COVID-19 Canal Outbreak Response
August 13, 2020
COVID-19 Canal Outbreak

• Sheltering-in-place has increased unemployment, poverty and homelessness. This has been most acutely and painfully experienced by Marin County residents who were already struggling to survive in California’s most racially disparate county before the pandemic.

• Coronavirus has disproportionately affected communities of color, especially Marin County’s Latinx community.
  • While the Latinx community accounts for 16% of Marin County’s population, 75% of our county’s confirmed COVID-19 cases have occurred among Hispanic/Latino residents.
  • Higher risk occupations (e.g., construction, food service, caregivers) and crowded housing conditions are driving increase transmission.

• Persistent racial disparities in employment, income, housing, health status, access to health care, all contribute to greater susceptibility to the virus—both economically and physically.
Marin County: All COVID-19 Cases

Race/Ethnicity

- Hispanic/Latino
- White
- Asian
- Black/African American
- Other

Note: Approximately 80% of confirmed COVID-19 cases have known race/ethnicity. Those who identified as Hispanic/Latino are not counted in any other race/ethnicity category. In pie charts “Other” includes: Native Hawaiian/Pacific Islander, American Indian/Alaska Native, and Multi or Other NH Race/Ethnicity. See table below for more detailed counts.

Source: Marin HHS • Get the data • Created with: Datawrapper

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• The County of Marin has partnered with Marin Community Foundation and the Marin Health Care District to provide more than $3 million in disaster relief. This has funded emergency rental assistance and disaster relief payments for COVID-19 positive residents.

• Marin County partnered with the State to establish free COVID testing site in the Canal. We have also partnered with the City of San Rafael, Canal Alliance, MarinHealth, and Marin Community Clinics to add additional testing sites.

• Marin County is partnering with Multicultural Center of Marin and Canal Alliance to provide culturally responsive supports and services, including care navigation and housing for COVID-19 positive residents during isolation and quarantine.

• While much has been done, entrenched racial inequalities undermines our ability to meet the needs of vulnerable residents and communities across the County. We look forward to growing our community partnerships and implementing strengths-based and community-driven solutions.
COVID-19 Canal Outbreak Response | Overview

Evidence-based and action-oriented strategy implemented July 2020 to pull together coalition of partners focused on the Canal Outbreak addressing:

- **Improved Coordination**
  - Across partners
  - Across teams
  - Integrated processes

- **Increased Community Ownership**
  - Diverse community stakeholders and influencers
  - Understand barriers and gaps

- **Enhanced Strategic Communication**
  - Audience-centric
  - Behavior change
  - Health education

The partners

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COVID-19 Canal Outbreak Response | **Action Teams**

Each team has members from all partners and meets weekly to move activities forward.

Team leads meet weekly to address gaps or emerging issues.

<table>
<thead>
<tr>
<th><strong>Epidemiology</strong></th>
<th><strong>Health Education</strong></th>
<th><strong>Testing</strong></th>
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</thead>
<tbody>
<tr>
<td>Providing Canal-specific data to inform other team activities</td>
<td>Develops education materials designed to support behavior change. Trains promotoras.</td>
<td>Drives Canal-specific enhanced testing.</td>
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</tbody>
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<thead>
<tr>
<th><strong>Outreach</strong> (Community)</th>
<th><strong>Communication</strong></th>
<th><strong>Isolation / Quarantine</strong></th>
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<tbody>
<tr>
<td>Engages community, education, and faith-based organizations to amplify messages and activities</td>
<td>Develops communication strategies to increase awareness and engage media and influencers.</td>
<td>Coordinate all isolation and quarantine activities to enhance compliance.</td>
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</tbody>
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<tr>
<th><strong>Partnership</strong> (Business and Commerce)</th>
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<tr>
<td>Engages business to support activities</td>
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COVID-19 Canal Outbreak Response | **Key Strategies**

Strategic plan designed to be easily replicated for additional outbreaks.

**Normalize Prevention Activities**

Focus on making prevention activities *normative* through:

- Tailored audience-centric messages and materials
- Diverse partnerships across community stakeholders and influencers
- Consistent behavior change communication at every point of interaction

**Increase Test Seeking Behavior**

Focus on increasing *testing demand* through:

- More efficient testing process (non-lab dependent)
- Integration and coordination with quarantine team
- More defined processes
- Better understand barriers and define strategies to address

**Improve Quarantine / Isolation Adherence**

Focus on improving *quarantine / isolation adherence* through:

- Better defining process and services
- Better understanding barriers and define strategies to address
- Work with business partners regarding reporting and employee support

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COVID-19 Canal Outbreak Response | Goals & Objectives (1)

Rapid nature of work means SMART Goals/Objectives are 30-days out and revised monthly based on progress and epidemiology.

**GOAL:** Flatten the epi curve in the Canal neighborhood by August 31, 2020.

**Action Team Objectives (all complete by August 31):**

- Provide progress report and recommendations (including how Flu season is likely to impact efforts) to inform Canal Response efforts in the Fall.
- 80% of Canal restaurants, grocery stores & retail shops will be visited by the Partnership Team.
- Establish initial outreach network of at least 10 influential community partners and final engagement strategy. **COMPLETE**
- Engage at least 500 residents, in person, providing using key messages.
- Train at least 25 promotoras/volunteers on health education best practices for behavior change.
- Have findings and recommendations from KAB (target n=2,000) and environmental scan.
COVID-19 Canal Outbreak Response | Goals & Objectives (2)

- Develop evidence-based key messaging guide will be finalized for consistent and targeted messages used across efforts. **COMPLETE**

- Train **100%** of Canal Response Teams as well as other community partners will be trained on using key messages for behavior change.

- Participate in least 5 earned media spots highlighting the importance of prevention activities, testing, and proper quarantine/isolation. **COMPLETE**

- Test **50%** of Canal Residents.

- **100%** of people who meet isolation and quarantine criteria at Field POT sites will be evaluated for CIRRIQ resources.

- **80%** of those who test positive in the Canal will be contacted within 48 hours of test result.
COVID-19 Canal Outbreak Response | Initial Successes

The team was launched July 22, in the 3 weeks since launch the team has:

• **Increased Spanish language media engagement:** weekly Canal-specific radio outreach across multiple radio programs.

• **Improved testing coordination:** MCC testing up and running.

• **Launched “Why I Mask” Community-owned campaign to improve mask wearing:** more than 600 poster in key areas including all buses.

• **Developed Key Message Guide:** Evidence-based and plain language messages based on needs and understanding of community. Guide developed so all partners are providing consistent and clear messages.

• **Developed Social Media Rumor Control Campaign:** Launched with Canal Alliance, developed strategy and shareable graphics to address rumors and misinformation.

• **Initiated SSP Site Visits:** Began ongoing business visits to assess their SSPs and provide technical assistance.

• **Canal Contact Tracers:** Hired and trained 5 tracers who up and running.
COVID-19 Canal Outbreak Response | **Highlighted Activities**

- **Site-Specific Protection Plan (SPP) Training Video:** Helping Canal businesses to craft their SPP video

- **Outreach and Influencers Network:** Identifying trusted sources of information and determining what they need to be COVID-19 prevention, testing, and isolation/quarantine messengers.

- **Integrating Health Education, Care Team and Testing:** Developing comprehensive information packet to be distributed at time of testing. Scheduling Care Team members to be at testing sites to close gap between positive test result and accessing services.

- **Safe Recreation Campaign:** In coordination with City of San Rafael, increasing safer outdoor recreational activities

- **Marin Strong Campaign:** Partnered with Equipe (Canal owned and operated) to make cloth masks. County of Marin, City of San Rafael, and Kaiser providing seed funds. All masks will be distributed for free in the Canal.
Focus on Visual Communication for Low Literacy Residents (note, all materials will be translated into Spanish).
COVID-19 Canal Outbreak Response | Facts Save Lives

Samples of social media. Available in English and Spanish.
COVID-19 Canal Outbreak Response | Why I Mask

Canal residents and influencers photographed modeling proper mask wearing. 27 versions, available as poster, bus advertisement, and social media graphics.

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