



Hispanic Community Outreach Guide

The Maryland Department of Health (MDH) has created a toolkit for local health departments to use to conduct outreach to local Hispanic communities promoting prevention measures during the COVID-19 pandemic. Outreach provides opportunities for local health departments to build dialog within their communities and share valuable COVID-19 resources to help reduce the spread of the virus.

MDH recently launched [an outreach campaign](#) in Baltimore City that serves as an example for similar efforts. The MDH campaign provides targeted COVID-19 assistance in Baltimore City's historically Latinx communities in and around the 21224 ZIP code. The campaign features two primary components: a mobile public health education unit and a resource hotline. The mobile public health education unit – better known as “the sound truck” – is a large truck branded with COVID-prevention banners using a public-address system to broadcast information in both Spanish and English about testing, isolating when sick, social distancing, and available resources. The truck's activities are complemented by a Spanish-language health hotline operated by Catholic Charities' Esperanza Center. The hotline connects callers to the resources advertised by the sound truck.

Please review the attached *Hispanic Community Outreach Toolkit*, which provides detailed materials that can be used to develop an outreach program in other jurisdictions. For additional information or questions, please contact andy.owen@maryland.gov or ebony.wilder@maryland.gov.

Getting Started:

- Identify and partner with community-based organizations that provide targeted COVID-19 resources (e.g., schedule testing, service referrals, food and cash assistance, eviction-prevention support, and access to isolation housing).
- Secure mobile public health education unit (sound truck with public-address system).
 - Review the attached “Mobile Public Health Education Unit Overview”
 - Recruit volunteers to share outreach material
- Consult the attached *Hispanic Outreach Toolkit*, which includes:
 - sound truck scripts, audio files, and truck banners;
 - sample social media posts
 - recommended gifs and memes
 - example informational flyer
 - example press release with:
 - details about how people can access resources

- a quote from your local health officer
 - information about any participating community partners
- Provide promotional items at mobile public health education unit stops based on designated route.
 - Examples include Masks on Maryland branded face masks, hand sanitizer, etc.
 - To create #MasksOnMaryland labels for mask packages:
 - Label artwork is included in the attached “Final_MOM_Labels.”
 - Label size: 3 1/3" x 4" (Avery #5264)
 - Labels can be purchased at a local office-supply store or ordered [here](#)
- Issue a press release. Please post the graphic on all your social media accounts at the same time that you issue your press release.

Important Considerations:

- **Mobile education unit** – If you cannot secure a mobile education unit for outreach, you can coordinate neighborhood canvassing events with community partners and volunteers to share resources and promotional items with residents.
- **Media** – Make sure you identify a spokesperson from your organization who can discuss the outreach campaign. The spokesperson can use the talking points included below.

Talking Points:

- The **[Local]** Department of Health has partnered with **[community organization]** to launch an outreach campaign to provide targeted resources to the Latinx community in **[jurisdiction]**.
- The Maryland Department of Health established the Hispanic Community Support Task Force to help decrease the spread of COVID-19 and improve health outcomes in Hispanic communities.
- We want families impacted by the pandemic to be aware of the testing, employment-assistance, and housing resources available to them.
- We also want families to understand the importance of isolating when sick, social distancing, and wearing masks.
- Additional COVID-19 information and resources are available at coronavirus.maryland.gov, which has Spanish-language translation assistance available free of charge.