

NOMHE’s “Amplify Equity” COVID – 19 RESPONSE STRATEGY

(Outline of Priority Areas – Content Under Development)

TOOLKIT

A repository of resources to develop COVID-19 responses. Targeted user will be organizations committed to culturally competent service delivery and/or health equity advocates.

Components must

be **RESPONSIVE**: Culturally appropriate, adaptive formats that address all marginalized populations (i.e. Multi-Generational, Ethnicity/Race; Sexual Orientation and Gender Identity; and Ability statuses)

be **RESILIENT**: Restorative in the short term and capable of long-term impacts beyond the current crisis (i.e. social impact could be integrated through Health in All Policies/HiAP* - type methodologies)

***HiAP**: an approach to address SDoH & support health equity via collaboration between public health entities & nontraditional stakeholders who have influence over SDoH.

Components by Category - Content/Resource Examples

Cultural Competency Education

- Implicit Bias Assessments
- CLAS Training
- Gender Identity Sexual Orientation Minority (GSM) Cultural Competency Training
- Socio-Cultural Influences and Their Impact on COVID-19 Protocol Compliance

Outreach / Public Awareness

- Hip Hop Health Marketing Partnership
- Mobile Educational Events
- Strategic Text Messaging Campaigns
- Multi-Lingual Translations
- Intersectoral Town Halls

Contact Tracing

- ASTHO Contact Tracing Certification
- Diverse Tracer Engagement
- QR Codes & COVID Tracking

Action Planning / Reporting

- Root Cause Analysis
- CDC's Vulnerability Indexing & Mapping
 - Using databases, emergency response planners and public health officials identify and map communities that will most likely need support before, during, and after a hazardous event.