

## **COVID-19 Equity Project: Scope of Work**

**July 14, 2020**

<b>1. Health Education and Outreach</b>						
<b>Activity</b>	<b>Activity Name</b>	<b>Description</b>	<b>Responsible Party</b>	<b>County or City Division Activity</b>	<b>Deliverables/ Milestones</b>	<b>Timeframe</b>
1.1.1	Assess: Language & Cultural Needs	Identify language and cultural needs in the community and organizational/staff capacity in terms of education and outreach	All Partners	County/City	Assessment	July
1.1.2	Assess: Testing Needs	Identify through data analysis any targeted geographic or demographic population for testing events and outreach.	CVHPI	County	Ongoing reports of identified targeted populations	July-December

1.2.1.1	Plan: Training/ Curriculum Development	Develop modules on education and outreach to include information on: <ol style="list-style-type: none"> <li>1. How to be a Promotora</li> <li>2. COVID19 Transmission</li> <li>3. Prevention <ol style="list-style-type: none"> <li>a. Social distancing</li> <li>b. Sheltering in Place</li> <li>c. Wearing Masks</li> <li>d. Handwashing</li> </ol> </li> <li>4. Testing</li> <li>5. Quarantine when positive</li> <li>6. Glossary of PHD terms</li> </ol> Prepare training materials and handouts.	CVHPI  Fresno BHC  Cultiva la Salud  EOC	County initially, then city funds as we evolve the type of training needed	Curriculum	July-September
1.2.1.2	Plan: Training/ Adaptations	Adapt CHW modules for each language/cultural group <ol style="list-style-type: none"> <li>1. Hmong, Lao, Khmer, Arabic, Slavic</li> <li>2. Mixteco, Mam, Tlapaneco, Zapoteco, Triqui</li> <li>3. Punjabi</li> <li>4. Spanish</li> <li>5. Swahili (available, but not anticipated)</li> <li>6. AA cultural adaptation</li> </ol>	CVHPI  FIRM  CBDIO  Jakara Movement Cultiva La Salud EOC CBI	City and County (50/50 split in overall budget, assumption that County funds will be available first, spent first)	Curriculum	August-September

1.2.2.2	Plan: Outreach Testing Events	Plan how to support Testing Events in the County of Fresno will be determined in consultation with FQHCs, and County-funded testing agencies	All/EOC	County	Documented agreement and schedule of events	Before August 31st
		Finalize plan on logistics for supporting City of Fresno/UCSF mobile testing sites between all agency partners	FIRM/ CBDIO to coordinate all partners	City	Written plan and agreement	Before August 31st

1.2.3	PLAN: Outreach	<p><b>Outreach Plan</b></p> <p>Coalition partners will submit a plan to mobilize and deploy teams of Community Health Workers/ Promotoras and other project staff who will utilize a number of approaches in order to conduct health education and outreach activities under the auspices of the project. The outreach plan will address the cultural, linguistic and literacy needs of targeted audiences in Fresno and Fresno County.</p> <p>Coalition partners will cover the entirety of Fresno County based on each organization’s existing reach and capacity, including:</p> <ul style="list-style-type: none"> <li>● City of Fresno, including unincorporated areas within city major boundaries (Calwa, Highway City, Pinedale)</li> <li>● Fresno County small towns &amp; cities</li> <li>● Unincorporated/ rural areas outside of the City of Fresno</li> <li>● FUSD high school feeder patterns &amp; other local school districts</li> </ul>	All Partners     All Partners  All Partners  CLFA, CBDIO Cultiva  Go Public Schools	County for July-August     Modifications September - December City	Outreach Plan from each lead agency (EOC and Fresno BHC)  Modified scope of work and budget (EOC and Fresno BHC)	July-August     Modifications September- November 15th
-------	-------------------	-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	----------------------------------------------------------------------------------------------------------------------------	--------------------------------------------------------------------------------------------	---------------------------------------------------------------------------------------------------------------------------------------------------	--------------------------------------------------------------------------------

1.2.4.1	Plan: Communica tions	<p>A communications team of Public Health Department staff and communication leads from each partner organization will convene to plan and coordinate communication strategies.</p> <p>Plan in-language media campaigns with a communications plan within each target populations</p> <ul style="list-style-type: none"><li>• Ethnic TV/Radio/Print limited buys</li></ul> <p>Engage traditional corporate media through:</p> <ul style="list-style-type: none"><li>• Earned media coverage of testing events</li><li>• Project staff spokespersons presentations on English and Spanish media programming</li></ul> <p>Leverage CBO Coverage on Weekly COVID-19 Calls, as well as placement in CBO newsletters and other existing community-based network communication.</p>	All Partners           GO Fresno	City/County (50/50 split for coalition messaging and broad public health info. Actual for targeted events)	Copies of scripts, print messages and collaborative items	July - December
---------	-----------------------------	-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	-------------------------------------------------------------------	------------------------------------------------------------------------------------------------------------	-----------------------------------------------------------	-----------------

1.2.4.2	Plan: Health Education Materials & Messages	Plan health education talking points, messages and materials within each target population.	Cultiva La Salud CVHPI EOC	City/County 50/50	Talking points, messages and developed materials	July-August Updated Monthly
1.2.4.3	Plan: Field Testing	Method: Organized as small group sessions once messages and materials are developed. The focus will be on the effectiveness of messages and materials in conveying information. Are the messages and materials received well and understood by the target audience? This data is to be collected by each organization that is out on the field and data will be collected by CVHPI	Cultiva La Salud CVHPI EOC Fresno BHC CBDIO FIRM	50/50	Field-testing reports.	Monthly July- December
1.3.1	Implement : Training	CHW/Promotora Initial One Week Training:  Ongoing Continuing Education on at least biweekly basis  Train-the-Trainer support for lead CHWs at each agency	CVHPI with All Partners	50/50	Sign-in sheets	Late July/ Early August  July- December  Late August

1.3.2	Implement: Health Education & Outreach	<p>Conduct health education to target audiences. Include outreach and promotion of testing events.</p> <p>Approach 1: High Volume Direct Health Education on Transmission/Prevention- Coalition partners will engage in direct outreach through numerous platforms with a goal of reaching large segments of the underserved population with consistent messaging. This approach will include:</p> <ul style="list-style-type: none"> <li>● Phonebanking/texting campaigns, direct texting</li> <li>● Robocalls <ul style="list-style-type: none"> <li>○ Using existing call lists</li> <li>○ Through City Phonetrees</li> </ul> </li> <li>● WhatsApp</li> <li>● Social Media: Facebook, Instagram, and Twitter</li> <li>● Webinars/Virtual Talks</li> <li>● Grass roots ambassadors</li> </ul>	<p>All Partners</p> <p>GO Fresno</p> <p>Cultiva La Salud</p> <p>CBDIO</p> <p>FIRM</p> <p>Jakara Movement</p> <p>CLFA</p> <p>Reading &amp; Beyond</p> <p>The Fresno Center</p> <p>EOC</p>	<p>Remote Communications: 50% City and 50% County</p> <p>In Person Outreach: Actuals based on location of event sites</p>	<p>Talking points</p> <p>-Messages (Voice and video included)</p> <p>-Contact metrics and tracking by method (number of attempts, contacts, completed conversations by approach)</p> <p>-WhatsApp: Number of members on groups</p> <p>-Social Media: Highest number of shares per month on any post</p> <p>-Webinars and Virtual talks: number of views after 1 month.</p>	<p>July - December</p> <p>August-December</p>
-------	-------------------------------------------------	-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	---------------------------------------------------------------------------------------------------------------------------	----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	-----------------------------------------------

		<p>Approach 2: Direct 1:1 &amp; Small Group Engagement with Residents-  When necessary and safe, project staff will engage in one-on-one (1:1) conversations with residents, as well as small group/ focus group meetings to disseminate educational content and capture information from the target population related to prevention needs. This is particularly needed in isolated (both linguistically and geographically) communities where a trusted ambassador is best positioned to conduct successful outreach. These will include:</p> <ul style="list-style-type: none"> <li>● In-person outreach</li> <li>● Small group meetings/engage at worksites, community centers, and other community spaces in targeted neighborhoods</li> </ul>	<p>GO Fresno  Cultiva La Salud  CBDIO  Jakara Movement  FIRM  CLFA  Reading &amp; Beyond  Fresno Center  EOC</p>	<p>In Person Outreach:  Actuals based on location of event sites</p>	<p>Contact metrics and tracking by method</p>	<p>August-December</p>
--	--	---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	--------------------------------------------------------------------------------------------------------------------------------------------------	--------------------------------------------------------------------------	-----------------------------------------------	------------------------



		<p>Approach 3: Promotion of Clinics and Testing events- Project staff (with PPE) will promote clinic locations in each local area. Coalition partners will also organize, promote and staff testing events in local communities. Considerations for these activities will include:</p> <ul style="list-style-type: none"> <li>• Leveraging media/communications activities (see activity 1.3.4)</li> <li>• Targeted neighborhood outreach, including phone banking, canvassing &amp; leafleting.</li> </ul>	All Partners	Remote Communications: 50% City and 50% County	Reporting of markets reached	August-December
			All Partners	In Person Outreach: Actuals based on location of event sites	Contact metrics and tracking by method	August-December

		<p>Approach 4: Inter-institutional Cooperation &amp; Collaboration with Project Staff &amp; Local School Districts (GO Fresno)-</p> <p>Project staff will utilize existing inter-institutional relationships in order to bolster outreach and education efforts. This will include:</p> <ul style="list-style-type: none"> <li>• School District partnerships in Fresno USD and throughout the county</li> <li>• School-site partnerships, including principal and parent/ community engagement staff collaboration and cooperation with project staff</li> <li>• Formalize partnership with Fresno USD's Parent University to conduct phone-bank outreach to FUSD parents.</li> </ul>	Go Fresno	In Person Outreach: Actuals based on location of event sites	<p>Agreements with School Districts and FCOE</p> <p>Agreements with School sites</p> <p>Agreements with FUSD Parent University</p> <p>Completed Phone Bank events (# of people reached)</p>	<p>July- August</p> <p>August</p> <p>August-September</p> <p>September-December</p>
--	--	----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	-----------	--------------------------------------------------------------	---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	-------------------------------------------------------------------------------------

		<p>Approach 5: Inter-institutional Cooperation &amp; Collaboration with Project Staff &amp; AA owned small businesses (FMBCC)-</p> <p>Project staff will utilize existing inter-institutional relationships with city, county, and state agencies to provide outreach, education, training efforts. This will include:</p> <ul style="list-style-type: none"> <li>• Provide small business education &amp; training to ensure workplace safety, reduce risk to public health, operational stability, local &amp; state compliance, risk mitigation, effectively manage procurement of safety supplies and equipment</li> </ul>		<p>County 60 percent</p> <p>City 40 percent</p>	<p>Worksite testing events</p> <p>Workshops</p> <p>Phone</p> <p>Webinars</p> <p>1:1 TA via Video-conferencing</p>	
1.3.3	Implement: Testing Events	<p>Testing Events in the City of Fresno in partnership with UCSF will be conducted up to 7 days per week, with onsite responsibilities rotated between partner organizations depending on the targeted languages and neighborhoods.</p> <p>Testing events in County will be conducted according to plan (activity 1.2.2.2)</p>	<p>FIRM</p> <p>CBDIO</p> <p>GO Fresno</p> <p>Cultiva La Salud</p> <p>Jakara Movement</p> <p>CLFA</p>	<p>In Person Outreach: Actuals based on location of event sites</p>	<p>Number of testing</p>	<p>July-December</p>

		<p>CHWs will provide information (public health, COVID workers' rights, quarantine supports, other resources) on-site to everyone who comes to test.</p> <p>CHWs will follow up with any identified rapid testing positive cases with immediate contact tracing in the language most comfortable to the patient and the patients' close contacts.</p>	<p>Reading &amp; Beyond</p> <p>The Fresno Center</p> <p>EOC</p> <p>WFFRC</p> <p>FMBCC</p>		<p>events assisted</p> <p># of people contacted to attend event</p> <p># attendees</p> <p>#of people followed up after event</p>	<p>July-December</p> <p>September-December</p>
1.3.4	Implement: Communications	<p>Convene communications workgroup regularly and collaborate closely with Leticia Barber and Lacey Leonard</p> <p>Promote in ethnic/ linguistic communities in culturally relevant ways</p> <ul style="list-style-type: none"> <li>Ethnic Media outreach such as Radio Bilingue, Univision, Punjabi Radio USA, JusPunjabi TV, Hmong Television, KBIF 900 (Hmong, Lao, Khmer and Arabic Radio shows), Newspapers</li> <li>Earned traditional media coverage of testing events</li> <li>Launch response hotline</li> </ul>	<p>FIRM</p> <p>CBDIO</p> <p>Jakara Movement</p> <p>CVHPI</p> <p>Fresno BHC</p> <p>GO</p> <p>Cultiva</p> <p>EOC</p> <p>EOC Cultural Brokers</p>	<p>Remote Communications: 50% City and 50% County</p> <p>Remote Communications: 50% City and 50% County</p> <p>In Person Outreach: Actuals based on location of contact</p>	<p># of Interviews, # of publications</p> <p># of segments devoted to COVID Outreach</p> <p># of views on website after live airing</p> <p># of people served by hotline</p>	<p>July-December</p> <p>August-December</p> <p>September-December</p>

1.3.5	Implement: Field Testing	<p>Each partner organization will organize field testing groups for rapid assessment of newly developed messages and materials.</p> <ol style="list-style-type: none"> <li>1. Plan focus group and Invite participants.</li> <li>2. Conduct field tests</li> <li>3. Compile finding and present to partners.</li> </ol>	<p>CVHPI FIRM GO Fresno Cultiva La Salud CBDIO Jakara Movement CLFA Reading &amp; Beyond Fresno Center EOC</p>	50% City and 50% County	# of field testing groups monthly	Monthly August- December
1.4.1	Evaluate: Training	Effectiveness in training (Is training building capacity to level needed?)	<p>CVHPI Cultiva La Salud EOC</p>	50% City and 50% County	CHW/Promoto ra training evaluations	August- December

1.4.2	Evaluate: Communications & Health Education messages and materials	Understanding of messages (are messages sticking or resulting in impact?)  Which methods are most impactful for which audiences (radio, tv, in person, social media, etc)	EOC Fresno BHC CVHPI	50% City and 50% County	Data from Evaluation Meetings with Team leads reported to CDPH Ops and UCSF Leadership joint meetings	Monthly August- December
1.4.3	Evaluate: Events/Outreach	Evaluate effectiveness of outreach strategies around: community knowledge of virus, turnout at testing events, follow up	EOC CVHPI FIRM/ CBDIO	50% City and 50% County	Focus Groups and Survey Results from invited past participants of outreach	November- December
1.4.4	Evaluate	Evaluate implications for vaccination campaign and develop recommendations for practice	EOC CVHPI	50% City and 50% County	Report to CDPH Ops and UCSF Leadership joint meetings	November- December

## 2. Contact Tracing & Medical Investigation

Activity	Activity Name	Description	Responsible Party	County or City Division Activity	Deliverables	Timeframe
2.1.1	Assess	<p>Coordinate with County Medical Investigation Team for Contact Tracing efforts</p> <ul style="list-style-type: none"> <li>• Identify Data Management needs</li> <li>• Identify Appropriate Training modules for Contact Tracing by community members</li> <li>• Develop additional qualitative and quantitative data measures for community health workers across CBO's</li> </ul>	CVHPI	County	<p>Meeting minutes</p> <p>Final list of measures to be collected by all CBOs for evaluation purposes</p>	July/August
2.1.2	Assess	Re-evaluate and modify training for contact tracing modules and testing protocols as they change	CVHPI	County	Updated training modules	Monthly September - December
2.2.1	Plan	<p>Develop basic overview module on <i>Contact Tracing</i> &amp; coordination with Medical Investigation to include information on:</p> <ol style="list-style-type: none"> <li>1. Contact Tracing</li> </ol>	CVHPI, Fresno BHC	County	Curriculum	By July 31st

		<p>2. Motivational Interviewing</p> <p>Adapt modules to 13 languages/cultures</p>	FIRM, CBDIO, Jakara Movement, EOC, Cultiva La Salud		5,5,1,1,1 adaptations	August/ September
2.3.1.1	Implement	<p>CHWs complete internal introductory training to contact tracing</p> <p>Complete County training for contact tracing (ASTHO, how to use RedCap, County processes)</p>	<p>All partners with CTs</p> <p>All partners with CTs</p>	<p>City/County</p> <p>County</p>	<p>Sign In Sheets</p> <p>County certification/ approval</p>	<p>By August 31st</p> <p>By September 30th</p>
2.3.1.2	Implement	<p>Conduct County-referred contact tracing and investigation</p> <p>Billing will be according to July 11th County and City COVID-19 total cases reported over time.  Total Cases: 8,282 100%  City cases: 4353 53%  County cases: 3,929 47%</p>	All partners with CTs	<p>City/County based on location of test</p> <p>Budget assumed 53% City and 47% County</p>	RedCAP or CalReady	September - December
2.3.1.3	Implement	Conduct ongoing Continuing Education as contact tracing training and protocols adapt	CVHPI with all trained CTs	County	Sign In Sheets	October - December



2.4.1	Evaluate	<p>Monthly evaluations until December to include</p> <ol style="list-style-type: none"> <li>1. Number of people reached for contact tracing</li> <li>2. Average time it is taking to conduct investigation</li> <li>3. Questions people are asking beyond contact tracing related questions, including identification of other unmet needs</li> <li>4. Qualitative data about knowledge gaps of CTs</li> </ol>	<p>CVHPI</p> <p>All Teams provide information to CVHPI</p>	<p>City/County 50/50</p>	<p>Notes from monthly meetings</p>	<p>Monthly</p>
-------	----------	----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	------------------------------------------------------------	--------------------------	------------------------------------	----------------

3. Quarantine Supports						
Activity	Activity Name	Description	Responsible Party	City/County Division	Deliverables	Timeframe
3.1.1	Assess: Needs	Assess needs of COVID19 positive community members and their families. <ol style="list-style-type: none"> <li>1. Wage replacement</li> <li>2. Housing/Quarantine site</li> <li>3. Utilities</li> <li>4. Access to healthcare and treatment</li> <li>5. Food Assistance</li> <li>6. Childcare or Eldercare</li> <li>7. Education needs of students in home</li> <li>8. Provide PPE to individuals as needed</li> <li>9. Provide transportation</li> </ol>	All Partners          EOC	County	Quarantine Assessment	July-August
3.2.1	Plan: Payment Arrangements	Develop process for requests and distribution of quarantine supports	Fresno BHC EOC	County	Invoices for payments with supporting documentation	August-December

3.2.2	Plan: Referrals	Develop process for referrals to complementary resources and services	All Partners	County	Resource map	September
3.3.1	Implement: Quarantine Supports	Distribute to index cases and close contacts - Max: \$17 x 80 hours = \$1,360 wage replacement	Fresno BHC WFFRC CBI AACC	County	# of people that have received funds	September-December
3.3.2	Implement: Follow-up and Wellness Checks	Assess if index case and contacts have received resources and referrals.	All Partners	County	Report of follow-up calls	September-December
3.4.1	Evaluate	Evaluate monthly in terms of equitable distribution, impact, and level of funding utilized out of the whole	CVHPI EOC	County	Monthly Meeting Oral Report to CDPH Ops	Monthly September-December