

# DESAUTEL HEGE

## Mobilizing Behind Community Partners' Needs to Advance Health Equity and Address the Social Determinants of Health.



(A group photo of some members of the DH CDO program team after a planning session.)

The Washington State Department of Health (DOH) is committed to improving health equity by funding community-based organizations (CBOs) through the OT21-2103 Health Disparities Grant.

DOH is collaborating with CBOs to provide culturally and linguistically appropriate services (CLAS) including disseminating COVID-19 information to communities disproportionately impacted by the pandemic.

The Department of Health (DOH) has contracted Desautel Hege (DH) to assist CBOs with communication strategy development, program implementation, and production support for CLAS outreach materials and processes.

## Examples of Technical Assistance Provided by DH

- Compile and share COVID-19 education and outreach resources through the [Community Partner Page](#)
- Create digital platforms and the bi-weekly community partner newsletter
- Provide training on the DOH branding guidelines
- Strategy development and planning for COVID-19 education and outreach efforts
- Bridging communication gaps using print, digital media, videos, and photography mediums
- Production support in the areas of content development, design, video, experts, translation, and accessibility
- Produce accessible content, including image descriptions, captions, text readers and translation of COVID-19 outreach, and education materials as requested
- Support partners with tools for in-person and online events



(A flyer promoting DH subcontractor CHWCMR's Los Originales Radio Show)

“ Making these resources accessible and navigable at people's fingertips, whether through training or digital platforms, is one of the key focuses of our technical assistance. ”

-Nico Archer, Partner, DH

## Promoting Culturally Appropriate COVID-19 Outreach and Education Efforts Among the Native Hawaiian Pacific Islander (NHPI) and Hispanic/Latino Communities

DH works closely with other contracted CBOs, to promote education and outreach initiatives within the NHPI and Hispanic and Latino communities. Other audiences include underrepresented Washington residents and those with region-specific health access requirements based on available resources.

Collectively, program participants access and reflect on **Social Vulnerability Index (SVI)** – provide link to WTN SVI webpage\* data to confirm trends and adjust the CBO-led outreach and education strategies.

Part of DH's strategy is to build the capacity of CBOs to understand the cultural needs of their audiences and to engage local experts and representatives to provide culturally relevant and linguistically accessible COVID-19 information.

### SOCIAL VULNERABILITY INDEX

### Factbox

The SVI data indicates that NHPI and Hispanic/Latino communities are disproportionately impacted by COVID-19.

Between March 2020 and June 2023, Hispanic/Latino hospitalization rates for COVID-19 cases were two times higher than White hospitalization rates.

## GEOGRAPHIC INTERVENTION

DH is committed to filling gaps in existing programs throughout Washington State. This means DH has a broad scope and leads efforts across counties or regions, as well as intersectional audiences (such as persons with disability, LGBTQIA2S+ community)

## PARTNERS

A full list of DH partners will be available on this website:

<https://communitypartnerpage.com/partner-directory/>.

FOR MORE INFORMATION PLEASE EMAIL: [EQUITY@DOH.WA.GOV](mailto:EQUITY@DOH.WA.GOV)



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