

Equitable and inclusive approaches to prevention communications

DH
July 12, 2021

Hello!

Mallory Peak, PhD, Vice President
Annie Blake-Burke, Account Director

01

Integrated
Communications

*Surrounding our
audiences*

—

02

Barriers

*Connecting with
information*

—

03

Community-
Based
Approaches

*What does this
mean?*

—

04

Strategies and
Tactics

*Communications
strategies to
deploy*

—

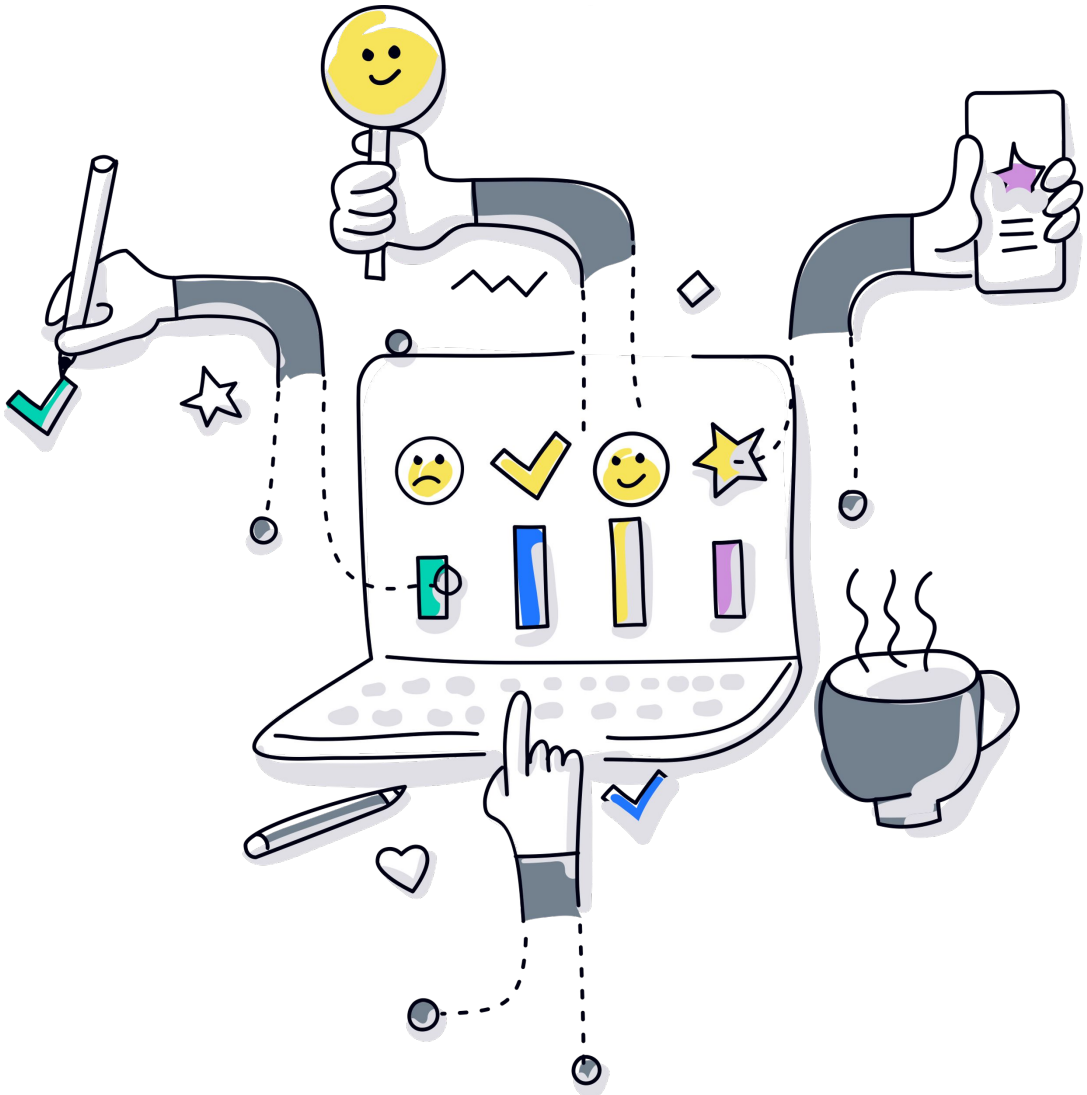
05

Q&A

Thank You

—

INTEGRATED COMMUNICATIONS



INTEGRATED COMMUNICATIONS

The Mile-Wide Strategy

Advertising

Branding

Digital + social

Public relations



INTEGRATED COMMUNICATIONS

The Mile-Wide Strategy

Advertising

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Mile-wide tactics and strategies leave people behind:

Language

Timing

Ability

Context

Misinformation

Relevancy

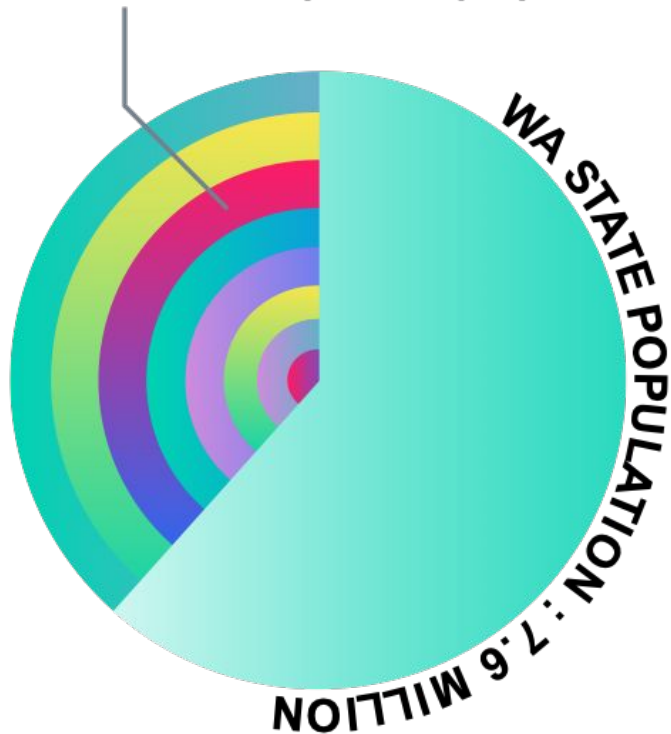
Trust

“MINORITY” COMMUNITIES

39.5%

3,014,951*

estimated special populations



Total population: 7,614,893

- Non-white residents 1,964,642 (25.79%)
- Speak a language other than English 1,561,053 (20.5%)
- Self-identify as LGBTQ+ 395,947 (5.2%)
- Have a disability 967,091 (12.7%)
- Foreign-born Eastern Europeans 82,821 (1.08%)

**Total estimate adjusted for statistical likelihood of overlap. Data sourced from OFM 2020 estimates.*

INTEGRATED COMMUNICATIONS

Advertising

Branding

Digital + social

Public relations

Community-based





Qualitative + Participatory Data

- Insight Interviews
- Roundtable discussions
- Audience focus groups
- Collaborative creative sessions

ADVISORY COMMITTEES & REVIEWERS



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CUSTOMIZING CREATIVE MATERIALS


Guarde sus
medicament
os bajo llave.



Los
medicamentos
fuertes, como
los opioides,



STATE AGENCY COLLABORATION




**Good relatives
keep us healthy
and safe.**

If you think someone may
be thinking about suicide,
help them get support.

Call the Suicide Prevention Lifeline
at (800) 273-8255,
or text **NATIVE** to 741741.

NativeAndStrong.org

 We all
make us
all strong.

culture is prevention

Opioid misuse is preventable We all play a part

Connecting to our culture and each other makes us stronger,
especially when times are challenging. Build strength and resilience:

- ✓ Participate in cultural activities that bring you joy and connection
- ✓ Make time to connect with your friends, relatives and elders
- ✓ Find healthy ways to manage stress like carving, beading, dancing, singing
- ✓ If you are worried about a friend, ask them how they are doing
- ✓ If you are worried about yourself, reach out for help

Learn more at

WATribalOpioidSolutions.com

Washington State
Health Care Authority

COMMUNITY MEDIA



Organic Social Post/Event

COMMUNITY MEDIA



BLACK LENS NEWS Black Lens News added an event.
February 6 at 3:14 PM · 🌐

in conjunction with Black Lens, Spokane Health, East Valley Center and Spokane ministers fellowship

HOW DO **BLACK FOLKS** REALLY FEEL ABOUT THE VACCINE?

LET'S TALK ABOUT IT.

Join us for a... **Zoom Link: zoom.us/j/95401288536**

A {VIRTUAL} COMMUNITY CONVERSATION

SAT. FEBRUARY 20TH **10AM**

QUESTIONS AND ANSWERS FROM A PANEL OF BLACK MEDICAL PROFESSIONALS AND COMMUNITY MEMBERS.

SAT, FEB 20 AT 10:00 AM PST

How do Black Folks REALLY Feel About the COVID Vaccine?

Online Event

🛡️ 70 people interested

TRUSTED MESSAGE CARRIERS



culture is prevention

Opioid misuse is preventable
We all play a part

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Help keep our community strong

- ✓ Never share an opioid medication with someone else.
- ✓ Have a conversation with your friends and family about the dangers of opioids.
- ✓ Ask about other ways to manage pain.
- ✓ Lock up your medications.

Dispose of old or unused medications to keep your family and the environment safe. Visit [MED-Project.org](https://www.MED-Project.org) to find a convenient take back location or to request a free, discreet medicine mail-back envelope.

Learn more at
[WATribalOpioidSolutions.com](https://www.WATribalOpioidSolutions.com)

Washington State
Health Care Authority



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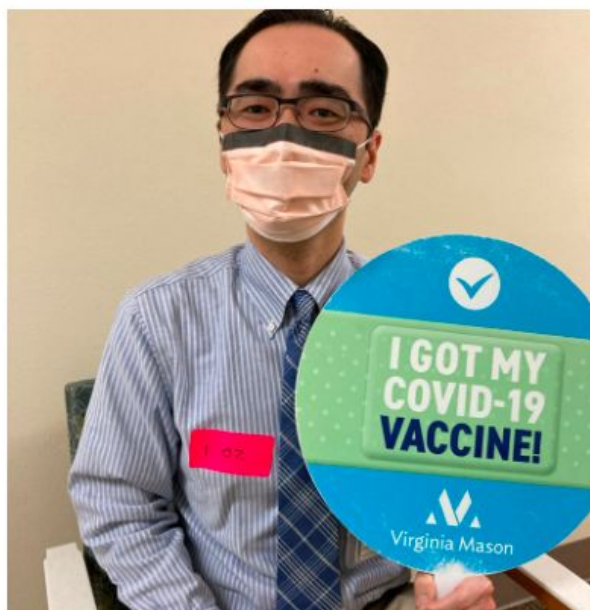


MEDIA RELATIONS

トップ ▶ シアトルの注目ニュース & 話題

「引き続き感染対策をしっかりと」 バージニア・メイソン病院
感染症科指導医 千原晋吾さん

2021年1月22日(金)



新型コロナウイルスの2度目のワクチン接種を受けた千原晋吾さん。胸に貼られたピンク色のテープにある「1.02」は、接種後15分間の待機時間が1時2分に終了するという意味。

ワシントン州で最初の新型コロナウイルス感染者が確認されてから2021年1月21日で1年となりました。その間にアメリカは累計感染者数も死者数が世界最多となり、深刻な状況が続いていますが、ワクチンが完成し、接種が始まっています。シアトルのバージニア・メイソン病院で感染症科指導医として勤務している千原晋吾さんに、現在の状況についてお話を伺いました。



アクセスランキング

- ▶ 【随時更新中】新型コロナウイルス感染症 (COVID-19) アメリカ、ワシントン州の主なニュース
- ▶ アメリカ各地でアジア系に対する暴行事件が増加 アジア系活動家や俳優も対処を呼びかけ
- ▶ アメリカ、ワシントン州の学校の時間割と授業科目
- ▶ 誰でも無料で自由に借りられる「Little Free Library」
- ▶ アメリカの祝日 (holidays)

「シアトルの注目ニュース & 話題」の新着記事

- ▶ 【随時更新中】新型コロナウイルス感染症 (COVID-19) アメリカ、ワシントン州の主なニュース
- ▶ シアトルのパラマウント・シアター、ブロードウェイミュージカル2021-2022シーズンを発表
- ▶ CDC「びったりフィットの二重マスクで感染予防の強化が実現」
- ▶ アメリカ各地でアジア系に対する暴行事件が増加 アジア系活動家や俳優も対処を呼びかけ
- ▶ シーホークスのQBラッセル・ウィルソン、2020 Walter Payton NFL Man of the Year を受賞



Gatos Encontrados Mutilados
Pagina A2



"BLM" Merece Todo Nuestro Apoyo
Pagina A3



Honrado Durante Protesta
Pagina B3



Siempre Tienes Hambre
Pagina B4

Su Periódico FUNDADO EL AÑO 1995

LA VOZ

El Portavoz de la Comunidad Latina



Jorge Ramos
México Lindo y Querido
Pagina A4



David Cortinas
Mi Punto de Vista
Racismo Nuestro
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Tiroteo En El Auto Fue Intencional

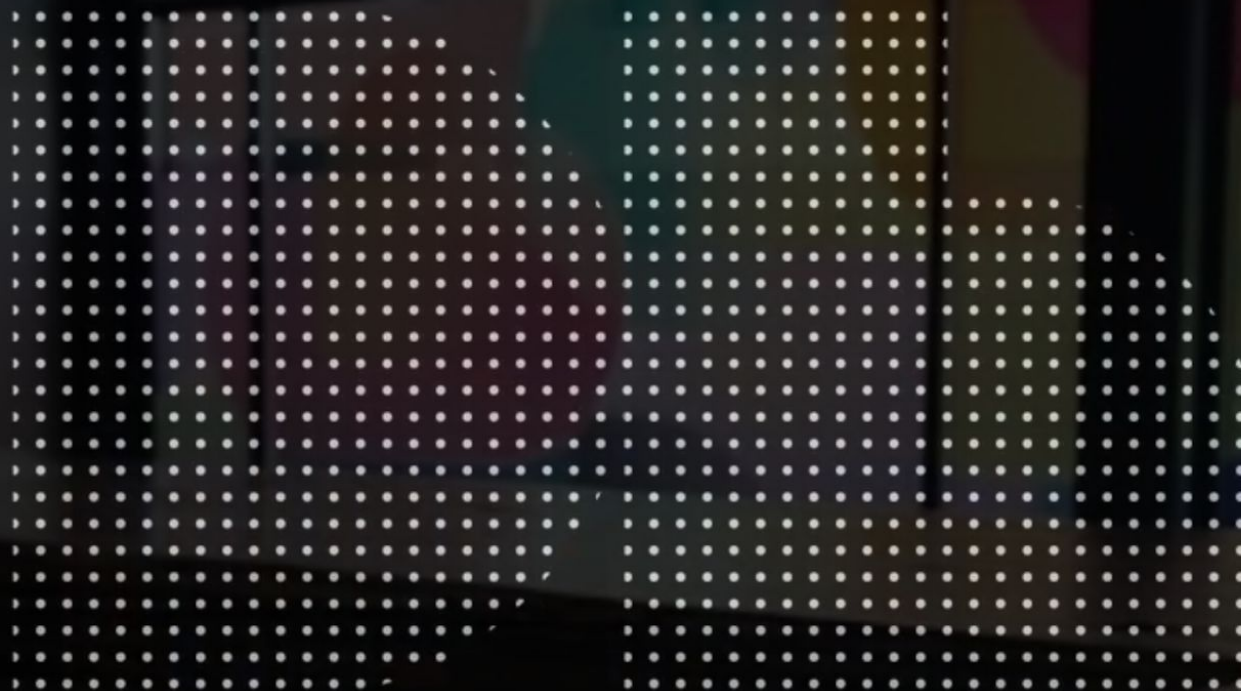
PASCO, WA - Una actualización sobre el tiroteo del jueves pasado que ocurrió en la I-182 cerca de Pasco.

Director de la GNC

Récord de Casos Confirmados de COVID-19 - 86 Reportados en un Día







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