



CHAMPIONS FOR EQUITY

Recognition Celebration

Virtual Event

June 29, 2023

Agenda

Welcome & Introduction

Ashley Mills,

Assistant Deputy Director, Center for Healthy Communities (CHC)

Ramona Mosley,

Chief, CHC Program Alignment, Communications, & Equity Section

Local Health Jurisdiction Champion Spotlights & Recognition

Stephany Pizano,

Office of Health Equity, CDPH

Jennifer Herrera,

County of Santa Cruz

Michael Beccarelli,

Nutrition Education and Obesity Prevention Branch, CDPH

Lessons Learned & Key Takeaways

Moderator

Sara Bosse,

Madera County, Department of Public Health, & Local Health Jurisdiction Champions

Call to Action & Wrap Up

Casey Gallagher,

CHC, Communications Lead

Contra Costa Health

Recognized as a champion for:

Community voice and shared power.

Project:

COVID-19 Care for Undocumented People Taskforce
Historically Marginalized Communities Engagement Unit (HMCE)

Contra Costa Health Service's leadership created the COVID-19 Historically Marginalized Communities Engagement Taskforce to identify challenges and barriers faced by undocumented immigrants and marginalized communities when accessing health-related information and services. Partnering with various non-traditional partners, the Taskforce created a Resource Guide translated into 11 languages to provide information on testing and vaccination, health access, mental health support, safety net resources, and legal resources. The completion and dissemination of the Resource Guide maximized reach, improved the relevance of public health messaging, and showed increased credibility and solidarity with communities.

Madera County Department of Public Health

Recognized as a champion for:

Bringing public health & health care services directly to communities.

Project:

Mobile Health Team

In consideration of socioeconomic disparities and health inequities, Madera County expanded their Mobile Health program to target vulnerable populations and improve accessibility to care, services, and resources. The expanded Mobile Health program includes flu testing and vaccinations, wellness checks, STD/HIV testing, TB screenings, and more. Partnering with CBOs, local primary care, pediatric care, and school districts, the program provided one-on-one services, support, awareness, resources, and referrals. The Mobile Health program continues to receive high patient satisfaction levels and growing service utilization, especially among underrepresented or marginalized communities.

Mariposa County Public Health Branch

Recognized as a champion for:

Using data to identify inequities and needs, strategically provide resources, and strengthen cross-sectoral collaboration.

Project:

Community Information Exchange

Mariposa County created the Community Information Exchange (CIE) to connect data systems within a community to improve patient/client information sharing and advance quality care outcomes. CIE provides a centralized location for patient/client data and creates a more holistic picture of the individual needs. Thus, CIE helps ensure that proper interventions and preventative actions are taken to reduce health inequities and disparities. Through CIE, Mariposa County hopes to build cross-functional teams across their partner organizations to make communication and information sharing more efficient for teams that work with our patients/clients.

County of Monterey Public Health Department

Recognized as a champion for:

Internal equity training throughout government.

Project:

Monterey County Health Equity Scholars Academy (HESA)

Focused on normalizing discussions of inequities in the workplace and raising awareness of county equity efforts, the Monterey County Health Equity Scholars Academy (HESA) implemented a workforce training program that supports the learning and understanding of the root causes of health inequities. Through self-reflection activities, videos, and articles, HESA's innovative approach improves collaborative relationships between staff members to address inequities at a systemic level. Participants experienced an 89% increase in knowledge of global and local health inequities. Monterey County continues to refine their training program through evaluation survey responses.

San Joaquin County Public Health Services

Recognized as a champion for:

Using data to identify inequities and needs, targeting resources.

Project:

Priority Neighborhood Profiles Drive Collective Efforts

To assess how best to address and prioritize the needs of San Joaquin's most vulnerable residents, San Joaquin County co-led the first joint countywide 2022-25 Community Health Needs Assessment. Priority Neighborhood Profiles were curated to define 14 disadvantaged census tracts that suffer the highest burden of disease/injury and conditions that negatively affect the health of residents. With the help of local hospitals and community partners, San Joaquin County has begun providing funding and support to many of its most vulnerable neighborhoods.

County of San Luis Obispo Public Health Department

Recognized as a champion for:

Providing services in a culturally and linguistically appropriate manner.

Project:

Applying Lessons Learned from COVID-19
to Reach Indigenous Communities

Due to the lack of interpretation services, the Indigenous Mixteco community lacks access to health services and information and are at increased risk of being exposed to healthcare misinformation. San Luis Obispo County partnered with a local medical interpretation company (Herencia Indigena) to offer Mixteco interpretation and Mixtec Cultural Awareness Training for all staff. A multilingual outreach coordinator organized a variety of health information communications in Spanish and Mixteco languages and facilitated a Mixteco Outreach Group. Through door-to-door outreach and mobile vaccine clinics, Latinx and Indigenous vaccination rates doubled, and San Luis Obispo County continues to support their Indigenous community.

San Mateo County Health

Recognized as a champion for:

Embedding community collaboration and power-sharing into a Public Health architecture.

Project:

Community-centered collaboration process and framework/proposal

To address health equity advances, San Mateo County met with community members to seek their input in developing a transparent and sustainable structure for community engagement. A thorough review of existing community engagement frameworks and community member input sessions centered the communities' voice in the development and execution of a new community collaboration structure. San Mateo County's Public Health, Policy, and Planning leadership continues to refine and develop their proposal through follow-up community sessions and community feedback.

Shasta County Health and Human Services, Public Health Branch

Recognized as a champion for:

Using data to identify inequities and needs, targeting resources.

Project:

Equity-based approach to prioritizing school districts

Shasta County Local Oral Health Program recently partnered with a registered dental hygienist in alternative practice to perform prevented dental services in Shasta County schools. To ensure their program provides equitable treatment to all school districts, they implemented a priority ranking based on eligibility for free/reduced priced lunches, population of minority students and rural status.

Tulare County Public Health

Recognized as a champion for:

Empowering local influencers to be health equity champions in their communities.

Project:

Shots at the Shop

Addressing vaccine hesitancy and distrust among their community, Tulare County's Shots at the Shop program recruited barbershops and stylists to be unconventional health advocates. Staff initially established stronger trust through in-person visits, open communication, and social media flyers. Participants received health education training on vaccine hesitancy, vaccine facts, epidemiological data, and local community resources to create safe spaces for open educated conversations to take place among the community. A pre and post survey reported 187 of the 514 individuals had increased interest in getting vaccinated or received vaccinations.

Thank You & Acknowledgments

Thank you to all the health equity champions who continually prioritize the health and wellness of our communities. We would also like to acknowledge everyone who supported in the collaboration and planning of this event.

Center for Healthy Communities (CHC) Leadership

Terri Sue Canale-Dalman,
Deputy Director

Ashley Mills,
Assistant Deputy Director

Maria Ochoa,
Assistant Deputy Director

Dr. Cyrus Rangan,
Assistant Deputy Director

Champions for Equity Committee

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Communications & Equity Section, CHC

Casey Gallagher
Communications Lead, CHC

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