

Community Equity Advisory Board

July 9, 2024
Noon - 1:00 pm
Zoom meeting

Attendees: John Agyapong, Kurtis Enick, Clarence Shaw, Lika Smith, Giselle Zapata-Garcia

Absent: DanVon'ique Bletson-Reed, Van Kuno, Taniela Tokailagi, Mindy Woods, Rabi Yuguda

Department

Staff: Dennis Worsham, Pia Sampaga-Khim, Nicole Thomsen, Helen Wong, Kelly Grimsley, Abi Sauer, Brenna Smith

Meeting Minutes

Call to Order

The meeting was called to order by Helen Wong at 12:05. The meeting was held via Zoom video conference. There was a quorum present.

Approval of Minutes

It was moved by Giselle Zapata-Garcia and seconded by John Agyapong to approve the meeting minutes of June 11, 2024. The motion passed unanimously.

Announcement

Pia Sampaga-Khim announced and congratulated Helen Wong on being recently hired as the permanent Health Equity Analyst.

CEAB Retreat Updates

Helen Wong thanked everyone that attended the successful June retreat. She said the Department is looking for other opportunities to have an extended retreat, possibly on a Saturday, to have more time to work on equity goals and priorities for the coming year. The ETILT committee and CEAB members have had rejuvenation meetings and want to form work committees to get the work done and step up as equity champions which is a very big advancement internally for us. Some members stated that the retreat was an amazing and powerful day and they left feeling very optimistic in continuing to advance the work the groups are doing.

Director's Update

Dennis Worsham congratulated Helen Wong on her new role as Health Equity Analyst and stated she will be phenomenal. He had a huge list of things that are going on in the department, but he only touched on a couple of highlights today that are worth sharing in partnership of our work together. The first one was continuing the work on our strategic planning process. We have a consultant who is meeting with teams internally and a few people externally who are giving input into our strengths, weaknesses, opportunities, and challenges analysis. Those will help shape our theme areas of focus. We'll then be developing goals and objectives underneath those themes. We recently submitted our budget for 2025 and 2026. One of our priority areas in the budget is continuing our work around data and informatics which ties closely to our health equity. It's hard to improve population health if we can't break the information down by race ethnicity and geographic locations. Getting better data to help drive

our work and highlight where our inequities are, will help us set our priorities which is a really important center of our agenda. Because our data has such a close tie to equity work, we've hired our first informatics position ever in the department. The role of informatics is to be able to improve the process in which data comes in and then forward to the epidemiologist who can then do the work around analyzing that data. It's making sure that we're talking to data systems that are part of the healthcare systems that are getting integrated into our work. Most health departments our size or larger have these positions or multiple positions. We're catching up into the practice that we need to be and we're very excited about that. Another highlight item is in our epidemiology work. We are hosting what is called a CST fellowship. The CDC and other federal funds are paying for 40 epidemiologists to be placed across the country. It's a very competitive process and we were able to secure one of the 40 for Snohomish County.

Multicultural Opioid Campaign

Brenna Smith, Department of Health Community Specialist with the substance use prevention program introduced herself and explained that the Health Department received a grant last year and one deliverable was creating a multicultural communications campaign regarding substance use prevention to people whose 1st language is not English and other multicultural groups. The group would like the messaging for the project to be informed by what communities are telling them they needed to hear. The group has contracted with Quinn Thomas, Communications Agency who is joining the meeting today to present some of the research they've started and make sure they're on the right track for this communications campaign. Several members of the Quinn Thomas team presented questions and background information of the campaign for discussion with the group. They will have several different objectives of the campaign and are looking at how they can reach up to 3 different audiences with the messaging. They are planning to go live with the marketing campaign towards the end of summer and it will run through fall. They invited the group to send additional thoughts and suggestions regarding the campaign and staff from the Health Department may be reaching out to individuals for them to expand on their statements in today's discussion.

Next Meeting

August 13, 2024, 12:00 - 1:00PM via Zoom