

Community-Based Contact Tracing and Outreach Proposal Summary

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Who?

Key Community Partners: Fresno

Interdenominational Refugee Ministries (FIRM), Cultiva la Salud, GO Public Schools Fresno, Centro Binacional para el Desarrollo Indígena Oaxaqueño (CBDIO), Jakara Movement, Fresno Building Healthy Communities, SW Fresno CDC, St Rest CDC, BLACK Wellness & Prosperity Center, West Fresno Family Resource Center, Fresno Metro Black Chamber of Commerce, Cultural Brokers Inc., and others

Key Institutional Partners: Central Valley Health Policy Institute at Fresno State, Fresno County, UCSF-Fresno, and the City of Fresno

Why?

COVID19 is disproportionately affecting non-English speaking and economically disadvantaged communities including African-American, Latino, Hmong and other ethnic groups residing in Fresno and Fresno County. In order to successfully respond to the COVID-19 pandemic as a community, we must center the most vulnerable communities in our response. Reaching vulnerable African-American, immigrant and refugee communities is challenging and essential. It requires strong partnership with trusted messengers in each community and sustained collaboration. The named organizations in this collaborative work with Black, Asian, Latino and indigenous communities, many of which are classified as hard to reach, specifically: monolingual speakers of Spanish, Hmong, Lao, Punjabi, Arabic, Slavic, Khmer, Mixteco, Triqui, Zapoteco, Tlapaneco, and Mam, and especially the elders within each of these communities. These communities can be found throughout the city of Fresno and the entire county, often in specific neighborhoods and apartment complexes. This work, in conjunction with direct testing and healthcare services of University of California San Francisco, Fresno Campus (UCSF Fresno), will aid the Department of Public Health in Fresno County to ensure Fresno's

most vulnerable communities do not continue to be disproportionately impacted by the pandemic.

How?

Culturally and linguistically appropriate engagement is essential to meeting the diverse needs of our communities. A strong partnership between institutions and contracted community-based organizations is needed to ensure:

1. Equitable access to testing efforts across race, language, culture and geography through inclusive outreach and mobile health clinic implementation
2. Access to accurate and timely information about COVID-19 and contact tracing in twelve languages through media, social media, and peer-to-peer communication (digitally and in-person)
3. Upskilling for 50+ community-based Community Health Workers who are trained and supported to conduct education and outreach to reduce the spread of COVID-19

What?

In partnership with UCSF and the County of Fresno, the Central Valley Health Policy Institute and Fresno Building Healthy Communities will design a COVID-responsive Community Health Worker (CHW) and Contact Tracer curriculum. Each funded partner community agency will adapt the curriculum to be culturally-responsive and will train 2-10 new CHWs from the communities they serve to support ongoing **outreach, education, testing and tracing.**

Funding

- The total cost for adaptation and implementation of the 12 language curriculum and 50 contract tracers/promotores/community outreach workers is **\$2.53 million.**
- African American COVID-19 relief collaborative - **\$3.925 million** for these programs as part of an overall investment proposal of \$8.925 million.