

# YAKIMA VALLEY COMMUNITY FOUNDATION:

## Bridging the gap to meet rural community needs

Yakima Valley Community Foundation (YVCF) is collaborating with the Washington State Department of Health (DOH) through the Health Disparities Grant to address significant barriers faced by the Hispanic and Latino communities in accessing health information and services, which the COVID-19 pandemic recently brought to light.

YVCF is leading COVID-19 education outreach and vaccine promotion initiatives among the Hispanic population residing in Yakima, Adams, Grant, and Kittitas counties, in accordance with its mission to connect people, resources, and ideas so the community we know, and love can thrive. The efforts are being organized in collaboration with trusted community-based organizations (CBOs) that have been subcontracted to set up mobile vaccine clinics, assist in creating culturally and linguistically relevant messaging, and most importantly, put the Hispanic/Latino community's voice front and center.

YVCF is partnering with the Washington State Department of Health (DOH) to address the barriers faced by the Hispanic community which were brought to light by the COVID-19 pandemic including: access to health information and educational outreach.

### Factbox

Limited English Proficiency (LEP) is a barrier for the Hispanic/Latinx population to access health services. In some YVCF intervention areas, over 53% of the population is considered LEP according to the U.S. Census Bureau.

### Factbox



In the city of Yakima alone, nearly 1 in 4 households do not have access to a private vehicle at home.

## YAKIMA VALLEY COMMUNITY OUTREACH EFFORTS:

### Specifically:

- Engaging in conversations with trusted, CBOs
- Centering around equity and inclusion
- Meeting the needs of our community members where they are
- Offering incentives to entice attendance and participation in educational and vaccine events
- Leveraging the Opportunities Industrialization Center (OIC) as a leader in outreach to help bridge trust among community-based organizations in Yakima, Adams, Grant, and Kittitas counties
- Assessing community preferences, needs, biases, etc., by hosting listening sessions, and reviewing and analyzing data and trends on income, education, health, families, and more all available at <http://yakimavalleytrends.org/index.cfm>

“ **Yakima Valley Community Foundation is deliberately developing, cultivating, and strengthening community-based partnership by actively listening, by ensuring the community-based organizations have the most influence or voice in project meetings, and by ensuring their input is considered and acted upon.** ”

**-Amber Ortiz Diaz**

## Partnerships:

### Some of Yakima Valley Community Foundation partnerships include:

- Opportunities Industrialization Center Washington (OIC)
- Catholic Charities Housing Services
- Nuestra Casa
- La Casa Hogar
- Unidos Nueva Alianza
- Center for Latino Leadership
- Apoyo
- DEI Consulting
- EPIC
- People for People
- Field Group
- Yakima Health District (Not a subcontractor but heavily involved)

\* YVCF is actively creating new partnerships

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



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