

COVID-19 Latinx Community Readiness Prevention Report

Marion County, Oregon



12/23/2020
Marion County COVID-19 Health Liaison Team



Marion County
OREGON

Health & Human Services

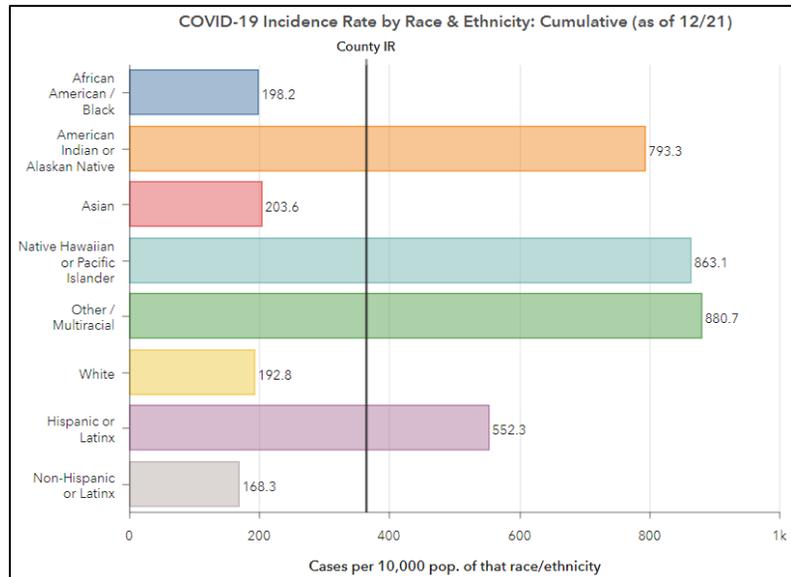
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Overview:

As with all communities across the globe, the Marion County, Oregon community is in the midst of preventing the spread of COVID-19, with the ultimate goals of reducing infections, hospitalizations, and deaths. Commonly adopted prevention measures include wearing a face covering, maintaining a 6ft or more distance between other people, effectively washing hands and sanitizing surfaces often, and avoiding crowds and social gatherings where physical distancing cannot be maintained. While all communities are dealing with the ramifications of these necessary measures, some communities are disproportionately affected by COVID-19.

[According to the 2019 US Census](#), 27.2% of Marion County's population identifies as Hispanic or Latinx. COVID-19 data from [Marion County's Data Dashboard](#) as of 12/21/2020 shows that Hispanic or Latinx identifying individuals have cumulatively contracted COVID-19 at a rate x 3.3 higher than non-Hispanic or Latinx individuals. This disproportionate burden of disease has prompted increased local collaboration with Latinx leaders and messaging to the Latinx community than had existed before the COVID-19 pandemic. However, even with increased messaging of prevention, testing, resource availability, and collaboration with local Latinx leaders, the disease burden remains higher among this population.



Therefore, the Marion County COVID-19 Health Liaison team conducted a Community Readiness Assessment and strategic planning workshops among various key community partners, leaders, and community members to better understand the COVID-19 disparity. The evidence-based Community Readiness Model – developed by the Tri-Ethnic Center for Prevention Research at Colorado State University – was used because it integrates a community's culture, resources, and level of readiness to more effectively address the issue. It allows communities to define issues and strategies in their own context, with the ultimate goal of increasing community capacity for prevention and intervention. It is also measurable and multi-dimensional, allowing Marion County and its community to develop strategies and interventions aimed at decreasing COVID-19 transmission over time.

Responses to the Community Readiness Assessment and strategic planning workshops are from the perspective of key respondents who represent various segments of the Latinx community. Discrepancies among key respondent answers may exist. The purpose of the assessment is to create a combined average of these responses for a full, accurate level of readiness for community change. It will then inform strategic planning workshops to create intervention strategies to increase community readiness.

As the Tri-Ethnic Community Readiness Model states, "matching an intervention to a community's level of readiness is absolutely essential for success." Through the use of this tool, the community will be able

to identify challenging interventions for community change broken down into a series of manageable steps.

Community Readiness Model Process:

1. **Identify the issue:** COVID-19 disease transmission.
2. **Define community:** Latinx community who work and/or reside in Marion County, Oregon.
3. **Conduct key respondent interviews:** 15 interviews were conducted between August 20-28th, 2020 from individuals representing the following sectors:
 - A. Latinx Community Based Organizations
 - B. Law enforcement
 - C. Early childhood education
 - D. Health & medical professionals
 - E. Local government official
 - F. Social Service Organization
 - G. Food pantry
 - H. Farmworker housing
 - I. Key respondents represented organizations based in Woodburn, Salem, Stayton, and the greater Marion County area.
4. **Score to determine readiness level:** included in subsequent pages of this report.
5. **Develop strategies/conduct workshops:** 4 workshops completed – 3 in English, 1 in Spanish. See page 11 for analysis.
6. **Evaluate strategy effectiveness:** Next steps after report to ensure community has progressed.



Dimensions of Readiness:

- A. **Community Efforts:** To what extent are there efforts, programs, and policies that address the issue?
- B. **Community Knowledge of the Efforts:** To what extent do community members know about local efforts and their effectiveness, and are the efforts accessible to all segments of the community?
- C. **Leadership:** To what extent are appointed leaders and influential community members supportive of the issue?
- D. **Community Climate:** What is the prevailing attitude of the community toward the issue? Is it one of helplessness or one of responsibility and empowerment?
- E. **Community Knowledge about the Issue:** To what extent do community members know about the causes of the problem, consequences, and how it impacts your community?
- F. **Resources Related to the Issue:** To what extent are local resources – people, time, money, space, etc. – available to support efforts?

Stages of Community Readiness:

1. **No Awareness:** Issue is not generally recognized by the community or leaders as a problem (or it may truly not be an issue).
2. **Denial/Resistance:** At least some community members recognize that it is a concern, but there is little recognition that it might be occurring locally.
3. **Vague Awareness:** Most feel that there is a local concern, but there is no immediate motivation to do anything about it.
4. **Preplanning:** There is clear recognition that something must be done, and there may even be a group addressing it. However, efforts are not focused or detailed.
5. **Preparation:** Active leaders begin planning in earnest. Community offers modest support of efforts.
6. **Initiation:** Enough information is available to justify efforts. Activities are underway.
7. **Stabilization:** Activities are supported by administrators or community decision makers. Staff are trained and experienced.
8. **Confirmation/Expansion:** Efforts are in place. Community members feel comfortable using services, and they support expansions. Local data are regularly obtained.
9. **High Level of Community Ownership:** Detailed and sophisticated knowledge exists about prevalence, causes, and consequences. Effective evaluation guides new directions. Model is applied to other issues.



Community Findings by Dimension:

Dimensions of Readiness	Score (Scale of 1 to 9, with 9 being the highest)
Dimension A: Community Efforts	6
Dimension B: Community Knowledge of Efforts	5
Dimension C: Leadership	6
Dimension D: Community Climate	4
Dimension E: Community Knowledge of Issue	5
Dimension F: Resources Related to the Issue	6
TOTAL	5

Goals & General Strategies Appropriate for Dimension Stages:

Dimension A: Community Efforts – 6: Initiation

Where we are: Efforts (programs/activities) have been implemented

Next Steps:

7. Efforts (programs/activities) have been running for several years.
8. Several different programs, activities and policies are in place, covering different age groups and reaching a wide range of people. New efforts are being developed based on evaluation data.

Ideas to achieve goal: Provide community-specific information

- Conduct in-service training on Community Readiness for professionals and paraprofessionals.
- Plan publicity efforts associated with start-up of activity or efforts.
- Attend meetings to provide updates on progress of the effort.
- Conduct community interviews to identify service gaps, improve existing services, and identify key places to post information.
- Begin library or Internet search for additional resources and potential funding.
- Begin some basic evaluation efforts.

Dimension B: Community Knowledge of Efforts – 5: Preparation

Where we are: Members of the community have basic knowledge about local efforts (e.g., purpose).

Next Steps:

6. An increasing number of community members have knowledge of local efforts and are trying to increase the knowledge of the general community about these efforts.
7. There is evidence that the community has specific knowledge of local efforts including contact persons, training of staff, clients involved, etc.

Ideas to achieve goal: Gather existing information with which to plan strategies

- Conduct community COVID-19 prevention surveys.
- Sponsor a virtual community event to increase knowledge of the effort.
- Conduct public forums to develop strategies from the grassroots level.
- Utilize key leaders and influential people to speak to groups and participate in local radio and television shows.
- Plan how to evaluate the success of your efforts.

Dimension C: Leadership – 6: Initiation

Where we are: Leaders are active and supportive of the implementation of efforts.

Next Steps:

7. Leaders are supportive of continuing basic efforts and are considering resources available for self-sufficiency.
8. Leaders are supportive of expanding/improving efforts through active participation in the expansion/improvement.

Ideas to achieve goal: Provide community-specific information

- Conduct in-service training on Community Readiness community and government leadership.
- Plan publicity efforts associated with start-up of activity or efforts.
- Attend meetings with local leaders to provide updates on progress of the effort.
- Conduct leader interviews to identify service gaps, improve existing services, and identify key places to post information.
- Begin library or Internet search for additional resources and potential funding.
- Begin some basic evaluation efforts.

Dimension D: Community Climate – 4: Preplanning

Where we are: The attitude in the community is now beginning to reflect interest in the issue. “We have to do something, but we don’t know what to do.”

Next Steps:

5. The attitude in the community is “we are concerned about this,” and community members are beginning to reflect modest support for efforts.
6. The attitude in the community is “This is our responsibility” and is now beginning to reflect modest involvement in efforts.

Ideas to achieve goal: Raise awareness with concrete ideas to combat COVID-19.

- Introduce information about the issue through presentations and media.
- Visit and invest community leaders in the cause.
- Review existing efforts in Latinx community (curriculum, programs, activities, etc.) to determine who the target sub-populations are and consider the degree of success of the efforts.
- Conduct local focus groups to discuss issues and develop strategies.
- Increase media exposure through radio and television public service announcements.

Dimension E: Community Knowledge About the Issue – 5: Preparation

Where we are: Community members know that the signs and symptoms of this issue occur locally, and general information is available.

Next Steps:

6. A majority of community members know the signs and symptoms of the issue and that it occurs locally, and local data are available.
7. Community members have knowledge of, and access to, detailed information about local prevalence.

Ideas to achieve goal: Gather existing information with which to plan strategies

- Conduct community COVID-19 prevention surveys.
- Sponsor a virtual community event to increase knowledge of COVID-19 prevention.
- Conduct public forums to develop strategies from the grassroots level.
- Utilize key leaders and influential people to speak to groups and participate in local radio and television shows.
- Plan how to evaluate the success of your community knowledge increasing efforts.

Dimension F: Resources Related to the Issue – 6: Initiation (people, money, time, space, etc)

Where we are: Resources have been obtained and/or allocated for this issue.

Next Steps:

7. A considerable part of support of on-going efforts are from local sources that are expected to provide continuous support. Community members and leaders are beginning to look at continuing efforts by accessing additional resources
8. Diversified resources and funds are secured and efforts are expected to be ongoing. There is additional support for further efforts.

Ideas to achieve goal: Provide community-specific information

- Conduct trainings on Community Readiness with community leaders, workers, and professionals.
- Plan publicity efforts associated with start-up of activity or efforts.
- Attend meetings with community leaders, workers, and professionals to provide updates on progress of resources.
- Conduct community interviews to identify service gaps, improve existing services, and identify key places to post information about resources.
- Begin library or Internet search for additional resources and potential funding.
- Begin some basic evaluation efforts.

Overall Averaged Total – 5: Preparation

Addressing the various dimensions at their current level will increase the overall score as those scores get raised. The goal of this assessment is to create community defined strategies that increase knowledge, adoption of prevention practices, and reduce the disease burden on the Latinx community, and ultimately the general community as well.

Goals mentioned throughout each dimension's levels of readiness:

- *Raise awareness with concrete ideas to combat COVID-19*
- *Gather existing information with which to plan strategies*
- *Provide community-specific information*

Specific ideas to accomplish goals are listed under each preceding dimension.

Key Respondent Concerns:

During the interviews, key respondents identified reoccurring concerns they had with the Latinx community following COVID-19 prevention and testing. including social determinants of health (SDH), government distrust, personal/cultural beliefs, and lack of culturally specific supports:



- 1. Social Determinants of Health:** The general necessity for income was the highest identified concerns preventing the Latinx community from following COVID-19 prevention efforts. Other social determinants of health identified included lack of health insurance, affordable housing, and employer provided health care. This caused downhill effects, such as community members not seeking testing because they cannot miss a paycheck from work to support themselves and their families, and too many people living in one household preventing physical distancing.
- 2. Lack of trust in government:** Many key respondents identified lack of trust and fear in the government on multiple levels. Federally, there is community fear of US Immigration and Customs Enforcement (ICE) detainment if they access services. While it was communicated from trusted CBO's and various organizations that ICE would not know if they were to get tested, historical trauma remains a barrier for some, preventing trust to access services they may need. Collaboration and communication in the first few initial months were also shortfalls between local governments (state, county, and city identified) and CBO's, contributing to a lack of knowledge during that time. See more on this below.
- 3. Language:** Lack of culturally specific, plain language information in Spanish and other indigenous languages was a common theme in key respondent answers. Some key respondents went on to state that messaging is often academically written. Some community members might not be able to read or write. In addition, fear and anxiety exists among some community members to access resources because of the uncertainty that someone who speaks their language will be available to help them.
- 4. Personal behaviors and cultural beliefs:** Many key respondents identified personal behaviors and cultural beliefs as barriers to following COVID-19 prevention efforts. Social connections and touching are highly valued cultural norms among the Latinx families and the community. It was identified that small social gatherings for Latinx families might be personally defined as 25 people. Latinx community members might not start to follow prevention messages until they personally know someone who has contracted COVID-19. In addition, Latinx community members are more likely to follow prevention messages when they are mandatory.
- 5. Lack of early collaboration:** Many key respondents stated that the lack of collaboration and lack of a unified message in the first few months caused slow adoption of prevention efforts. Many key respondents went on to acknowledge that collaboration with Local and State Public Health officials and the Latinx community partners had improved by August 2020.

Key Respondent Messaging Considerations:

Key respondents were asked “How could we improve outreach and messaging to increase knowledge of prevention and testing (if needed), and increase motivation to follow prevention and get tested.” While each key respondent had their own unique responses, common themes had emerged.



1. **CBO Collaboration:** Work with CBO’s trusted by the Latinx community to message outreach and prevention. Trusted CBO’s have established relationships with many Latinx families, and through collaborations with public health officials, they can deliver health and safety messaging more effectively.
2. **Socioecological Model Messaging:** Construct messaging along the socioecological model (messaging directed at the individual, family, and community level). Key respondents commonly identified family as a major value among Latinx individuals, and should drive the central message of COVID-19 prevention. However, many respondents suggested that appeals to the individual (i.e. protect employment, paycheck, personal health) and community (i.e. keep community healthy, keep cherished local businesses open) are also needed to increase a broad motivation for positive COVID-19 behavior adoption. Overall, a mixture of messaging is needed to connect to a diverse Latinx community.
3. **Messaging on Multiple Platforms:** Repeat a unified message across multiple trusted platforms. Multiple key respondents identified Facebook, Univision, radio, church, and CBO’s representing the Latinx community as trusted sources of information among the Latinx community. A unified, ongoing, coordinated message from public health and trusted leaders across all of these platforms was recommended.
4. **Language:** Ensure messaging is language appropriate. Messaging should be provided in Spanish, and messaging in other Latin American indigenous languages such as Mam should also be considered. In addition, video production, reoccurring radio discussions, and (socially distant, safe) in-person outreach should be also be considered to reach people who may be illiterate.

Strategic Planning:

The Marion County COVID-19 Health Liaison Team held 4 workshops between 11/12/2020 – 12/1/2020 with Latinx community leaders and members. Three workshops were held in English, one in Spanish. Workshop attendees were presented with the Community Readiness Assessment findings, and asked to provide their knowledge and experience to develop effective messaging to prevent COVID-19. Through this process, we hope to address the current level of community readiness to increase adoption of COVID-19 prevention efforts among the Latinx community.

This process was community defined and culturally specific, incorporating cultural values to develop strength-based messaging. The strategic objective and messaging guidelines (starting on page 11) have been adapted from community members and leaders among the Marion County Latinx community and should be applied to messaging to increase adoption of COVID-19 Prevention.

During workshops, participants were asked to respond to the following key questions based on concerns from Key Informant Interviews:

- ▶ Who do we need to increase outreach to (be specific) to increase knowledge and motivation to adopt prevention behaviors, and how should we reach them?
- ▶ How do we ensure resources available (face coverings, time off funding, testing event utilization, vaccinations *when available, etc) are being utilized?
- ▶ What are some of the cultural values that can be identified to assist communities to adopt prevention behaviors? How can these be used to create positive strengths-based messaging around prevention?
- ▶ Our overall score is a 5 (preparation). How can we increase this overall to better serve our Latinx Community?

STRATEGIC OBJECTIVE

Create (or adopt) a unified, comprehensive COVID-19 prevention campaign across a network of community-based organizations representing Latinx community members.

A. Create a simple, culturally appropriate message provided in Spanish, Mam, Mixteco, English, and potentially other dialects.

1. Written communication: Minimalize words; maximize cultural imagery depicting message.
2. Spoken communication: Forum to provide more detail.

Respondent comment:
“Too much information (on flyers) sometimes is less information because they will not read it”

See subsequent guidelines to increase community knowledge about COVID-19 and increase the likelihood of adopting preventative behaviors.

B. Branding should resemble ads and flyers from Mexico and be consistent for recognition across multiple communication channels.

Respondent comment:
“Current branding is often too Americanized”

GUIDELINES (to inform objective)	SPECIFIC MESSAGING RECOMMENDATIONS
<p><u>Guideline 1:</u></p> <p>Acknowledge cultural strengths</p>	<p>Messaging should portray cultural values of:</p> <ol style="list-style-type: none"> A. A strong commitment to family, which generally includes ties not only to immediate family, but also to the extended/multi-generational family. B. The value of hard-work at home and at their jobs. C. The importance of maintaining rich cultural heritage demonstrated through holidays, music, dance, food, language, etc. D. A strong sense of faith and spiritual traditions. E. Love through physical affection (e.g. hugging). F. Respect for self, family, community, elders, others... G. Protection of family, culture, and community.
<p><u>Guideline 2:</u></p> <p>Provide messaging that is positive based</p>	<p>A. Make messaging empowering:</p> <div style="border: 1px solid black; padding: 5px; margin-bottom: 10px;"> <p>Respondent comment: <i>“There is a different level of accountability to people you know”</i></p> </div> <ol style="list-style-type: none"> 1. Leverage richness of relationships by challenging socially connected people to be a COVID-19 leader: help others follow prevention; make one more person aware and challenge them to increase their circles’ awareness.

	<ol style="list-style-type: none"> 2. Farmworkers are essential because we need them. 3. Have people who aren't farmworkers thank farmworkers for their hard work and dedication. <p>B. Being safe now is a sign of love, care, and respect to family and community.</p> <ol style="list-style-type: none"> 1. Changing some aspects about my life today will protect those I care about. 2. Not attending events or social gatherings with various people will ensure I don't get COVID-19 and spread it to family or community. 3. Following COVID-19 prevention protocols now will allow kids to get back to school sooner and reduce stress, anxiety, and depression around physical distancing. 4. My mask doesn't mean I don't trust you, it means I care. 5. Protect yourself to protect your family. 6. Protecting my family, protecting your family ("protegiendo mi familia, protegiendo tu familia"). 7. Being a man means protecting your family. <p>C. Reduce stress and isolation: provide ideas to practice prevention and being together safely.</p> <p>D. Use of humor to increase message.</p>
<p><u>Guideline 3:</u></p> <p>Provide messaging that addresses misperceptions</p>	<ol style="list-style-type: none"> A. Define small gatherings throughout messaging. B. Clearly outline dangers of getting COVID-19. C. Address the dangers of getting COVID-19 and continuing to go to work. <div data-bbox="1036 1066 1414 1310" style="background-color: #e6f2ff; padding: 5px;"> <p>Respondent comments:</p> <ul style="list-style-type: none"> • <i>Small gatherings for the Latinx community could be 25-50 people.</i> • <i>Some may say, "It's not that bad, people I know who got it aren't that sick"</i> </div>
<p><u>Guideline 4:</u></p> <p>Include personal stories in messaging</p>	<ol style="list-style-type: none"> A. Follow an individual, family, and/or worker successfully following COVID-19 safety guidelines. B. Show the effects of COVID-19: <ol style="list-style-type: none"> 1. Some peoples' long-term effects (when symptoms last 4-5 months). 2. A younger family member's remorse giving COVID-19 to an older relative. 3. Unable to go to work. 4. Showing the inconvenience to a family when someone gets COVID-19. 5. Family member getting intubated.

STRATEGIC OBJECTIVE OUTREACH

Provide the unified message across a majority of the following communication channels.

Communication channel
<p>1. Radio: Radio Poder (Woodburn) and KWIP (Dallas) are two highly listened to stations in the area among farmworkers. Sports radio was mentioned as well.</p>
<p>2. Television: Univision has a local station in Portland, TV Jam has online video and television presence.</p>
<p>3. Local churches: Share updates and resources from weekly community updates with Latinx and congregation specific information. Very trusted and influential community leaders.</p>
<p>4. Social Media: posts created with trusted CBO input/approval and shared widely among partner platforms to increase sharing and reach throughout community. Platforms mentioned were Facebook, Instagram, Twitter, Snapchat, Tiktok, Youtube.</p>
<p>5. Field Navigators/Health Advocates: A manual (or packet) including education, materials, support, and resources for person to person educational leaders. This is important because personal connection is lacking and a highly valued form of communication.</p>
<p>6. Schools and Teachers: Teachers are a trusted source of information and have established relationships with families.</p>
<p>7. Employers: Employers of farmworkers, food processors, small businesses, etc. who commonly employ Hispanic/Latinx identifying individuals. Resources and upcoming testing events can be included here.</p>
<p>8. Text message: Alert network signup, message includes testing opportunities and prevention messaging. Great way to reach older and younger generations.</p>
<p>9. Email: Alert network signup, messaging based on weekly community updates and Latinx specific information, unified with other platforms for consistency.</p>
<p>10. Mexican & Guatemalan Consulate: A trusted organization for migrant seasonal farmworkers.</p>
<p>11. Flyers: Not the preferred form of communication. However, following guidance outlined, flyers are suggested to be distributed to the following:</p> <ul style="list-style-type: none"> i. Field Navigators

- ii. Farm labor contractors
- iii. Food pantries
- iv. Laundromats
- v. Labor camps
- vi. Workplaces: flyers for break room/common areas and paycheck stuffer.
- vii. Grocery stores/frequented markets
- viii. Banks and credit unions
- ix. Schools/teachers
- x. Housing managers

ADDITIONAL STRATEGIES FOR CONSIDERATION

<p>Some messaging should specifically appeal to youth</p>	<ol style="list-style-type: none"> 1. Accentuating ways younger people can maintain social aspect of lives and follow guidelines (example, Netflix Party). 2. Visually showing youth following protocols depicted through videos and photos. 3. Flipping youth rebellious spirit into positive messaging: example, “guerrilleros usan mascarilla.” 4. Coming up with memes or humorous messaging around traditions.
<p>Increase utilization of available resources to prevent and detect COVID-19 for Latinx communities</p>	<ol style="list-style-type: none"> A. Messaging about funds and resources available to support quarantine and isolation should accompany all secondary prevention (screenings, signs and symptoms, etc) messaging and tertiary prevention (post diagnosis) messaging. B. Create one trusted, localized location (website, phone number to call) where resources can be found. C. Sharing resources available through Community Based Organization collaboration to determine what is offered and what is needed. D. Hosting consistent weekly, bilingual, drop-in, and free COVID-19 testing events that automatically notify people of upcoming events through community alerts that are text, email, and phone call capable. E. All messaging should plainly state someone is available to speak to them in their native language (Spanish, Mam, Mixteco, other indigenous language).

****Final disclaimer:** This is a working document. It is expected that it will change over time. It should also be noted that the timeline for release of this report was interrupted by the Beachie Creek and Lionshead Fires in September 2020. Unlike typical health situations, the COVID-19 pandemic is rapidly evolving, requiring an accelerated timeline to complete the Community Readiness Model process.**