



COVID-19 Health Equity Playbook for Communities

Strategies and Practices for an Equitable Reopening and Recovery



Equity Playbook Bulletin – June 2021

The [COVID-19 Health Equity Playbook for Communities](#) (Equity Playbook) supports local communities build an equitable recovery. Through these [Equity Playbook Bulletins](#), the California Department of Public Health (CDPH) Equity Technical Assistance Team continues to collect and share new equity resources, best practices and strategies.

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For more information about any of these resources and population-specific contacts, or to share suggestions for topics or resources to include in future Equity Playbook Bulletins, please contact our CDPH Equity Technical Assistance Team, Equity Playbook Coordinators:
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Immediate COVID-19 Response Strategies

Vaccine

- **[Get the Facts on Vaccines webpage with Multilingual Vaccine Fact Sheets](#)**. CDPH has developed a new webpage called “Get the Facts on Vaccines” with four COVID-19 vaccine fact sheets translated into multiple languages. “Choosing the COVID-19 Vaccine that’s Right for You” explains the three vaccine options currently available to Californians (Pfizer-BioNTech, Moderna, and Johnson & Johnson), which is available in both [English](#) and [Spanish](#) with additional languages coming soon.
 - The “Johnson & Johnson COVID-19 Vaccine Benefits and Risks,” fact sheet is available in [English](#), [Arabic](#), [Armenian](#), [Chinese Simplified](#), [Chinese Traditional](#), [Hmong](#), [Khmer](#), [Korean](#), [Punjabi](#), [Russian](#), [Spanish](#), [Tagalog](#), [Thai](#), and [Vietnamese](#).
 - The new “Moderna COVID-19 Vaccine Risks and Benefits” is available in [English](#) and [Spanish](#) with additional languages coming soon and the “Pfizer COVID-19 Vaccine Risks and Benefits” is also available in [English](#) and [Spanish](#) and has additional languages coming soon.
- **[Principles of Equitable Vaccine Delivery Document](#)**. The Seattle and King County Public Health Department has articulated guiding principles for equitable vaccine delivery and how to put those principles into action across various modes of vaccine delivery while maintaining a data-driven and community-informed approach.
- **[Answers to Tough Questions about Public Health Related to COVID-19](#)**. The [Public Health Communications Collaborative](#) created a page with an ongoing compilation of tough questions and answers related to COVID-19. This page is designed to provide message guidance and framing for public health officials and others, and it is regularly updated to reflect new developments and emerging issues. Recently added content includes vaccine messaging around the Johnson & Johnson COVID-19 vaccine and vaccine safety.
- **[Promoting Prevention Measures and Vaccine Confidence](#)**. The National Foundation for Infectious Diseases (NFID) has developed a toolkit with resources to help leaders across sectors—including business, education, employers, workforce, and government—communicate effectively and encourage the public to follow evidence-based public health prevention measures to control the spread of COVID-19. [More information about the toolkit and other communication resources](#).
- **[How to Support a Fully-Considered Decision About COVID-19 Vaccination](#)**. Wyoming Department of Health, in partnership with several collaborators, created a document on how to support a fully-considered decision about COVID-19 vaccination in African American, LatinX, and Native American Communities. Steps include providing information COVID-19 vaccines, acknowledging values and lived experience, supporting the process of decision-making, and making it easy to get vaccinated. There are additional findings in the [Understanding Diverse Communities and Supporting Equitable and Informed COVID-19 Vaccination Decision-Making report](#).
- **[Understanding Diverse Communities to Support Equitable and Informed COVID-19 Vaccination Decision-Making](#)**. The National Association of County and City Health Officials (NACCHO) had an informative presentation and discussion around findings and insights on public views of COVID-19 vaccination and how health departments and tribal governments can support their communities in making decisions about getting vaccinated against COVID-19. Presenters shared findings and insights on the public views of COVID-19 vaccination from (1) a national panel survey conducted November 25 – December 7; and (2) 25 online community conversations conducted December 2 – 14, including local conversations with African American, Latinx, and Tribal communities and regional conversations with people undecided about vaccination. [Presentation Recording](#) and [Meeting Slides](#).

Crosscutting Strategies

Communications

- **[COVID-19 Misinformation Alerts](#)**. The [Public Health Communications Collaborative](#) created a misinformation tracking and response tool that provides insights about misinformation that is circulating along with response recommendations that are organized into three categories: ignore, passive response, and direct response. These insights are based on a combination of automated media monitoring and manual review by public health data analysts from the [Public Good Project](#).
- **[Successful COVID-19 Messaging for Rural Communities](#)**. The [Public Health Communications Collaborative](#) hosted a webinar on successful COVID-19 messaging for rural communities. [Webinar Recording and Slides](#). This webinar presented insights from research and a successful vaccine outreach campaign to rural communities in West Virginia and answered audience questions. Additionally, new [polling about vaccine confidence](#) was shared.

Longer-term COVID-19 Response Strategies

Schools and Childcare

- [CA COVID-19 School Readiness Hub - Virtual Training Academy](#). California's Safe Schools for All Plan Hub consolidates key resources and information related to COVID-19 and schools. Under the [Virtual Training academy section](#), the resource page has a library of previously recorded webinars and trainings and is regularly adding more training resources. The webpage has many additional resources, including a TA portal where LHJs can [request assistance](#) from UCSF partners. Check [the website hub](#) on a routine basis to find new resources.

Cross-sectoral Collaboration and Health in All Policies (HiAP)

- [Underlying Inequities in the Health Impacts of Policing and Incarceration](#). This year, against a backdrop of the global COVID-19 pandemic and uprisings for Black liberation, local governments have [increasingly acknowledged](#) that policing and racism are public health crises. These overlapping crises highlight the need for the types of upstream, structural solutions that the APHA policy statement names, including divesting from policing and investing in the social determinants of health. [Human Impact Partners'](#) report, *How Health Departments Can Address Police Violence As a Public Health Issue*, includes 5 recommendations and specific actions for health departments to take to help end police violence.
- [How Health Departments Can Advance Safety and Health in Protests, During a Pandemic](#). Communities across the US this past year have been protesting in response to the ongoing police killings of Black people and to wider social conditions that demonstrate a history of structural violence and racism against communities of color. [Human Impact Partners'](#) report, *How Health Departments Can Advance Safety and Health in Protests, During a Pandemic*, includes 5 steps that local and state health departments can take to protect public health in the context of these uprisings and demonstrate support for protesters' and their demands.

Population-specific Response Strategies

Asian- American Communities: Resources

- [Combatting Hate Crimes During the Coronavirus Pandemic](#). The [Department of Fair Employment and Housing](#) has created a flyer with examples of hate crimes, how to file a complaint, and available civil remedies. This resource may be useful for the Asian-American community as well as other communities experiencing violence and harassment.

Native American Communities: Communications

[COVID-19 Resources for Tribal and American Indian and Alaskan Native Communities](#). The [California Rural Indian Health Board, Inc.](#) (CRIHB) has released new educational materials and information for the Tribal community about the COVID-19 pandemic under their COVID-19 Vaccine Saves Lives Campaign. This includes community posters, fact sheets, and the launching of the ["Ask the Native Physician: Demystifying COVID-19 in California Indian Country"](#) podcast series. To download these new educational posters, please visit [CRIHB's COVID-19 Response](#) page.

***Please note:** These resources, best practices, and strategies have been included based on self-identification or partner referral. This Bulletin does not represent CDPH's connection with, or approval or endorsement of, all the listed content and their sources. These materials are being shared to help support and elevate dialogue and collaboration across equity focused state and local teams.*