



COVID-19 Health Equity Playbook for Communities

Strategies and Practices for an Equitable Reopening and Recovery



Equity Playbook Bulletin – July 2021

The [COVID-19 Health Equity Playbook for Communities](#) (Equity Playbook) supports local communities in building 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

Food Security

- **[COVID Response Nutrition Communications Campaign](#)**. A broad coalition of the state's leading nutrition organizations, known as the [State Nutrition Action Council \(SNAC\)](#), has developed new marketing tools to help Californians access food and nutrition programs and resources to stretch their food dollars and eat right when money is tight. These promotional tools were designed to complement the work that organizations serving communities are already doing in guiding individuals to appropriate nutritional programs and opportunities within their respective communities. The toolkit includes [social media posts](#), [flyers](#), [testimonials](#), and [food and nutrition resources](#) all designed to be co-branded, customized and ultimately plugged into existing communication channels.

Vaccine

- **[CDPH Communication Tools](#)**. CDPH released two new fact sheets about vaccines, titled "Get the Facts About the Vaccine" and "The Benefits of Getting Vaccinated" located in the [July Week of Action Toolkit](#) on the [Let's Get to Immunity Website](#).

Crosscutting Strategies

Communications

- **[Health Equity Style Guide for the COVID-19 Response](#)**. CDC's Health Equity Style Guide emphasizes the importance of addressing all people inclusively, with respect, including using non-stigmatizing, bias-free language. Avoid perpetuating negative stereotypes or blaming people for their own life circumstances or health status when reporting data or information about health disparities. This guide can be used when creating information resources, giving presentations, engaging with partners, and even when developing and reviewing internal communications. *Please note that this document is currently not available on the CDC's website but can be found on the [Johns Hopkins University website](#).*
- **[Multi-Sector Health Partnership Strategies in Rural Areas and Small Cities](#)**. [Build Healthy Places Network](#) has released a tool to guide cross-sector collaborations between the community development, finance, public health, and healthcare sectors to support partnerships in rural areas and small cities. This toolbox aims to assist multi-sector approaches that increase community-centered investments to support opportunities for all individuals to live long, healthy lives, regardless of their income, education, race or ethnic background. These resources reflect locally generated solutions to accelerate through innovative partnerships. This resource contains two sections, that include case studies and partner finders to maximize strategies.
- **[CDPH Employer Vaccination Toolkit](#)**. CDPH has launched an Employer Vaccination Toolkit to support employers who are interested in helping their employees in getting vaccinated for COVID-19. The toolkit includes information such as: types of vaccination support models, how to submit a worksite mobile clinic request, and other best practices to help employees access vaccines.
- **[Messaging Based on Local Vaccination Rates](#)**. [Public Health Communications Collaborative](#) has developed talking points about the critical role local vaccination rates play in communities. Their new tailored guidance can be used to deliver topline messages about why local vaccination rates matter, and why it is important that every eligible person is vaccinated. For additional messaging guidance, visit their [Tough Q&A](#) page.

Language Access and Cultural Competency

- **COVID-19 Education in Indigenous Languages.** [Centro Binacional para el Desarrollo Indígena Oaxaqueño \(CBDIO\)](#), developed COVID-19 educational materials in Indigenous languages and collaborated with groups across the state to better inform the indigenous community. Currently their staff speaks four Indigenous languages and 13 unique variants of those languages, such as Mixtec (8 variants), Zapotec (two variants), Triqui (two variants), and Tlapaneco (indigenous language from the state of Guerrero).
- **Protect Yourself and Your Family from COVID-19 Fact Sheet.** The CDPH “Protect Yourself and Your Family from COVID-19” is now available in the following languages: [English](#), [Spanish](#), [Arabic](#), [Armenian](#), [Chinese Simplified](#), [Chinese Traditional](#), [Hmong](#), [Khmer](#), [Korean](#), [Punjabi](#), [Russian](#), [Tagalog](#), [Thai](#) and [Vietnamese](#). The fact sheet reminds Californians to get vaccinated, wear a mask when required, stay home if sick, sign up for exposure notifications, and ventilate indoor spaces.
- **HHS COVID-19 Public Health Education Campaign Launches Juntos Sí Podemos.** HHS has launched its Spanish-language website, [JuntosSíPodemos.HHS.gov](#), to better serve the Spanish-speaking population in the United States. The website offers a full navigation experience in Spanish and has all the resources partner organizations need to increase public confidence in and uptake of COVID-19 vaccines among Spanish speakers. For resources and downloadable materials to use in your outreach efforts, visit [JuntosSíPodemos.HHS.gov](#) or [WeCanDoThis.HHS.gov](#).

Longer-term COVID-19 Response Strategies

Housing Security and Homelessness

- **Delivering Effective Emergency COVID-19 Rental Assistance in California.** The [Bay Area Regional Health Inequities Initiative \(BARHII\)](#), [Housing Now!](#), and [PolicyLink](#) conducted a survey of rental assistance providers revealing Californians experiencing deep housing and health insecurity face formidable challenges accessing rent relief. [A summary of the survey](#) highlights key findings, recommendations, and results.

Schools and Childcare

- **CA Safe Schools for All Parent Page.** CDPH has produced a new resource, the Safe Schools Parent Page (in [English](#) and [Spanish](#)), to help parents understand the steps California schools are taking to prevent the spread of COVID-19. This page provides parents with information about the school safety measures that protect the health and wellbeing of students while they are on campus, and the valuable role that in-person learning plays for children's social and emotional development.

***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.*