COVID-19 Community Outreach 3/12/21

The County of Ventura has implemented an extensive communication effort since the beginning of the COVID-19 pandemic with a focus on equity. Public information efforts include radio public service announcements, advertisements, videos, website, e-news, community outreach with contracted community partners, business ambassadors, relief funding, electronic sign boards, banners, print materials, messaging with community based organizations, press conferences, town halls, public meetings, emergency alerts, billboards, bus ads, bus shelter ads, social media, electronic highway signage and more to provide COVID-19 prevention and resource information. Resources are provided in both Spanish and English. There are also additional efforts providing materials in indigenous languages as well.

County coordination includes: Public Health, Emergency Medical Services, the Office of Emergency Services, Healthcare Providers, Human Services Agency, Care Facilities, First Responders, Cities, Schools, Businesses, Community Based Organizations, Homeless Shelter and Service Providers and Federal and State Agencies and Departments.

Regular coordination calls include multi-agency coordination including: Government (Local, State, Federal), Medical/Health, Ventura County Office of Education, Community Partners, Disability, Access & Functional Needs, Care and Shelter, PIO/Joint Information, Public Safety/Response Planning, Recovery Programs, Business and our Farmworker Resource Program (the first of its kind in the State).

The e-news update is sent in English and Spanish every weekday. A press conference is provided every Wednesday at 1 pm in English and Spanish. A COVID-19 update on response efforts is provided at every Board of Supervisors meeting.

Current messaging is focused on vaccine education including information on vaccination clinics, vaccine eligibility, vaccine appointment process and vaccine safety.

Community Partnerships

- The County has contracted with 3 community-based organizations for multilingual/culturally appropriate outreach in key health equity areas.
- Lideres Campesinas (South Oxnard/Port Hueneme)
- One Step a La Vez (Fillmore/Piru)
- LUCHA
• Southwinds (South Oxnard)
• Poder Popular (Santa Paula)
• The promotores provide direct outreach in the communities providing prevention and resource information.

Radio Public Service Announcements running in English & Spanish

- Q95.9 FM
- Live 105.5 FM
- La Voz 1520 AM | 96.3 FM
- Old School 104.7 FM
- Radio Bronco 1400 AM | 102.5 FM
- KVTA 1590 AM
- KJIR 96.7 FM
- KOXR 910 AM | 102.1 FM
- KXLM 102.9 FM
- 100.7
- 95.1
- 103.3
- 106.3
- 1450 am
- Farmworker Resource Program has weekly spot on Radio Indigena (MICOP station)

Supermarket Advertisements Print and Public Service Announcement Radio in the Stores

- Vallarta Supermarkets – Oxnard, Simi Valley
- Tresierras Supermarket – Santa Paula, Simi Valley, Oxnard
- Vons
- Shopping cart ads (in seat of shopping card and on outside of shopping cart)
- On hand sanitizer stations
- On signage outside where carts are parked

Billboards/Bus Ads (entire fleet)

- Bus stop ads (32 in Oxnard)
- Billboards Oxnard, West Ventura, Camarillo, Santa Paula, Fillmore
- Digital billboards on Collection Sign and Auto Center Sign 101 highway
- Bus ads on routes in S. Oxnard/Santa Clara Valley – Ads on the outside of the busses and the inside.

Electronic Sign Boards

- Sign Boards: Electronic sign boards with covid prevention messaging (the County has provided signboards in Santa Paula, Oxnard, Nyland Acres, El Rio, Fillmore) City partners are also displaying their sign boards in their cities in Fillmore, Ventura, Port Hueneme, Simi Valley, Thousand Oaks, Moorpark.
- Banners: Santa Paula, Fillmore, Oxnard (displayed in Downtown areas) with COVID-19 prevention messaging.

Print advertisements weekly in English & Spanish

- El Latino
- Fillmore Gazette
Printed Materials

- Businesses
- Community partners
- Farms
- Schools
- Churches
- With meals to older adults and those with disabilities with the Area Agency on Aging
- By request – any group that wants materials can request. We print and provide to the group for distribution. We also have the documents available for download on our website.

Home Mailing

- Monthly home mailing to all Human Service Agency Medi-Cal recipients

Farmworker Resource Program Messaging

- WhatsApp Espanol 805-655-0986
- WhatsApp Mixteco 805-665-0980
- Farmworker Vaccine Mobile Team
- Agricultural Worker Protection advisory issued by the Agricultural Commissioner
- Regular outreach at farms, with farmworkers and growers
- Ventura County Medical Center Doctors provide site visits, medical education and testing
- Donation coordination for farmworkers in need providing food and resources
- County funded expanded food share hours and site locations
- Public health responds to concerns of any outbreaks at agricultural facilities. Workers are tested and provided with guidance and resources when needed.
- Additional funding provided by the County for Food Share Pop-Up sites for weekend and evening hours. Materials distributed at food sites.
- Cultivating Health in Agriculture – Doctors, Logrando Bienestar and FRP provide direct outreach.
- Extended hours for vaccine appointment phone number with multilingual support.

Outreach in the community

- 15 Vaccine Mobile teams for homebound seniors and agricultural community
- 7 vaccine sites and pop up clinics
- Cultivating Health in Agriculture: Ventura County Medical Center Doctors in partnership with the Farmworker Resource Program and Logrando Bienestar provide health/mental wellness outreach.
- Logrando Bienestar park outreach with City partners (provide mental health resources)
- Public Health team provides information/resources at pop up food sites and pop up testing sites
- Promotores provide direct outreach at testing sites, at grocery stores and in the community
- Community outreach door to door at businesses/community groups
- Coordinated efforts with community partners including churches, nonprofits, City Public Information Officers and City management
- Resources including audio scripts provided to Ventura County Office of Education for schools to distribute information to families via calls, e-news and in print at school lunch sites.
- Business partners providing outreach information to business community, business seminars in English/Spanish and business support in English and Spanish. Registration site: www.venturacountyrecovers.org/business-registration/. Spanish: www.venturacountyrecovers.org/business-registration-sp/
- Bilingual business ambassadors check on businesses to answer questions and make sure businesses are complying. More than 15,000 businesses have been inspected. 99% compliance.
- Businesses must display covid compliance hotline flyer and follow all safety prevention protocol
- State partners also checking on businesses including ABC, County Environmental Health, and local City Code Enforcement for all Cities.
- Business e-newsletter with resource information provided weekly to businesses who have registered with VCReopens, those who have signed up for alerts and with all business partners throughout the county (in English and Spanish).

**County Clinics**

- County clinics, are located throughout the County and have waived all fees for anything COVID-19 related and are also offering testing and tele-health visits. Trilingual employees are available on site to provide culturally appropriate response.
- County offers locations for safe isolation for those needing shelter free of charge.

**COVID-19 Testing: Free. No appointment needed. Offered at 14 regular sites and pop up sites throughout the County.**

- English information www.venturacountyrecovers.org/coronavirus-testing/
- Spanish information: www.venturacountyrecovers.org/coronavirus-testing-sp/

**News Media**
• News interviews in English and Spanish including major news networks
• Univision project with frontline workers and prevention messaging
• Weekly Wednesday Press conference in English and Spanish
• Regular press releases in English and Spanish on key messages, updates to information and prevention information.

Website/E-Updates

• Daily weekday email update (English/Spanish). Information also shared with community partners for their e-news and virtual meetings
• Website: www.venturacountyrecover.org
• Spanish: www.serecuperavc.org
• Wellness: www.wellnesseveryday.org/
• Spanish: www.saludsiemprevc.org/

Virtual Meetings

• Townhalls Hosted by Elected Officials/Community Partners: Spanish/English
• Community Council/Community Group Presentations: Public Health and CEO’s Office provides regular community presentations via zoom in English/Spanish.

Videos

Educational Videos in English/Spanish/Mixteco: Doctor Question/Answer time, hospital tours, mental health and wellness, how to wear a mask, what to expect at testing sites, how to protect the most vulnerable, tips for seniors, what to expect at testing sites and other spotlights, vaccine q/a and education

• Videos in English/Spanish made with CAPs Media
• Weekly Farmworker Resource Program Videos in English/Spanish/Mixteco
• Weekly informational videos on testing, masks, social distancing, resources etc.
• Weekly press conferences English/Spanish

Financial and Supportive Assistance

• Rental, Business Assistance and Farmworker Household Assistance – Extensive marketing outreach for relief programs
• Human Services Agency providing outreach and resources for Medi-Cal, CalFresh, CalWorks, Veteran Services, Child Support www.ventura.org/human-services-agency/

Conference Calls

• Weekly conference calls with elected officials, community-based organizations, city partners, hospitals, schools, county agencies and other partners.
• Communication coordination with all City and County Public Information Teams.
• Coordination of all efforts with all 10 cities including Ventura, Camarillo, Port Hueneme, Oxnard, Ojai, Simi Valley, Thousand Oaks, Moorpark, Fillmore, Santa Paula and unincorporated areas.
• Community partner calls for Santa Clara Valley, S. Oxnard and Agriculture Call with Growers/Advocates

PPE Distribution
• More than 1,000,000 masks have been made available for frontline workers including agricultural, grocery and services workers.
• EMS providing PPE for businesses in need.

Emergency Alerts
• Sent countywide (users receive in the language that they have selected on their device)
• Reverse 911 calls provided by school districts to parents via phone call and email

• Facebook @countyofventura
• Spanish Facebook @ Condado de Ventura en espanol
• Facebook Group Pages @Ventura County Coronavirus News Group – Official
• Facebook Group Page Spanish @ Grupo informative de Coronavirus Ventura – Official
• Facebook @Ventura County Public Health
• Nextdoor County of Ventura
• Twitter @Countyofventura
• Instagram @countyofventura

Social Reach last 28 days as of 12/3/20
• Twitter impressions 1.2 million engagements in November. 650 new followers, 45,107 profile visits (Up 278.8%)
• Facebook: 495, 544 engagements in November 769 new followers, 331,749 post reach (up 157%) Group Page 43,895 k members
• Nextdoor: 220,733 (2, 053 new members last 28 days)
• Instagram: 154,000 accounts reached, 35, 600 interactions followers up 5.3%
• E-News – 73,089 community members registered to receive update in English/Spanish

Questions? Contact Ashley.bautista@ventura.org