.

The workgroups count on participants' relationships and expertise in lifting up community voices, assistance in identifying residents to join workgroups, and providing input on messaging strategies.

Workgroup Spotlights



The African American workgroup developed a living document to share resources internally and to use as a reference guide when designing messages for African American communities.



The Asian American Pacific Islander workgroup evolved to become the first coalition of its kind in Contra Costa county. CCHS now plays a support role for the coalition.



Based on feedback from the Older Adults workgroup, CCHS reconsidered their electronic communications and designed a holiday postcard campaign to share printed resources on vaccinations and support services for the elderly.