

# Engaging & Communicating with “Hard-to-Reach” Populations

*Public Health Communications Webinar Series*

June 25, 2019



# Webinar Objectives

- Identify challenges to engaging “hard-to-reach” communities around public health issues
- Highlight the importance of leveraging cultural competency, diversity, and inclusion to develop messaging that is relevant to such communities
- Share best practices and success stories for connecting with “hard-to-reach” populations

# Agenda

- **Overview: “Hard-to-Reach” Populations**
  - Kim Rodgers, Communications Manager, NACCHO
- **Case Study: Public Health – Seattle & King County**
  - Robin Pfohman, Community Resilience + Equity Program Manager
- **Case Study: San Diego County Health and Human Services**
  - Justine Kozo, Chief, Office of Border Health, Public Health Services Division

# Understanding Who's “Hard-to-Reach”

- **“Hard-to-reach” is a term used to describe groups of the population that may be difficult to communicate with or involve in public health programming, such as:**
  - Racial or ethnic minority groups
  - Undocumented or immigrant populations
  - Diverse language communities
  - People living in rural communities
  - Individuals with low health literacy skills
  - People experiencing homelessness
  - Older adults and aging individuals
  - Physically- and neuro-diverse individuals (i.e., people with functional/access needs)
  - People experiencing social and economic inequities

# Challenges to Engagement

- Language and translation barriers
- Barriers to information access
- Governmental fear or mistrust
- Difficulty locating or accessing community groups
- Agency staff not always reflective of communities served
  - Lack of cultural responsiveness

# Framework for Engagement

- **Listen and learn.** Don't start off asking anything of the population you hope to engage.
- **Build trust.** Make sure you establish trusting relationships with communities.
- **Prioritize community assets.** Focus on the community's strengths, rather than on their deficits.
- **Develop partnerships.** Partnerships can be a gateway to reaching populations impacted by health inequities.
- **View the population as experts.** Let the community you're working with know that you recognize they are the experts.

*\*Adapted from the Patient-Centered Outcomes Research Institute'*

# Importance of Engagement

- Everyone has a right to know about issues and risks related to their health and well-being
- Culturally appropriate information can help people make informed decisions to reduce health risks
- Action taken by individuals, families, and communities is key to controlling the public health threat/problem

*\*World Health Organization<sup>2</sup>*

# Resources

1. Ulrich, C., Long, Y., Wohlfeld, I., & Hotchkiss, L. (2018). Engaging people who are hard to reach [Blog post]. Retrieved from <https://www.pcori.org/blog/engaging-people-who-are-hard-reach>.
2. World Health Organization. Emergency risk communication training, Module B5: Community engagement. [PowerPoint]. Retrieved from <https://www.who.int/risk-communication/training/module-b/en/index4.html>.



# ENGAGING AND COMMUNICATING WITH “HARD TO REACH” POPULATIONS: COMMUNITY HEALTH BOARDS

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**National Association of County and City Health Officials  
Webinar | June 25, 2019**

Robin Pfohman, Community Resilience + Equity Program  
Public Health – Seattle & King County

# Social justice and equity

# Public Health

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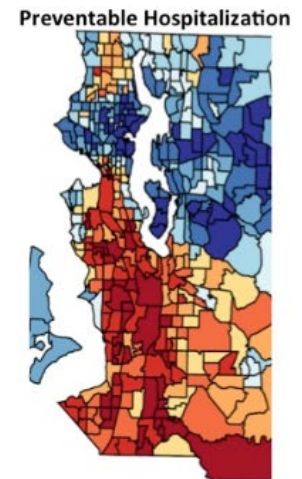
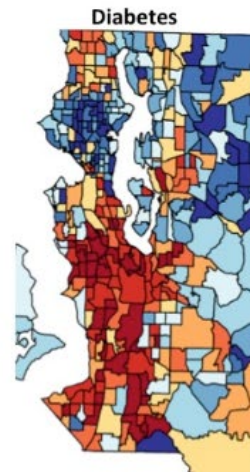
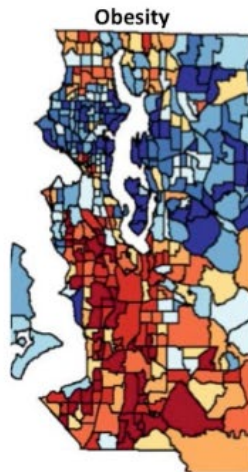
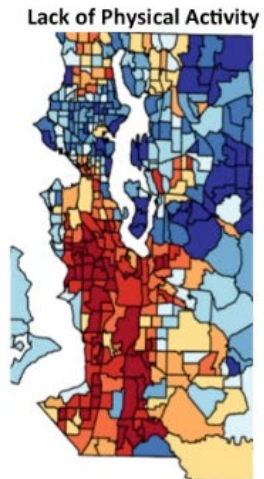
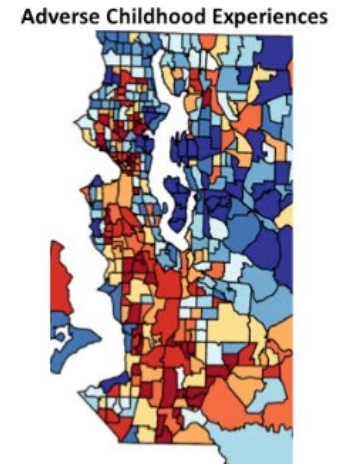
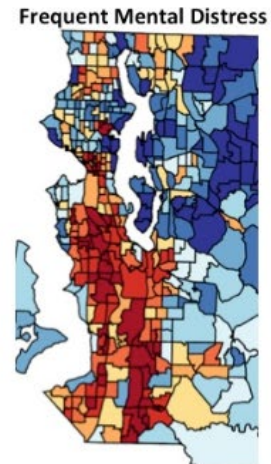
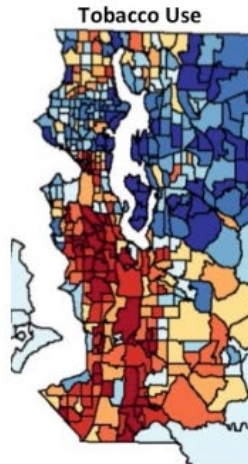
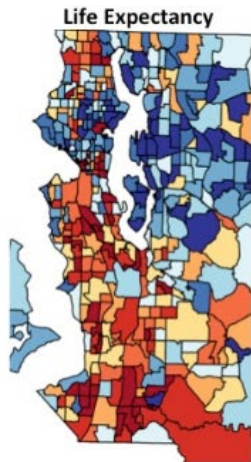
## Seattle & King County



**KING COUNTY, WA**



## KING COUNTY HEALTH AND WELL-BEING MEASURES



# Our origin story

It was a dark and stormy night (December 2006) ...



# A crisis unfolds





# OUR WET, WINDY WEATHER ISN'T OVER YET

SEE STORY BELOW



**INCREASING**  
rain, heavy later.  
High 45, low 33.  
+ LOCAL 9

# The Seattle Times

WEDNESDAY  
DECEMBER 23, 2006  
Metro Edition

50¢ King, Pierce, Snohomish, Island, Kitsap  
and Thurston counties 1 PM elsewhere



INDEPENDENT AND LOCALLY OWNED SINCE 1874 | [seattletimes.com](http://seattletimes.com)

## If you don't have electricity



**Do not burn charcoal or use gasoline generators indoors, including the garage. Never use gas stoves to heat your home. Do not use gas or kerosene heaters in closed rooms.**

These things produce deadly carbon monoxide, which has killed several people since Thursday's storm.

For more information, call: 1-800-222-1222

### Note to readers

Carbon-monoxide poisoning has killed six people and caused scores of others in our community since Thursday's storm. In hope of preventing more tragedies, The Seattle Times, in cooperation with Public Health — Seattle & King County, has dedicated the top of today's front page to warning local residents in their native languages. In addition, you can help spread the word among your friends and neighbors. Use this page, or look online at [seattletimes.com](http://seattletimes.com) for a printable version that can be posted or handed out. Also, for more detailed information about the danger of carbon monoxide, go to the Public Health Web site [www.metroh.gov/health](http://www.metroh.gov/health).

## Nếu quý vị không có điện

Không đốt than củi hoặc dùng máy phát điện chạy bằng xăng trong nhà, kể cả nhà để xe. Không bao giờ nên dùng bếp lò đun ga để sưởi ấm nhà. Không dùng lò sưởi chạy bằng khí ga hoặc kerosene trong các phòng khép kín. Các chất này tạo ra khí carbon monoxide gây chết người và đã gây tử vong cho nhiều người kể từ cơn bão hôm thứ Năm.

Để biết thêm chi tiết, xin gọi số 1-800-222-1222.

(Vietnamese translation)

## 如果你家裏斷電

切勿在室內（包括車庫內）燒燭或使用汽油發電機。切勿在室內使用煤氣爐或暖氣。切勿在密封的房間裏使用煤氣或煤油取暖器。這些產品會產生致命的「一氧化碳」，在過去的風暴至今，已有數人因「一氧化碳」中毒而死亡。

若欲瞭解詳情，請撥打 1-800-222-1222。

(Chinese translation)

## Si usted no tiene electricidad

No quemé carbón ni use generadores con gasolina dentro de la casa, esto incluye el garage. Nunca use hornos a gas para calentar su casa. No use calentadores a gas o querosén en habitaciones cerradas. Estas cosas producen monóxido de carbono, el cual ha causado la muerte de varias personas desde la tormenta del pasado jueves.

Para obtener mayor información, llame al 1-800-222-1222.

(Spanish translation)

## Если у вас прекратилась подача электроэнергии

Во внутренних помещениях, в том числе в гараже, не жгите древесный уголь и не пользуйтесь генераторами, работающими на бензине. Не применяйте в закрытых помещениях газопечи или керосиновые обогреватели. Эти устройства выделяют смертоносный угарный газ, от которого с тех пор, как в четверг произошла буря, погибли несколько человек.

За дополнительной информацией обращайтесь по телефону 1-800-222-1222.

(Russian translation)

## Haddii ay Koronradu kaa Maqantahay

Ha ku dhidin dhuxalka ama matoorka korontada dhaliya aqalka gudhiska, oo uu ku jiro garaashka. Mama ha u isticmaalin Toornada gasaska ku shaqayta in aad aqalka ku kululeysid. Ha ku isticmaalin qolalka sinan gasaska ama kulayleyayaalka ku shaqayta kerosene-ka. Waxyaabahan waxaa ay dhaliyaan carbon monoxide-ka lagu dhinto, kaasoo dhowr goli dilay tan iyo duufaankii Khamiisti.

Haddii aad macluumaad dheeraad ah dooneysid, waxaad wadaa 1-800-222-1222.

(Somali translation)

## ANOTHER ROUND FOR ROCKY ★★½

Stallone's aging fighter is still a lovable lug

NW LIFE • 41



## New storm could prolong power woes

WINDS EXPECTED TONIGHT, BUT NOT AS STRONG AS LAST WEEK

Trees, power lines that survived first wave might not this time

BY JENNIFER HILL/STAFF  
Seattle Times staff reporter

Repair crews still trying to restore power lines snarled by fallen trees during last week's wind storm have more to worry about tonight.

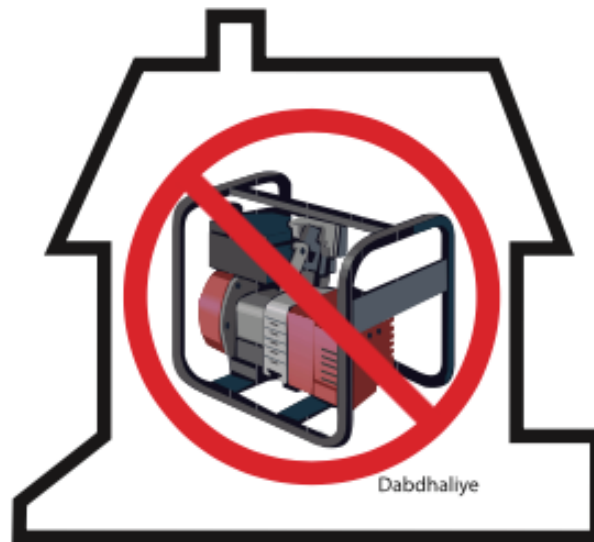
The another storm is expected to pass through the Puget Sound region with wind gusts up to 50



# HADDII AADAN KORONTO QABIN

## ISKA ILAALI SUNTA KAARBOON MOONO-OGSAYDH-KA (CARBON MONOXIDE)

- Dabdhaliye dibedda oo KALIYA u isticmaal meel ka fog dabeysaha iyo daaqadaha furan
- MARNA gudaha garaashka gawaarida la dhigto ha ku isticmaalin dabdhaliye
- MARNA aqalka gudihiisa dhuxul ama foornada gaaska cuntada ha ku karin



# A terrible lesson



An unidentified man is comforted Monday outside a home where four family members -- a father, mother and two sons -- were found dead, likely of carbon monoxide poisoning, in Burien. Photo: Dan DeLong/Seattle Post-Intelligencer



# Swine flu

Big Mistake!!

## Iska ilaali Hargabka Doofaarka!

Sida ugu wanaagsan ee aad isaga ilaalin karto hargabka doofaarka, oo sidoo kale loo yaqaano Hargabka H1N1, waa tallaalka hargabka H1N1. Waxay si gaar ah muhiim ugu tahay dadka ay u badan tahay in ay u xannuunsadaan ama xataa cusbitaalka loo dhigi karo haddii hargabkani ku dhaco:

- Haweenka uurka leh
- Dhallaanka iyo Carruurta yaryar
- Dadka qaba xannuunada muddada dheer sida macaanka, neef-qabatowga iyo wadne xannuunka.

La xidhiidh dhakhtarkaaga ama xannaaada caafimadkaaga si aad u hesho tallaalka H1N1.



Haddii aad u baahan tahay macluumaad dheeraad ah ama aanad lahayn cid bixisa xannaaada caafimad, booqo [www.kingcounty.gov/health/H1N1](http://www.kingcounty.gov/health/H1N1) ama soo wac Khadka telefoonka hargabka ee 877-903-5464 inta u dhaxaysa 9 a.m. iyo 5 p.m., Isniin ilaa Jimce. Si aad u hesho tarjumaan, fadlan ku jir telefoonka kadib salaanta, una sheeg luqadaada kalkaalisada caafimad. Tarjumaan ayaa soo geli doona khadka (wakhti in aad sugto ayaa dhici karta).

"Waxaan helaynaa tallaalka H1N1. Ika Waxaana la ii xaqiijiyay in aan ogaado in aan difaacayo reerkeyga."

# Understanding communication channels in the Somali community

Research aim: To identify a mechanism to test & disseminate emergency messages in the Somali population

## Public Health

1. Preparedness Section
2. Communications Team
3. Communicable Disease/Epidemiology Program



**Mohamed Aden Ali, MPH**  
Local Somali community health leader (*and now Public Health Employee!*)

# Quarterly meetings





# Community Health Board Model

- Culture
- Religion
- History
- Values
- Trusted
- Health beliefs

## Somali Health Board



**Outcome:**  Health equity community resilience

# And then...

- Health Education
- Policy and Systems Change
- Centering Pregnancy
- Somali Childcares
- Community-Based Participatory Research





# Even soccer





# Another storm, a different outcome



# A more resilient community







Replicating  
the model

# Opportunities for local public health

- Recognize existing capacity and expertise
- Build long term relationships
- Don't have a predetermined agenda
- Provide capacity building support
- Leverage the credibility of your institution
- Connect to other health system partners
- Not just a job, doesn't happen during office hours
- Be aware of your privilege
- Being willing to step out of the way and let go

# Thank you

[Robin.pfohman@kingcounty.gov](mailto:Robin.pfohman@kingcounty.gov)

p.206.263.8759

Somali Health Board

<https://somalhealthboard.org>





# EMERGENCY RISK & PUBLIC HEALTH COMMUNICATION

## UTILIZING A *PARTNER RELAY* TO SHARE INFORMATION WITH LIMITED ENGLISH PROFICIENT POPULATIONS

Justine Kozo, MPH  
Chief, Office of Border Health  
Health and Human Services  
Agency County of San Diego





- ❖ Overview of San Diego and risk communication challenges
- ❖ Development of the “Partner Relay”
- ❖ Current activities, challenges & lessons learned
- ❖ Future directions & next steps
- ❖ Questions

# SAN DIEGO



- ❖ 3.2 million residents
- ❖ 34% Latino population
- ❖ Busiest border in the world
- ❖ Tourist & refugee destination
- ❖ Culture & language diversity





# DEFINING THE CHALLENGE



- ❖ Prone to disasters
- ❖ Vulnerable communities
- ❖ Can't rely on automated translation systems
- ❖ *Live Well San Diego - Living Safely: Committed to supporting communities so that they are resilient to disasters & emergencies*
- ❖ **Collaboration between HHSA , Public Health Services & Public Safety Group, Office of Emergency Services**



**LIVE WELL**  
SAN DIEGO

# EMERGENCY RISK COMMUNICATION FORUM MAY 28, 2013



- ❖ Held a one-day forum in 2013
- ❖ Invited community leaders & members representing the following communities:
  - ❖ **Latino, Vietnamese, Filipino, Chinese, Korean, Arabic, Somali and Karen**
- ❖ Provided simultaneous interpretation in all languages
- ❖ Conducted focus groups



**SAN DIEGO STATE  
UNIVERSITY**



# SAMPLE FOCUS GROUP QUESTIONS:



During an emergency...

- ❖ How do you receive information?
- ❖ What is your preferred communication method?
- ❖ Who are trusted sources of information in your community?
- ❖ What have been barriers to receiving information in the past?



# 5 THEMES IDENTIFIED ACROSS GROUPS



- ❖ Trusted Communication Sources
- ❖ Community Connectedness
- ❖ Media Outlets
- ❖ Language and Literacy
- ❖ Trust in County or other Government Authority



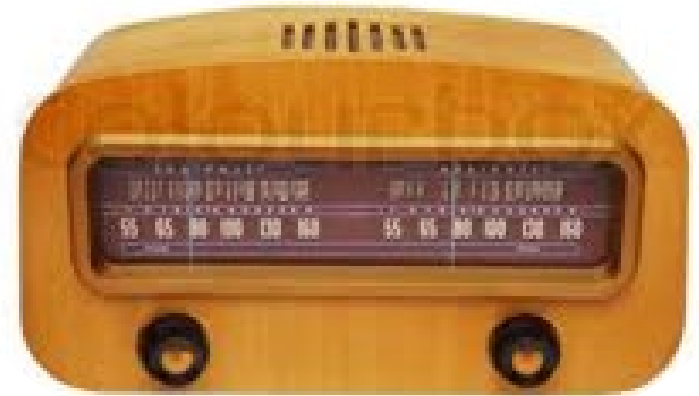


- ❖ Social networks
- ❖ Youth
- ❖ Schools
- ❖ Red Cross
- ❖ Community & faith-based organizations



## Commonly Identified:

- ❖ Radio
- ❖ Television
- ❖ Social media



## Social Media and Access:

- ❖ Great for youth
- ❖ Little content related to public health or preparedness

# LANGUAGE AND LITERACY



- ❖ English proficiency
- ❖ Multiple dialects
- ❖ Varying literacy levels
- ❖ Word of Mouth





# TRUST IN COUNTY OR OTHER GOVERNMENT AUTHORITY



- ❖ Varying degrees of trust
- ❖ Government seals/symbols  
(local and federal)
- ❖ Schools
- ❖ How this impacts public messaging and evacuations



# SUGGESTIONS & RECOMMENDATIONS



- **Utilize existing networks**
- Partner with TV and radio stations (when available) and trusted Community Based Organizations





❖ **Fall 2013: Feedback Sessions**

❖ **Recommendation:  
Build a Partner Relay**





# BUILDING A PARTNER RELAY



## Activities to Date:

- ❖ One-on-one meetings
- ❖ Presentations
- ❖ Trainings for community-based agencies
- ❖ Drills
- ❖ Language Champions
- ❖ Evaluation



Karen Organization  
of San Diego



**LA MAESTRA**  
COMMUNITY HEALTH CENTER  
City Heights - El Cajon - National City - Lemon Grove



# FIRST COMMUNICATION PLATFORM



## ReadySanDiego - Partner Connection

Connecting Private Partners with Emergency Networks



[Main](#) [Groups](#) [Members](#) [My Page](#) [Invite](#) [Resource Sharing](#) [SDCountyEmergency.com](#) [Contact OES](#)

[All Groups](#) [My Groups](#)

### Featured Groups

<b>Association of Contingency Planners</b>	<b>Sorrento Valley Consortium</b>	<b>Meta-Leadership</b> 22 members	<b>Farmworkers CARE Coalition</b>	<b>Business Alliance</b> 55 members

**Justine Kozo**

- [Sign Out](#)
- [Inbox \(17 new\)](#)
- [Alerts](#)
- [Friends](#)
- [Settings](#)

# DRILL COMMUNICATION EXAMPLE



Comment by [Manuel Allende](#) on July 15, 2016 at 11:09am

هذه فقط تدريبات

تم استعادة الطاقة إلى جميع المناطق في مقاطعة سان دييغو. لم يبلغ عن وقوع إصابات أو أضرار في هذا الوقت  
هذه فقط تدريبات



Comment by [La Maestra Community Health Center](#) on July 15, 2016 at 10:27am

**\*THIS IS A DRILL\*** Patients have been evacuated as a precaution. There have been no major damages reported.

\*\*\*\*\*

وتم اجلاء المرضى كإجراء احترازي. لم تكن هناك أي أضرار كبيرة عنها



Comment by [Manuel Allende](#) on July 15, 2016 at 10:23am

\*\*\* هذه فقط تدريبات

أعلنت شركة الكهرباء والغاز لمدينة سان دييغو عن انقطاع التيار الكهربائي في جميع أنحاء المقاطعة. للحصول على أحدث المعلومات حول استعادة الكهرباء، تحقق من خريطة شركة الكهرباء عن طريق صفحتهم الإلكترونية وعلى الرابط التالي

<http://www.sdge.com/safety/outages/outage>.

هذه فقط تدريبات



Comment by [Manuel Allende](#) on July 15, 2016 at 10:10am

# NEW COMMUNICATION PLATFORM - SLACK



Slack needs your permission to [enable desktop notifications.](#)

Partner Relay - ... Justine Koza

- All Unreads
- All Threads

Channels

- # arabic
- # chinese
- # drill
- # general
- # homeless
- # karen
- # korean
- partner\_relay\_liaisons
- # random
- # refugee\_immigrant
- # somali
- # spanish
- # tagalog

More Unreads ↓

#arabic

July 24th, 2018

Monterah Jackson 10:21 AM  
\* هذا هو حفر \*

العنوان: الصليب الأحمر الأمريكي يفتح مأوى للحالات الطارئة  
افتتح الصليب الأحمر الأمريكي مأوى للإخلاء للسكان الذين شردهم حريق رينكون في وادي فالفي. يقع المأوى في مدرسة Escondido High School • 1535 N Broadway• Escondido.  
مفتوح لعمليات الإجراء الحيوانية الكبيرة. تقع الأراضي في The Lakeside Rodeo Grounds 12584 Mapleview St. في Lakeside. فاصل بقسم. إذا كنت بحاجة إلى المساعدة في عمليات الإجراء الحيوانية الكبيرة ، فاتصل بقسم. 2341-236-619 الخدمات الحيوانية على الرقم

%على مساحة 1500 فدان وهي خالية بنسبة 0 Rincon Fire الى وجود CAL FIRE San Diego تشير

للحصول على المعلومات SDCountyEmergency.com راقب محطات التلفزيون والراديو المحلية أو قم بزيارة المحدث

Nawal Alkatib 11:16 AM  
هذا فقط تدريب: قامت ادارة مقاطعة سان دييغو لصحة البيئة حول التحذير لاستخدام المياه بسبب الاضرار الناجمة عن الحرائق في منطقة وادي بوما ومركز شمال شرقي الوادي. هذه فقط تدريبات

Nawal Alkatib 11:26 AM  
اصدرت دائرة الارصاد الجوية تحذيرا لزيادة الحرارة في سان دييغو من الساعة 10 صباحا الى 8 مساء للاثيام التالية من

+ Message #arabic

Workspace Directory

Justine Koza

Set a status

Edit Profile

Display name justinekozo



# TRAININGS THREE TIMES PER YEAR



## SAMPLE AGENDA

- Wildfire prevention & earthquake preparedness
- Childhood Lead Poisoning Among Refugees
- Law enforcement & emergency evacuations
- Communicating during emergencies
- **Hands-on Partner Relay sign up**





# PARTNERSHIP WITH COMMUNITY AGENCIES



## WHAT WE ASK OF PARTNERS

- ❖ Join our Partner Relay
- ❖ Designate someone within your organization to be the point person
- ❖ Share pertinent information during emergencies



## WHAT WE OFFER PARTNERS

- ❖ Updated, vetted information **during emergencies** & pertinent public health & emergency preparedness monthly information/messages
- ❖ Two-way communication with the liaison in the Emergency Operations Center during emergencies
- ❖ Trainings on important public health and emergency information

# 2017 LILAC FIRE



- ❖ 12/7/2017 Emergency Operations Center activated at the highest level
- ❖ Partner Relay activated
- ❖ Direct outreach to North County Partners
- ❖ Examples of inquiries
  - ❖ Evacuation Route
  - ❖ Spanish TV coverage
  - ❖ Shelter information



# RESULTS



- ❖ 24 Hour coverage, 12/7-12/11
- ❖ 46 emergency messages in total sent to over 400 individuals
- ❖ Other messages sent acknowledging shift transitions, sharing other types of resources (websites, sdemergency app., 211) and appreciation messages

# CHALLENGES & LESSONS LEARNED



- ❖ Original Platform was not optimal
  - Partners suggested a NEW communication platform
- ❖ Low participation on drills
- ❖ Google translation
- ❖ Need for constant community engagement
- ❖ Improve branding “Partner Relay”





# BUILDING A PARTNER RELAY



❖ **13** Public Health & Emergency Preparedness Trainings

❖ (May 2015-June 2019)

❖ **471** individuals representing trusted CBOs receive our messages

❖ **87** Individuals have joined the new SLACK communications platform (January 2018-present)

❖ **9** Language Champions

❖ **6** drills

❖ **2** Emergency & Public Health Preparedness resources shared via SLACK with partners per month

❖ **Activated Partner Relay twice during real emergencies**





- ❖ **Program evaluation & quality improvement:**
- ❖ Transition 300+ individuals to **new SLACK platform**
- ❖ Ongoing collaboration with **Language Champions**
  - ❖ Increase # of Language Champions
- ❖ **Ongoing trainings** – at minimum 3 times per year
- ❖ **Ongoing SLACK training & drills**
- ❖ **GROW the Partner Relay** (other geographical regions)
- ❖ 2021 Hold another **Community-wide forum**



감사합니다 Natick  
Grazie Danke Ευχαριστίες Dalu  
Thank You Köszönöm  
Спасибо Dank Gracias  
谢谢 Merci Seé  
ありがとう

Obrigado

# CONTACT INFORMATION



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# Q&A



# Thank You