

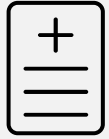


# Covid Health Equity Technical Assistance

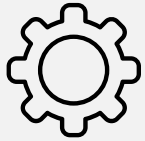
Marketing & Outreach for Diverse Populations | July 15, 2022

Maine CDC Office of Population Health Equity

# Agenda



Equitable  
Communication and  
Channels



Marketing Formats  
and Design Tools

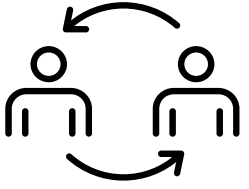


Outreach Plan  
Development



Additional Resources



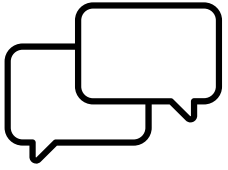


# What is Equitable Communication?

Equitable communication is **media, outreach, and messaging** that aims to be **culturally-appropriate** and **community-based**, ensuring that people have **fair and equal access to information**.



1. Acknowledges systemic racism and other inequities
2. Identifies disparities and community experiences that can be addressed with communications
3. Follows the expertise and guidance of community members and leaders
4. Invests in community infrastructure and organizations
5. Solves for communications barriers and gaps



# Principles of Equitable Communication

- **People-First**
- **Readable**
- **Understandable**
- **Available**  
**Disponible**  
**可用**

## Use "people first" language

- "People without housing" instead of "the homeless"
- "People living under the poverty line" instead of "the poor"

## Create accessible content

- **Readable** (large font, contrasting colors, organized, and broken up)
- **Understandable** (without jargon, short sentences, plain language)
- **Available** in preferred languages
- **Consider barriers** to accessing information: no Internet, English as second language, disabilities, work schedules

## Utilize multiple channels

- Make content available **offline and online**

*Check out some of the many free and paid translation services available in the state of Maine at the end of this presentation!*



## Writing Examples – Which is more readable?

### New COVID-19 variants highly transmissible, warrants additional precautions

After numerous cases of the SARS-CoV-2 BA.5 variant were reported in New England, agencies under the supervision of DHHS established a set of recommendations to reinforce protections and ensure safety. Most importantly, if an individual maintains a fever over 100.4° F or 38°C, it is imperative the individual isolates.

OR

### CDC recommends more safeguards against new strain of COVID-19

Maine, Rhode Island, and Massachusetts have reported 86 cases of a new, contagious Omicron variant last week.

The CDC recommends:

1. Continuing to **mask in public**
2. Getting a **booster shot** if possible
3. Staying **at home** if you feel ill

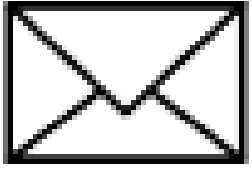
*These are just examples. Check out the [Maine CDC Website](#) for updated information on COVID-19 isolation and quarantine.*

# Poll Time!



What communication channels does your organization use for outreach with the community?





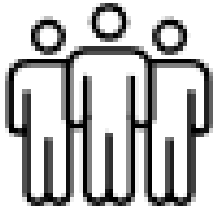
## Offline Channels

Using offline channels is critical to reaching individuals that don't use the Internet or social media for community news and information.

- **Printed materials:** Flyers, posters, door hangers, mailers, door hangers, billboards, printed ads
- **Radio or television ads**
- **Live events:** Markets, festivals, food distribution
- **Networking and partnerships:** Government, faith- and community-based organizations and centers, schools, libraries, parks, businesses



***Successful networking and collaborations amplifies your message and increases your impact!***



## Marketing Events

Hosting in-person and virtual events can help you reach more people and promote your organization.

- **Fundraisers**
- **Informational sessions**
- **Holiday or other special events**
- **Volunteer opportunities**

*Help spread the word on your event! Partner with community sponsors to offer perks and food and use a multichannel marketing strategy.*



eventbrite



evite





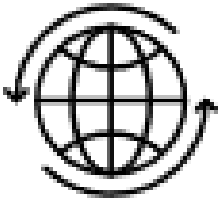
## Online Channels

Online channels can be very inexpensive and effective at spreading messaging and information about your services.

- **Websites, blogs, and podcasts**
- **Google Business Profile**
- **Email newsletters**
- **Social Media: Facebook, Instagram, Twitter, Nextdoor, TikTok**



***Successful networking and collaborations amplifies your message and increases your impact!***



# Social Media Marketing

**Pick 1-3 platforms** based on audience.

**Develop organization guidelines**

- Logo, approval process, content restrictions

**Create a calendar**

- Draft content and schedule ahead of time.

**Partner with other organizations**

- Ask them to share your posts to expand your post reach

**Use location and key word tags**

- Users searching those tags will find your post!

## Social Media Cheat Sheet



### Facebook

**Used for:** Connecting with friends and family, event invites, news and information

**Used by:** Almost everyone (1.6 billion people and counting!)

**Best for:** Most nonprofits



### Instagram

**Used for:** Visual inspiration, connecting with friends and family, storytelling

**Used by:** Everyone except people 65+; leans female and millennial

**Best for:** Nonprofits with strong visual media content (i.e. animal orgs, art museums, etc)



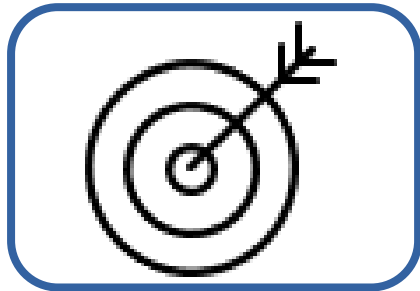
### Twitter

**Used for:** Industry networking, news and information

**Used by:** Professionals, activists, thought leaders; college educated people under 50

**Best for:** Networking, public relations (most journalists are on Twitter), advocacy organizations, nonprofit leaders

# Infographics Tips and Resources



**One key message**



**Let images & graphics speak**



**Demonstrate inclusivity**



**Clear, bold font, 2-3 colors**



**Use templates**

## Avoid the Three Cs



Be aware of different levels of risk in different settings.

There are certain places where COVID-19 spreads more easily:



**1**  
**Crowded places**

*with many people nearby*



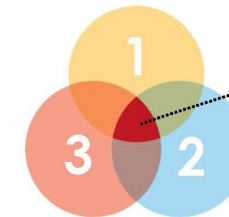
**2**  
**Close-contact settings**

*Especially where people have close-range conversations*



**3**  
**Confined and enclosed spaces**

*with poor ventilation*



The risk is higher in places where these factors overlap.

**Even as restrictions are lifted, consider where you are going and #StaySafe by avoiding the Three Cs.**

### WHAT SHOULD YOU DO?



Avoid crowded places and limit time in enclosed spaces



Maintain at least 1m distance from others



When possible, open windows and doors for ventilation



Keep hands clean and cover coughs and sneezes

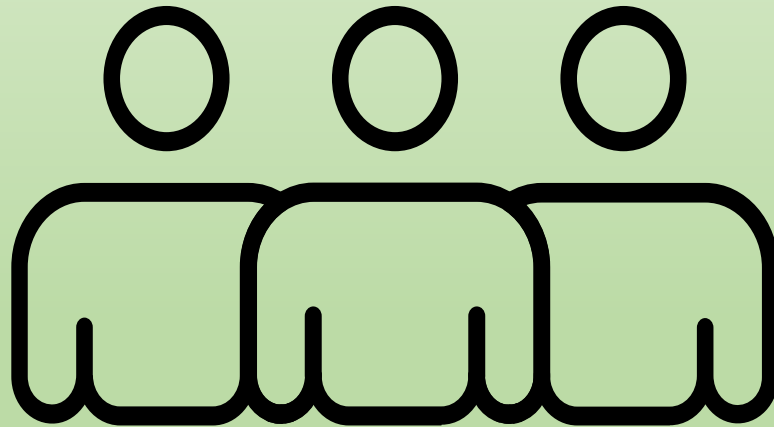


Wear a mask if requested or if physical distancing is not possible

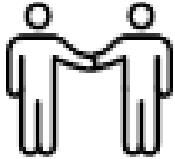
**If you are unwell, stay home unless to seek urgent medical care.**

# Poll Time!

**What communities have been difficult  
for your organization to reach?**



# Connecting with Rural and Ethnic Communities



**Trust is key** –familiarize yourself with local efforts and community leaders to let them guide the way



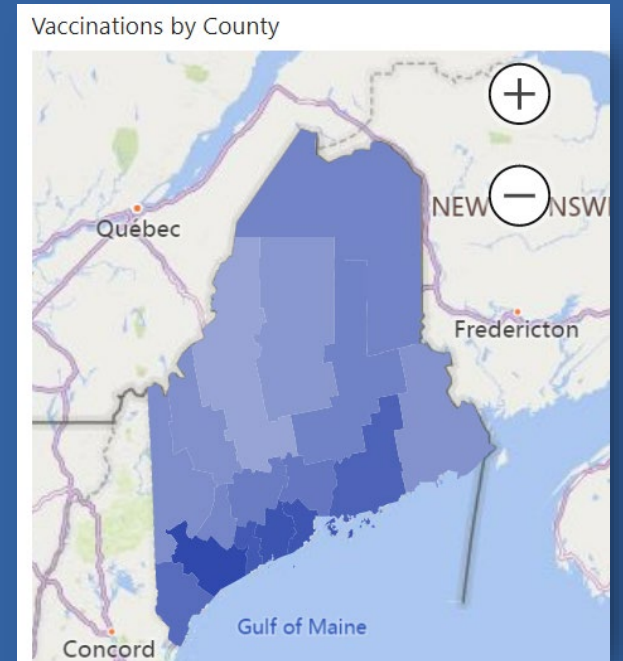
**Compile reliable data** to inform your outreach plan (ex: population characteristics and languages)



**Learn about the main media outlets** and partner with trusted community leaders and health providers

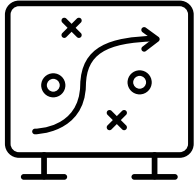


**Meet community members where they are** –go to businesses, community centers, places of worship, etc.



*Rural communities tend to have higher distrust of COVID-19 vaccines because of their more limited access to healthcare and media outlets.*





## Exercise: Your nonprofit plans to set up a booth at the local Farmers' Market

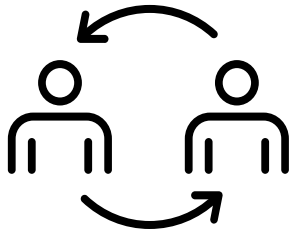
**What is your marketing and outreach strategy, given that:**

- Your audience is Haitian parents of elementary school children.
- The Farmers' Market is a big event in the community.
- Not everyone in the community has reliable access to Wi-Fi.

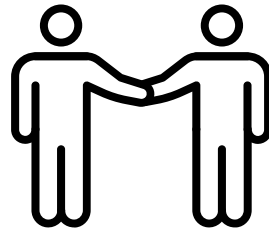




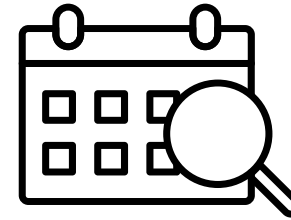
# Developing a Successful Outreach Plan



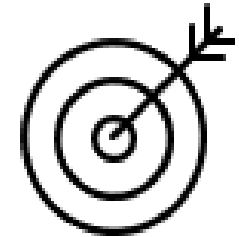
**Connect with community partners to find the best online and offline channels for your audience.**



**Identify partners, events, and locations for spreading your message and displaying materials.**

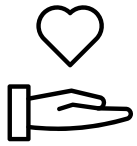


**Plan your outreach schedule and frequency. Don't miss out on opportunities!**



**Develop key messages that showcase shared values, problem, solution, and action.**

# Developing a Key Message



**Value** – lead with shared values and vision



**Problem** – describe threat to the values (can use stats and other info)



**Solution** – connect the dots between problem and solution



**Action** – ask the audience to take the next step



**Value:** We want to protect our families.

**Problem:** Children are currently not protected against COVID. 1 in 5 cases of COVID are children.

**Solution:** We can practice simple and effective safeguards to protect them.

**Action:** That's why we should socially distance, mask up our children in schools, and get them vaccinated.

*You don't need to reinvent the wheel - We've attached CDC marketing and messaging resources, which includes sample messages for different social media platforms!*

# Summary: Guidelines for Effective Outreach



**Build trust and relationships**

**Focus on readability in written materials**

**Listen to your community**

**Reach out at a variety of times to accommodate schedules**

**Be respectful and avoid stigmatizing language**

**Establish a physical presence when possible**

**Provide translated materials**

**Use multiple marketing and outreach channels**

# Resources

## Outreach Strategies

[Strategies for Outreach | Community Toolbox](#)

[5 Ways to Conduct Outreach to Rural Communities](#)

[A Guide to Supporting Engagement and Resiliency in Rural Communities - FEMA](#)

[Strategies for Outreach to Families Living in Rural or Remote Areas](#)

[Overview of Barriers and Facilitators in COVID-19 Vaccine Outreach – HHS](#)

## Translation & Multilingual Services

[Translation and Interpretation Services in Maine Office of Minority Health | COVID-19 info in Spanish, Chinese, Vietnamese, Korean](#)

## Communication & Social Media Messaging

[COVID-19 Communication Resources - CDC](#)

[Health Equity Guiding Principles - CDC](#)

[Social Media Toolkit - CDC](#)

[Social media for public relations: Lessons learned from four effective cases](#)

[Messaging Resources – Public Health Collaborative](#)

***Don't be overwhelmed!  
We are here to support you.***



## Reminder: Q2 Financial Reports Due

**When: August 1** (July 31 is a Sunday; report is due the next business day)

- **If the QFR is turned in late, it could delay your payment!**
- **You are welcome to send in Q2 QFRs early**

**What:** Quarterly Financial Report (QFR) for all expenditures from April 1-June 30

*Take advantage of this time! Reach out to [CDC-OPHE-Support@maine.gov](mailto:CDC-OPHE-Support@maine.gov) with any questions.*



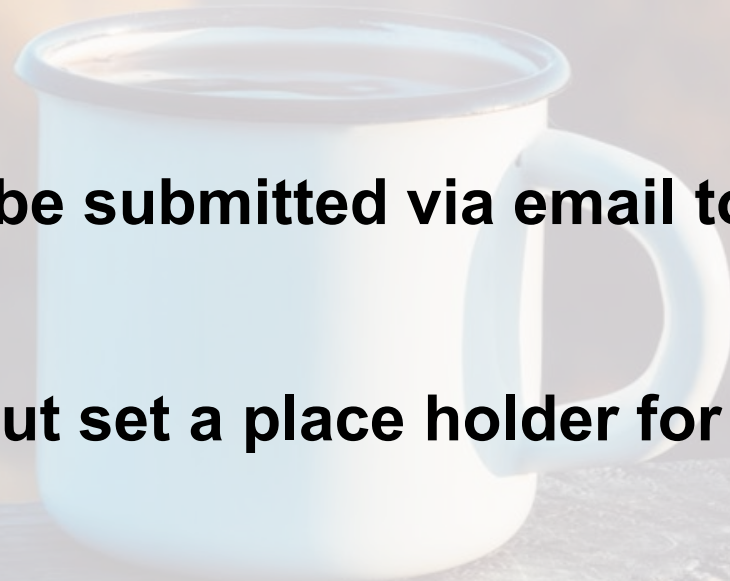
# Questions?





# Questions and Additional Support

- Questions and answers from the session will be sent to providers from [MaineSupport@pcgus.com](mailto:MaineSupport@pcgus.com).
- TA Requests and questions may also be submitted via email to [CDC-OPHE-Support@maine.gov](mailto:CDC-OPHE-Support@maine.gov).
- Next TA Session: To Be Determined, but set a place holder for Thursday July 28 at 3:00pm



# Maine CDC Office of Population Health Equity

