



Inclusive & Equitable Public Health Engagement

Colorado Resiliency Office's
Adaptations and Futures Webinar Series

July 23, 2020
11 a.m. to 12 p.m.



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Resiliency Office
Department of Local Affairs

Welcome

Please use the chat to communicate any questions for the panelists.

Ensure your microphone is on mute for the duration of the webinar.

This webinar is being recorded and will be posted on the Colorado Resiliency Office's website:
coresiliency.com/adaptations-and-futures-webinar-series



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Agenda

- Introduction - Colorado Resiliency Office (5 minutes)
- Presentations from Panelists (~10 minutes each)
 - State: CDPHE, Office of Health Equity
 - Region: San Juan Basin Public Health
 - County: Larimer County
 - Municipality: Town of Center
- Q&A with Panelists and State Regional Staff (15-20 minutes)



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Panelists

CDPHE, Office of Health Equity

Cristabel Rojo
Language Services &
Community Partnerships
Coordinator



San Juan Basin Public Health

Lori Zazzaro
SW Colorado Emergency
Preparedness & Response
Coordinator



Larimer County

Tom Gonzales
Public Health Director
&
Kelsey Lyon,
Health Planning and
Partnership Supervisor



Town of Center

Luis Murillo
Skoglund Middle School
Principal



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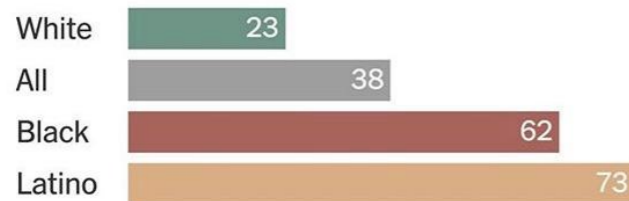
Department of Local Affairs

COVID-19 and Equity:

Impacts

The Racial Inequity of Coronavirus

Coronavirus cases per 10,000 people



Source: [New York Times, July 5, 2020](#)

Sources: Centers for Disease Control and Prevention and U.S. Census Bureau
Note: Data is through May 28.

U.S. Unemployment Rate by Race

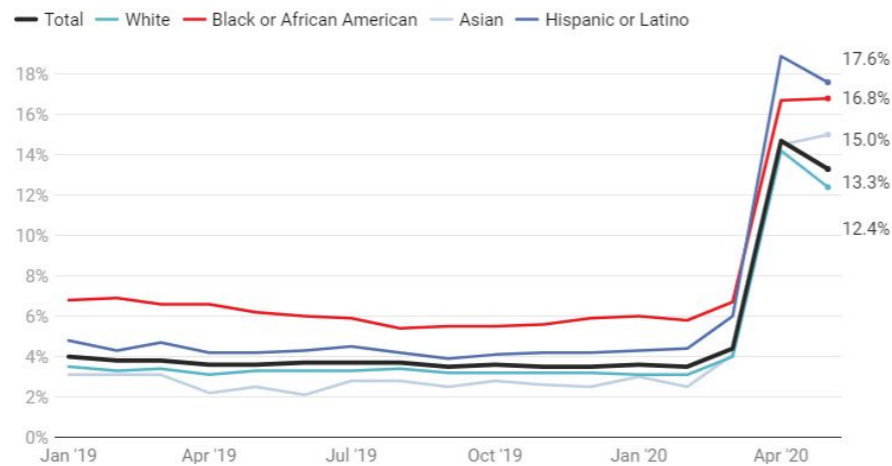


Chart: Alex Fitzpatrick and Elijah Wolfson • Source: U.S. Bureau of Labor Statistics • Get the data • Created with Datawrapper

Source: [Time \(Fitzpatrick\), June 5, 2020](#)

Response

CITYLAB

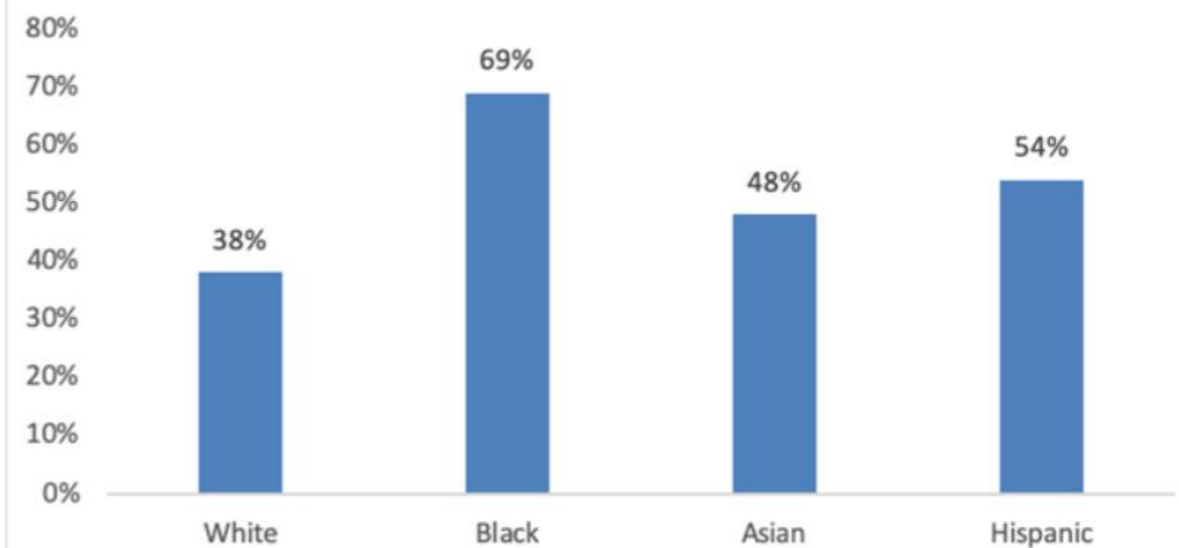
Black Businesses Left Behind in Covid-19 Relief

The latest U.S. coronavirus aid package promises a partial and uneven economic recovery that leaves behind the African American community.

Andre Perry and Natalie Hopkinson
March 30, 2020, 4:40 PM MDT

Source: [Bloomberg City Lab, March 2020](#)

Firms Receiving Less than Half or None of the Credit Requested



Source: [Federal Reserve Bank of Kansas City, June 23 2020](#)



COVID-19 and Equity:

Impacts

% of population

MINUS

% of deaths

COVID-19 in Colorado by Race & Ethnicity

	Cases	Deaths	CO	
American Indian or Alaska Native	0.55%	0.52%	0.56%	
Asian	2.31%	3.36%	3.12%	-.24
Black	5.13%	6.83%	3.92%	-2.91
Hispanic, All Races	37.10%	21.77%	21.69%	-.08
Multiple - Non Hispanic	1.03%	1.22%	2.65%	+1.45
Native Hawaiian or Pacific Islander	0.35%	0.35%	0.12%	-.23
White - Non Hispanic	33.84%	61.90%	67.76%	-5.86
Other	0.79%	0.46%	0.19%	
Unknown/Not Provided	18.90%	3.59%		

*

Response

Energize Colorado Gap Fund

The [Energize Colorado Gap Fund](#) will provide more than \$25 million in small business loans and grants to boost small businesses impacted by COVID-19. Sole

Any eligible Colorado small enterprise is welcome to apply. Priority will be given to the following applicants:

- majority-owned by black, indigenous, people of color, veterans, or women
- in rural areas with population of less than 50,000 people
- in the tourism sector
- with limited or no access to capital financing or other federal, state or local grants/loans

Source: <https://covid19.colorado.gov/data/case-data>



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Cristabel Rojo
Language Services & Community Partnerships Coordinator
CDPHE, Office of Health Equity



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The Office of Health Equity

Colorado Department of Public Health & Environment

Cristabel Rojo, Office of Health Equity
Language services and community partnerships coordinator



COLORADO
Department of Public
Health & Environment

Mission

Build partnerships to mobilize community power and transform systems to advance health equity and environmental justice.

Coaching



Connecting



Changing



Advancing
Equity,
Diversity and
Inclusion



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



COVID-19 Health Equity Response Team

Recommendations:

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




From Theory to Practice

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?







Thank you!

- ❖ [Sweet Tools to Advance Equity](#) (Shameless Plug #1)
- ❖ [Change the Story](#) (Shameless Plug #2)
- ❖ [Equity Action Guide](#) (Shameless Plug #3)
- ❖ Start conversations with your teammates



[Subscribe!](#)

	Health Equity Colorado		cdphe_healthequity@state.co.us
	@HealthEquityCO		healthequityco

Cristabel.Rojo@state.co.us



Lori Zazzaro
SW Colorado Emergency Preparedness & Response Coordinator
San Juan Basin Public Health



Equity in Emergency Preparedness During COVID-19

Lori Zazzaro, Emergency Preparedness & Response
Manager – SW Colorado

SAN JUAN BASIN
public health

How
are
you?

Who are we?

San Juan Basin Public Health (SJBPH) has improved the health and environment of the SW Colorado community for over 70 years

- Believe in the fundamental right of each individual to obtain his or her highest potential of health
- Local public health agency serving all residents of Archuleta and La Plata counties
- 11% funded by the counties, remainder through fees for services and State and Federal grants, including grant money from the Office of Health Equity

www.sjbpublichealth.org

Population Demographics

- 20% of Population 65+
- 12% Hispanic, 18.8% not White or Hispanic
- >1% Limited English Speaking Households
- 15% have a Disability
- 7% Hearing Difficulty
- 3% Vision Difficulty
- 6% Cognitive Disability
- 8% Mobility Disability
- 6% Independent Living Difficulty
- 8% Mental Distress
- 11% No Health Insurance
- 11% Income Below Poverty Level
- 2% Households with No Vehicles
- 31% Householders Live Alone

Data Source: Community Inclusion in Colorado Maps

http://www.cohealthmaps.dphe.state.co.us/colorado_community_inclusion/

Beginnings of Equity in Emergency Preparedness

416 Fire

- Non-traditional partner engagement
- Missing several contacts
- Badging snafu
- Respiratory concerns
- Housing concerns



Turning an Idea into a Reality

Equity in Emergency Preparedness Program

- Created a Task Force
- Held specialized meetings
- Engaged new stakeholders
- Conducted training & exercise
- Educated partners on Health Equity

CMIST & COVID-19

- **C**ommunication
- **M**edical
- **I**ndependence
- **S**upervision
- **T**ransportation



<https://www.phe.gov/Preparedness/planning/abc/Pages/at-risk.aspx>

Partners & COVID-19

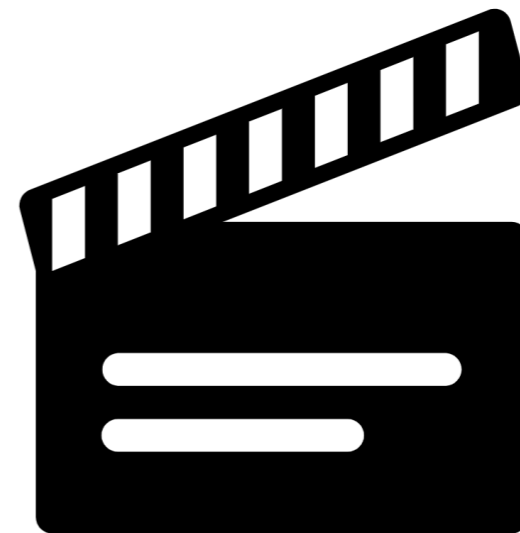
- Southern Ute Indian Tribe
- Skilled Nursing Facilities
- Assisted Living
- Home Health
- Shelters / Safe House
- Rehab / Camps



<https://drive.google.com/file/d/1gDX9bjxZ2Cauhr0IBhbu2Eizb7Rl2G8y/view?usp=sharing>

Actionable Advice

- Local Resources
 - <https://www.swcoda.org/>
 - Equity in resources
- Stakeholder Relationships
- Meeting Etiquette
- Technology



Larimer County



Tom Gonzales
Public Health Director



Kelsey Lyon
Health Planning and Partnership
Supervisor



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ETHNICITY DATA

- Overall Population: 356,899
- Fort Collins and Loveland, and rural communities surrounding

Larimer County COVID 19 Cases through July 16, 2020

RACE/ETHNICITY ¹	NUMBER	PERCENTAGE	OVERALL COUNTY POPULATION PERCENTAGE ²
WHITE	454	43.6	82.8
HISPANIC (ALL RACES)	231	22.2	11.3
UNKNOWN	325	31.2	N/A
OTHER/MULTIPLE	13	1.2	2.1
BLACK	6	0.6	0.9
ASIAN	5	0.5	2.2
AMERICAN INDIAN ALASKAN NATIVE	5	0.5	0.5
NATIVE HAWAIIAN/PACIFIC ISLANDER	2	0.2	0.1
TOTAL CASES	1041	100	

¹All race categories include non-Hispanic persons only

²2018 5-year American Community Survey estimates

ETHNICITY DATA

CUMULATIVE CASES PER 100,000 RESIDENTS (As of July 16, 2020)

WHITE	162
HISPANIC (ALL RACES)	603
UNKNOWN	N/A
OTHER/MULTIPLE	185
BLACK	198
ASIAN	68
AMERICAN INDIAN ALASKAN NATIVE	304
NATIVE HAWAIIAN/PACIFIC ISLANDER	689*
OVERALL	308

*the Native Hawaiian rate is based of two cases in the county and makes up a very small portion of our population

Response and Recovery Efforts

- Bilingual and Bicultural staff on our 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
- In recovery, we will be utilizing our strong partnerships through our Community Health Improvement Plan to re-assess needs and strategies to meet those needs in our community.



Luis Murillo
Skoglund Middle School Principal
Town of Center



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Trabajadores Comunitarios

De la Salud. (Community Health Workers)

Town of Center- Demographics

Population- 2,400

The average household income in Center is \$35,694

with a poverty rate of 25.00%

Hispanic- 81.4%

White- 11.2%

Other race- 6.3%

American Indian- .5%

Two or more races- .5%



Problem of Practice

POP- 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.



If not us, who? If not now, when?

Community members helping community members.

- Community
- Service
- Leadership




Practice of Promise

Phase 1- Media campaign educating community members on Covid-19 facts and safety recommendations.



2,875 views




 **Town of Center C...** · Follow
 Wednesday at 9:16 AM · 🌐

Please share




👍❤️ 11 3 Comments 43 Shares 2K Views

 **EdithyMario CotaOrtiz**
 Tuesday at 8:50 PM · 👤



👍 5 7 Comments 105 Views

< **EdithyMario C...**

 **Chikilla Bonita Brisa**
 Tuesday at 11:20 PM · 🌐

⚠️ X ATTENTION ! COMMUNITY OF CENTER INFORMATION HANS COVID19 TAKE A LITTLE OF YOUR BUSY TIME AND WATCH THIS VIDEO AND SHARE IT WITH YOUR FAMILY, FRIENDS OR ANY OTHER COMMUNITY PERSON !! ⚠️ X


⚙️ · [Rate this translation](#)



👍🗣️ 10 3 Shares 308 Views




👍❤️ 13 6 Comments

 **Town of Center C...** · Follow
 Thursday at 4:11 PM · 🌐

Covid



👍 5 3 Shares 191 Views

 **Town of Center C...** · Follow
 Thursday at 4:18 PM · 🌐

Stay Safe and please share.



❤️👍 3 5 Shares 139 Views

Practice of Promise

Phase 2- Personal contacts.

Co-Vid 19 Promotoras/Promotores Contact Tracking Sheet

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Community Family or Member Information					Promotoras/Promotores Notes		
A	B	C	D	E	F	G	H
Community Family or Member Information					Promotoras/Promotores Notes		
					1st Community Outreach		
1	Last Name	First Name	Contact Number	Address	Date	By Who:	Comments/Follow-up Needs
4	Villagomez	Tereza	719-580-5491		6/5/20	Mariela Hernandez	Necesitan despensa
224	Solano	Pilar	719-298-1682	Broadway Apt. #	6/8/20	Edith Ortiz	home visit/ gave masks and gloves
225	Maldonado	Érica	719-588-7294	4309 Crowther L	6/8/20	Edith Ortiz	home visit/ gave masks and gloves
226	Lopez	Margarita	719-588-1403	Broadway Apt. B	6/8/20	Edith Ortiz	home visit/ gave masks and gloves
227	Corral	Maria	719-937-9280	751 Mussman La	6/8/20	Edith Ortiz	home visit/ gave masks and gloves
228	Sandoval	Celia	719-580-9756	795 Hurt St.	6/8/20	Edith Ortiz	home visit/ gave masks and gloves
229	Martinez	Cora	719-754-2504		6/8/20	Edith Ortiz	home visit/ gave masks and gloves
230	Iguado	Martin	719-480-5257		6/8/20	Lucia Miranda	Needs masks
231	Chaparro	Barbara	719-754-3277	Sisneros st.	6/8/20	Lucia Miranda	Needs masks, food, and hand sanitizer
232	Vasquez	Micaela	719-588-2855	103 Worth st	6/8/20	Lucia Miranda	Needs masks, food, and hand sanitizer
233	Ramos	Francisco	719-850-8887		6/8/20	Lucia Miranda	Needs masks
234	Romero	Francisca	719-849-1816		6/8/20	Lucia Miranda	Needs masks and gloves
235	Aguilar	Crisanta	719-849-1816		6/8/20	Lucia Miranda	Needs masks and gloves
236	Quintana	Bertha	7195802455	321 Miles st	6/6/20	Gabrielle Rodriguez	masks and gloves done.
237	Renteria	Amy	719) 480-2457	277 miles st #2	6/6/20	Gabrielle Eduardo	masks & gloves
238	Estrada	Lola	(719)4967913	120 west 1st st #	6/6/20	Anel Tovar	
239	Miramontes	Reyna	(719)9921897	687 Sisneros	6/6/20	Anel Tovar	
240	Villagomez	Mayra	(719)8499839	681 torres st	6/6/20	Anel Tovar	
241	Bucio	Gabriela	(719)580-6754	696 wills apartme	6/6/20	Anel Tovar	
242	Cano	Eva	(719)9373187	980 s broadway	6/6/20	Anel Tovar	

Practice of Promise

Phase 3- Getting out to the community.





What did we accomplish?

- Well over an estimated 5000 views on all videos
- 300+ personal contacts/phone calls
- 60 home visits
- Roughly 400 cloth masks and 1000 disposables masks handed out
- Roughly over 300 pairs of gloves handed out
- 9 thermometers handed out
- Partnership with community agencies to provide food boxes.
- Hand sanitizer bottles were purchased/donated which and distributed to families.



THANK YOU



Q&A

Please leave your questions in the chat



Q&A Facilitator:

Christy Doon,
South Central Regional Manager

Department of Local Affairs (DOLA)



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Thank You!

Join us on August 20th after our Summer Break.

Stay up-to-date by checking coresiliency.com regularly.



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