

ASPR TRACIE Technical Assistance Request

Request Receipt Date (by ASPR TRACIE): 17 June 2020

Response Date: 23 June 2020

Type of TA Request: Complex

Request:

The requestor asked for best practices and examples from state and local health departments on how they selected COVID-19 testing sites in Hispanic communities, what partners they worked with to reach those residents, how they established community partnership, and what they considered to be the most successful communication platforms (e.g., social media, radio, television, print).

Response:

The ASPR TRACIE Team reviewed our existing resources, namely our [Novel Coronavirus Resources](#) web page, and [Access and Functional Needs Topic Collection](#). We also conducted a search online for additional materials and reached out to our Subject Matter Expert cadre members to gather feedback or related materials; those resources are provided in this document.

Please refer to the Centers for Disease Control and Prevention's (CDC) [Coronavirus Disease 2019 webpage](#) for the most up-to-date clinical guidance on COVID-19 outbreak management.

I. Local and State-Related Information

Associated Press. (2020). [Virus Survey Workers to Go Door to Door in Northern Virginia](#).

The Centers for Disease Control and Prevention will send federal workers door to door in two Northern Virginia cities (Manassas and Manassas Park) to conduct a 30-question survey of needs related to COVID-19. These two cities have large Hispanic populations and have been hit hard by the disease. Surveys will be conducted in Spanish and participation is voluntary.

Berti, D. (2020). [Del. Elizabeth Guzman: More Must be Done to Reach Hispanic Residents About COVID-19](#). Prince William Times.

This article addresses how the Hispanic community is being affected at higher rates than others in Northern Virginia. Del. Guzman noted that the Virginia Department of Health has information related to COVID-19 translated in Spanish, but the information is not reaching the Hispanic community. She suggested that the information be advertised on television and radio as these sources are more widely used by the community. The article

also addresses how the lack of federal assistance for undocumented individuals may be further compounding the issue.

Breslin, R. (2020). [Numbers Show Nashville's Latino Population Disproportionately Affected by COVID-19](#). News 4 Nashville.

This television segment highlighted that nearly one-third of Nashville's COVID-19 cases are from the Hispanic community despite those residents only comprising about a tenth of the population. (Numbers are similar for the state as a whole.) An activist interviewed for the segment noted efforts were made to provide signage in appropriate languages, but recommended increased outreach, greater economic relief for the Hispanic community, and a stronger focus on workplace safety given the risk of workplace exposures.

Curth, K. (2020). [New Orleans Officials Say COVID-19 Disproportionately Affecting Hispanic and Latino Community](#).

The City of New Orleans formed a task force once public health officials noticed that the Latino community was much more heavily impacted by COVID-19 than the rest of the population. They noted fear and lack of access to testing as some of the reasons why this may be the case. The task force is implementing more free testing to be made available to this target population while ensuring individuals that their privacy would be protected.

Garcia, C. (2020). [Advocates Push for Inclusion in New Task Force Focused on COVID-19 and Hispanic Community](#).

As the number of COVID-19 cases disproportionately impact the Hispanic community in Austin, Texas, the city has implemented a task force to provide tailored outreach to those most heavily hit. Part of the outreach includes bringing more testing to those communities and working with local stakeholders.

Gates, B., and Tamplin, H. (2020). [Hispanic Community Outreach Task Force to Tackle High COVID-19 Rates in Central Texas](#). KXAN.

This article discusses how a Hispanic community outreach task force will be established in Austin, Texas to address the high COVID-19 rates compared to other residents. The task force will work with residents in specific zip codes with a disproportionate number of COVID-19 cases. The city's public health officials also underscore the importance that media plays in communicating information to these community members.

Latino Community Center. (2020). [COVID-19 Response](#).

This web page provides information on the Latin Community Center's outreach efforts to Hispanic communities in Alleghany County, Pennsylvania. This includes, but is not limited to, providing meals and other essential items; conducting services by phone to

provide links to other support resources (e.g., information on local food banks); and helping individuals get access to testing. **NOTE:** Click on the links to their weekly email blasts for additional information.

Mirshahi, D. (2020). [Richmond, Chesterfield Health Districts Team Up with CDC to Address COVID-19 Risk in Hispanic Community](#). ABC8 News.

This article addresses how two health districts in Virginia, Richmond and Chesterfield County, are collaborating to expand outreach and services to Hispanic communities who have been disproportionately impacted by COVID-19. Several efforts are also underway to collaborate with other local partners. For example, the Virginia Hispanic Chamber is working with various businesses to provide resources to assist with relaying important information in Spanish. Response teams have also been working with Hispanic leaders and community members to better understand and help individuals overcome any barriers to care.

Parafiniuk-Talesnick, T. (2020). [COVID-19 Takes Toll on Lane County Latino Communities](#). The Register-Guard.

This article describes the disproportionate number of COVID-19 cases among Lane County's and the State of Oregon's Hispanic population relative to the overall population. Community-based organization leaders and county officials note that many Hispanic residents are frontline service workers, live in crowded households that challenge physical distancing, and fear immigration enforcement when seeking testing or care. They describe educational and outreach efforts underway, including translation of information about COVID-19, increased testing sites, distribution of food boxes, provision of rental assistance, temporarily halting evictions, and advocacy efforts.

Sides, E. (2020). [COVID-19 Data Shows Disproportionate Impact on Hispanics in Northern Virginia](#). InsideNOVA.

The author provides possible reasons for the disproportionate impact of COVID-19 on the Hispanic community in Northern Virginia, which include: many residents have higher incidences of diabetes, obesity, asthma and chronic conditions; they may not have health insurance; they may work at jobs where they do not have paid sick time off; many work in jobs where they cannot work from home (e.g., construction, landscaping and service industry); and Hispanics may live in more overcrowded situations than others.

Sonka, J. (2020). [COVID-19 Cases in Shelby County Rise with Outbreak in Hispanic Community](#). Courier Journal.

This article describes outreach by a local health department (LHD) in Kentucky to address growing numbers of COVID-19 cases in the Hispanic population, who account

for nearly all recent cases in the community. LHD staff provided education on virus transmission and the importance of physical distancing and use of face coverings.

Vazquez, J. (2020). [Hispanic Community in NYC 'Disproportionately' Impacted by COVID-19: Officials](#). NBC4 New York.

New York City officials have implemented a multi-million dollar public awareness campaign geared towards zip codes with the highest positive cases for COVID-19; this includes hard hit Hispanic and African American communities. The campaign will disseminate messaging on television, radio, digital, and print advertisements in 14 languages, including Spanish. It will also conduct grassroots outreach efforts to include robocalls, peer-to-peer texting, and direct outreach to households. The City also plans to build a 311 system to provide a “phone-a-clinician” option that will allow the public to obtain real-time answers on symptoms and care.

Watson, N. (2020). [Leaders Work on Outreach as COVID-19 Hits Hall's Latino Community Hard](#). *The Times*.

Northeast Georgia Health System (NGHS) officials conducted geomapping for COVID-19 cases and noticed that Hispanic communities were impacted at higher rates than others in the region. As a result, NGHS began collaborating with industry and community leaders, such as hospital administration staff and poultry industry leaders, to conduct outreach.

Wildeman, M. (2020). [30% of New Coronavirus Cases in Greenville, a New Hotspot, are in Hispanic Community](#). *The Post and Courier*.

This article describes outreach efforts to the Hispanic community after discovering they make up a disproportionate share of COVID-19 cases and deaths. Local officials expanded testing options and participated in interviews on Hispanic-serving radio stations.

Williams, J. (2020). [Seeing Surge in Hispanic Coronavirus Cases, New Orleans Leaders Urge Outreach to Latino Community](#). *The Times-Picayune*.

This article describes the discovery of the disproportionate effect of COVID-19 on Hispanic residents of New Orleans and Jefferson Parish. Data showed that 20 percent of Hispanic residents tested positive for COVID-19 compared to 3 percent of non-Hispanic residents. Local officials believe this effect was masked by an earlier focus on deaths, with data broken down by race rather than ethnicity. Officials believe the higher infection rate is due to workplace exposures, lack of healthcare access, and uneven access to opportunities and also expressed concern that fear of deportation may discourage seeking care or testing. Efforts are underway to conduct more outreach and testing via Hispanic-

servicing community groups, inclusion of Spanish in messaging and contact tracing services, and improved data collection.

II. Other Select Resources

Dyal, J., Grant, M., Broadwater, K., et al. (2020). [COVID-19 Among Workers in Meat and Poultry Processing Facilities -19 States, April 2020](#). *Morbidity and Mortality Weekly Report*. 69(18):557-561.

This report discusses factors associated with 4,913 cases and 20 deaths reported among workers at 115 meat and poultry processing facilities in 19 states. The authors recommend elimination of hazards and exposure sources, use of engineering controls such as installation of physical barriers, enhancement of infection prevention practices such as hand hygiene and frequent cleaning and disinfection, changes to leave policies that incentivize working while ill, use of personal protective equipment, and worker training in relevant languages.

League of United Latin American Citizens (LULAC). (2020). [LULAC Launches Website to Help the Latino Community Access Critical COVID-19 Information And Resources](#).

LULAC is the largest and oldest operating Latino civil rights organization in the U.S. For COVID-19, it launched an online platform to provide resources and important information to Hispanic communities.

North Carolina Department of Health and Human Services. (2020). [Interim Coronavirus 2019 \(COVID-19\) Guidance for Migrant Farmworkers, Their Employers, and Housing Providers](#).

This document provides background information on COVID-19 and a checklist to prepare to care for and isolate infected workers, promote healthy habits, and address legal considerations. It also notes that information should be provided in both English and Spanish in locations where workers can locate them, as appropriate.

U.S. Department of Health and Human Services (HHS), Office for Civil Rights (OCR). (2020). [BULLETIN: Ensuring the Rights of Persons with Limited English Proficiency in Health Care During COVID-19](#).

This bulletin can help health entities ensure they are better able to serve individuals with limited English proficiency (LEP). It addresses Title VI of the Civil Rights Act of 1964 and Section 1557 of the Affordable Care Act, which mandate that healthcare providers take reasonable steps to provide access to individuals with LEP, such as written translations of documents and language interpreters. For COVID-19, this also includes, but is not limited to: disseminating COVID-19 information and messaging about testing and treatment in plain language and in other languages prevalent in a particularly affected

area through all forms of media; conducting targeted outreach to community and faith-based organizations; and posting COVID-19 information in various languages in multiple locations. **NOTE:** Please review the multiple links to other resources provided on pages 3-4 of this document.

U.S. Department of Health and Human Services. (n.d.). [Ensuring Language Access and Effective Communication During Response and Recovery: A Checklist for Emergency Responders](#). (Accessed on 6/23/2020.)

This document provides recommendations and action steps for emergency responders who may need to work with individuals with LEP and “persons with disabilities” regarding language access and effective communication.

Western Center for Agricultural Health and Safety. (2020). [COVID-19 Resources for Agriculture](#). University of California Davis.

This page includes various resources to protect agricultural worker health during the COVID-19 pandemic. Resources include an agricultural worksite checklist, employer training guide, educational videos, and infographics on worker safety, prevention, symptoms, and hygiene. Most of the resources are available in both English and Spanish.