

Date: February 2, 2021

To: Thomas B. Modica, City Manager



From: Kelly Colopy, Director of Health and Human Services



For: Mayor and Members of the City Council

Subject: **Public Health Institute Funding to Support Community Outreach and Education in Communities Most Impacted by COVID-19**

Public Health Institute (PHI) is partnering with the Long Beach Department of Health and Human Services (Health Department) to reach Long Beach neighborhoods with the highest COVID-19 case rates to provide information about COVID-19 testing and vaccination, as well as economic, mental health, and other supports. Five funded nonprofits will serve as trusted messengers and cultural systems navigators to ensure communities of color receive personal, warm, culturally-specific invitations to engage in needed services, and support in navigating those services. The nonprofits will conduct outreach in neighborhoods that the Health Department has pre-identified by census tract as most impacted by COVID-19. The Health Department will provide backbone support and high-level coordination for the project; orientation and training of the nonprofits; maps of pre-selected, highly impacted neighborhoods; and, support and monitoring of the nonprofits.

The scope of work for the PHI grantees was developed by examining census tract-level COVID-19 case rate data. The census tracts selected represent the areas of the city with the highest case rates and the greatest need for increased outreach, education, and linkage to services. Demographics for these census tracts were taken into consideration when determining which nonprofits might be most qualified to reach these homes with personalized, culturally-tailored, and multi-language messages. The selected census tracts include:

Census Tract	Location
5704.03	North Long Beach
5755	West Long Beach
5754.01	West Long Beach
5754.02	West/Central Long Beach
5768.01	Downtown
5702.04	North Long Beach
5703.04	North Long Beach
5727	West Long Beach
5702.02	North Long Beach
5762	Downtown
5717.01	North Long Beach

A census map showing the above tracts will be provided as soon as it is available.

Public Health Institute Funding to Support Community Outreach and Education in
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February 2, 2021

Page 2

A tightly focused strategy was needed to ensure no household or neighborhood is left behind, and all feel personally invited and safe to participate in testing and vaccination. While CARES Act funds went to community groups to support their existing work and strategies, we continued to experience surges in certain areas of the city that may not have been being reached by these groups. The strategies supported by PHI were developed in consultation with three nonprofit agencies: Latino Health Access, which specializes in public health and is receiving national attention for their COVID-19 outreach to Latino communities, United Cambodian Community in Long Beach, and the Long Beach Center for Economic Inclusion. City staff synthesized their comments to recommend to PHI, resulting in an outreach strategy in which organizations could either:

1. Go door-to-door distributing messages in bags hung on doors, and have socially distanced conversations if the opportunities presented themselves; or,
2. Otherwise distribute the same information, for example, through outreach events, food distribution events, or through community spaces such as churches and barber shops (when opened under the Health Order), in those specific census tracts.

Each nonprofit identified the census tracts it would be responsible for reaching, which is specified in their scope of work. PHI released an RFP. The selection criteria included experience serving highly impacted communities of color; demonstrated competence and understanding of challenges facing communities impacted by COVID-19; and experience providing culturally affirming services. A total of five applications were received. All who applied were funded. The kick-off for this effort was on January 29, 2021 and outreach will begin in mid-February.

Grant awards are as follows:

LB Center for Economic Inclusion.....	\$50,000
LB Immigrant Rights Coalition	\$50,000
Success in Challenges.....	\$60,000
DAYS LB.....	\$25,000
LB Forward	\$65,000

If you have any questions, please contact me at (562) 570-4016.

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