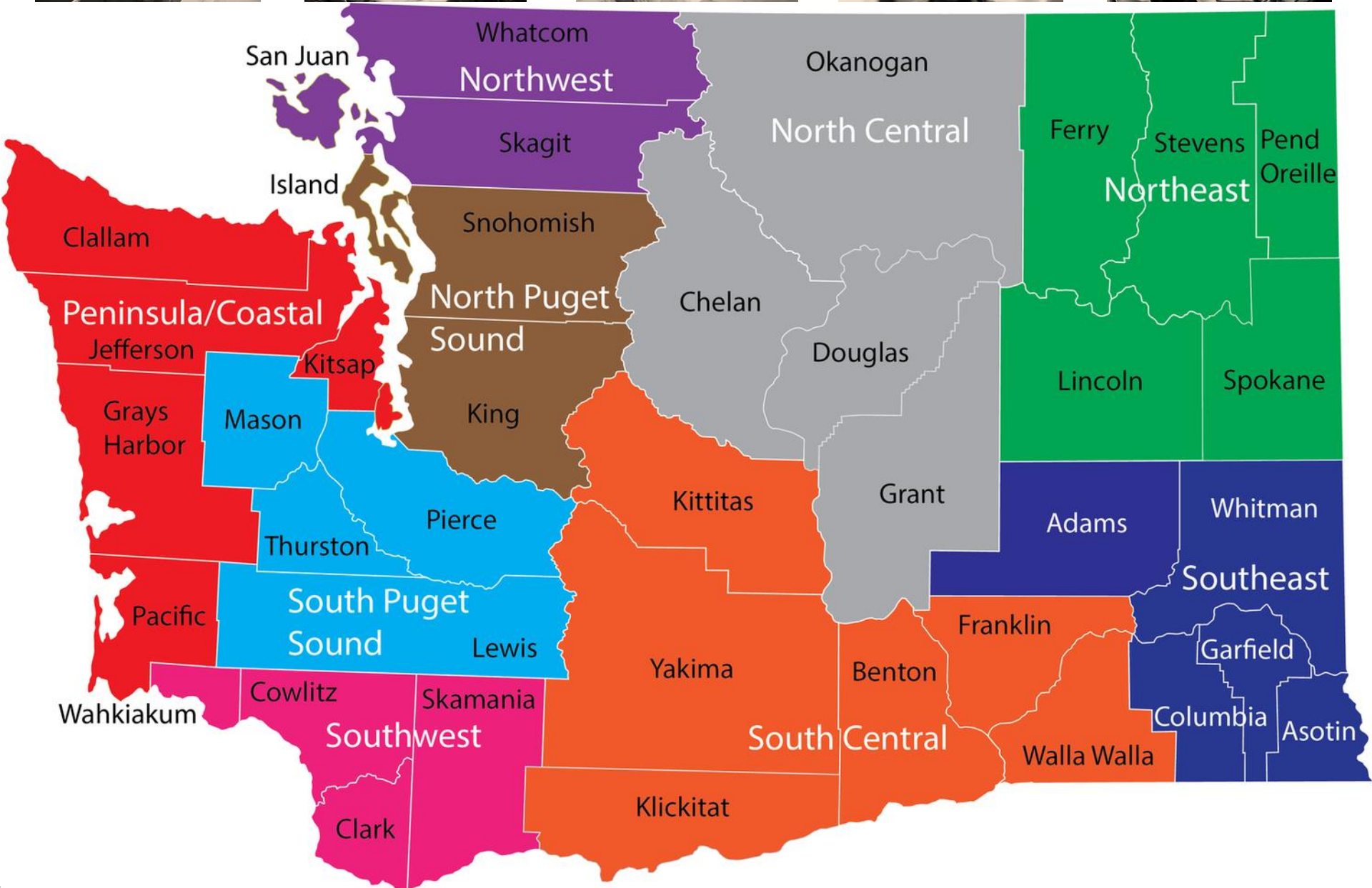
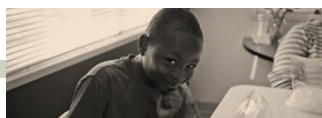
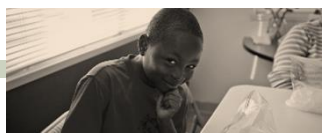


Community Health Workers: Trust: Building Community Trust



- Michelle Stickley – Southwest Washington Equity Coalition
- Abby Brandt - Washington Gorge Action Programs
- Kathy Burgoyne – Uncommon Solutions
- Dominique Horn – Southwest Accountable Community of Health

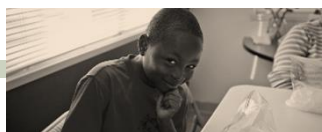




What is Community Engagement & What does it take?



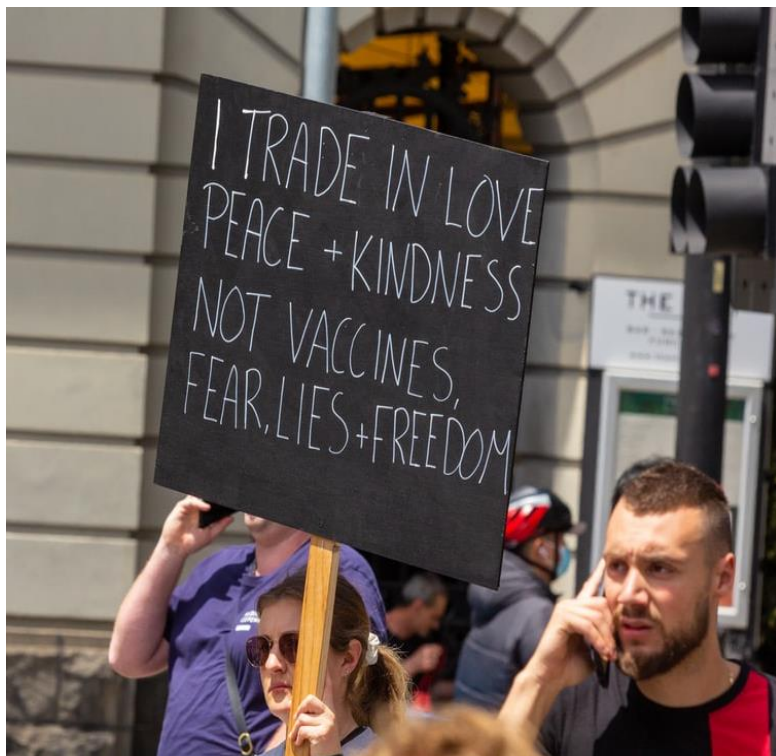
- Trust: building relationships with people who are suspicious of mainstream institutions.
- CHWs:
 - Live in and share culture, language, and life experiences with the members of the communities they serve
 - Have earned and enjoy a deep level of trust with peers and neighbors
 - Demonstrate strong relational expertise and interpersonal communication skills
 - Have deep relationships and knowledge of local community-based resources



Empathize with People's Distrust

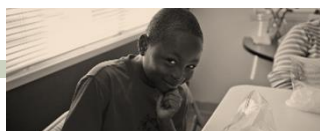


Anti- mask/ Anti-vaccine



BIPOC



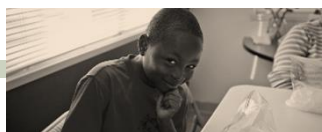


Be Transparent



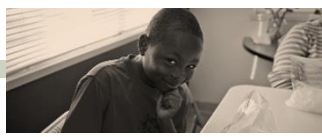
INCREASING IMPACT ON THE DECISION					
	INFORM	CONSULT	INVOLVE	COLLABORATE	EMPOWER
PUBLIC PARTICIPATION GOAL	To provide the public with balanced and objective information to assist them in understanding the problem, alternatives, opportunities and/or solutions.	To obtain public feedback on analysis, alternatives and/or decisions.	To work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered.	To partner with the public in each aspect of the decision including the development of alternatives and the identification of the preferred solution.	To place final decision making in the hands of the public.
PROMISE TO THE PUBLIC	We will keep you informed.	We will keep you informed, listen to and acknowledge concerns and aspirations, and provide feedback on how public input influenced the decision.	We will work with you to ensure that your concerns and aspirations are directly reflected in the alternatives developed and provide feedback on how public input influenced the decision.	We will look to you for advice and innovation in formulating solutions and incorporate your advice and recommendations into the decisions to the maximum extent possible.	We will implement what you decide.

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Take Time





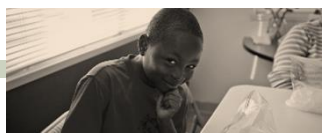
Washington Gorge Action Programs



Over 130 people brave winter weather for vaccinations and boosters

White Salmon, WA (December 21, 2021) - Cold, rainy weather did not deter over 130 people from participating in a COVID-19 vaccination event focused on the Latino community at the [NorthShore Medical Group](#).

[Comunidades](#) and [Columbia Riverkeeper](#) organized a fiesta-style afternoon. The idea was to encourage a culturally sensitive approach for the immigrant community to come together with medical professionals to access free vaccinations and booster shots.



Washington Gorge Action Programs

Cultural Awareness



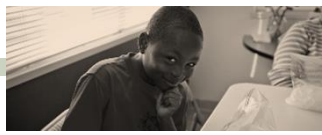
Intentional Partnerships

- Comunidades
- NorthShore Medical Group
- Columbia Riverkeeper
- Lake Taco

Building Trust

- Absent from the event were our first responders (anyone in official uniforms).
- Privacy was critical.
- The main work force present were members of the Hispanic community.





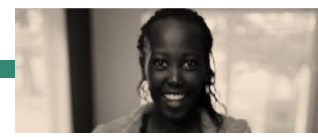
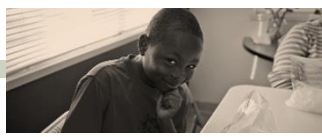
Washington Gorge Action Programs



Timeline

November 23rd
December 3rd
December 6th
December 18th

1. Target Audience Identified
2. Community Partners Organized
3. Marketing
4. Event



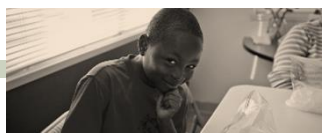
Washington Gorge Action Programs



Keys to Success

- Trusting Partnerships
- Legwork
- Community Based Marketing *i.e., Word of Mouth*





Southwest Washington Equity Coalition



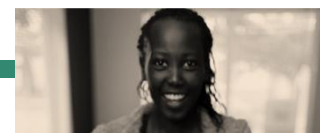
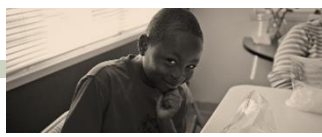
Who Came?

- Homeless,
- Chuukese man,
- Sobbing,
- Says he wants a vaccine.

Common response-

- Fear
- Disgust
- Other





Southwest Washington Equity Coalition



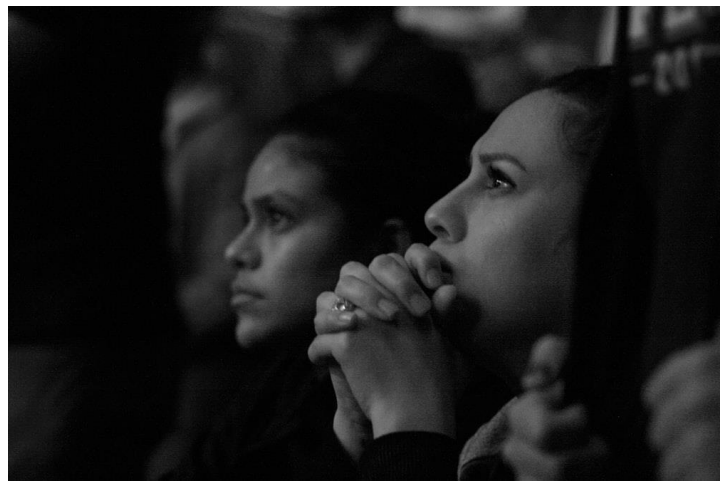
Validate & Emphasize

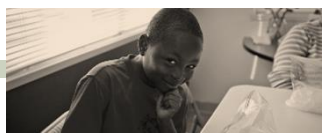
Be present

Calm, address basic needs (cookies), touch.

Listen

- Everyone around me is dying
- Are you sure I am I going to die if I get the vaccine?
- Heroin Addict worried the vaccine will interfere
- Poor relationship with mother





Southwest Washington Equity Coalition

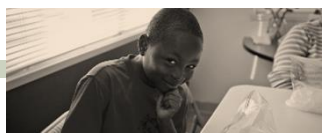
Transparency



I'll do it with you

- Talk to the pharmacist
- Fill out the form together
- Go with him to the pharmacist. Which arm?





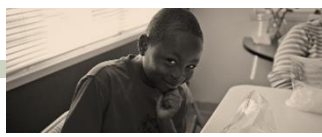
Southwest Washington Equity Coalition

Take Time



15-minute wait

- Stay with him. Knees, bows, thank you, thank you. Bows back.....
- Give him food and masks
- Put vaccine card in his passport, inside his jacket.
- He doesn't know where he is going to sleep.
- Wants to bring mom to get her vaccine.



Southwest Washington Equity Coalition¹

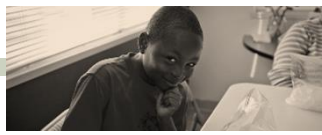


It is the small things that connect us.



Questions





Thank you



- Abby Brandt - abby@wagap.org
- Dominique Horn – Dominique.Horn@southwestach.org
- Kathy Burgoyne – kathy.burgoyne@uncommonsolutionsinc.com
- Michelle Stickley – Michelle@mcacommunityworkforce.org