

# CBO Outreach & IHC Art Update

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## Charla comunitaria *Public Health - Seattle and King County*



### ▶ Queremos saber de usted

En *Public Health - Seattle and King County* queremos asegurarnos de que puede recibir los servicios de salud que necesita. Acompáñenos para exponer sus experiencias sobre el uso de servicios de salud y las opciones actuales de seguro de salud. Queremos saber qué es lo más importante para usted en lo que se refiere al cuidado de su salud.



### ▶ Acerca del evento

Fecha:

Hora:

Lugar:

Más información:

Los asistentes recibirán una tarjeta de regalo Visa  
con \$90

Se pueden ofrecer otras formas de remuneración

wahealthplanfinder.org  
1-855-WAFINDER | 1-855-923-4633



## Chương Trình Trò Chuyện Cộng Đồng *Public Health - Seattle and King County*



### ▶ Chúng Tôi Muốn Nhận Được Thông Tin Của Quý vị

*Public Health - Seattle and King County* muốn bảo đảm quý vị có thể nhận được dịch vụ chăm sóc sức khỏe mà quý vị cần. Hãy tham gia cùng chúng tôi để chia sẻ kinh nghiệm của quý vị về việc sử dụng dịch vụ chăm sóc sức khỏe và các tùy chọn bảo hiểm sức khỏe hiện tại. Chúng tôi muốn biết điều gì là quan trọng nhất đối với quý vị khi nói đến dịch vụ chăm sóc sức khỏe của quý vị.



### ▶ Giới Thiệu Về Sự Kiện

Ngày:

Giờ:

Địa Điểm:

Để Tìm Hiểu Thêm:

Người tham dự sẽ nhận được Thẻ Quà Tặng Visa  
trị giá \$90

Các khoản đền bù khác có thể hiện có

wahealthplanfinder.org  
1-855-WAFINDER | 1-855-923-4633



# Top Reported Access Barriers



Affordability



Mistrust of government and government websites



Health literacy & language access

# Trusted Messengers

## Community based organizations

- Established trust with community
- Proven outreach success with populations they serve
- Understand their community's needs and communication styles

Set aside close to 100K for these partners to assist in relaying QHP Expansion messaging and information to their communities.

# CBO Outreach

The Exchange provided CBO's the opportunity to apply for outreach funds.

| Applications Received | CBOs Chosen | Total Distributed |
|-----------------------|-------------|-------------------|
| 61                    | 9           | \$94,000          |

| Counties Served | Languages Represented | Events Hosted | People Reached |
|-----------------|-----------------------|---------------|----------------|
| 16              | 37                    | 175           | 46,000         |

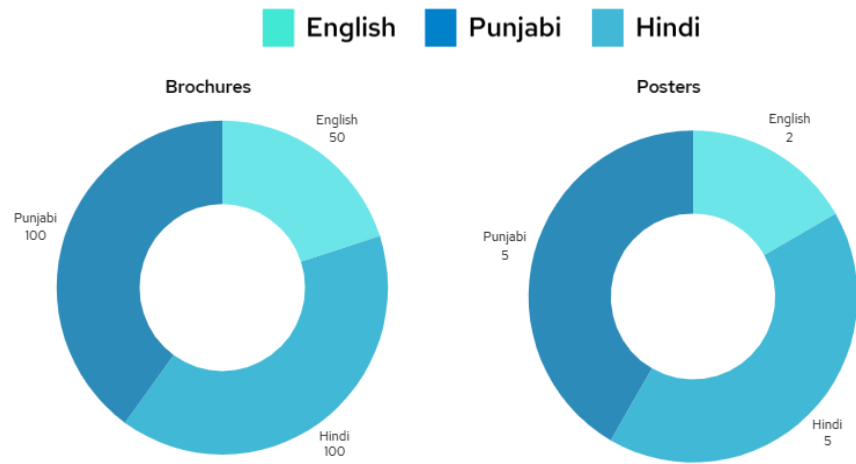
| % of population the CBO serves that's undocumented |     |
|--|-----|
| Organizations                                      | %   |
| Indian American Community Services                 | 25% |
| Pacific County Immigrant Support                   | 85% |
| Mother Africa                                      | 10% |
| Pacific Islander Health Board of Washington        | 50% |
| Pierce County Project Access                       | 70% |
| Empower Next Generation                            | 80% |
| Latinos En Spokane                                 | 75% |
| Haitian Community Development of PNW               | 70% |
| Ireta P'urhepecha                                  | 75% |

On the following pages, you will find details from the outreach efforts undertaken by some of the partnering CBO's.

# Indian American Community Services



## Brochures & Posters Distributed by Language



## Results

### Number of Events

In-person – 7  
Online & Virtual – 8

### Number of People Reached

15,455 individuals

### Outreach Tactics

Presentation (in-person/virtual)  
Word of mouth  
Canvassing  
Facebook  
Newsletter  
Library



## Communities Served: Asian Indian Immigrants

Languages Spoken by Community: Punjabi, Hindi, Telugu, Gujarati, Tamil, Malayalam, Marathi

# Ireta P'urhepecha



## Results

### Number of Events

In-person - 6

### Number of People Reached

485+ individuals

### Outreach Tactics

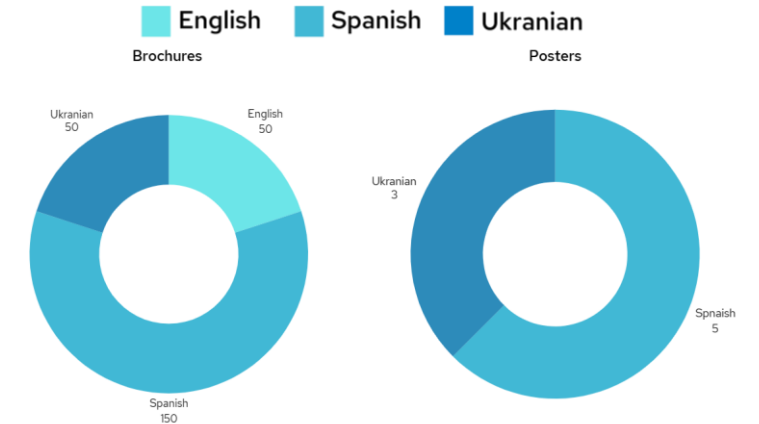
Presentations  
Community Events  
Social Media

### Analytics

# of views: 120  
# of likes: 4



## Brochures & Posters Distributed by Language

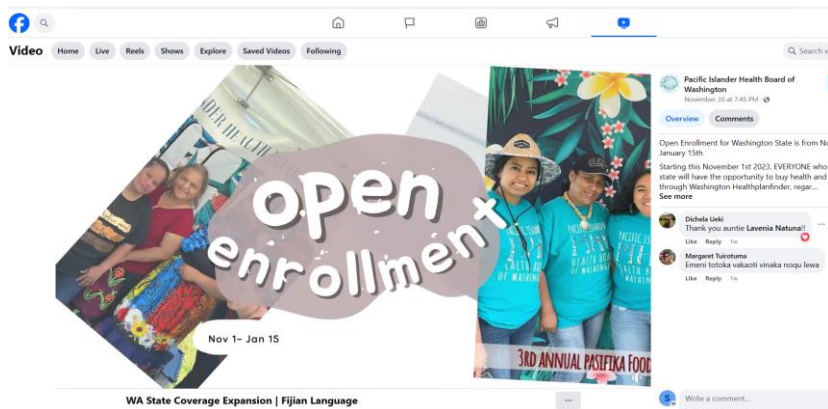


Communities Served: Indigenous communities from Mexico, Central & South America

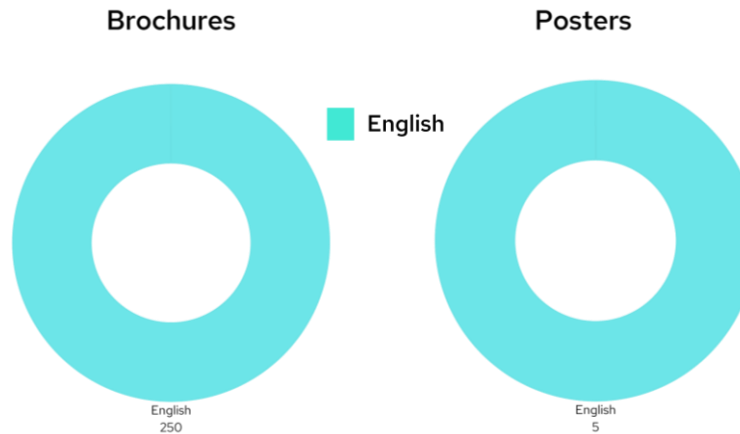
Languages Spoken: Spanish & Indigenous Languages (Mixteco Bajo/Alto, Kichwa)



# Pacific Islander Health Board of Washington



## Brochures & Posters Distributed by Language



## Results

### Number of Events

In-person – 5  
Online & Virtual

### Number of People Reached

9,637 individuals

### Outreach Tactics

Presentation (in-person/virtual)  
Word of mouth  
Community Events & Fairs  
Canvassing  
Social Media

## Analytics

# of views: 9,637  
# of comments: 2  
# of likes: 346  
# of shares: 121  
# of saved posts: 86

## Communities Served: Pacific Islander immigrants

Languages Spoken: Marshallese, Chuukese, Yapese, Pohnpei an, Palauan, Samoan, Fijian



# Pierce County Project Access

## Results

### Number of Events

In-person – 92  
Online & Virtual

### Number of People Reached

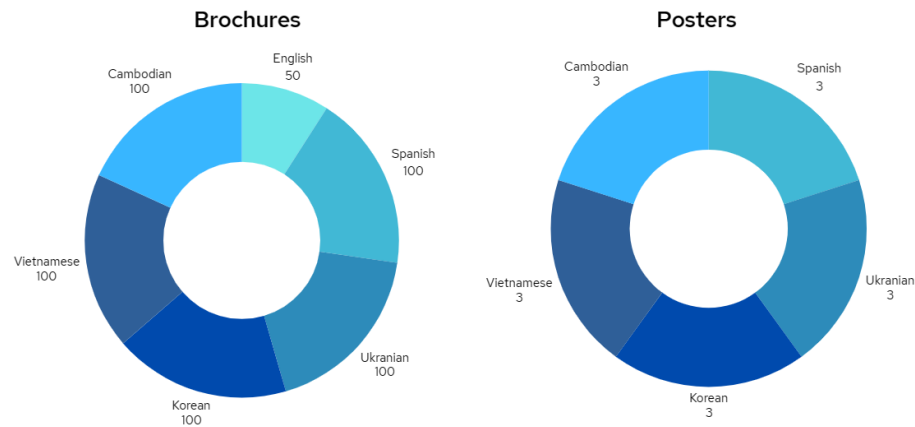
~ 3,200 individuals

### Outreach Tactics

Mail  
Canvassing  
Email Campaigns  
Social media  
Website

## Brochures & Posters Distributed by Language

English Spanish Ukranian Korean Vietnamese Cambodian



**Communities Served: Latino, Pacific Islander, Eastern European, and Asian Immigrants.**

Languages Spoken: Spanish, Korean, Vietnamese, Ukranian, Tagalog, Cambodian, Swahili

# Haitian Community Development of the PNW

## Results

### Number of Events

In-person – 3  
Online & Virtual

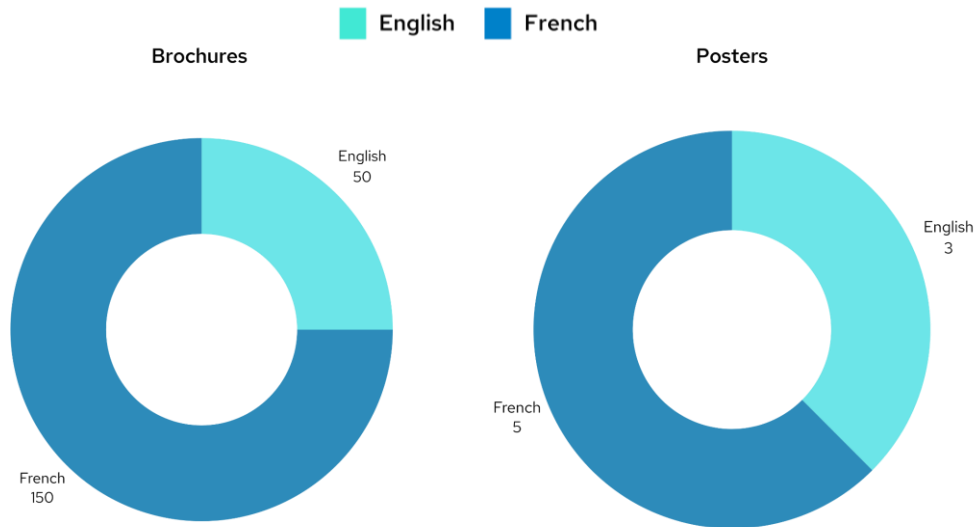
### Outreach Tactics

Places of worship  
Social Media

### Number of People Reached

600+ individuals

## Brochures & Posters Distributed by Language



## TRETMAN GRATIS POU DAN

An Patenarya Avek Haitian Community Development of Pacific Northwest E Avek Horn of Africa Services  
4242 S 144<sup>th</sup> St, Tukwila, WA 98168

**SAMDI, 16 DESAM, 2023**  
**8:00 AM - 2:00 PM**

### Me Tretman IJAN Ke Nap Ofri:

**\*Rach dan \*Plonbe dan \*Radyografi \*Egzamen**

### Kalifikasyon:

Granmoun Yo Dwe Abite Nan King County, Si Ou Pa Elijib Pou Washington Apple Health Oswa Medicaid Akoz Eitati Sitwayente Ou Ak Lajan Ou Fe.

RELE NOU POU NOU KA WE SI OU KALIFYE POU YON RENDEVOU.

800-756-5437 [kcadp@kingcounty.gov](mailto:kcadp@kingcounty.gov)



**Health Insurance & Wellness Event**  
**FOSTER HIGH SCHOOL**  
**4242 S. 144th Street | TUKWILA 98168**

**Saturday December 16, 2023**  
**10:0-2:00**

**300 Chicken or Turkey giveaway & \$20.00 gift card.**

Sponsored by:  
Community Health Plan of Washington & Molina Health Care

Public Health Seattle & King County  
Horn of Africa Services  
MOLINA HEALTHCARE

**Free lunch provided by the Haitian Community & the Soul Fusion Food Truck!**

**COVID Boosters & Flu Vaccines**  
Dental Services by appointment 1-800-756-5437  
Mammograms by appointment 1-800-756-5437  
Blood Pressure & Glucose screening  
**In-person Health insurance enrollment (regardless of immigration status)**  
ORCA Lift cards (pre-loaded with \$20)  
Basic Food & Utility Assistance Application Assistance  
Ethiopian Nurses Association

**PUBLIC HEALTH-SEATTLE & KING COUNTY**

Communities Served: Haitian Immigrants

Languages Spoken by Community: French & Creole

# Immigrant Health Coverage Murals

**Goal:** Share awareness and excitement over the new coverage expansions with diverse communities

**Artists:** Represent immigrant communities

**Two Murals:** East Side & West Side

Vision created by artist; artwork co-created by community

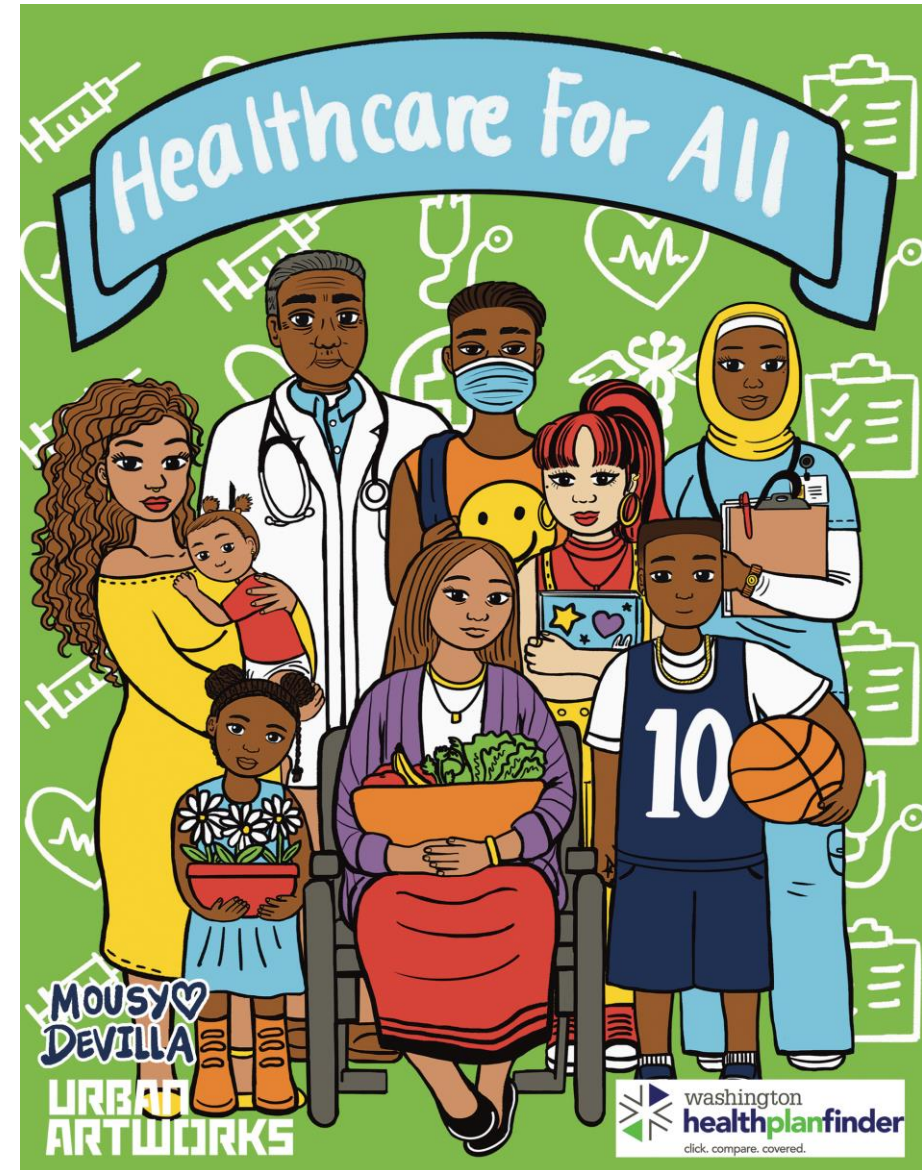
# Art Mural #1– Yakima

**Artist:** Cecilia DeLeon

**Location:** Granger Medical Center, Yakima  
Neighborhood Health Services

Co-created in studio on April 13<sup>th</sup>, installed  
onsite on April 30<sup>th</sup>.

*“The news of healthcare access being available to our neighbors in something I believe will be life changing for many in Washington. I feel it is important to spread the word in many languages and formats such as art.”*



# Yakima Mural Co-Creation Photos

Artist: Cecilia DeLeon



# Art Mural #2– Seattle

**Artist:** Ivy Lui “Mousy”

**Location:** Refugee Women’s Alliance,  
Beacon Hill, Seattle.

Created & installed onsite by artist &  
community on May 15<sup>th</sup>.

*“By raising awareness of HPF, hopefully my artwork sparks curiosity and aids immigrant communities in feeling welcomed, included, and shows that HPF is a safe tool for these communities.”*

