

Identify the credible messengers in the community who are able to share accurate health information in a timely way

### Covid 19 + Emergency STRATEGY:

Promoting credible messengers (NYCHA residents and partners) as key champions of health information and resources

Train and prep the messengers with most updated information on COVID. testing.

CHAMPION

RESOURCE

short (now-end 2021)

DOH

DOH's 1-hr training workshops; Train the trainers;

Residents (as an example + providing TA on personal level)

Padmore John - someone trustworthy on the inside (DOHMH)

info from DOHMH Health Action Centers

Covid health day, health insit. Vaccines info Resources @ NYU

DOHMH Health Action Centers

DOHMH Emergency Services - teams up with hospitals to distrib info, train CBOs to share with respective neighborhoods to ensure competent and equitable services, distribution of PPE

DOHMH - Resident advisory board connecting to residents

EPEC (Emergency Partner Engagement Council) launched during measles epidemic - how to build on that relationship (weekly mtgs)

Gathering names; informing residents door to door; transportation info + actual transport to get people vaccinated

Nstat residents, stakeholders who have been working, connecting, speaking to residents, etc. - to rep at advisory, EPEC, etc.

Parks Dpt - as distribution and outreach PR sites

permanent neighborhood space/center focused on those aged 25-61 - predom demogr (workforce, etc.) + Established pipeline for this age group

Space to offer those space (plenty of services)

More Access Centers (beyond those in Brownsville, BedStuy, Tremont)

Also need to report the good, the positive things happening in our communities!

The City should establish a standard practice that every time there is an effort to fund CBO organizations to activate "trusted messengers" or community health workers that there is a structured parallel effort to provide training and other tools to other active community leaders. This has happened in some areas during the pandemic but not universally.

Center for Health Equity in DOHMH (in various neighborhoods) - to sign up for apartments, transport, partner with other local CBO's to disseminate info/resources (Jackie K)

good model - but it needs to go bigger and better - and SUSTAINABLE BEYOND IMMEDIATE CRISIS - covid - AND PREPARE for next crisis

WG reps could attend these other advisory meetings to gather and share this info - and to report to agencies what's happening on the ground/ in the community

Click here to join the EPEC list Serv and get updated information and resources:  
<http://www.surveyzmo.com/s3/5527973/COVID-19-Emergency-Partner-Engagement-Council>

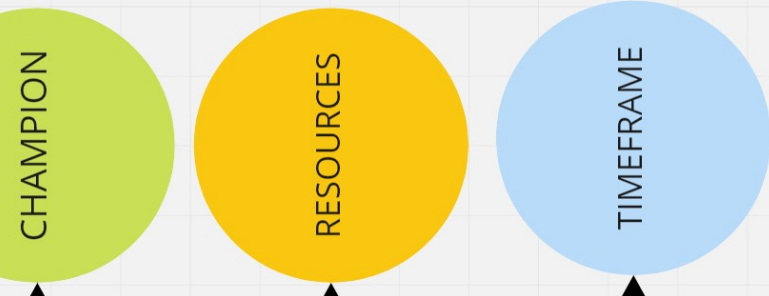
TIMELINE

LO

Tailor communications to reach the right people/places- target marketing, understand comm tools being used

### Covid 19 + Emergency STRATEGY:

Make existing information and resources accessible to ALL



accessible language that's communal - hashtag, catchy tags (social med)

Credible messengers (people you personally know and trust)

Modeling (going door to door, talking to people)

Resident Celebrities in the Advertising commercials

TRUST in actual people they know

all languages and modalities (QRCode, visual, straightforward language, positive)

Delivery of info that's digestible and positive

WHO will distribute info: Newsletters, flyers,

sites of distribution - word of mouth (ways to get it out to more people?)

What resources would OFFSET misinformation

Vaccine Facts - <https://vaer.s.hhs.gov/>

familial, personal, emotional marketing - move to action (PSAs/commercials)

Ad Council

QR code

COVID-19 Vaccine Facts:  
a. FAQs: <https://www1.nyc.gov/site/doh/covid/covid-19-vaccine-facts.page>  
b. Factsheet: <https://www1.nyc.gov/assets/doh/downloads/pdf/covid/covid-19-vaccines-faq.pdf>  
c. YouTube: <https://www.youtube.com/nychealth>



# Mental Wellness STRATEGY:

Support/train direct service providers (including resident leaders) in providing culturally competent wellness & healing services to communities of color

Offer more small group "safe place" meetings to promote trust, sharing, and "group therapy" without calling it "therapy"

DOHMH, Residents,

DOHMH, Thrive, WARM

short (now-end 2021)

Resident leaders (council members, etc.)

THRIVE

Build Healthy Communities

WARM - We All Really Master - domestic violence awareness group

Parks and GreenThumb

WLWD (When Love Works Dynamically)

CBOs, Churches, schools

NYPCC (New York Psychotherapy & Counseling Center)

Youth at BCJC

local businesses - may want to make donations

Local Gyms in the community

"Group Therapy" should include what professionals can and can't do

more opportunities that are available throughout the community (think outside the typical institutions)

open up to diff forms: art therapy, calling it a different type of forums

alt venues: open spaces, community gardens, parks, comm centers, friendship bench (trust, familiar community spaces)

Respite Centers - allow walk-in instant mental wellness care

"focus groups", alternative convenings (sip n paint) offering counseling professionals on site (get away from stigma of therapy); eg. "respite centers" SF - more accessible, immediate, open

interactive engagement - healing space, opportunity to express themselves - in community, owning the space (eg. living wall, memorial - esp in covid)

churches, schools/PTA, safe spaces while also respecting privacy

wellness room - created by youth

Dictionary of Practitioners

NYCHA Community Centers

Local artists could be engaged to help lead creative processes (writing, painting, music)

access to spaces to meet

design/build of (warm/welcoming) spaces - to encourage engagement, invite, welcome people, disarm, model love/openness - will encourage building relationship, open people up

Online places of meeting (i.e. zoom, teams, etc) reserved for this purpose

