

REPORT TO THE LEGISLATURE

“Vacunarte contra COVID-19 es un acto de generosidad”, “Getting vaccinated against COVID-19 is an act of generosity.”



Covid-19 Education
Media Campaign
2021-2023

Contents

Executive Summary	1
Project Implementation	2
Service Delivery Approach	3
Partnership for Vaccine Confidence Committee	3
Outreach Programs.....	5
External Evaluation	14
Appendix A: Partnership for Vaccine Confidence Committee Member List	15
Appendix B: COVID-10 Radio Program Guide... ..	16
Appendix C: (2021) Biennial Budget, Engrossed Substitute House Bill 5092.PL	17

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Executive Summary

The 2021 Biennial Budget {Engrossed Substitute Senate Bill 5092.PL} appropriated \$600,000 of the general fund-state appropriation to the Department of Health “to contract with a community-based nonprofit organization in the Yakima Valley to develop a Spanish-language public media campaign to educate on the Covid-19 pandemic through an outreach program. The radio campaign aims to reach residents considered “essential workers,” including but not limited to farm workers, and provide information on best practices for limiting exposure, preventing transmission, and seeking treatment for Covid-19. Northwest Communities’ Education Center/Radio KDNA (NCEC/KDNA), in association with Sea Mar Community Health Centers, was awarded Contract #CBO26881 from October 1, 2022, through June 30, 2023, in the amount of \$1,183,432.00 by the Washington State Department of Health (DOH). The purpose of the project is to utilize the capabilities of Radio KDNA for community opioid education outreach in Yakima County, coupled with a trained staff to do either in-person presentations or by the Zoom meeting technique. The Covid Work Plan implementation takes into consideration that it be culturally and linguistically appropriate. Also, it must be further bolstered through collaboration with partners who will ascertain that the educational materials and radio programs are evidenced based as according to the CDC, SAMSHA, and the Washington State Department of Health. NCEC/KDNA has been working with the Eastern Washington Opioid Consortium since 2019 for guidance and quality assurance. We are working closer with the Yakima Health District and new stakeholders such as Fred Hutchinson, PaVac-UW, Washington Growers League, and the Washington State Employment Security. This collaborative work is in play in producing culturally relevant radio programs for farmworkers and creating Radionovelas, Fotonovelas, and educational materials in Spanish and English. The focus has been on the essential workers, from farm laborers to grocery workers who work and often travel to work in groups and often live in crowded conditions, such as Latino farmworkers. National housing studies by USDA indicate that poor, crowded housing conditions are directly related to poor health. NCEC/KDNA has made the extra effort to include

H2A workers by collaborating with WAFLA, a national labor contractor, and the Washington Growers League.

The goal is to reach essential populations with limited literacy experiencing cultural and informational isolation and those essential workers in grocery stores, businesses, and farms. According to DOH and the CDC, the collaborations are intended to ensure quality assurance of all Covid-19 outreach educational materials to be scientific evidence-based information. The radio programs, informational Covid radio capsules, and educational materials identified in the Scope of Work Project Plan COVID-19 from October 1st, 2021, to June 30th, 2023, are in conformance with Contract #CBO26881.

The department contracted with Northwest Communities Education Center/Radio KDNA (NCEC/KDNA), in association with Sea Mar Community Health Centers, to develop and deploy the COVID-19 project to focus on reaching out to the Latino “essential workers” of the Yakima Valley using the following strategies:

- **Outreach Campaign**
 - Radio Programming,
 - Fotonovela Vaccine Confidence, and
 - Events and in-person/virtual visits

PROJECT IMPLEMENTATION

The first year of the COVID-19 Project between the Washington State Department of Health (DOH) and Northwest Communities’ Education Center/Radio KDNA (NCEC/KDNA) began on October 1, 2021, and ended on June 30, 2022. During the several months of this project, a scope of work was developed, strategies for project implementation were identified, and staff were identified and then hired to begin executing the work plan. In developing the activities, the fully assembled COVID staff grounds their work on effective best practices with the focus population, continually receives input from the newly formed Partnership for Vaccine Confidence (PaVC) consortium, and includes cultural elements relevant to the migrant farmworker population. The scope of work with an accompanying timeline includes the development of foto novelas, presentations, informational capsules, radio programming, a

social media kit, and using Radio KDNA as a vaccine clinic. Outreach activities began in September 2021 and were coordinated with community stakeholders in the Yakima Valley, such as Fred Hutchinson, PaVac- UW, Yakima Health District, Labor & Industries, and Partnership for Agricultural Safety & Health (PNASH). The project's second year commenced on July 1, 2022, and concluded on June 30, 2023.

Service Delivery Approach

Through the partnerships with the Partnership for Vaccine Confidence (PaVac) consortium members, a key strategy of the outreach campaign was to design collaboratively and widely broadcast culturally relevant educational radio programs, such as a set of informational capsules. Radio KDNA leveraged its 100+ mile reach via their radio station to broadcast to community members with a two-year plan of live and prerecorded radio talk shows in prime-time slots, such as the "Aqui y Alla" programs that historically garnered huge radio Spanish-speaking listeners. Radio and foto novelas have been demonstrated as an effective means of providing outreach and education to people with limited reading literacy. Radio ads are placed in the most popular musical and family shows at most proven listened-to slots in the mornings for the "El Jardin de los Ninos," "El Cambalache," and in the "Puro Tejano" musical hours in the early afternoon and Saturday/Sunday evenings. Another strategy employed was outreach staff developing and coordinating various events to meet with community members, youth, and parents at schools and local businesses to share COVID-19 safety information. Bilingual flyers and infographics were either custom designed or obtained from the Center for Disease Control (CDC) website and distributed at events.

Partnership for Vaccine Confidence Committee

A significant element of the project's success was the formation of the Partnership for Vaccine Confidence Committee (PaVac). The names of the committee members and their organizations represented can be found in Appendix A. This committee provided guidance and input on project activities that are culturally sensitive to the target population. The members of this committee have been critical thought partners in ensuring that the project is launched

promptly and have also served as guests on various radio programs. Since mid-November, Radio KDNA has met 10 times through the end of June with community partners. Below is an overview of topics covered during these committee meetings.

11/10/21	PaVaC UW met with Radio KDNA to share their plans, and we shared our plans with the COVID-19 campaign. We then collected feedback to inform us of our plan.
11/16/21	We formally partnered with PAVC-UW and formulated shared goals, including promoting vaccine confidence and focusing on essential businesses.
11/24/21	During this meeting, the committee worked on developing a radio program. The program was centered on Labor & Industries' rules and regulations through the pandemic.
12/6/21	PaVac discussed our outreach campaign plan, which includes information capsules, and our 1-hour program for 12/14, and we reviewed the media kits and scripts that PaVaC developed. We also collaboratively came up with a slogan for the outreach campaign.
12/17/21	This was the initial meeting that additional members of the committee/consortium participated in, such as Fred Hutchinson, PaVaC-UW, Yakima Health District, and Labor and Industries. Time was spent hearing each other's work as related to Covid-19 activities.
1/5/22	The purpose of this meeting was to make workplace toolkit revisions. In addition, social media tool kits were presented. We also reviewed upcoming radio programs with the committee.
1/7/22	During this meeting, the PaVac Committee discussed the myths and facts the community had about vaccines. We also discussed how the community responded better to others' Covid experiences. As a result, many potential radio topics were shared in response to what was learned.
2/14/22	This meeting was dedicated to planning for distributing the workplace toolkit and discussing COVID-19 navigator training. Additionally, the committee met with members of PaVac to discuss increasing vaccine confidence.
3/2/22	The committee discussed the new state masking mandate and reviewed L&I's requirements. We also shared the latest updates and changes to problem-solve together.

12/5/22	The PaVac turn into FRESCO - - Purpose of the Food Research Equity Collaborative (responsibilities, commitment, operating procedures) & Fresco timeline, Timeline and goals of FRESCO, Latino food equity mission statement. Current and future projects for Latino food equity, Workplace toolkit, Tienda audits, and Future tienda work.
1/9/23	FRESCO - - Purpose of the Food Research Equity Collaborative (responsibilities, commitment, operating procedures) & Fresco timeline, Timeline, and goals of FRESCO. Current and future projects for Latino food equity, Workplace toolkit, Tienda audits, and Future tienda work.
2/6/23	FRESCO - - Purpose of the Food Research Equity Collaborative (responsibilities, commitment, operating procedures) & Fresco timeline, Timeline, and goals of FRESCO. Current and future projects for Latino food equity, Workplace toolkit, Tienda audits, and Future tienda work.
3/6/23	FRESCO - - Purpose of the Food Research Equity Collaborative (responsibilities, commitment, operating procedures) & Fresco timeline, Timeline, and goals of FRESCO. Current and future projects for Latino food equity, Workplace toolkit, Tienda audits, and Future tienda work.
4/10/23	FRESCO - - Purpose of the Food Research Equity Collaborative (responsibilities, commitment, operating procedures) & Fresco timeline, Timeline, and goals of FRESCO. Current and future projects for Latino food equity, Workplace toolkit, Tienda audits, and Future tienda work.
5/8/23	FRESCO - - Purpose of the Food Research Equity Collaborative (responsibilities, commitment, operating procedures) & Fresco timeline, Timeline, and goals of FRESCO. Current and future projects for Latino food equity, Workplace toolkit, Tienda audits, and Future tienda work. Follow up on the Grant.
6/12/23	FRESCO - - Purpose of the Food Research Equity Collaborative (responsibilities, commitment, operating procedures) & Fresco timeline, Timeline, and goals of FRESCO. Current and future projects for Latino food equity, Workplace toolkit, Tienda audits and Future tienda work.

Outreach Programs

The project goal of this grant task is to create a broad campaign that takes into account the cultural assets and needs of the target population to provide awareness of COVID-19, to share medically based information, to share resources, and to provide vaccines for the general listening audience and their families throughout the central part of Washington. Content developed for the radio programming was grounded in current research and infused with bilingual and bicultural elements to ensure that farm-working families and others easily related

WASHINGTON STATE DEPARTMENT OF HEALTH

COVID-19 Project Public Radio Campaign: End of Project Report

to the information. The primary themes of the radio campaign included education, treatment, and prevention. Radio KDNA leveraged its credibility among farm workers and reach to implement the outreach campaign in an ongoing manner through an array of radio programs and community events. Resource bags with COVID-19 information were also distributed, and the radio station also served as a vaccine clinic to further encourage vaccinations. Outreach events included visits to local school districts, visits to farms to meet with agricultural workers, and converting Radio Cadena into a vaccine site. Below is an outlined plan with further detail:

- **Outreach Campaign**

- **Radio programming**

- Host, write radio program scripts, invite guests, and engage with listeners in each program.
 - Use radio programs as a tool to reach up to 25,000 listeners over Yakima County.
 - Use programs as an educative and informative platform for COVID-19 exposure prevention and vaccine confidence.
 - 48 one(1) hour radio programs
 - 12/01/2021 to 06/30/2022
 - Develop 7 informational capsules that pinpoint vaccine confidence, health, and safety guidelines, and educate essential workers and the community.
 - Air 6 spots and matched 6 per day for 180 days
 - Total of 12 per day for 180 days
 - 12/01/2021 to 06/30/2022
 - Produce one Radio Novela and air the radionovela 6 times daily for 210 days.
 - 12/01/2021 to 06/30/2022



- **Fotonovela Vaccine Confidence**

- Write, design, and create a fotonovela in English and Spanish that aims to motivate readers (specifically essential workers) to receive the vaccine.

- Print 8,500 copies and make them available in digital format.
- Distribute copies to partners around Yakima County, farms, grocery stores, essential businesses, and essential workers.
- Have fotonovela completed 6 months after the contract initiates.
 - 12/01/2021 to 06/30/2022
- **Events and in-person/virtual visits**
 - Use NCEC/Radio Cadena's building to host two health fairs with partners to educate essential workers from the valley and community and give them resources from other organizations to assist them during this pandemic. One in February and the second one in May.
 - Using the facility as a vaccine clinic to promote access to workers and community members that have built a trustworthy relationship with Radio KDNA. Conduct clinic in November 2021.
 - Attend at least 5 outreach events throughout the contract distributing materials and supplies such as facemasks, hand sanitizer, fotonovela, flyers, and infographics.
 - Visit at least 2 farms monthly and distribute the materials mentioned above to all workers, engaging and educating them when permitted by the employer.
 - Creating a media kit in English and Spanish to share on social media platforms such as Facebook and Twitter with monthly topics regarding COVID-19 and vaccine promotion for essential workers.
 - Make a presentation in the springtime at the Migrant childcare centers to reach out to parents and workers.
 - Collaborate with the school districts to promote the importance of COVID vaccine with parents and students.



- **Evaluation**

- Events and outreach visits will provide the total number of people reached and the list or copies of materials distributed for the events.
- Administer a short survey for the presentation at the migrant centers.
- Administer a short interview with to gather stories from the community.
- Get registration forms to ensure we have the total # of participants.
- We will develop protocols to implement surveys and interviews.

Events

Radio KDNA has coordinated a total of five major events since September 2021. These events were on a larger scale than in-person visits and included either schools or city agencies. The events are listed below, and then further detail is subsequently provided.

- 9/30/21 – Health & Resource Fair
- 11/5/21 – Employment & Resource Fair
- 12/17/21 – Noche Navidena
- 4/9/22 – Spring into Wellness
- 6/16/22 – Kickoff to Summer
- 7/7/22 – Farmers market every Thursday until 9/29/22.
- 7/10/22 Granger Flea Market
- 7/14/22 Vaccine Clinic- NCEC/Radio KDNA Building
- 7/22/22 Health Fair-Wapato
- 7/28/22 Vaccine Clinic-NCEC/Radio KDNA Building
- 8/2/22 Granger National Night out
- 8/3/22 Toppenish National Night out
- 8/9/22 Grandview National Night out
- 8/1/22 Vaccine Clinic-NCEC/Radio KDNA Building
- 8/13/22- Mabton Health Fair
- 8/24/22 Valley Vista Health Fair Prosser
- 8/25/22 Vaccine Clinic-NCEC/Radio KDNA Building

- 9/7/22 Granger Inspire Annual STEM event.
- 9/8/22 Vaccine Clinic-NCEC/Radio KDNA Building
- 9/13/22 2nd Harvest Food Distribution
- 9/15/22- Taco Fest & Health & Resource Fair
- 9/16/22 Heritage University Resource Fair and Celebration
- 9/22/22 Vaccine Clinic-NCEC/Radio KDNA Building
- 10/4/2022- WorkSource Fair-Yakima
- 10/5/22 Abuelito y yo -Grandview
- 10/6/22 Vaccine Clinic-NCEC/Radio KDNA Building
- 10/12/22 Grandview school parent night
- 10/13/2022- Grandview Yakima Valley Farmworker's Clinic- Resource Fair
- 10/17/2022- Granger Inspire- Parent Night
- 10/20/22 Vaccine Clinic-NCEC/Radio KDNA Building
- 10/22/2022- Yakima Valley Farmworker's Clinic- Resource Fair
- 10/26/22 OIC Family night harvest party
- 10/27/22 Wapato Health Fair
- 10/28/22 Work source Fair
- 10/29/22 Día de los Muertos
- 11/1/22- Mabton Resource and Arts event
- 11/3/22 Vaccine Clinic-NCEC/Radio KDNA Building
- 11/8/22 2nd Harvest Food Distribution
- 11/10/22 Sunnyside Resource Fair
- 11/16/22 Granger Migrant Night
- 11/17/22 Vaccine Clinic-NCEC/Radio KDNA Building
- 12/13/22 2nd Harvest Food Distribution
- 12/14/22 Polar Express event-Grandview



- 12/16/23 Noche Navidena- Christmas Event
- 1/24/23 2nd Harvest Food Distribution
- 1/31/23 Vaccine Clinic-NCEC/Radio KDNA Building
- 2/2/23 Agricultural Safety Days-Yakima
- 2/9/23- NCEC/Radio KDNA Job Fair
- 2/14/23 2nd Harvest Food Distribution
- 2/16/23 Granger-21st century event
- 2/23/23 Wapato resource fair
- 2/24/23 Nuestra Casa Community Fair
- 2/25/23 Parent institute-Mabton
- 02/28/23 Vaccine Clinic-NCEC/Radio KDNA Building
- 3/2/23 Grandview Parent University
- 3/21/23 2nd Harvest Food Distribution
- 3/23/23 Migrant Parent night-Wapato
- 3/25/23 West Valley Resource Fair
- 3/28/23 Vaccine Clinic-NCEC/Radio KDNA Building
- 4/13/23 Toppenish Health and Wellness Fair
- 4/15/23- Cherry Festival
- 4/25/23 2nd Harvest Food Distribution
- 4/27/23 Vaccine Clinic-NCEC/Radio KDNA Building
- 4/27/23 Grandview spring migrant event
- 4/28/23 NCEC/Radio KDNA Dia del Nino evento
- 5/9/23 2nd Harvest Food Distribution
- 5/11/23 Prescot Health Fair-Fred Hutchison
- 5/17/23 Sunnyside Career Fair
- 5/18/23 Sunnyside Mid-Valley Jobs and Resources Fair -WorkSource
- 5/24/23 Cosecha Court - H2A housing resource event
- 5/25/23 Vaccine Clinic-NCEC/Radio KDNA Building

- 5/31/23 White swan resource fair
- 5/31/23 Yakima- Summer send-off -STEM program.
- 6/3/23 Granger Dino Day Event
- 6/4/23 Granger Flea Market
- 6/8/23 NCEC/Radio KDNA movie night
- 6/10/23 Moses Lake Resource Fair
- 6/13/23 2nd Harvest Food Distribution
- 6/14/23 Wenatchee and Cashmere H2A housing outreach
- 6/24/23 Granger Community Days
- 6/28/23 Valley Vista Health Fair Prosser
- 6/28/23 Mattawa H2A housing outreach
- 6/29/23 NCEC/Radio KDNA Building Family Resource Fair and Vaccine Clinic

The **Health & Resource Fair** took place on September 30, 2021, and was hosted by Radio KDNA. Local community agencies participated in the resource fair to inform the public about health resources, social services, and community programs. More than 360 people attended the event and received COVID-19 information.

The **Employment & Resource Fair** was held on November 5, 2021, with community volunteers, and the event is geared towards adults and youth. Information was provided in English and Spanish to ensure that participants were not excluded. The second outreach event was a vaccine clinic hosted by Fred Hutchinson in partnership with Radio KDNA and the Yakima Health District. The total number of participants was 75 and consisted of 50 adults and 25 youths that were in attendance. At the event, bikes were distributed to those who had received vaccination and those who had won the raffle to incentivize participation further. Radio KDNA set up an informational table on COVID-19 with respective resources and flyers.

Additionally, masks and hand sanitizers were distributed to participants. All information communicated was provided in English and Spanish.

On December 17th, 2021, the 42nd anniversary of Radio KDNA was celebrated and was called **Noche Navidena**. With a large attendance expected, this event was leveraged to reach community members, share resources with them broadly, and provide awareness of the

WASHINGTON STATE DEPARTMENT OF HEALTH

COVID-19 Project Public Radio Campaign: End of Project Report

project. More than 600 children between the ages of 1-12 attended the event, as well as adults. All the children received gifts, while bilingual COVID-19 information and resources were shared with participants.

The **Spring into Wellness event** was hosted by Radio Cadena on April 9th, 2022. This event aimed to provide the community with health resources from various agencies throughout the lower Yakima Valley and promote public health awareness. A total of 22 agencies participated and shared their resources with the community. Moreover, Birds Eye Clinic was present to vaccinate (35 people total) those who needed and requested vaccines. Thirty-five families attended, which amounted to a total of 85 people. Project staff traveled to Finley Farms in Benton City to provide H2A agricultural workers information on COVID safety and to hand out N95 masks and hand sanitizers. Staff also provided information on how to listen to Radio KDNA online. All 53 workers were Latino men, roughly 75% of them new to the area. They expressed excitement in listening to Radio KDNA on their phones.

Radio KDNA hosted a **Kickoff to Summer** event on June 16, 2022, which was open to the community. The event aimed to promote public health awareness and provide corresponding resources to the community. Project staff partnered with over 23 local agencies and organizations around the Yakima Valley to promote their respective resources and programming. Examples of partners include Yakima

Neighborhood Health, Nuestra Casa, Apple Valley Dental, Northwest Justice Project, and Molina Healthcare.

Approximately 250 community members attended the event

and received COVID-19 information and resources.

The first major event held in year two of the project was a **Mid-Valley Health Fair**, which took place in Wapato on July 22, 2022. This event was promoted in Spanish via Radio KDNA's broadcast system. Two hundred people were provided resource bags and/or verbal information about COVID safety in English and Spanish. The **Mabton Health Fair** was led by NCEC/Radio KDNA on August 13, 2022, and included a partnership with Fred Hutchinson. Two hundred Latino and Caucasians of all ages attended this event. Outreach staff set up resource tables to meet with community



members and to share information about the benefits of COVID-19 vaccination and ways to promote health safety.

On September 15, 2022, NCEC/Radio KDNA led and hosted a community-wide event called, **Taco 'bout a Health & Resource Fair**. This event was heavily advertised, with a focus on migrant farm workers. As well as nearby businesses, various hospitals and health professionals were represented to promote well-being and healthy habits. Resources and information, which were primarily in Spanish, were given to the 561 people (youth and parents) that attended this event.

Project staff led and coordinated a **WorkSource Resource Fair** held in Yakima on October 4, 2022. Various booths were set up to engage parents and youth and share their resources. In the case of NCEC/Radio Cadena, COVID-19 health information was shared with 150 people. Project staff members took the lead in coordinating a **Yakima Valley Farmworker's Clinic Resource Fair** on October 13, 2022. This event included businesses, healthcare representatives, and agencies from the area to promote their resources and services to the community. This event took place over the course of four hours, and outreach staff connected with 250 people. NCEC/Radio KDNA led the coordination of a conference on October 17, 2022, which was held at Sunnyside High School. Outreach staff presented to youth and parents about COVID-19 vaccines, health safety precautions, and the schedule of their pop-up vaccine clinics. The presentation was given in English and Spanish to 40 people.

Project staff took the lead in coordinating a subsequent **Yakima Valley Farmworker's Clinic Resource Fair** that was held in Yakima on October 22, 2022. Local community agencies were invited to promote their services. This event was held for four hours, starting from 10 a.m. through 2 p.m., and brought in 200 people from the Yakima area. Project staff disseminated health resource bags with flyers, infographics, and small giveaways.



To leverage the theme of Halloween, NCEC/Radio Cadena coordinated a Dia de los Muertos event on October 29, 2022. Various community agencies were invited to set up booths at this all-day event. Project staff also set up a vaccine clinic to share resources and had multiple tables set up to better connect with the 400 attendees. A **Dia de los Muertos event** was held on November 1, 2022, at Artz-Fox Elementary School in Mabton. Dia de los Muertos is a two-day holiday, often celebrated by those of Mexican heritage, to welcome back the souls of the deceased. This was also headlined as a literacy event for parents of elementary-aged

children. NCEC/Radio KDNA led the coordination of this event and was able to serve 100 people. On February 9, 2023, NCEC/Radio KDNA collaborated with local consortium members and partners to host a job fair at their center. Local job industries and businesses were represented to recruit potential workers and share information about their services. Eighty-five people attended the job fair, and outreach staff distributed COVID-19 resources and information about their weekly pop-up vaccine clinics. In keeping with the blooming of cherry blossoms, NCEC/Radio KDNA coordinated a **Cherry Festival event** at their center on April 15, 2023. COVID-19 prevention information was shared with 300 people in English and Spanish. People of all ages were in attendance for this community event.

On May 18, 2023, NCEC/Radio KDNA took the lead in coordinating a Mid-Valley Jobs and Resource Fair. Many community agencies, healthcare workers, businesses, and youth-serving organizations set up informational tables. Attendees were 18 years old through 64 years of age in search of work and visited to gather information. Outreach workers also provided COVID-19 resource bags to the 100 attendees.

In-Person & Virtual Visits

Project staff leveraged a trunk or treat event put on by the city of Granger on October 28th, 2021, to pass out more than 1,000 flyers regarding COVID-19 awareness and guidance.

On October 30th, 2021, a healthcare seminar focusing on nutrition and physical activity was held at Radio Cadena. A variety of community organizations were present. A pop-up vaccine clinic

WASHINGTON STATE DEPARTMENT OF HEALTH

COVID-19 Project Public Radio Campaign: End of Project Report

hosted by Fred Hutchinson in partnership with Radio KDNA and the Yakima Health District took place on November 20, 2021. The purpose was to promote awareness of COVID-19 through flyers and information packets and to distribute vaccines. In attendance were 50 adults and 25 children.

A similar event with the three partners named above occurred on January 20th, 2022. During this pop-up clinic, 21 vaccines were administered. Individuals who received a vaccine were also given COVID-19 resources and information. On January 22, 2022, the Latino Community Fund hosted a vaccine clinic with the Yakima Health District and Radio Cadena. Project staff distributed 80 bags of COVID-19 information and resources. In attendance were over 250 people.

On February 3rd, 2022, Radio Cadena hosted a vaccine clinic with an informational table on COVID-19 resources and information. Flyers, fotonovelas, N95 masks, and hand sanitizers were distributed to 55 adults and youth. On February 8th, 2022, WorkSource Employment Security Department representatives drove to Windy Point Farms Orchards to provide Radio KDNA outreach. Materials were distributed to 50 agricultural workers during their last break of the day, including the promotion of Vaccines Day, held every Thursday at Radio KDNA. The agricultural workers were all Latino males and between the ages of 18-64. On February 10th, 2022, Radio Cadena served as a vaccine clinic, with 20 adults and 5 youth receiving a vaccine. In addition, 50 people received Personal Protective Equipment (PPE). On February 17th,



2022, Radio Cadena hosted a vaccine clinic and provided COVID-19 information and resources to attendees. The project staff also distributed masks and hand sanitizers to 14 individuals. A total of 28 brochures, 42 flyers, 70 N95 masks, and 28 infographics were given. The Employment Security Department also distributed COVID-19 resources, while the Yakima Health District team administered 14 vaccines. On February 18th, 2022, COVID-19 staff and Labor & Industries representatives drove to Agri Macs Orchard in Othello. The purpose of the trip was to present H2A workers with COVID-19 resources and information. A presentation was

WASHINGTON STATE DEPARTMENT OF HEALTH

COVID-19 Project Public Radio Campaign: End of Project Report

given to 26 H2A workers, and 45 bags of COVID-19 resources, materials, N95 masks, cloth masks, and hand sanitizers were distributed. On February 24th, 2022, 20 individuals received resource bags when they came in for their vaccines. The bags contained hand sanitizers, COVID prevention and Opioid overdose prevention flyers in Spanish, sexual harassment prevention, and N95 masks. On February 28th, 2022, the COVID-19 staff visited Shinn and Sons farms to distribute resource bags to H2A male workers, which included COVID-19 information in Spanish. A total of 50 farm workers were reached through this activity.

March 7th, 2022, project staff provided resource bags to people who visited Radio Cadena to receive a COVID-19 vaccine. On March 3, 2022, resource bags were distributed to six individuals who were visiting Radio Cadena to receive the COVID-19 vaccine. On March 11th, 2022, healthcare professionals visited Grandview School District to meet with elementary and middle school students. Resource bags geared towards youth and families were distributed. On March 17, 2022, resource bags were distributed to people coming in for their vaccines. An upcoming (April 9th, 2022) resource fair was provided to promote participation further. School health workers and teachers also received resource bags, which included COVID and Opioid prevention flyers, sexual harassment prevention, hand sanitizers, and a flyer promoting the Radio Cadena resource fair on April 9th, 2022. Twenty-five community organizations visited Lewis and Clark Middle School in Yakima on March 10th, 2022, to provide information on COVID-19. The materials were in English and Spanish, and resource bags were distributed. Community organizations present included law enforcement, healthcare professionals, youth-serving organizations, and businesses. A total of 125 elementary and middle school students were reached. The PaVC – UW team visited Radio KDNA on March 18th and March 19th to provide training to COVID-19 project staff. The team visited Latino-owned grocery stores and restaurants in Granger, Toppenish, and Zillah to provide COVID prevention tool kits. The tool kits included hand sanitizers, a manual, gloves, N95 masks, and surgical masks. Project staff provided 200 resource bags to families as they drove to pick up food from the 2nd Harvest volunteers on March 30th, 2022, at the Walmart in Sunnyside. As bags were distributed, families were invited to Radio KDNA's resource fair on April 9th, 2022. On March 24th, 2022, Sunnyside High School hosted a health and resource fair for high school students and their

families. Two project staff represented Radio KDNA and gave out resource bags with COVID-19 prevention information to over 100 families and 300 individuals reached.

On April 7th, 2022, a small group of nurses from Birds Eye Clinic came to Radio Cadena to administer COVID-19 vaccines. Additionally, project staff set up a nearby table to distribute brochures about COVID-19 and masks. A total of five people were reached through this activity. The following day, on April 8th, 2022, project staff traveled to Monson Fruit Orchard and spoke to a group of 23 farm workers and a supervisor about COVID-19. In particular, the staff shared upcoming events hosted by Radio KDNA about COVID-19 and shared relevant information, handed out N95 masks and sanitizer gels. Two workers were between the ages of 18-24, two were between ages 25-34, and 20 were between 35-64. All 24 of the farm workers were Latino/Hispanic. Furthermore, five were female, and the remaining 19 were male. On



April 14, 2022, Radio KDNA hosted a vaccine clinic and set up an information table. Project staff Maria Serrano and Alejandra Brito shared COVID-19 infographics (15), flyers (15), brochures (6), and face masks (20) with four individuals that received a vaccine. Thursday, April 21st, 2022, Radio Cadena hosted a vaccine pop-up clinic with eight COVID-19 vaccines administered by Birds Eye Clinic. A week before the event, the radio station ran a public service announcement about the event. COVID-19 resources were given to the eight individuals. The following week (April 28, 2022), Radio KDNA hosted another vaccine pop-up clinic, and five community members received

a COVID-19 vaccine administered by Birds Eye Clinic. COVID-19 resources were given to the five individuals.

Radio Cadena hosted a similar event on May 5, 2022, with seven people receiving vaccines. The same day, another project staff member (Karen Medina) represented Radio KDNA at the Cinco de May Resource Fair hosted by WorkSource and OIC. The event was open to the public, and all had access to free COVID-19 vaccines. About 100 families were reached, with a total of close to 500 individuals. All participants received COVID-19 resources. Another weekly pop-up clinic was held on May 12, 2022. No one received a vaccine that day but was given COVID-19 information and flyers. Radio Cadena and Sunnyside School District hosted a Migrant Parent

WASHINGTON STATE DEPARTMENT OF HEALTH

COVID-19 Project Public Radio Campaign: End of Project Report

Conference (presented bilingually) at Sunnyside High School. A total of 25 people were given resource bags, which included information and flyers on COVID, plus vaccine cardholders. Two days later, on May 14th, 2022, the Yakima Valley Farm Workers Clinic in Toppenish hosted its annual resource fair. Elizabeth Torres and Diana Serrano represented Radio KDNA and handed out 250 resource bags (N95 face masks, hand sanitizers, and COVID-19 information).

Approximately 280 individuals visited their information table. On May 19, 2022, Radio Cadena hosted their weekly vaccine clinic in collaboration with Birds Eye Clinic. Three community members received a vaccine and COVID-19-related information. On May 21st, Radio KDNA partnered with the Fred Hutchinson Health Center for a community health fair. Project staff handed out 150 resource bags to 125 families. Each bag contained five masks, hand sanitizers, and COVID-19 prevention information. Approximately 250 people were reached during this event. On May 22, 2022, Elizabeth Torres and Alejandra Brito represented Radio KDNA at the Granger Flea Market. During this community gathering, project staff gave 100 resource bags containing masks, hand sanitizers, and COVID-19 information. The following week (May 29th, 2022), another Granger Flea Market took place, and approximately 700 community members attended. A total of 400 resource bags were distributed. June 5th, 2022, was a similarly well-attended flea market, with 500 people receiving COVID-19 resource bags.

Activities continued to ramp up during the second year of the project. On July 7, 2022, outreach staff coordinated a Farmer's Market with local businesses and farmers. 100 youths and parents attended and received COVID-19 resource bags during this event. On July 10, 2022, project staff worked with local partners to coordinate a Flea Market at the NCEC/Radio KDNA parking lot. Various businesses, vendors, and organizations set up resource tables for the public. In total, 400 people attended this event, and outreach staff shared opioid information with them. The following week, on July 14, 2022, NCEC/Radio KDNA staff hosted a pop-up vaccine clinic to offer COVID prevention shots to 25 community members. In partnership with other community agencies, project staff coordinated another community



Farmer's Market event on July 21, 2022, that proved to be even more successful than the one held earlier in the month. 400 people attended the market, received resource bags, and/or met with outreach workers to learn about COVID prevention. Attendees ranged in age from elementary age to over 65 years of age. Radio Cadena hosted another weekly vaccine clinic on July 28, 2022, for several hours, and fifteen people received COVID-19 vaccinations. They were also given COVID-19 safety/prevention flyers to share with friends and family. Project staff worked closely with local communities to develop several National Night Out (NNO) events. NNO intends to foster law-enforcement and community partnerships and improve crime prevention awareness through activities such as cookouts, live music, hosting resource tables, and parades. The first NNO event that outreach staff participated in was held at Granger on August 2, 2022, and included other community partners. Health information was given to 100 people of all ages in Spanish and English. The next day (August 3, 2022), the Toppenish community invited project staff to their NNO event. This event was widely promoted by Radio Cadena, as well as by other Toppenish community agencies. One hundred people participated in this event and received COVID-related information. Through the partnership with local businesses, NCEC/Radio KDNA held another Farmer's Market on August 4, 2022. In addition to 200 people purchasing local products, they were given COVID-related resources and informed about the weekly pop-up clinics at the center. A National Night Out (NNO) gathering was held in Grandview on August 9, 2022. In addition to being invited by NCEC/Radio outreach staff, other local organizations and agencies were asked to share information about their services at the event. Through this community-building event, project staff reached 200 people from elementary school to adults over 65.

On August 18, 2022, NCEC/Radio was once again the site of a Farmer's Market. Seventy people received COVID-19 information and resources. Outreach staff set up a pop-up vaccine clinic on August 11, 2022, to offer COVID-19 shots and to provide resources for farm workers and other community members. Twenty-five people visited the clinic and met with project staff.

Project staff set up their pop-up clinic to offer COVID-19 vaccine shots to community members. This event took place on August 28, 2022, and a total of 25 people visited the clinic and were given bilingual health-related information.

On September 1, 2022, 60 people visited the Farmer's Market, coordinated by outreach staff. The market was held at the Radio Cadena Center, and a resource table was set up for community members to collect information about COVID-19 safety guidelines and local recommendations for receiving a vaccination. One week later, on September 8, 2022, Radio Cadena was the host site for a pop-up vaccine clinic. Healthcare professionals were also present to offer COVID vaccines, while outreach staff handed out health information resource bags to 20 people. On September 14, 2022, outreach staff partnered with PaVac to facilitate an outreach activity involving 15 people. Project staff continued to reach community members through a pop-up clinic hosted at the NCEC/Radio KDNA center on September 22, 2022. Twenty-five people visited this open clinic for three hours and received COVID information. A total of 40 people visited a Farmer's Market open for the community on September 29, 2022. Outreach staff set up booths and shared health safety flyers and resource kits with attendees.

On October 1, 2022, NCEC/Radio KDNA led a Prenatal Care community event at a park in Mabton. Health information and resources were provided in English and Spanish to 45 people. On October 6, 2022, NCEC/Radio KDNA worked with local health professionals to host a vaccine clinic. These weekly clinics promote COVID-19 awareness and offer COVID vaccines for those that may not have received one or to provide the second dose. On this date, 25 people were served either by receiving a vaccine and/or receiving COVID-19 materials. The following week's (October 13, 2022)



pop-up vaccine clinic brought in 25 people. As with the previous vaccine clinics, it was coordinated and hosted by NCEC/Radio KDNA. Sunnyside High School partnered with project staff to host a conference on October 18, 2022, geared towards families and students. NCEC/Radio presented COVID-19 safety information to the 150 attendees during this conference and shared resources. The presentation was conducted in English and Spanish to ensure all attendees understood based on their preferred language. For three hours, project staff set up resource tables for their weekly pop-up vaccine clinic on October 20, 2022. Local

medical staff provided COVID-19 vaccines, and 25 health resource kits were dispersed to those that visited the clinic. Project staff coordinated with the Opportunities Industrialization Center (OIC) in Yakima to hold an *OIC Family Night Harvest Party* on October 26, 2022. This event was promoted with a Halloween theme for families, including games, giveaways, food, and community organizations. Project staff members were able to outreach to 250 people, including parents, grandparents, and youth of all ages.

Wapato High School invited NCEC/Radio KDNA to their Health Fair, which was held on October 27, 2022. Multiple organizations from nearby communities were invited as well to this event. 250 people were provided with COVID-19-related resources by promoting this event via Radio Cadena. Sunnyside Parks and Recreation held a community-wide “Spooky Fall Festival” celebrating Halloween on October 28, 2022. The event had games, candy, a haunted house, and local businesses like NCEC/Radio KDNA. One hundred people attended this festival and were provided with health resource bags, which included hand sanitizers and safety flyers. On October 29, 2020, project staff participated in a Skate Fest community event that was held at Central Park in Sunnyside, Washington. Outreach staff handed out resource kits, which included hand sanitizers and COVID-19 infographics. Attendees were encouraged to bring their rollerblades and roller skates to build community with each other.

Outreach workers were invited to Salem, Oregon, to set up booths for Oregon’s OSHA’s Spanish-speaking conference on November 8, 2022. The target audience of this conference was those working in agriculture, construction, food processing, and hospitality industries, to name a few. Four hundred people of Latino descent attended the conference and received COVID-19-related information from project staff.

Also, on November 8, 2022, project staff coordinated a Second Harvest event to collect and distribute food to families. Two hundred and fifty people attended this event, and staff members were able to share COVID-19 information with attendees. NCEC/Radio KDNA staff members were able to leverage migrant parent meetings at nearby schools for



outreach to families. For instance, on November 16, 2022, project staff was invited to present in English and Spanish to migrant parents at Toppenish Middle School. These events typically have a large turnout; for this event, 50 parents were in attendance. Also, on November 16, 2022, other outreach staff were invited to Roosevelt Elementary in Granger for a migrant parent night. This was an opportunity for parents to hear about the services and the programs the school and community have to offer, which included this project. Before the Thanksgiving Holiday, a vaccine clinic was set up at the Radio Cadena center on November 17, 2022. The clinic was staffed by the project staff and local health professionals who were on-site to provide COVID-19 vaccines. Twenty-five people visited the vaccine clinic and received health information.

On December 13, 2022, NCEC/Radio KDNA conducted a 2nd Harvest for nearby community members. The concept of 2nd Harvest is to distribute food to less fortunate families. It also is an opportunity for people to make food and financial donations. Community businesses set up tables and booths to meet with 250 people.

January 24, 2023, NCEC/Radio KDNA staff coordinated a 2nd Harvest with nearby organizations to provide food to families. The harvest occurred at the radio station, and 250 received COVID-19-related resources.

On February 2, 2023, the Yakima Community Center hosted a gathering for agricultural workers throughout the Yakima Valley to sit in on various classes and to meet with businesses/agencies. Project staff members were asked to set up multiple information tables, meet with attendees, and hand out COVID-19 resource bags. Information was provided in English and Spanish to 256 people. The staff noted that the food distribution gatherings were well attended and worked with local businesses to host a Second Harvest event on February 14, 2023. Booths and tables were again set up to provide food, share information, and discuss available services. Two hundred people attended this community gathering. Granger School District invited outreach staff to their 21st Century Prevention Day at Roosevelt Elementary School on February 16, 2023. School and community programs were invited to meet with elementary-aged students and share information. Outreach staff shared COVID-19 safety information with 100 students.

Nuestra Casa held a Community Health Fair on February 24, 2023, in Yakima to promote community awareness of health safety and prevention of various ailments. Multiple health organizations were present, including project staff that shared COVID-19 information. Two hundred people from the area attended this daylong event.

A 2nd Harvest gathering was held on March 21, 2023, to distribute healthy meals and to share resources with those in need. Two hundred people were in attendance and received COVID-19 resources, as well. Wapato School District called on project staff to present and share health resources with migrant parents on March 23, 2023. This was part of a migrant parent night held at Wapato High School, where parents receive updates from the school and can learn about local programs. NCEC/Radio Cadena staff presented to 154 migrant parents the latest COVID-19 information. The primary demographic of attendees was Latino parents that spoke Spanish.

Take Back Day is a national movement to promote drug safety and the removal of unnecessary medications from people's homes. Project staff promoted this virtual presentation of Take Back Day via the radio station and social media, and it had 739 unique views. This presentation took place on April 22, 2023. A few days later, on August 25, 2023, Radio Cadena was the site of their now monthly 2nd Harvest event. On April 27, 2023, NCEC/Radio KDNA was the site of a pop-up vaccine clinic, which was held in collaboration with local health professionals. The COVID-19 vaccine was offered at the clinic, and project staff heard from some attendees that were concerned about side effects if they were to receive the vaccine. This was an example of misinformation many local community members held concerning the vaccine, and outreach workers provided updated information. Fifteen people attended this pop-up clinic. On the same day, other project staff traveled to Grandview to set up tables and to present at Grandview Middle School. This occurred as part of the school's Spring Migrant Event, and 250 parents and youth were reached.

Project staff coordinated with local organizations and non-profits to hold a Second Harvest event on May 9, 2023. A total of 250 community members attended this event and received donated food. In addition to receiving food, attendees were given information kits and spoke with project staff about COVID-19. On May 11, 2023, staff traveled to Prescott, Washington, at the invitation of Fred Hutchinson to share COVID-19 information with youth and families. This was promoted as a health fair and, importantly, held in a remote area where resources are scarce and access to resources is limited. Health professionals, law enforcement, and other community agencies set up information tables. In addition to setting up booths, project staff coordinated the staffing of a vaccine clinic to offer COVID-19 vaccines, free eye exams, and blood tests. Attendees were able to enjoy free food and music during the event. In total, 7500 people attended this event. Sunnyside High School held a Junior Night-College and Career Fair on May 17, 2023. The purpose of this event was to encourage students to plan for their future. Colleges, universities, and businesses were present to meet with students and parents. Outreach staff was invited to set up a table and share COVID-19 information and resource bags with the 250 attendees. On May 24, 2023, project staff traveled to Coesha Court in Granger, a multi-housing family unit where farm workers live. This visit aimed to meet with H2A workers and share COVID-19 information in Spanish, offer safety kits and share resources. A total of 250 people were served during this two-and-a-half-hour visit.

On May 25, 2023, a pop-up clinic was set up at the NCEC/Radio KDNA center to offer COVID-19 vaccines for those that had not yet received one and to share bilingual COVID-19 information and health kits. Twenty people visited the clinic during this final activity in May.

Granger is known for its dinosaur theme, which includes some businesses' names, and its large dinosaur statues throughout the town. NCEC/Radio KDNA coordinated a Dino Day for the community on June 3, 2023, to capitalize on the town's identity. This full-day event attracted middle school, high school, and adult-age people. Outreach staff met with 50 people in total and provided COVID-19 information and resources in English and Spanish. In collaboration with local vendors and businesses, project staff held a flea market at the NCEC/Radio Cadena center on June 4, 2023. This event was promoted on the radio and via social media, which resulted in 600 attendees. Multiple tents and tables were set up to share programs, information, and resources with those who visited the event. On June 13, 2023, project staff coordinated a



Second Harvest community event to help meet the needs of those facing food insecurity. Two hundred and fifty people attended this food drive. Outreach staff traveled to Wenatchee and Cashmere's Washington's H2H housing to meet with farm workers. Staff presented to 500 people about COVID-19, particularly the importance of vaccination. NCEC/Radio KDNA continued to host various events

throughout June. On June 24, 2023, project staff led the facilitation of a Community Day event at the Radio KDNA station. Local agencies, schools, and organizations were invited to set up resource tables to share information with the 80 attendees. They ranged in age from one year old to over 65 years of age. Project staff were invited to set up multiple tables by Valley Vista Medical Group in Prosser, Washington. The purpose of this event was to educate residents about healthy habits. Health professionals, organizations, and schools were represented. A total of 350 people attended and were provided with information about opioid safety in both English and Spanish. Outreach staff traveled to Mattawa's Washington's H2H housing to meet with farm workers. Staff set up resource tables and presented to 800 people about COVID-19, particularly the importance of vaccination. Project staff ended the month of June with a Summer Health and Resource Fair that was held on June 29, 2023. Organizational partners from across the Yakima Valley were invited to provide resources and information to

participants. The event had food vendors, a pop-up vaccine clinic staffed by healthcare workers, and giveaways. Two hundred people attended this event.

Radio Programs

A set of one-hour radio programs were developed in consultation with the PaVaC and aired regularly. Each radio program is estimated to reach 25,000 listeners. The radio program schedule can be found in **Appendix B**. The first radio program was broadcast on December 14, 2021, during which we announced the launch of the COVID-19 campaign to our listeners. This radio program was an introduction to our campaign “vacunarte es un acto de generosidad.” We covered basic COVID-19 requirements and tips on how to stay healthy and safe through the pandemic. On December 21, 2021, Alejandro Diaz from Labor and Industries (L&I) spoke as a guest to describe what L&I is and his role in the agency. The Spanish radio program was based on the L&I requirements for the farm-working community in the Lower Valley during the COVID-19 pandemic. On December 28th, 2021, the topic of the radio program was COVID-19 vaccines, which was particularly important as many listeners were unsure about the legitimacy and efficacy of the vaccine. This also included where the vaccines originated, who was eligible, and the importance of vaccination.

In January 2022, the first radio program of the month was aired on the 4th, focusing on the COVID-19 requirements. This included distance requirements, mask mandates, cleaning and disinfecting strategies, and an overview of vaccines. A week later, on January 11th, the radio program focused on COVID-19 symptoms, isolation if one is experiencing symptoms, COVID-19 variants, safety measures, and available resources. The following week (January 18th), two guests from the Educational School District (ESD) 105 discussed the return to school from Christmas Break for kids. Specifically, ESD shared the protocols being used to stay safe during the pandemic, COVID-19 updates, as well as the reliability of vaccines. On January 25th, 2022, a restaurant owner from La Plazita spoke to radio listeners about how restaurants in the Yakima Valley have been affected by the pandemic and the barriers they have encountered as businesses. The subsequent radio program aired on February 8th, 2022, focused on how the pandemic has impacted grocery stores. They also shared the steps and protocols they have

established as a business to continue safely operating. The theme of the pandemic's impact on community businesses continued with workers from warehouses and bodegas sharing how they have been affected since the pandemic started. Also discussed during the radio show were their steps to stay healthy and safe through the pandemic.

On February 22, Dr. Consuelo and an individual who tested positive for COVID-19 shared their experiences. The former patient explained to the radio listeners the symptoms she encountered and how she overcame the sickness. March 1st's radio program highlighted the experience of another popular local business, La Morenita, to discuss how they have been affected during the pandemic and detail the safety precautions they have taken to remain in business. An additional radio program, which aired on March 22nd, informed the community of the purpose of the H2A program and what they are doing to ensure the safety and health of workers during the COVID-19 pandemic.

Informational capsules

An informational capsule is a short, informative segment, often aired between broadcasts, that covers topics useful to the audience. Listeners of Radio KDNA rely on informational capsules to receive relevant information, whether the topic is education or health. Radio KDNA staff developed multiple informational capsules for this project and aired them multiple times throughout the day. Further details of progress to date are shown below.

- 7 informational capsules were developed and written by Diana Marquez and finalized on February 3, 2022,
- The capsules began airing on February 17, 2022,
- Since February 17th through March 25th, Radio KDNA has aired 19 informational capsules per day for a total of 570 times they were aired to date,
- The capsules continued to air 19 times per day.

Radio Novela

- A Radio Novela was produced in partnership with the UW PaVaC Collaboration in the vaccine confidence team.
- The radio novela is based on a mother of two children who has doubts and worries about the COVID-19 vaccine and is very hesitant to vaccinate her children. After talking

to her primary care provider about her doubts, Dr. Andrea ensures that the COVID-19 vaccines are safe and have undergone the proper trials. Dr. Andrea also shares with her the benefits of getting her children vaccinated against COVID-19.

External Evaluation

The PaVac Committee format loosely utilized the Collective Impact Model. The Collective Impact Model mobilizes people/organizations together to make social change.

Radio KDNA met the following project goals:

1. Develop and air regularly scheduled radio programming,
2. Develop and air seven informational capsules,
3. Produce and air one radio novela,
4. Create a fotonovela in English and Spanish,
5. Create and host a series of events and in-person/virtual visits, and
6. Distributed hand sanitizers and 75k N95 facemasks to essential workers
7. Conduct an evaluation.

Year two of the project will include a more in-depth evaluation, including surveys, interviews, and focus groups. The PaVac Committee, project staff, and project participants will be the target groups for these data collection methods. Data will be analyzed and presented in next year's preliminary and final reports.

Appendix A: Partnership for Vaccine Confidence Committee (PaVac) Member List

PaVac Committee Members		
Alejandro Diaz	Safety and Health Specialist	Labor & Industries
Ernesto Carcamo	WA-OSHA	Labor & Industries
Barbara Baquero	Associate Professor and Director of Public Health-Global Health Major	University of Washington, PAVC

Miriam Guadalupe Flores	Student Researcher	University of Washington
KeliAnne Hara-Hubbard	Research and Program Coordinator	University of Washington
Dennise O Drury	Outreach and Education Specialist	University of Washington PNASH
Eddie Kasner	Clinical Assistant Professor, Outreach Director	University of Washington PNASH
Elizabeth Torres	Director of operations	NCEC/Radio KDNA
Alejandra Brito	Coordinator	NCEC/Radio KDNA
Diana Marquez	Coordinator	NCEC/Radio KDNA
Kimberly Tapia	Coordinator	NCEC/Radio KDNA

Appendix B: COVID-19 Radio Program Guide

Date	Topic	Guest
12/14/2021	#1 Introduction	Alejandra Brito/Elizabeth Torres/Diana Marquez
12/21/2021	#2 LNI-COVID-19 Workplace Guidelines	Alejandra Brito /Araceli G / Alejandro Diaz-Labor and Industries
12/28/2021	#3 Vaccines	Alejandra Brito /Stephanie-Yakima Health Department
01/04/2022	#4 Básico	Alejandra Brito /Diana, Maria
01/11/2022	#5 Omicron	Alejandra Brito / Diana, Maria
01/18/2022	#6 Schools (Parents)	Alejandra Brito/ Elizabeth Torres/Kevin Chase
01/25/2022	#7 Restaurantes (Trabajadores y gente)	Alejandra Brito/ Lucia Alejandre La plazita- Zillah WA
02/08/2022	#8 Negocios	Alejandra Brito / Obed Orozco
02/15/2022	#9 Warehouses	Alejandra Brito / Alex Diaz
02/22/2022	#10 Mitos y Verdades acerca de COVID-19.	Alejandra Brito / Dra. Consuelo
03/01/2022	#11 Negocios	Alejandra Brito / Dorelis Z
03/08/2022	#12 Importancia de las vacunas	Alejandra Brito / Barbara Baquero team
03/22/2022	#13 H2A worker's housing requirements	Alejandra Brito / Natalie Ramirez / Bradley / Juan

03/29/2022	#14 WorkSource training and resources	Alex Peralta/ Lupe Camacho
04/05/2022	#15 Vacunas para los niños	Alejandra Brito / Stephanie Badillo- YHD
04/12/2022	#16 La importancia de la vacuna	Alejandra Brito / Stephanie Badillo
04/19/2022	#17 Workplace Toolkit	Alejandra Brito / Barbara B. PAVC Team
04/26/2022	#18 COVID-19 Updates	Alejandra Brito / Maria Serrano / Juanita Harlan
05/03/2022	#19 Vaccine updates	Alejandra Brito / Stephanie Badillo- YHD
05/10/2022	#20 Child Vaccines	Alejandra Brito / Barbara B. PAVC Team
05/17/2022	#21 Health Emergency Labor Standards Act (HELSEA)	Alejandra Brito / Maria S / Alex D-Labor & Industries
05/24/2022	#22 COVID-19 Testimonies	Alejandra Brito / Maria S / Community members
05/31/2022	#23 The impact of COVID-19 during the Opioid Epidemic	Alejandra Brito / Dorelis Zapien /Maria Serrano
06/07/2022	#24 Importance of Vaccines/ Updates	Alejandra Brito / YHD- Stephanie Badillo
06/14/2022	#25 COVID-19 Testimonios	Alejandra Brito / Maria S / Community members
06/21/2022	#26 H2A Housing COVID-19 updates	Alejandra Brito / L&I- Alex Diaz / Natali Ramirez
06/28/2022	#27 COVID-19 Program Summary	Alejandra Brito / Maria S/Elizabeth T/Diana M/Juanita
8/07/2022	#28 Inicio de campana	Alejandra Brito / Dorelis Zapien
8/14/2022	#29 Testimonios	Alejandra Brito / Maria Serrano / Testimonios
8/21/2022	#30 Importancia de las vacunas	Alejandra Brito / Maria Serrano
8/28/2022	#31 Importancia de las vacunas	Alejandra Brito /Stephanie Badillo
9/04/2022	#32 Importancia de las vacunas infantiles	Francisco Rios, Diana Marquez Barbara Baquero / Miriam Flores
9-18-2023	#33 H2A COVID-19 shared living requirements	Alejandra Brito / Alex Diaz, Natali Ramirez LNI

9-25-2022	#34 Workplace toolkit	Alejandra Brito / Barbara Baquero/ Miriam Flores
10-02-2022	#35 Vacunas de refuerzo bivalente	Alejandra Brito / Dra. Consuelo
10-09-2022	#36 Abuso de sustancias durante la pandemia	Alejandra Brito / Dorelis Zapien
10-16-2022	#37 Vacunas de refuerzo bivalente	Alejandra Brito / Stephanie Badillo
10-23-2022	#38 Requisitos de PPE temporal	Alejandra Brito / Alex Diaz and Natalie LNI
10-30-2022	#39 Importancia de las vacunas infantiles	Alejandra Brito / Barbara Baquero and Miriam Flores
11-06-2022	#40 Programa genérico vacunas	Alejandra Brito / Diana Marquez
11-13-2022	#41 COVID and preguntas frecuentes	Alejandra Brito / Stephanie Badillo
11-20-2022	#42 HELSA rule LNI	Alejandra Brito / Alex Diaz and Natalie LNI
11-27-2022	#43 Embarazo y COVID-19	Alejandra Brito/ Magali Sanchez
12-04-2022	#44 Salud mental y COVID-19	Alejandra Brito / Gino Aisenberg
12-11-2022	#45 actualización de Vacunas	Alejandra Brito / Stephanie Badillo
12-18-2022	#46 Winter Safety	Alejandra Brito / Alex y Natalie LNI
12-25-2022	#47 Importancia de la vacunación infantil	Alejandra Brito / Magali y Miriam
1-15-2023	#48 COVID-19 incremento después de las fiestas	Alejandra Brito / Stephanie Badillo
1-29-2023	#49 Employment standards y COVID-19	Alejandra Brito / Alex Diaz, Natalie LNI
2-05-2023	#50 Post-COVID y tratamiento	Alejandra Brito / Dr. Leo Morales
2-12-2023	#51 COVID-19, RSV, Flu	Alejandra Brito / Stephanie Badillo
2-19-2023	#52 Claims and COVID-19	Alejandra Brito / Alex Y Natalie LNI

3-05-2023	#53 DOH-COVID Y2 #26 legislación laboral y COVID-19	Alejandra Brito / Barbara Baquero team / Erica Chavez
3-12-2023	#54 Vacunas infantiles	Alejandra Brito / Marisol Mata/Dra. Jamilia Sherls
3-19-2023	#55 COVID-19, actualizaciones y vacunas	Alejandra Brito/ Stephanie Badillo
3-26-2023	#56 H2A housing and vaccines DOH-COVID	Alejandra Brito/Alex y Natalie LNI
4-02-2023	#57 DOH-COVID Y2 #26 legislación laboral y COVID-19	Alejandra Brito / Barbara Baquero Team
4-09-2023	#58 COVID y Vacunas para niños DOH	Alejandra Brito /Marisol Mata /Dra. Jamilia Sherls
4-16-2023	#59 COVID-19, actualizaciones y pruebas	Alejandra Brito / Stephanie Badillo
4-23-2023	#60 Heat and COVID-19 DOH-COVID	Alejandra Brito / Natalie Ramirez /Laura Rascon Padilla
4/25/23	#61 Mental Health and COVID-19 DOH-COVID	Alejandra Brito / Dr. Gino Aisenberg
4/30/23	#62 the end of the Public Health Emergency around COVID-19	Alejandra Brito / Dr. Tao Kwan-Gett DOH
5/2/23	#63 COVID-19, enfermedades subyacentes (Diabetes)	Alejandra Brito / Dra. Lorena
5/9/23	#64 DOH-COVID Y2 #35 The end of the Public Health Emergency Dr. Tao	Alejandra Brito / Dr. Tao Kwan-Gett DOH
5/14/23	#65 COVID-19 y medidas preventivas en preparación para las reuniones de verano	Alejandra Brito Stephanie Badillo
5/16/23	#66 Smoke and COVID-19	Alejandra Brito/Alex D & Nicolas H.- LNI
5/23/23	#67 Nutricion y COVID	Alejandra Brito/Norma G/ Mirima F
6/6/23	#68 COVID-19, síntomas y cuando buscar atención medica	Alejandra Brito / Stephanie Badillo
6/13/23	#69 Final Report for COVID	Alejandra Brito / Kimberly/ Salvador/Elizabeth

Appendix C: The 2021 Biennial Budget {Engrossed Substitute Senate Bill 5092.PL} appropriated \$600,000 of the general fund-state appropriation to the Department of Health

Sec. 221. FOR THE DEPARTMENT OF HEALTH

The appropriations in this section are subject to the following conditions and limitations:

\$600,000.00 of the general fund – state appropriation for fiscal year 2022 and \$600,000.00 of the general fund – state appropriation for fiscal year 2023 are provided solely for the department to contract with a community-based nonprofit organization located in Yakima Valley to develop a Spanish language public radio media campaign aimed at providing education on the COVID-19 pandemic through an outreach program. The radio media campaign aims to reach residents considered “essential workers,” including but not limited to farm workers, and provide information on best practices for limiting exposure, preventing transmission, and seeking treatment for COVID-19. The nonprofit organization must coordinate with medical professionals and stakeholders on the content of the radio media campaign. In coordination with the nonprofit, the department must provide a preliminary report to the legislature no later than December 31st, 2022. A final report to the legislature must be submitted no later than June 30th, 2023. Both reports must include (a) A description of the outreach program and its implementation; (b) the number of individuals reached through the outreach program; and (c) any relevant demographic data regarding those individuals.

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WASHINGTON STATE DEPARTMENT OF HEALTH

COVID-19 Project Public Radio Campaign: End of Project Report



