Equity in Public Health
COVID-19 Pandemic

Colorado Department of Public Health and Environment
Office of Health Equity

What is equity?
"Equity is when everyone, regardless of who they are or where they come from, has the opportunity to thrive. This requires eliminating barriers like poverty, and repairing injustices in systems such as education, health, criminal justice and transportation," -- Colorado Office of Health Equity.

Recommendations for an Equitable Response in Public Health during COVID-19:
- Ensure racial ethnicity COVID-19 data are accessible, transparent & used in decision-making.
- Determine proactive measures to prevent the spread of COVID-19 in specific communities.
- Work with state teams coordinating resources and logistics to help curb health disparities related to COVID-19.
- Increase access to testing and care services.
- Share time-sensitive information about how Colorado communities are experiencing particular challenges related to the COVID-19 response.
- Develop policy recommendations to better assist and prepare communities of color during the current COVID-19 pandemic as well as future state emergencies.

Consider These Questions:
1. What are the assumptions underlying this proposed goal/objective/strategy?
2. Could this proposal goal/objective/strategy unintentionally burden traditionally underserved communities?
3. Have you used a variety of data sources?
4. How will this proposed goal/objective/strategy benefit traditionally underserved communities?
5. Will traditionally underserved communities have power in the decision-making process? What type of decision-making power (refer to IAP2 spectrum)? Have we clearly communicated these expectations with community partners/leaders?
6. How are communities that are traditionally left out of decision-making involved in defining success? Are there mechanisms in place for these communities to hold decision makers accountable?
7. How are results being evaluated and communicated?

Utilize Resources Available
- Sweet Tools to Advance Equity
- Equity Action Guide
- Racial and ethnic data: Considerations for collection and reporting

COLORADO
Resiliency Office
Department of Local Affairs

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San Juan Basin Public Health

Use the CMIST Framework to Reach All Populations (source)

Communication   **Independence**   **Transportation**

**Maintaining
Health**   **Support &
Safety**

Build Equity into Resources and Communications
- See their example at Southwest Colorado Disaster Assistance
- Stakeholder relationships
  - Build a network of community partners
- Meeting etiquette and technology
  - Closed captions
  - Translations
  - Meeting people where they are

Larimer County Public Health

Sample Response and Recovery Actions:
- In recovery, leverage trusted, long-term relationships and utilize strong partnerships to re-assess needs and strategies to meet those needs in our community.Bilingual and Bicultural staff on case contact and monitoring and outbreaks teams.
- Following up with Mobile Home Parks/Apartment Complex Property Managers to ensure properties are safe.
- Developed a case contact and monitoring video in English and Spanish.
- Working with our partners who work with the Latinx community to develop messaging and outreach.
- Hiring a Latinx Outreach Specialist to build trust within the government.

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Town of Center

Define the Problem
In Center, there is a large population of uniformed community members mainly in the Spanish speaking community and some in the Guatemalan community who better understand Q'anjobal.

Phased Campaign to Reach Community Members
- Phase 1- Media campaign across languages educating community members on COVID-19 facts and safety recommendations (accomplished over 5,000 views on all videos, including using WhatsApp)
- Phase 2 - Find personal contacts for outreach that the community already knows
- Phase 3 - Get out to the community (300+ personal contacts/phone calls and 60 home visits; masks/gloves/thermometers/hand sanitizer handed out)

Watch here to learn more about the Trabajadores Comunitarios De la Salud (Community Health Workers) in the Town of Center, Colorado.