

COVID-19 Health Equity RFA - Awardees & Project Summaries

Reducing the Disparate Impact from COVID19 Illness and Death of Essential Day Labor Workers in Northern California

- Organization: **Worksafe**
- NorCalDLON, a collaborative of eight organizations, will lower the risk of COVID-19 infection, illness, and death among Day Laborers in the Northern California area by (1) building the strength and leadership of the day labor community through leadership training, community networking, and civic engagement, (2) building the capacity of the coalition to engage in day labor led and informed strategic movement building, and (3) improving access to COVID-19 resources for day laborers and their families.

The Community Equity Project

- Organization: **Vision y Compromiso**
- Vision y Compromiso (VyC) is a statewide Network of promotoras and community leaders. VyC is the lead/ fiscal agent submitting this application with United Against COVID, a Coalition of 7 community-serving agencies (including Vyq representing multicultural (Latino, South Asian, African American), multilingual (English, Spanish, Mixteco, Triqui, Zapoteco, Hindi, Urdu, Punjab), multi-sector (farmworkers, promotoras, low-wage workers, incarcerated), and multi-generational (adults, young people) residents in Kern County. In order to address distrust of government agencies and poor representation that have contributed to the disproportionate impact of COVID-19 on low-income communities and communities of color, VyC and the Coalition will implement The Community Equity Project Building Power, Creating Change, a pilot project to: 1) Build the leadership and advocacy skills of promotoras and other community leaders to promote health equity; 2) Advocate for increased community representation and civic participation in Kern County Departments (Public Health Services, Office of Emergency Services, Housing Authority, Behavioral Health, Parks and Recreation); 3) Call for establishing an Office of Equity and Community Oversight Group, with majority representation of communities disproportionately impacted by COVID-19, to create equity metrics and systems that will ensure cultural adaptation, humility, and competence are a priority maintained through regular communication, information sharing and accountability.

Building Leaders to Address Health Disparities in National City

- Organization: **Environmental Health Coalition (EHC)**

- The Environmental Health Coalition (EHC) and Olivewood Gardens and Learning Center (Olivewood) will partner to improve the health of National City residents through development of health leaders, and organizing of community members around health policy. National City is a community of color with significant challenges including low household incomes, linguistic isolation, and high rates of pollution. The community ranks among the highest in San Diego County for illnesses and disease including cardiovascular disease, type 2 diabetes, cancer, and respiratory disease. National City was among the top five in the County hardest hit by COVID-19 and unemployment - a result of disproportionate numbers of multi-family households, essential workers, and chronic disease. Under the project, EHC and Olivewood will empower and organize residents to take an active role in decision-making that affects their health and the health of their families. The partners will conduct bilingual, virtual leadership training on environmental health issues, and will organize residents to more fully understand health decisions and opportunities. Alongside partners and residents, EHC and Olivewood will provide input into health decision-making and processes to improve health outcomes for the City's most vulnerable residents

East San Jose Health Equity Project

- Organization: **School of Arts and Culture at MHP**
- On behalf of the ¡Si Se Puede! Collective (SSPC), the School of Arts and Culture at MHP (SOAC) requests a Tier 3 grant of \$300,000 to implement the East San Jose Health Equity Project (the Project), which will serve Latinx people in East San Jose who face long-term inequities that have compounded the disproportionate impact of COVID-19. The pandemic and mandated closures have resulted in an economic depression that has severely impacted the region. In response, the Project will mitigate health disparities experienced by East San Jose residents by addressing economic inequities. The Project will serve 80 residents through two annual cohorts, each of whom will receive at least 108 hours of group and 100 of individual training focused on business (childcare and food service sectors); community advocacy and the Promotor model; and leadership, and on other topics. They and their family will also receive 80 hours of individual Community Navigation services. Ultimately, the Project will enable East San Jose's economic well-being, uplift residents' personal and collective agency, and foster a deep sense of neighborhood belonging and pride, with connection to their heritage, arts, and culture.

Black Health Strategy

- Organization: **Bay Area Regional Health Inequities Initiative (BARHII)**

- The goal of the BARHII Black Health Strategy is to change government policies and investments so that they safeguard black communities, support and sustain strong black communities, and protect black health.

FRESAS: A Farmworker-led Response to Emergencies through Simple Audio-based Systems

- Organization: **Mixteco Indigenous Community Organizing Project (MICOP)**
- The primary purpose of this pilot project is to address institutional inequities that impact downstream disease, injury, and mortality rates by creating an emergency and public health response system for farmworkers in Ventura County that is proactive and linguistically and culturally accessible. Health and safety laws, regulations, and programs are unlikely to succeed if they are based on inadequate communication between farmworkers, government agencies and CBOs. The flow of communication through this infrastructure must be two-ways, allowing farmworkers to receive and request information and actively report concerns with timely follow up. This project will launch a community-based planning process led by MICOP and Líderes Campesinas to (1) devise an audio-based emergency/public health alert system specifically tailored to the needs and concerns of the farmworker community and (2) develop the framework for a streamlined crisis and workplace complaint hotline that improves upon the existing work of Ventura County's first of its kind Farmworker Resource Program. We will then work with our robust network of county partners to pilot the new systems and launch a campaign for farmworker awareness and participation.

BBGTV.org Resilience-Building During & Post Covid19

- Organization: **Bounce Back Generation**
- BBG will build a peer-led video, online health and wellness "magazine" and social media platforms to talk about resilience to trauma during and after COVID crisis for low-income, minority, and unhoused Bay Area communities. Peer health promotion is a proven strategy for behavioral change and emotional support. With this project, public housing residents will teach, model, and demonstrate their personal experiences bouncing back from trauma to promote resilience with videos, community learning events, social media, and BBGTV.org. The CDPH Covid funds be used to expand BBG's peer program with SFDPH to pilot the peer-media-health model across Bay Area's public housing, unhoused, low income, and BIPOC communities. Traditional business and media do not provide resilience, self-care, and positive healthy coping tools to low-income residents, rather they sell products that further health damage, like alcohol, cigarettes, and junk food. BBGTV.org is a new type of support, a

place to “Feel good. Lean more. Bounce Back.” during COVID, and for what comes next.

Project for Community Access to Resources and Empowerment (C.A.R.E.)

- Organization: **Social Advocates for Youth, San Diego, Inc.**
- Social Advocates for Youth, San Diego, Inc. (SAY) is requesting funding to increase access to resources, leadership training, and advocacy skills for low-income immigrant and refugee families as a health and education disparity reduction strategy in the face of COVID-19. The Project for Community Access to Resources and Empowerment (C.A.R.E) will target low-income immigrant and refugee families in City Heights, one of the most densely populated and diverse communities in San Diego County. The project will consist of three main components: 1) leadership and advocacy training, 2) outreach, and 3) advocacy.

Health Equity Through Housing

- Organization: **Mission Economic Development Agency (MEDA)**
- Health Equity Through Housing will address the root causes of the disproportionate and devastating impact of COVID-19 on San Francisco’s Low and Moderate Income (LMI) Latino community in five hard hit neighborhoods due to housing overcrowding, a primary driver of infection rates, though greater access to affordable housing. MEDA will engage and empower a cohort of Latino community leaders to develop a Community Action Plan for immediate and long-term housing and planning changes that improve community-defined health outcomes and address the underlying inequities in living conditions. The Action Plan will be shared with institutional partners, policymakers, and corporate stakeholders and spur equity-focused planning and policies across S.F. Health, Housing, and City Planning departments. Effects will be greater community awareness for infectious disease prevention increased prioritization for equitable housing solutions, increased health professional awareness, more affordable housing, reduced crowding, and lower infection and death rates through a replicable model that improves state and national health outcomes.

Reducing Risk of Covid-19 for Indigenous Farmworkers in Madera County: Utilizing Professional Learning Communities to Enhance CBO Leaders’ Cross-Cultural Communication and Service Delivery

- Organization: **United Way Fresno & Madera Counties**
- The strained relationship farmworkers, particularly indigenous farmworkers have with the government began before Covid-19 and stems from a history of structural racism and exploitation. This has meant limited access and usage of supports and services, and consequently higher risk of Covid-19. Government agencies and communities remain ill-equipped to communicate with and deliver effective support to farmworkers. We

propose to address this challenge by increasing the capacity of CBO, civic and education leaders in Madera County to improve communication, service-delivery, and outreach to indigenous farmworkers. We propose to create two (2) professional learning communities (PLCs) composed of community leaders. PLCs will engage in a 15-month-long program where they receive knowledge on effective cross-cultural communication and improving service-delivery to indigenous farmworkers, including providing innovative support through Prosperity Coaching, focused on providing farmworker families with personalized solutions to financial stability. Experts from the field will work with a professional trainer to convert service-delivery best practices and cross-cultural communication methods into Action Plans for communication, engagement, and outreach. Forty (40) PLC participants will create the Action Plans to provide better social service delivery and public health accessibility to Madera's indigenous farmworkers.

Improving Mental Health Access in the Eastern Coachella Valley

- Organization: **Youth Leadership Institute**
- Our campaign comes with the goal of working in partnership with the Coachella Valley School District (CVUSD) School Board to improve and co-create peer-led safe spaces at the high schools in the unincorporated rural area -Eastern Coachella Valley- where youth can access quality mental health specialists and serve as resources for each other to decrease the structural impacts of geographical isolation. Our main strategy is to bring the resources to the youth - in the spaces where they already spend the majority of their time - where we do not have to rely on transportation, access to Wi-Fi at home, and where we can collectively breakdown mental health stigmas. This school-wide policy campaign will benefit youth and their families to not only expand mental health resources, but also support the restructuring or power structures that create social, institutional, and environmental inequities that have been amplified during COVID-19.

San Joaquin County Senior Connection

- Organization: **Reinvent South Stockton Coalition**
- The Reinvent South Stockton Coalition (RSSC) and a diverse group of community partners have developed a collaborative initiative to connect more San Joaquin County residents from historically underserved groups to the services and resources for which they already qualify and overcome structural barriers and gaps in existing public and private systems. To do so, we will build on existing infrastructure, including the Countywide 211SJ system, and develop targeted, culturally and linguistically relevant outreach to low-income seniors of color, starting with African Americans and Southeast Asian Americans in South and Central Stockton.

Alameda County Re-entry Housing & Health Equity Plan

- Organization: **Just Cities**
- Racism and white supremacy create systems of mass incarceration that criminalize poverty. When people return home as survivors of mass incarceration, they face racialized discrimination in trying to access employment, support services, and dignified housing, including living with family members. Criminal background checks and other discriminatory housing policies further prevent the formerly incarcerated from having a fair shot at accessing housing. The compounded effects of these systems and policies lead to higher rates of homelessness and housing instability for the formerly incarcerated. The resulting housing challenges increase the prevalence of health challenges and recidivism for this population, both of which lead to severe COVID risk. We are requesting funding support of Tier 3, \$300,000, for Just Cities and the Alameda County Fair Chance Housing Coalition to develop a Re-entry Health Equity and Housing Plan for Alameda County. Our theory of change is based upon transformative justice principles that center the leadership of impacted people in planning and policy design. In crafting a comprehensive reentry housing plan and addressing the roots of racial displacement, we seek to close the structural gaps underpinning disparate health and COVID outcomes for communities of color.

Indigenous Healing Collective and Center (IHCC) Pilot Project

- Organization: **Multicultural Center of Marin**
- COVID-19 has shined a light on the significant and continued gaps in Marin's systems to provide culturally and linguistically appropriate services, in particular to Indigenous populations. The Indigenous Healing Collective and Center (IHCC) Pilot Project will address underlying inequities affecting COVID19 risk, through systems, environmental, practice, narrative, and policy changes such as engaging communities, supporting service navigation, improving health status and addressing social determinants of health. IHCC will employ an interdisciplinary team approach to organize a comprehensive suite of traditional Indigenous healing services to achieve improved health outcomes for Indigenous, immigrant, Latinx communities. The priority populations we have identified primarily seek help from traditional healer that provides holistic treatment involving spirituality and physical health treatment, rather than a doctor or mental health provider. This pilot effort aims to address the gaps and challenges in systems and practices to address the needs of Indigenous Peoples in Marin County. IHCC will partner with legitimate Indigenous healing practitioners and experts to influence public health systems, policies, and practices, and to inform models of service. The

pilot will also develop best practices that can be replicated and shared across the state.

Language Access Program

- Organization: **Muslim American Society – Social Services Foundation (MAS-SSF)**
- The Muslim American Society-Social Services Foundation's (MAS-SSF) mission is to aid families at large and the Muslim community with meeting their social service needs through a blend of prevention and early intervention mental health programming and culturally competent, linguistically appropriate client-driven services. MAS-SSF seeks to create systems change to address health inequities and subsequent COVID-19 disparities among Arab and MENA, immigrants and refugees, and limited English proficiency priority populations. MAS-SSF proposes an upstream pilot project designed to implement systems change through an innovative partnership with the Sacramento County Public Health Department. The project aims to co-design and implement a county-community ~ross-sector collaboration model wherein MAS-SSF acts as a positive participating partner and cultural broker with the County to increase the quality of services to the priority populations and create an infrastructure for a long-term intentional partnership that proactively serves the priority populations. The relevance and value of cross sector partnerships have been established widely. Organizations must partner to work beyond organization-level outcomes to address complex or seemingly intractable problems and become more focused on a macro-level partnership that tends to system-level change. The proposed pilot project will put forth strategies to move towards resolutions and elimination of systemic system barriers.

Reducing COVID-19 Health Risks by Overcoming Food System Inequities Pilot

- Organization: **Food Bank Coalition of SLO County**
- The Reducing COVID-19 Health Risks by Overcoming Food System Inequities Pilot Project will identify and overcome institutional inequities in food distribution and government benefits enrollment that diminish health and increase COVID-19 health risks of priority populations particularly Latinx immigrants, in San Luis Obispo County. The SLO Food Bank will partner with the Promotores Collaborative of San Luis Obispo County and work with a wide range of community organizations to identify the institutional barriers to nutritious food access and to make recommendations for policies and systems changes to reduce these barriers. Both free food resources, including Food Bank distributions and agency partner distributions, and CalFresh enrollment will be examined. Recommendations will address root causes of nutritious food scarcity and will be focused on ways that governments, non-profits, and other

community agencies (e.g. schools, churches, grassroots groups) can change policies and procedures to increase food access, resulting in better health and lower COVID-19 risk. The Food Bank will then work internally and with partner organizations to implement recommendations, leveraging existing relationships to mobilize institutional responses to inequity. Learning from the pilot project will be shared with other food banks via the California Association of Food Banks and Feeding America networks.

Hmong Lifting Unaddressed Barriers in CBO's Capacity Work (HLUB CCW)

- Organization: **Hmong Youth and Parent United**
- HYPUs Hmong Lifting Unaddressed Barriers in CBO's Capacity Work (HLUB CCW) project hopes to develop a system connection for Hmong serving CBOs, community members, and county representatives. HYPUs hopes that this pilot project will diversify culturally and linguistically appropriate conversations between CBOs, community members, and county, expand partnerships between them to increase CBO's programs and ability to address Covid-19 and related health inequities. This system will be facilitated by trained and experienced HYPUs staff and volunteers to allow Hmong CBOs of Sacramento County to communicate and connect with county representatives. HYPUs will facilitate monthly meetings to discuss disparities and health inequity between Hmong CBOs and county representatives. The goal is to have an open conversation and allow the CBOs to voice their concerns of lack of resources and health equity. The county representatives will provide the resources and connections for the CBOs to address concerns. An Open Forum will also allow community members to join and voice their concerns and questions in a culturally and linguistically competent environment. HYPUs hopes to also connect county representatives with Hmong CBOs to create programmatic opportunities for their organizations and community members.

Asian American, Native Hawaiian and Pacific Islander Community Response Collaborative

- Organization: **Asian Resources, Inc**
- The proposed pilot project is to create a statewide, coordinated Asian American, Native Hawaiian, and Pacific Islander (AANHPI) Community Response Collaborative (Collaborative) to respond to public health emergencies, such as COVID-19, on both the local and state levels. The Collaborative will be led by Asian Resources, Inc., and consist of six other community-based organizations (CBOs): Healthy House Merced, Korean Community Center of the East Bay, Orange County Asian and Pacific Islander Community Alliance, NICOS Chinese Health Coalition, Pacific Islander Health Partnership, and The Fresno Center. As CBOs deeply rooted in AANHPI communities who have been disproportionately

impacted by COVID-19, we serve our respective communities as trusted messengers on health issues and have conducted needed COVID-19 outreach and education. We have also addressed the challenges faced by our communities by advocating for an effective, equitable response to COVID-19 with our county public health departments. We will bring together the wealth of knowledge and best practices gained from our local work to provide culturally and linguistically appropriate strategies and recommendations to the California Department of Public Health, not only during emergencies but on an ongoing basis to ensure equitable responses to any issues or problems identified within our communities.

First Equity Initiative For & By NHPs in the Inland Empire

- Organization: **Motivating Action Leadership Opportunity (MALO)**
- Native Hawaiians and Pacific Islanders (NHPs) are a historically neglected U.S. racial group that endures severe health disparities due to pervasive structural inequities (e.g., poverty, historical trauma, poor health care access) that suppress health and promote disease in NHP communities. As a result, NHP communities have suffered the state's highest COVID-19 case and death rates. Yet, NHPs have received limited public health attention or funding during the pandemic, leading to a lack of effective health and policy interventions to meet NHPs' unique pandemic-related strengths, needs, and challenges. To reduce NHP COVID-19 disparities in the Inland Empire—California's second largest NHP population—the proposed project will build a much needed coalition/network of NHP community-based organizations and regional health, economic, religious, and county service partners to address the numerous social determinants driving NHPs' health disparities. Proposed activities include creating novel, culturally responsive systems for (1) delivering essential social and support services to NHP families affected by COVID-19 (e.g., hospitalization, unemployment, grief), and (2) increasing NHP health care engagement (e.g., community health worker-led enrollment, referral). Through this community requested project, we will establish the first sustainable, culturally grounded and community-driven coalition to reduce NHP COVID-19 (and other health disparities) in the Inland Empire.