

# A PARTNERSHIP:

## Leveraging Media to Promote Public Health Messaging within the Asian Community

A PARTNERSHIP serves Asian communities with limited English proficiency, immigrants less familiar with American culture and media, low-income families, the elderly, and people with disabilities by employing culturally and linguistically relevant communication and advertising strategies.

Through a braided funding approach, the OT21-2103 Health Disparities Grant has provided the funds necessary to translate and communicate important COVID-19 updates for the Asian community. Their work focuses on promoting health equity and reducing disparities faced by Asian communities.

A PARTNERSHIP is strengthening relationships with Asian community-based organizations (CBOs) to improve access to resources. Their aim is to better equip communities with resources and strategies that strengthen the community before a future public health emergency.



Seniors doing an exercise during a community gathering organized by the Khmer Community of Seattle, focusing on the wellness of elders. It was held in May 2023.

## Partnerships.

A PARTNERSHIP currently works with 18 subcontractors to deliver COVID-19 messages.

Among these organizations include:

- Northwest Asian Weekly & Seattle Chinese Post
  - Filipino Community of Seattle
- Koran Community Service Center
  - Nguoi Viet Ngay Nay
  - UTSAV

\*Not all organizations listed above

## STRATEGIC INITIATIVES

Some of A PARTNERSHIP'S activities around COVID-19 outreach and education include:

- Create an Asian coalition with 18 organizations in Washington state to promote COVID-19 awareness, reduce vaccination hesitancy, and address health inequities

(The following are done in collaboration with A Partnership's 18 subcontractors)

- Produce culturally relevant COVID-19 communication materials in English and multiple languages
- Work with trusted Asian organizations in Washington state to disseminate the materials to their community via in-person, online, and offline methods
- Conduct community surveys and assessments to understand the needs of the Asian subcommunities in Washington state and create response plans
- Coordinate with subcontractors to interview local Asian healthcare experts to answer questions from community members
- Assist Asian organizations in Washington state by expanding organizational capacity and developing emergency response plans for potential COVID-19 outbreaks and other health emergencies

One challenge A Partnership faces is effectively connecting in areas of the state (i.e.: Eastern WA) where there is a smaller foothold of Asian CBOs.

## SOCIAL VULNERABILITY INDEX FACTBOX



Up to 20% of the population in Snohomish County has at least one disability. There is a high concentration of senior citizens in King and Snohomish Counties. A PARTNERSHIP desires that the Asian community be aware of the most recent COVID-19 updates, but also be aware of where they can find assistance independently.

The organizations works to empower and strengthen the community so they can protect themselves and families. A PARTNERSHIP is a bridge for strengthening relationships and trust between local organizations and their community members.



The first seminar about COVID-19 hosted by Seattle Radio Hankook for Korean seniors in the Seattle area, held in June 2023



I found that for those with higher income levels, the end of the PHE was inconsequential. Many didn't even notice it. But for those who were the most marginalized, such as those with severe mental illness or language issues, who could very well miss their letter to reenroll, it could be a disaster. But in interviewing the executive director of ACRS, I understood how important community organizations are in providing support to those who need it.

Written by: Northwest Asian Weekly (subcontractor).

