

# Afghan Evacuee Organizations

DOH COVID-19 Community Media Outreach Campaign — Dec 2020 - Jan 2023

## Key themes

Refugee service organizations welcomed new Afghan community members during the pandemic by focusing on cultural values and traditions, and communicating by phone, Zoom and in person about regional and state guidance in native languages, especially as local guidance may have varied from refugees' origin countries.

Partners hosted several community vaccination clinics to celebrate and welcome community members, and make COVID-19 vaccines and vaccine information easily accessible.

## activities

- Educational videos and panel events featuring trusted messengers including Afghan community leaders discussing COVID-19 impacts and vaccination
- Translated DOH videos and fact sheets
- Editorial collaborations with in-language community media

## highlights

**Afghan American Community of Washington (AACW)** hosted seven COVID-19 vaccination events across King, Snohomish, and Pierce counties. At the three vaccination events held in November 2021, 156 individuals in King and Snohomish Counties were vaccinated. During the four events held in December 2021, 215 individuals in Pierce County were vaccinated.

In September 2021, **Afghan Health Initiative** community champions hosted three Zoom meetings and tabled at four community events/Friday prayers. Staff also planned welcome events, COVID-19 vaccination clinics, and other health-related events for newly-arrived Afghan evacuees, reaching over 130 community members.

*“ I appreciate and thank the AACA for facilitating the COVID-19 vaccination event. Today I brought my children to get COVID-19 vaccines.”*  
– Azizullah Zadrán, AACA vaccination event attendee

Above: Community members wearing face masks at a community vaccination event



**4,574**

estimated community engagements\*



**25,363**

estimated people reached



**.11%**

of priority communities are Afghan Evacuees

## audiences reached

- Afghan evacuees
- Pashto
- Dari
- Somali
- Arabic
- Farsi
- Persian

## intersection

- Low-income

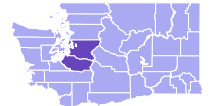
## totals to date

Cumulative DOH CMO program metrics from October 2020 through January 2023



**\$137,236**

total funding to date



**2** counties & statewide

*Note: Afghan evacuee partners' efforts and funding are also captured in the Multicultural dashboard, as other partners serving refugee/immigrant populations are captured in that dashboard, and as Afghan evacuees became an emergent population partners identified to serve.*



**679**

estimated media placements\*



**1%**

of total funding

\*The total number of COVID-19 vaccination resources and services provided in support of the specific community group are reflected in both the estimated community engagements and estimated media placements metrics.

# Asian Organizations

DOH COVID-19 Community Media Outreach Campaign — Oct 2020 - Jan 2023

## Key themes

Partner organizations reaching diverse communities of Asian audiences focused on swiftly translating guidance into several languages, combatting misinformation in-language, emphasizing knowledge as power and elevating local voices of authority.

One organization launched “Listen to Your Aunties,” a campaign reflective of extended family’s influence and value. Similarly, partners focused on messaging vaccination as a pathway to safely resume family gatherings.

## activities

- Informational video and written interviews featuring trusted, local Asian health care professionals
- Weekly newspaper columns with COVID-19 guidance
- Multi-partner collaboration to promote and host community vaccination clinics

## highlights

**NW Asian Weekly** secured exclusive interviews with Asian and Pacific Islander health experts, including Dr. Umair Shah, Washington’s Secretary of Health, and Dr. Vin Gupta, a health policy analyst and professor at the University of Washington.

**Tasveer** hosted the Tasveer Festival, an event that featured 88 South Asian on-demand films. Audiences were directed toward Tasveer’s online COVID-19 vaccine resources, as well as an animated trailer encouraging vaccinations.


*“ We reached patients who struggled with lack of insurance, resulting in decreased visits to the doctor’s office during COVID. We reached patients who didn’t know how the healthcare system worked and were able to connect them to local doctors. ”*

– Vietnam Health Clinic

Above: Community members waiting in line at an outdoor community event

  
**167,100**  
estimated  
community  
engagements\*

  
**552,690**  
estimated  
people  
reached

  
**19%**  
of priority  
communities  
are Asian

## audiences reached


- Cambodian
- Vietnamese
- Laotian
- Thai
- Lu Mien
- Korean
- Bhutanese
- Hindu
- Punjabi
- Youth
- Hmong
- Chinese
- Japanese
- Filipino
- Khmer
- Muslim
- Pakistani
- Afghanistan
- Bangladesh
- Indian
- Maldivian
- Nepali
- Tibetan
- Sri Lankan

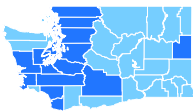
## intersection


- LGBTQ+
- Restaurant workers
- Undocumented
- Small business owners


## totals to date


Cumulative DOH CMO program metrics from October 2020 through January 2023

  
**\$1,858,579**  
total funding  
to date

  
**16** counties  
& statewide

  
**11,445**  
estimated  
media placements\*

  
**13%**  
of total  
funding

  
**28**  
partners  
to date

\*The total number of COVID-19 vaccination resources and services provided in support of the specific community group are reflected in both the estimated community engagements and estimated media placements metrics.

# Black/African American Organizations

DOH COVID-19 Community Media Outreach Campaign – Oct 2020 - Jan 2023

## Key themes

Partners worked to build vaccine confidence throughout Black and African American communities by addressing hesitancy and misinformation and highlighting benefits of vaccination while being clear about post-vaccination symptoms head on, and contrasting them with life-threatening COVID-19 symptoms.

Personal and compassionate interactions, often with a healthcare professional, proved to influence community members toward vaccination.

## activities

- Radio, video and zoom interviews and Q&A sessions featuring medical experts from the community
- Community vaccination events with free food, entertainment and PPE

## highlights

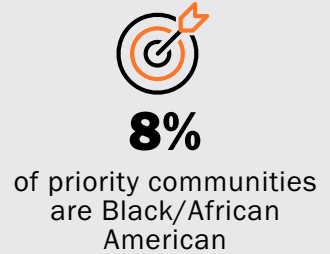
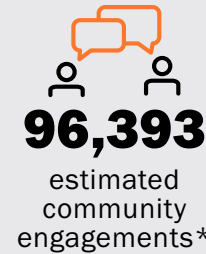
The **Tesfa Program** distributed 5,000 stickers promoting COVID-19 vaccination, which were placed on injera bread packages sold at local African markets and restaurants around the Ethiopian New Year.

**Gambian Talents Promotion** worked with trusted message carriers to connect with members of the community. They reached 6,300 individuals through community events, vaccination clinics, music and celebrations.

**“ People also said that hearing COVID-19 information from a doctor that comes from the community made them feel seen and validated and more likely to share what they learned with others because they trust the messenger.”**  
– Urban League of Metropolitan Seattle



Above: Community members gathered at a community vaccination event



## audiences reached

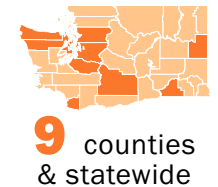
- Immigrant /Refugee
- Muslim
- Eritrean
- Youth
- Somali
- Ethiopian
- LatinX
- LGBTQ+
- Somali
- Caregivers

## intersection

- Caregivers
- Elderly
- Youth
- Marginalized communities
- Gig economy workers

## totals to date

Cumulative DOH CMO program metrics from October 2020 through January 2023



\*The total number of COVID-19 vaccination resources and services provided in support of the specific community group are reflected in both the estimated community engagements and estimated media placements metrics.

# Disability Organizations

DOH COVID-19 Community Media Outreach Campaign — Oct 2020 - Jan 2023

## Key themes

Partners relied on the storytelling of positive vaccination experiences from real people with disabilities through various accessible formats to encourage vaccination, and focused on supporting their audience in making and/or getting to vaccination appointments.

Plain language communications empowered families to make informed vaccination decisions based on their specific circumstances, and helped to combat misinformation and provide the latest and most relevant COVID-19 prevention guidance to individuals with disabilities.

## activities

- Plain language social media infographics, newsletters, printed materials and videos breaking down COVID-19 guidance updates
- Accessible, educational and empowering coloring pages and comic books encouraging COVID-19 vaccination

## highlights

**The Arc of King County** participated in two video projects emphasizing the importance of all members of the community getting vaccinated. Combined, the videos have been viewed over 400 times.

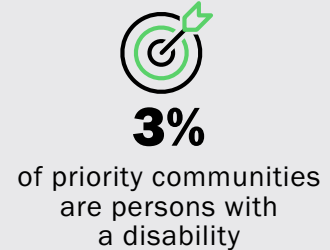
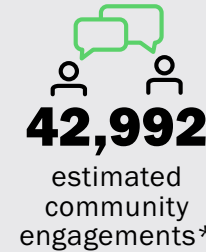
**Clallam Mosaic** created an animated video about pandemic safe practices and vaccination and developed seven different flyers and coloring pages. They also developed the “I got vaccinated because...” campaign designed specifically to meet the accessibility needs of their community.

*“Knowing that we have provided a critical feedback path to amplify the voices of our Autism/IDD families to decision makers has been incredibly rewarding.”*

– Washington Autism Alliance



Above: Community members practicing social distancing while exercising outdoors



## audiences reached

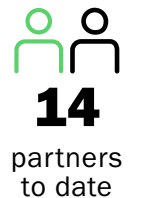
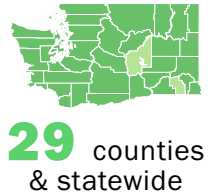
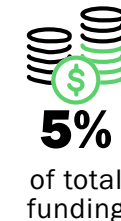
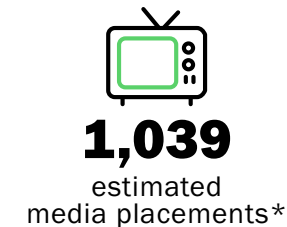
- Blind/Low Vision
- Deaf/Hard of Hearing
- Physical disability
- Neurological disability
- Mental Health/  
Psychiatric disability
- Intellectual or  
Learning disability
- Caregivers
- Professionals  
(providers, social  
workers, educators,  
etc.)

## intersection

- Black / African  
American
- Hispanic/Latino(a)
- Immigrant /Refugee
- Low Income/  
Unhoused
- Youth
- LGBTQ+

## totals to date

Cumulative DOH CMO  
program metrics from  
October 2020 through  
January 2023



\*The total number of COVID-19 vaccination resources and services provided in support of the specific community group are reflected in both the estimated community engagements and estimated media placements metrics.

# Former Soviet Union Organizations

DOH COVID-19 Community Media Outreach Campaign — Oct 2020 - Jan 2023

## Key themes

Working within the FSU community, which has historically had low vaccination rates and strongly-rooted vaccine hesitancy, partners focused on providing practical resources and news-you-can-use style articles alongside personal stories from community members describing their experiences being vaccinated.

Partners enlisted the support of medical experts and select faith leaders to broaden the reach of accurate, verified vaccine information.

## activities

- Editorial collaborations with in-language community media outlets
- Transcreation of COVID-19 toolkit materials into Russian and Ukrainian

## highlights

**Afisha** published and distributed a series of flyers with testimonials from six Russian- and Ukrainian-speaking people in Washington sharing their reasons for getting vaccinated and their positive COVID-19 vaccination experiences. Afisha currently distributes 10,000 copies monthly.

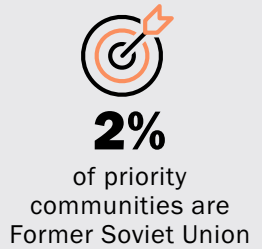
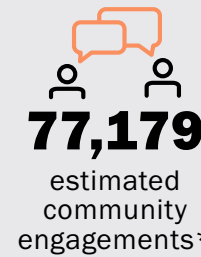
**Russian Spokane** printed 5,000 brochures with COVID-19 vaccination information that were distributed to all Russian Spokane's regular locations in Spokane, Benton and Grant counties.

*" As the Russian-speaking community continues to grapple with the effects of COVID-19, it was important for me to help raise awareness and confidence in vaccines... And when I saw how children and adults reacted to the book I wrote with interest and without prejudice, I realized that our project had an effect and achieved what we had planned."*

– Alexei Markov, author, on behalf of Accent Network



Above: Community members at vaccination events.



## audiences reached

- Russian-speaking radio listeners in Clark, King, Pierce, and Snohomish counties
- Russian-language newspaper readers in Clark and Spokane counties
- Facebook followers statewide

## intersection

- Food assistance clients in Clark County
- Russian markets in Clark and Spokane Counties

## totals to date

Cumulative DOH CMO program metrics from October 2020 through January 2023



\*The total number of COVID-19 vaccination resources and services provided in support of the specific community group are reflected in both the estimated community engagements and estimated media placements metrics.

# Hispanic/Latino(a) Organizations

DOH COVID-19 Community Media Outreach Campaign – Oct 2020 - Jan 2023

## Key themes

Partner organizations relied on personal connections and locations frequented by Latino(a) community members to promote COVID-19 vaccination information and opportunities, especially as literacy and Internet access continue to be barriers.

Personal and family success stories around COVID-19 vaccination persuaded others to consider vaccination. Partners also emphasized that vaccinations and tests were free and safe to access regardless of immigration status.

## activities

- Spanish-language radio programs and videos with COVID-19 vaccination information and messages from trusted leaders
- Community outreach and vaccination opportunities at farmers' markets, grocery stores and cultural celebrations

## highlights

**The Community for the Advancement of Family Education (CAFÉ)** supported 17 vaccine clinics between July and November 2021, resulting in 579 COVID-19 vaccinations and 77 flu shots administered. They also participated in 80 tabling events between July and November, distributing 12,299 flyers, 3,100 informational packages, and more than 5,000 masks to thousands of community members.

**Community Health Workers Coalition of Migrants and Refugees** produced more than 15 shows about COVID-19 through their **Los Originales CHW** radio station, with audience sizes ranging from about 2,500 to 5,000 listeners per show.

***“We have continued communication with our clients and always ask them if they already had the vaccine, their answer is amazing since they thank us for always paying attention to them and supporting them with all their needs around the impact of COVID 19 in their lives.”***

– Entre Hermanos

Above: Community members participating in a Lucha Libre-themed community vaccination event



## audiences

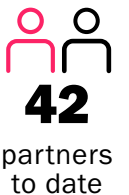
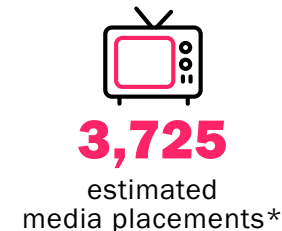
- Immigrants /refugees
- Indigenous LatinX
- Black LatinX, Afro-indigenous
- Mesoamerican indigenous

## intersection

- Youth
- Low Income / Unhoused
- Agricultural workers
- LGBTQ+
- Rural
- Undocumented community members
- Caregivers
- Essential Workers
- Artists

## totals to date

Cumulative DOH CMO program metrics from October 2020 through January 2023



\*The total number of COVID-19 vaccination resources and services provided in support of the specific community group are reflected in both the estimated community engagements and estimated media placements metrics.

# LGBTQ+ Organizations

DOH COVID-19 Community Media Outreach Campaign — Oct 2020 - Jan 2023

## Key themes

Partner organizations serving LGBTQIA2S+ audiences addressed the various impacts of COVID-19 and created content that centered community members' unique lived experiences and realities.

Prevention behaviors and vaccination were presented as individual choices that can protect the whole community and partners leveraged digital platforms and June Pride events as a way to reach large audiences with COVID-19 information and vaccination opportunities.

## activities

- Digital content such as podcasts, Tik Tok videos, social media graphics and live broadcasts sharing personal stories, resources and recommendations from LGBTQ+ affirming providers
- PPE care packages with vaccination and testing information
- Culturally-appropriate vaccination clinics such as settings offering hormone therapy and COVID-19 vaccines

## highlights

**TRACTION** developed a series of humorous comics shared on Facebook, which reached more than 110,000 people with COVID-19 vaccination messages during the funding period.

**U.T.O.P.I.A. Washington** distributed over 100 care packages with PPE, canned food and hand sanitizer that outreach coordinators gave to people in need while also checking in on their mental and physical wellbeing.

*“ We had an individual tell us that the only reason he was able to get boosted at one of our clinics was because it was within walking distance, and he does not have reliable transportation so going to a traditional clinic setting was a major hardship for him.”*  
– The Spectrum Center

Above: Four diverse community members gathered indoors wearing face masks



**977**

estimated community engagements\*



**187,794**

estimated people reached



**10%**

of priority communities are LGBTQ+

## audiences

- LGBTQ+ and BIPOC persons
- Transgender people
- QTBIPOC Sex Workers

## intersection

- Immigrant /Refugee
- Low Income/ Unhoused
- Native Hawaiian, Pacific Islander or Pasifika
- Samoan
- Caregivers
- Youth
- Rural

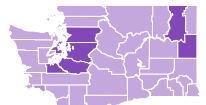
## totals to date

Cumulative DOH CMO program metrics from October 2020 through January 2023



**\$552,317**

total funding to date



**7** counties & statewide



**337**

estimated media placements\*



**4%**

of total funding



**10**

partners to date

\*The total number of COVID-19 vaccination resources and services provided in support of the specific community group are reflected in both the estimated community engagements and estimated media placements metrics.

# Multicultural Organizations

DOH COVID-19 Community Media Outreach Campaign — Oct 2020 - Jan 2023

## Key themes

Partners addressed myths head-on, leveraging health care and child care providers and professionals, social service workers and faith leaders in their own communities to serve as trusted messengers, and worked to connect with people where they live, shop and worship to talk about COVID-19 vaccines.

Frequent, consistent and simple in-person communications around COVID-19 prevention guidance that took into consideration people's core beliefs and practices were effective at reaching communities that continued to gather in-person during the pandemic for religious ceremonies and family events.

## activities

- One-on-one, in-language assistance with scheduling vaccination appointments and supporting transportation coordination
- Trusted messengers to reach communities via various platforms including WhatsApp and in person at grocery stores, worship centers, shelters, social service centers and more

## highlights

**Center for Multicultural Health (CMCH)** aired a COVID-19 vaccination promotional video featuring young people and families sharing their family-centered reasons for getting vaccinated in local movie theaters in Pierce and King counties.

**Power of Two** reached unhoused people by visiting encampments, providing COVID-19 information about the safety and efficacy of the vaccine and helping people get vaccine appointments by giving out bus tickets and information about the nearest vaccination sites.


***“ We did not trust the vaccine, but when it was offered inside the Islamic Center, we felt comfortable and trusted the Islamic Center, so we came to take it.”***

– **Event participant, Muslim Community Network Association**

Above: Community members sitting and receiving vaccinations

  
**50,647**  
estimated community engagements\*

  
**374,432**  
estimated people reached

  
**26%**  
of priority communities are multicultural

## audiences reached

- Black /African American
- Native Hawaiian/Pacific Islander/Pasifik
- Immigrant /Refugee
- Hispanic/Latino(a)
- Indigenous people of the Americas
- Asian
- Afghan evacuees
- LGBTQ+
- Former Soviet Union

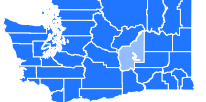
## intersection


- Faith Communities
- Individuals with disabilities
- Undocumented community members
- Pregnant & parenting
- Low income/unhoused
- Youth
- Rural


## totals to date


Cumulative DOH CMO program metrics from October 2020 through January 2023

  
**\$3,361,315\*\***  
total funding to date

  
**38** counties & statewide

  
**1,710**  
estimated media placements\*

  
**24%**  
of total funding

  
**54**  
partners to date

\*The total number of COVID-19 vaccination resources and services provided in support of the specific community group are reflected in both the estimated community engagements and estimated media placements metrics.

\*\*Includes partners serving Afghan evacuees.



# Pacific Islander/Pasifika/Native Hawaiian Organizations

DOH COVID-19 Community Media Outreach Campaign – Oct 2020 – Jan 2023

## Key themes

Partners leveraged the voices of youth, elders, cultural navigators and faith-based leaders to reach vaccine hesitant community members with personal stories that reinforced vaccination and prevention behaviors as a sign of communal strength.

Cultural practices, celebrations and languages were incorporated into community vaccination events, and partners created space at online and in-person events for people to share the real impacts that COVID-19 has had on them.

## activities

- Recurring, accessible community vaccination clinics at cultural centers including weekend and evening availabilities
- Video content including a campaign to show the impacts of COVID-19 on small community-owned businesses
- Social media content addressing misinformation and providing critical resources

## highlights

**Pacific Islander Community Association of Washington (PICA-WA)** hosted 20 vaccination clinics and increased staffing in rural areas to communicate with hard-to-reach pockets of the community.

**Pacific Islander Health Board** offered at-home vaccinations to community members, bringing the vaccine directly to them.

**“ In only 2 days visiting 6 homes in under 6 hours (and on a Labor Day holiday weekend), we were able to vaccinate 36 community members!”**  
– Pacific Islander Health Board of Washington

Above: Community members gathered outside in matching shirts and wearing face masks



## audiences reached

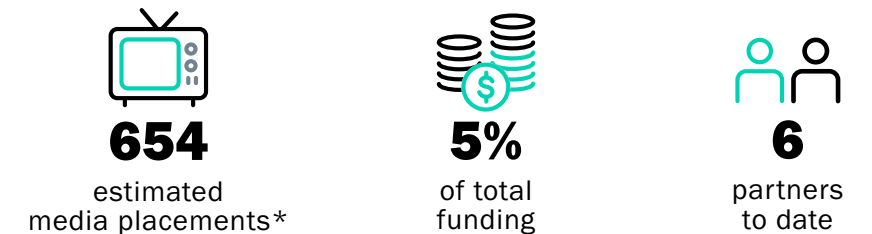
- CHamoru
- Chuukese
- Fijian
- Native Hawaiian
- Pacific Islander
- Pasifika
- Marshallese
- Samoan

## intersection

- Immigrant /Refugee
- Elderly
- Caregivers

## totals to date

Cumulative DOH CMO program metrics from October 2020 through January 2023



\*The total number of COVID-19 vaccination resources and services provided in support of the specific community group are reflected in both the estimated community engagements and estimated media placements metrics.

# Tribal-Related Organizations

DOH COVID-19 Community Media Outreach Campaign — Oct 2020 - Jan 2023

## Key themes

Tribal-related partner organizations focused on creating culturally relevant materials featuring tribal Elders, trusted leaders, Native languages and Native artists. Partners created space for safe gatherings so community members could express their personal stories, perspectives and recommendations around vaccination and wellness.

Elders reached community members with their vaccination stories to reduce vaccine hesitancy and encourage vaccination.

## activities

- Printed COVID-19 information - such as articles and ads in community media publications, and rack cards and fact sheets featuring Native art in community gathering spaces
- Webinars, Radio PSAs and strategically placed billboards intended to reach vaccine hesitant individuals

## highlights

**Native Action Network** designed and distributed a monthly newsletter containing artwork as well as information about COVID-19 and upcoming webinars to address vaccine hesitancy. Each issue of the newsletter reached more than 2,000 people and was opened by more than 550 recipients.

From October to November, **American Indian Community Center (AICC)** had 300 social-media engagements for the Health Sovereignty Event and community outreach. They printed custom face masks with three different designs by AI/AN artists and provided them to more than 300 community members with the logo “For the Love of Our People”.

*“The only way to get back to our way of life is to get vaccinated.”*

– Dylan Dressler, Clinic Director,  
A'aninin Nation

# WE'RE GETTING VACCINATED



Above: Young community members gathered outside and promoting vaccination



estimated community engagements\*



estimated people reached



of priority communities are Tribal related

## audiences

- American Indian/ Alaska Native
- Native Elders
- Urban Indian
- Tribal American

## intersection

- Black/African American
- Pacific Islander/Native Hawaiian/Pasifika
- Youth
- Veterans
- Disability
- Low Income/ Unhoused
- Multicultural
- LGBTQ+
- LatinX

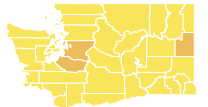
## totals to date

Cumulative DOH CMO program metrics from October 2020 through January 2023



**\$926,499**

total funding to date



**3** counties & statewide



**2,030**

estimated media placements\*



**6%**

of total funding



**12**

partners to date

\*The total number of COVID-19 vaccination resources and services provided in support of the specific community group are reflected in both the estimated community engagements and estimated media placements metrics.