



Community Engagement Resource Guide

Advancing Equity for Asian American, Native
Hawaiian, and Pacific Islander (AA and NH/PI)
Communities in COVID-19 Response Efforts

Purpose

The purpose of the Community Engagement Resource Guide is to provide guidance on best practices, strategies, and actions to develop and sustain partnerships with Asian American, Native Hawaiian, and Pacific Islander (AA and NH/PI) community members, community-based organizations, and coalitions to ensure a diversity of voices and perspectives inform and contribute to the creation and implementation of COVID-19 response activities.

This guide is part of a set of resource guides developed by the U.S. Department of Health and Human Services (HHS) Office of Minority Health (OMH) to provide guidance on best practices to advance cultural competency, language access, and sensitivity toward AAs and NH/PIs in the context of the Federal COVID-19 response, in accordance with the [Presidential Memorandum Condemning and Combating Racism, Xenophobia and Intolerance Against Asian Americans and Pacific Islanders in the United States](#). For more information on the resource guides, please visit the OMH website at <https://minorityhealth.hhs.gov>.

Audience

This resource guide is designed for the government (i.e., Federal, State, and local departments and agencies) and general public to support engagement and partnership with AA and NH/PI communities in COVID-19 response efforts.

How To Use the Guide

Begin by referring to the Roadmap on page 3 that outlines the content of the resource guide, which is divided into sections that describe best practices, strategies, and actions related to community engagement.

- Section 1 focuses on collaborative approaches for addressing the impact of COVID-19 on AA and NH/PI communities.
- Section 2 provides direction on how to integrate AA and NH/PI lived experiences.
- Section 3 describes how to develop COVID-19 messaging in partnership with the community.
- Section 4 describes how community partnerships can support the dissemination of COVID-19 information and resources.

Each section includes examples and resources to assist in the implementation of the best practices, strategies, and actions outlined in this guide.

Roadmap

This resource guide is divided into four sections, each of which includes relevant best practices, strategies, and actions; and examples and resources to support implementation.



Establish and Sustain Collaborative Approaches Involving AA and NH/PI Communities

Support comprehensive community engagement in efforts to address the disproportionate impact of COVID-19 on AA and NH/PI communities.



Integrate AA and NH/PI Lived Experiences

Partner with AA and NH/PI individuals with lived experience to inform COVID-19 response efforts, including policy development, outreach, decision-making, etc.



Support Culturally and Linguistically Appropriate Messaging and Information

Partner with AA and NH/PI communities in the development and use of culturally and linguistically appropriate COVID-19 messaging and information.



Disseminate COVID-19 Information and Resources through Trusted Channels

Amplify community-centered information and leverage trusted communication channels used by community members and organizations to disseminate COVID-19 information and resources for AA and NH/PI communities.



Establish and Sustain Collaborative Approaches Involving AA and NH/PI Communities

Support comprehensive community engagement in efforts to address the disproportionate impact of COVID-19 on AA and NH/PI communities.

AA and NH/PI communities have been disproportionately impacted by the COVID-19 pandemic, including through racism, violence, and increased risk of death and hospitalization. However, gaps exist in the availability of culturally and linguistically appropriate services and awareness of AA and NH/PI experiences outside of these communities. Federal, State, and local entities should collaborate with AA and NH/PI communities to tailor and promote equitable response activities.

Strategies and Actions



Create a coalition of community organizations and community members, including mental health providers and allies, to support anti-Asian hate efforts and COVID-19 response and recovery efforts.

Resources

[Developing Effective Coalitions: An Eight Step Guide](#)

This Prevention Institute paper assists public health programs in developing effective community coalitions for injury prevention, but the examples can be applied to coalitions working on a variety of health-related issues.

[Guidance for Building and Maintaining a Community Coalition](#)

This document from the South Carolina Department of Health and Environmental Control provides information on establishing a COVID Community Coalition to empower communities to implement local solutions.

Example

San Diego API Coalition

The San Diego Asian Pacific Islander (API) Coalition is a group of San Diego API organizations whose mission is to facilitate conversations with communities and advocate for representation. Their efforts include hosting forums and events on health equity, mental health, and anti-Asian racism related to the pandemic.



Create a framework for COVID-19 response and recovery efforts that include multi-racial and multi-ethnic, diverse communities with a focus on solidarity and shared experiences of inequities.

Example

Culture Matters in Communicating the Global Response to COVID-19

This commentary by Airhihenbuwa et al. discusses a community-engaged strategy that focuses on COVID-19 messages in a cultural context. The article recommends using the PEN-3 Model as a cultural framework for a community-engaged, global communication response to COVID-19. The PEN-3 Model has three primary components; cultural empowerment, relationships and expectations, and cultural identity. Each component includes factors that form the acronym PEN.

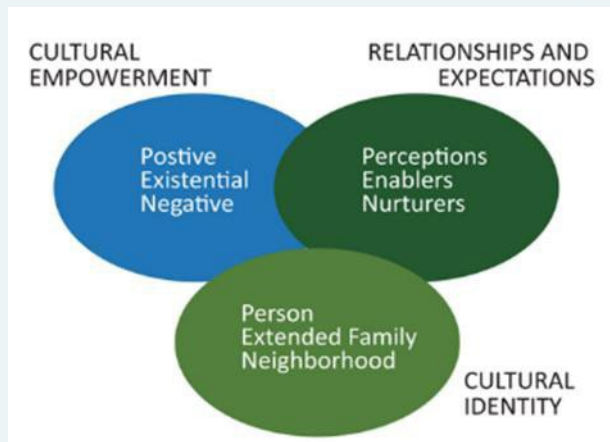


Figure. The PEN-3 Model



Engage AA and NH/PI community groups in partnerships with provider organizations, federal agencies, and territorial, state, and local health departments to co-design COVID-19 outreach and educational materials and response activities.

Resources

[Engaging Community Partners to Support Equitable Crisis Response and Recovery](#)

This HHS Office of Minority Health guidance document outlines strategies for engaging community partners in public health emergency response and recovery efforts, based on the National Standards for Culturally and Linguistically Appropriate Services in Health and Health Care (National CLAS Standards).

[Engaging Community-Based Organizations: Promising Practices for Reaching At-Risk Individuals for COVID-19 Vaccination and Information](#)

This HHS Office of the Assistant Secretary for Preparedness and Response guidance describes how the CMIST Framework can be applied in partnerships with community-based organizations to support local COVID-19 vaccination activities to address the needs of at-risk individuals and to ensure equitable and accessible planning.



Include AA and NH/PI people in decision-making roles for planning, implementation, and evaluation efforts to inform data collection, resource allocation, and priority setting and to uplift community-led initiatives.

Integrate AA and NH/PI Lived Experiences



Partner with AA and NH/PI individuals with lived experience to inform COVID-19 response efforts, including policy development, outreach, decision-making, etc.

AA and NH/PI communities need to have their voices and perspectives heard about their experiences related to the COVID-19 pandemic. It is important to engage with AA and NH/PI community leaders, coalitions, and collaboration partners to incorporate these perspectives into COVID-19 response and recovery efforts to promote a culturally inclusive response and ultimately improve outcomes for AA and NH/PI communities.

Strategies and Actions



Unite communities experiencing violence, including anti-Asian violence, to work together to prevent and address these issues.

Example

[STOP AAPI HATE](#)

An example of a coalition of partnering community organizations and alliances that tracks and responds to incidents of hate, violence, and harassment against Asian Americans and Pacific Islanders in the United States. Grassroots community coalitions, organizations, and collaboratives like STOP AAPI HATE should be selected for partnership and engagement in the policy process.





Gather data and input to understand the composition, needs, and preferences of the AA and NH/PI communities in the service area, and use the findings to inform COVID-19 response efforts, including cultural competency training and guidance for staff.



Highlight the disproportionate impact of COVID-19 on AA and NH/PIs, including hate incidents among AA and NH/PI communities, and work to address anti-Asian violence and violence in other communities as a public health issue.

Examples

[COVID-19 Has Driven Racism and Violence Against Asian Americans: Perspectives From 12 National Polls](#)

This *Health Affairs* article uses national public opinion data to document the extent of violence and racism experienced by Asian Americans during the pandemic and suggests a path forward.

[Experiences of COVID-19-related anti-Asian discrimination and affective reactions in a multiple race sample of U.S. young adults](#)

The study explores the nature and impact of COVID-19 anti-Asian discrimination within a multi-racial sample. Asian/Asian American as well as non-Asian participants provided witness reports and described negative affective reactions to anti-Asian discrimination.

[The Asian American and Pacific Islander Healthcare Worker Experience During the COVID-19 Pandemic](#)

This Loma Linda University Health blog post highlights data and stories about violence and harassment experienced by AA and NH/PI healthcare workers during the pandemic.



Promote awareness of the impact of COVID-19 and COVID-19-related discrimination on AA and NH/PI populations by sharing stories of lived experiences during COVID-19 from community members.

Examples

[APALA AAPI Worker Stories Series](#)

This video (available at <https://www.youtube.com/watch?v=qID-XNyrjoE>) from a series by the Asian Pacific American Labor Alliance (APALA) features Balram Singh, an Indian bus driver for the City and County of San Francisco, describing his experiences as an essential worker during COVID-19.



[Pasifika Narratives: COVID-19 and Health Series](#)

This video series from the Pacific Islander Community Association of Washington includes testimonies from Native Hawaiian, Samoan, Fijian, Tongan, Chuukese, and Marshallese community members about their culture and their experiences during the COVID-19 pandemic.

3



Support Culturally and Linguistically Appropriate Messaging and Information

Partner with AA and NH/PI communities in the development and use of culturally and linguistically appropriate COVID-19 messaging and information.

It is important to incorporate culturally and linguistically appropriate messaging to engage communities, support effective public health communication, and ensure AA and NH/PI communities can access and understand the information. Improving COVID-19 messaging will require community input and capacity-building for public health professionals and others working with AA and NH/PI communities. For guidance specific to language access, please refer to the Language Access Resource Guide in this series.

Strategies and Actions



Work with AA and NH/PI community members and organizations to develop tailored educational materials or other resources, and to promote resources developed by AA and NH/PI organizations.

Examples

[Asian Pacific American Labor Alliance Discrimination Guidance for Employers](#)

The Asian Pacific American Labor Alliance developed guidance that can be shared with employers to inform the development of protocols to protect AA and NH/PI workers against discrimination in their COVID-19 response efforts.



[Co-Creating Public Health Guidance with RIM Community Partners: A Checklist for Health Departments](#)

This checklist from the National Resource Center for Refugees, Immigrants, and Migrants (NRC-RIM) identifies the steps to co-create culturally impactful and specific public health guidance working directly with community members.

[Tips for Asian American, Native Hawaiian, and Pacific Islander Community Engagement](#)

This guide from the Asian American, Native Hawaiian, and Pacific Islander Interest Group within the National Institutes of Health Community Engagement Alliance (CEAL) provides helpful insights and lessons learned from COVID-19 to new CEAL researchers and community partners seeking to engage and communicate with AA and NH/PI populations.



Use culturally appropriate images and language in public health education materials, messaging, and resources. Gather feedback from the community to ensure appropriateness, accuracy, clarity, and trustworthiness.

Resources

[Ensuring Culturally and Linguistically Appropriate Crisis Communication](#)

This HHS Office of Minority Health guidance document outlines strategies for ensuring culturally and linguistically appropriate communication during public health emergencies based on the National CLAS Standards.

[Health Equity Guiding Principles for Inclusive Communication](#)

This guidance from the Centers for Disease Control and Prevention (CDC) is intended to help public health professionals, particularly health communicators, ensure their communication products and strategies adapt to the specific cultural, linguistic, environmental, and historical situation of each population or audience of focus.

Examples

[NH/PI COVID-19 Glossary of Terms](#)

The Asian and Pacific Islander American Health Forum (APIAHF) developed a COVID-19 Glossary of Terms, which is intended for APIAHF partner organizations, community members, state and local health departments, and other community-based organizations seeking COVID-19 terms, phrases, and specific terminology for developing and creating in-language materials for Native Hawaiian and Pacific Islander communities. Users can scroll through the respective language table and find translated terms and phrases in Samoan, Tongan, Chuukese, Marshallese, Hawaiian, and English.

State of Hawai'i COVID-19 Resources

The State of Hawai'i's website portal includes multi-lingual resources for AA and NH/PI communities to access culturally and linguistically appropriate COVID-19 services and recommended public health practices. See below examples of translated resources.

Vietnamese

Bạn có câu hỏi về COVID-19?

Đối với các câu hỏi về cô lập, cách ly và các mũi tiêm tăng cường...

Gọi cho Đường dây nóng COVID-19 theo số **(808) 586 - 8332 !**

HawaiiCOVID19.com/vietnamese

Samoan

Fili Le Mask Malu Lelei

- Faamautinoa e faaluaina le malu o lau mask
- Ia mau lelei i ou foliga ma ia ufiufi uma ai lou gutu ma le isu se'i tulou
- E tuu i le pito i lalo lau mask a'o lau mata tioata i luga e taofia ai le puaoa
- Fili le mask e i ai se uaea i le pito i luga e gagau ma pipii i le isu e taofi mau ai

HawaiiCOVID19.com/samoan

Hawaiian

Pālahalaha wale ke COVID-19

E ho'opalekana iā 'oe iho a i ka nui 'ohana ho'i.

E hou kui koke 'ia i ka lā'au ko'oko'o ke hiki.

'O ka lā'au ko'oko'o booster ka pale 'oi i ka ma'i Omicron.

E kau mau ka māpoho i loko o nā hale noa lehulehu.

Ke ma'i, e hana i ka hō'ike a e noho ma ka hale; 'a'ole e hele i ka hana a kula paha.

HawaiiCOVID19.com/hawaiian

Burmese

နာခေါင်းစည်း ဝတ်ဆင်ခြင်း သို့မဟုတ် မ ဝတ်ဆင်ခြင်း လူတိုင်းရဲ့ ရွေးချယ်မှုကို လေးစားပါ။

အခန်းတွင်း၊ အဆောက်အအုံတွင်း မှာ နာခေါင်းစည်း ဝတ်ဆင်ခြင်း သို့မဟုတ် မ ဝတ်ဆင်ခြင်း ဟာ ငါတို့ရဲ့ ရွေးချယ်မှုပါ။

မတူညီသောအခြေအနေများတွင် မတူညီသောရွေးချယ်မှုများရှိနိုင်သည်။

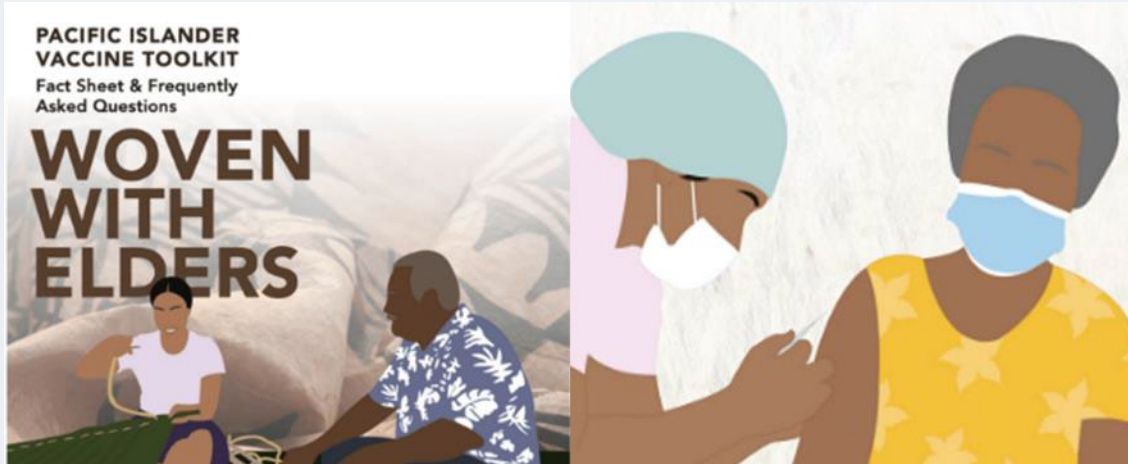
အချင်းချင်း ကရုဏာနဲ့ လေးစားမှုပြုကြပါနဲ့။

မင်းရွေးချယ်မှု မတူရင်လည်း အဆင်ပြေပါသည်။

HawaiiCOVID19.com/burmese

[Woven With Elders: Pacific Islander Vaccine Toolkit](#)

This toolkit developed by an alliance of NH/PI organizations across the U.S. includes culturally relevant graphics, easy-to-read fact sheets, and responses to frequently asked questions about COVID-19 vaccinations. The toolkit's focus on Pacific Islander elders is reflected in the images used.



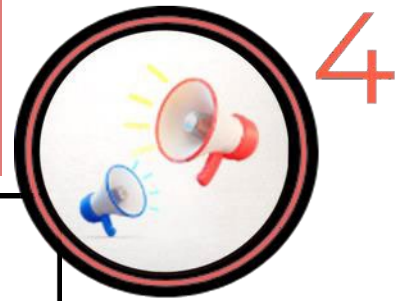
Create and/or offer trainings that promote awareness, unity, and community building around topics related to COVID-19 and AA and NH/PI communities, such as AA and NH/PI histories; addressing barriers and challenges for COVID-19 care or health promotion for AA and NH/PI communities; culturally and linguistically tailored health information and services; and hate crimes, implicit bias, or structural racism.

Example

[Training Module: Working with Refugee, Immigrant, and Migrant Communities in COVID-19](#)

This online training from the National Resource Center for Refugees, Immigrants, and Migrants was developed to support public health professionals and others working with these communities and introduces social determinants of health, the concept of cultural humility, and practical ways it can be used to address health disparities in refugee, immigrant, and migrant communities.

Disseminate COVID-19 Information and Resources through Trusted Channels



Amplify community-centered information and leverage trusted communication channels used by community members and organizations to disseminate COVID-19 information and resources for AA and NH/PI communities.

Throughout the COVID-19 pandemic, community organizations and coalitions have played a major role in gathering, developing, and sharing COVID-19 resources. To further elevate awareness on the consequences of the pandemic for AA and NH/PI communities and ensure information is shared effectively, governmental institutions should work together with communities to develop and disseminate COVID-19 resources and materials.

Strategies and Actions



Provide information on health disparities that impact AA & NH/PI communities. In partnership with community organizations, disclose gaps in the data collection process and how those data gaps can be resolved.

Resource

[Lessons \(Re\)Learned from COVID-19](#)

This commentary highlights the value of applying a health equity lens to engage at-risk communities, communicate with them effectively, share data, and create partnerships.

Example

[Implications of Missing Data: Gaps in COVID-19 Data by Race & Ethnicity](#)

The Civic Design Data Lab created data maps of data from the COVID-19 Tracking Project and the Antiracist Research & Policy Center to show the percent of missing data on race and ethnicity among those who have tested positive for COVID-19 by state.



Promote awareness of local, state, territorial, and federal resources for COVID-19, health, mental health, and social services by providing culturally and linguistically appropriate tools, such as a comprehensive resource list or infographics.

Example

[Association of Asian Pacific Community Health Organizations COVID-19 Resource Hub](#)

The Association of Asian Pacific Community Health Organizations (AAPCHO) COVID-19 Resource Hub includes multilingual and culturally appropriate COVID-19 materials, resources, and examples from different organizations and agencies, such as the below messages for the Marshallese community shared by the Marshallese COVID-19 Task Force.

Marshallese COVID-19 Screening Hotline

479.713.8708

Screening available
Monday-Friday
9 a.m.-5 p.m.

Patients who screen positive will be referred to Community Clinic (614 E. Emma Ave., Springdale, AR 72764) for testing. Marshallese interpreters will be available at Community Clinic during testing.

communityclinic
UAMS
Community Health & Research

Bwe kwōn jab po im bōk nañinmej in COVID-19

Kakkutkut kwaļ peim̄ kōn joob im dān ak kōjerbal hand sanitizer

Jab jibwe mejam̄, bōtim̄ ak loñiim̄

Pinej loñiim̄ ñe kwōj pokpok ak maje kōn juon tissue ak kōn jimwin-peim̄

Kattoļok eok 1-2m (jiljino ne) jān ro jet – jab iḡkiḡkwe im idik pein doon, ejejļok mejānmāe im jab atbōkwōj im jibur ro jet

World Health Organization
Representative Office
for the South Pacific



Engage AA and NH/PI communities in partnerships with provider organizations, federal agencies, and territorial, state, and local health departments to improve outreach and to disseminate educational materials.

Resource

[Access and Functional Needs Toolkit: Integrating a Community Partner Network to Inform Risk Communication Strategies](#)

This CDC toolkit assists public health professionals in planning risk communication messages and dissemination strategies effective for the whole community through engagement with community partners.

Example

[National AA and NH/PI Health Response Partnership](#)

Asian & Pacific Islander American Health Forum (APIAHF) and 29 local and national AA and NH/PI organizations, in partnership with the CDC, launched the National AA and NH/PI Health Response Partnership (the Partnership) to offer culturally and linguistically accessible resources for AA and NH/PI communities. The Partnership is a community centered model that provides on-the-ground public health resources and assistance across the nation, with an initial focus on resources for COVID-19, specifically vaccinations, data accumulation efforts, public service announcements, and health education.



Share multimedia resources from known and respected community organizations and coalitions.



Share information about anti-Asian hate, including statistics on incidents, educational resources, and historical context.

Examples

[U.S. Department of Justice and U.S. Department of Health and Human Services: Raising Awareness of Hate Crimes and Hate Incidents During the COVID-19 Pandemic](#)

This joint guidance from the U.S. Department of Justice and the Department of Health and Human Services aims to increase awareness of the full impact of hate crimes on communities, deter hate crimes, support those impacted by them, and promote dedicated resources to reduce the effects of hate crimes and incidents on communities across the United States.

[STOP AAPI Hate Report: Two Years and Thousands of Voices](#)

This report from Stop AAPI Hate describes findings from hate incident report data collected by the organization in partnership with the community and how the data is used to inform the organization's initiatives.



Share information about how to report hate crimes and incidents.

Example

[Department of Justice Website: Report a Hate Crime](#)

This Department of Justice website provides information about how to report a hate crime and resources for victims of hate crimes. The website also offers information in languages other than English on how to get help and report hate crimes.



Provide accurate and appropriate translations for content that can be adapted for all media formats. Verify translation accuracy and appropriateness with the community.

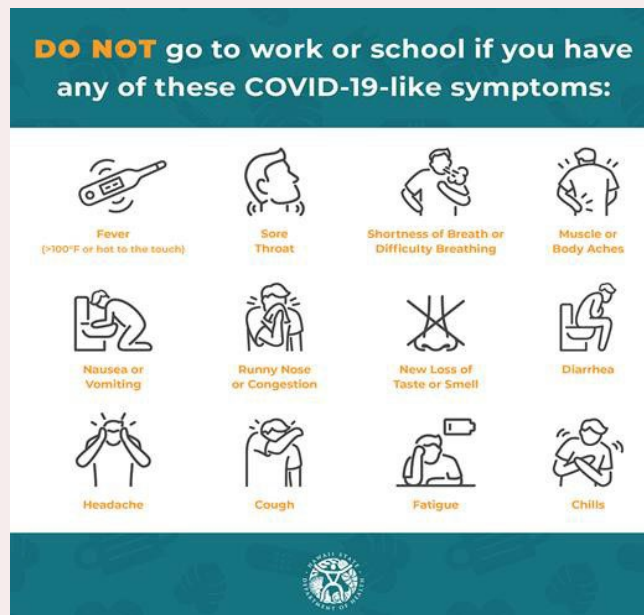


Create shareable, culturally and linguistically appropriate social media posts and content that provide tips and information on public health practices and resources.

Example

[State of Hawai'i Social Media Toolkit](#)

This toolkit available on the State of Hawai'i's online COVID-19 portal provides graphics and content in multiple languages for individuals to share important public health messages with families and friends via social media.



Below are examples of pre-written captions in different languages to accompany the graphic on page 17. Content in additional languages is available in the State of Hawai'i social media toolkit.

Hawaiian

Mana'o Wehewehe: I kēlā me kēia kakahiaka, ho'opau i kahi nānā olakino. Inā 'oe e 'ike nei i nā hō'ailona like me COVID, e ha'i i kāu luna a noho i ka home mai ka hana. Inā maika'i 'ole kāu keiki, e mālama iā ia ma ka home. E 'olu'olu e kōkua i ka pale 'ana i nā ma'i ma kā mākou wahi hana a me nā kula. <https://hawaiicovid19.com/symptoms>

Lao

ຄຳບັນຍາຍແນະນຳ: ທຸກໆເຊົ້າ, ກວດສຸຂະພາບໃຫ້ຄົບຖ້ວນ. ຖ້າທ່ານມີອາການທີ່ຄ້າຍຄືກັບ COVID, ບອກຜູ້ຄຸມງານຂອງເຈົ້າ ແລະຢູ່ເຮືອນຈາກບ່ອນເຮັດວຽກ. ຖ້າລູກຂອງທ່ານບໍ່ສະບາຍ, ໃຫ້ໃຫ້ພວກເຂົາຢູ່ເຮືອນ. ກະລຸນາຊ່ວຍປ້ອງກັນການຕິດເຊື້ອໃນບ່ອນເຮັດວຽກ ແລະໂຮງຮຽນຂອງພວກເຮົາ. <https://hawaiicovid19.com/symptoms>

English

Suggested Caption: "Every morning, complete a wellness check. If you're experiencing any COVID-like symptoms, tell your supervisor and stay home from work. If your child isn't well, keep them at home. Please help prevent infections in our workplaces and schools. <https://hawaiicovid19.com/symptoms>"

Below is another example of a shareable social media graphic from the State of Hawai'i's toolkit.



Anti-Stigma Social Media Toolkit

Washington state's King County developed an Anti-Stigma Social Media Toolkit that provided high-resolution images in PDF and PNG formats to help interrupt the stigma and reduce bias related to the COVID-19 pandemic. The photos were sized for Instagram posts but could be repurposed for other communication channels. Below are examples of graphics that speak against discrimination.

 <p>Coronavirus doesn't recognize race, nationality, nor ethnicity.</p> <p>2019 novel coronavirus started in Wuhan, China. That's just geography. Having Chinese ancestry does not make a person more vulnerable to this illness.</p> <p>kingcounty.gov/ncov/anti-stigma </p>	 <p>Speak up if you hear, see, or read misinformation or harassment.</p> <p>Gently correct false information and remind the speaker that prejudiced language & actions make us all less safe.</p> <p>kingcounty.gov/ncov/anti-stigma </p>
 <p>Viruses don't discriminate and neither should we.</p> <p>kingcounty.gov/ncov/anti-stigma </p>	 <p>Show compassion and support for those most closely impacted.</p> <p>In schools and workplaces, create learning opportunities for students and staff that dispel racist and misinformed ideas.</p> <p>kingcounty.gov/ncov/anti-stigma </p>

The graphics were accompanied by suggested social media hashtags to include in posts: [#VirusesDontDiscriminate](#) [#StopStigma](#) [#COVID19](#) [#Coronavirus](#).



Use community events (e.g., art exhibits, performances, etc.) to amplify and provide a forum to discuss COVID-related topics, such as the impact and importance of reducing hate crimes.

Example

[OCA-NY Hate Crimes Prevention Art Project](#)

OCA - Asian Pacific American Advocates is a national non-profit civil rights organization protecting the political, economic, and cultural rights of Asian Pacific Americans in America. In June 2021, OCA-NY, the New York City-wide chapter, held their 15th Annual Hate Crimes Prevention Art Project which elevates activism and artistic visions to respond to hate crimes that occurred in 2021. The event was held in collaboration with communities outside of AA and NH/PIs. This community event also showcases an example of creating allyship and support across minority groups.

OPENING: OCA-NY 2021 HATE CRIMES PREVENTION ART EXHIBIT



#ART WILL DEFEAT HATE!

ACKNOWLEDGE. RESPOND. TRANSFORM.

LIVESTREAM ON ZOOM & OCA-NY HATE CRIMES PREVENTION FACEBOOK PAGE
AUGUST 12, 2021 (5:00 - 8:00 PM)

RSVP: [HTTPS://RB.GY/OCXF6A](https://rb.gy/ocxf6a)

BY AUGUST 10
PERFORMANCE BY:

**ASIAN AMERICAN RAPPER:
JASON CHU**

**DANCE (BLACK, ASIAN, LATINX LIVES MATTER):
FAITH ONUKAOGU**

TOP FIVE PRIZE WINNERS WILL BE ANNOUNCED

COME SEE YOUTH ARTIVISM RESPOND TO RISE IN HATE CRIMES IN 2021!



Resources

Below is a list of all resources and examples referenced in this guide.

Establish and Sustain Collaborative Approaches Involving AA and NH/PI Communities

- Cohen, L., Baer, N., & Satterwhite, P. (n.d.). *Developing effective coalitions: An Eight Step Guide*. Retrieved from https://www.preventioninstitute.org/sites/default/files/uploads/8steps_040511_WEB.pdf
- South Carolina Department of Health and Environmental Control (n.d.) *Guidance for Building and Maintaining a Community Coalition*. Retrieved from <https://scdhec.gov/sites/default/files/media/document/COVID%20Community%20Coalition%20Guidance%20Doc.pdf>
- San Diego Asian Pacific Islander Coalition. (n.d.). Retrieved from <https://www.sdapicoalition.org/>
- Airhihenbuwa, C. O., Iwelunmor, J., Munodawafa, D., Ford, C. L., Oni, T., Agyemang, C., Mota, C., Ikuomola, O. B., Simbayi, L., Fallah, M. P., Qian, Z., Makinwa, B., Niang, C., & Okosun, I. (2020). Culture matters in communicating the global response to COVID-19. *Preventing Chronic Disease*, 17. <https://doi.org/10.5888/pcd17.200245>
- U.S. Department of Health and Human Services, Office of Minority Health. (n.d.). *Engaging community partners to support equitable crisis response and recovery*. Retrieved from <https://thinkculturalhealth.hhs.gov/assets/pdfs/resource-library/class-community-partnerships-crisis-response.pdf>
- U.S. Department of Health and Human Services, Office of the Assistant Secretary for Preparedness and Response. (n.d.). *Engaging community-based organizations: Promising Practices for Reaching At-Risk Individuals for COVID-19 Vaccination and Information*. Retrieved from https://aspr.hhs.gov/at-risk/Pages/engaging_CBO.aspx

Integrate AA and NH/PI Lived Experiences

- Stop AAPI Hate. (2021, June 17). Retrieved from <https://stopaapihate.org/>
- Findling, M., Blendon, R. J., Benson, J., & Koh, H. (2022). COVID-19 Has Driven Racism and Violence Against Asian Americans: Perspectives from 12 National Polls. *Health Affairs Forefront*. <https://doi.org/10.1377/forefront.20220411.655787>
- Hahm, H.C., Xavier Hall, C.D., Garcia, K.T. *et al.* Experiences of COVID-19- related anti-Asian discrimination and affective reactions in a multiple race sample of U.S. young adults. *BMC Public Health* 21, 1563 (2021). <https://doi.org/10.1186/s12889-021-11559-1>
- Sihotang, R. (2021, August 12). The Asian American and Pacific Islander Healthcare Worker Experience During the COVID-19 Pandemic [web log]. Retrieved from <https://ihpl.llu.edu/blog/asian-american-and-pacific-islander-healthcare-worker-experience-during-covid-19-pandemic>.
- Asian Pacific American Labor Alliance. (2020). *South Asian Bus Driver Shares His COVID-19 Story*. Retrieved from <https://www.youtube.com/watch?v=qID-XNyrjoE&t=86s>
- PICAWA. (n.d.). *Pasifika Narratives: COVID-19 & Health Series*. Retrieved from <https://www.picawa.org/pasifikanarratives/>

Support Culturally and Linguistically Appropriate Messaging and Information

- Asian Pacific American Labor Alliance. (n.d.). *In Response to COVID-19*. Retrieved September 20, 2022, from <https://www.apalanel.org/guidance-to-protect-aapi-workers.html-protect-aapi-workers.html>
- National Resource Center for Refugees, Immigrants, and Migrants. (2021, February 25). *Co-Creating Public Health Guidance with RIM Community Partners: A Checklist for Health Departments*. Retrieved from <https://nrcrim.umn.edu/sites/nrcrim.umn.edu/files/2021-02/Co-Creating%20PH%20Guidance%20Checklist.pdf>
- National Institutes of Health Community Engagement Alliance. (n.d.). *Tips for Asian American, Native Hawaiian and Pacific Islander Community Engagement*. Retrieved from <https://covid19community.nih.gov/sites/default/files/AA-NHPI-Tips2-Engage-Communicate.pdf>
- U.S. Department of Health and Human Services, Office of Minority Health. (n.d.). *Ensuring Culturally and Linguistically Appropriate Crisis Communication*. Retrieved from <https://thinkculturalhealth.hhs.gov/assets/pdfs/resource-library/clas-crisis-communication.pdf>

- Centers for Disease Control and Prevention. (2022, August 2). *Health equity guiding principles for inclusive communication*. Centers for Disease Control and Prevention. Retrieved from https://www.cdc.gov/healthcommunication/Health_Equity.html
- Asian and Pacific Islander American Health Forum. (n.d.). National AA and NH/PI Health Response Partnership: Glossary of COVID-19 Terms and Phrases. Retrieved from <https://www.aa-nhpihealthresponse.org/nh-pi-translated-covid-19-terms>
- State of Hawai'i Department of Health. (2022). COVID-19 Resources. Retrieved from <https://hawaiiicovid19.com/translations/>
- Pacific Islander Center of Primary Care Excellence (PI-CoPCE). (2021, March 30). *Woven With Elders: Pacific Islanders Vaccine Toolkit*. Retrieved from <https://picopce.org/download/woven-with-elders-pacificislandervaccinetoolkit>
- National Resource Center for Refugees, Immigrants, and Migrants (NRC-RIM). *Working with Refugee, Immigrant, and Migrant Communities in COVID-19 (training module)*. (n.d.). Retrieved from <https://nrcrim.org/training/demand-training>

Disseminate COVID-19 Information and Resources through Trusted Channels

- Michener L, Aguilar-Gaxiola S, Alberti PM, Castaneda MJ, Castrucci BC, Harrison LM, et al. Engaging With Communities - Lessons (Re)Learned From COVID-19. *Prev Chronic Dis* 2020;17:200250. DOI: <http://dx.doi.org/10.5888/pcd17.200250>
- Navalkha, C. (2020, June 5). *Implications of Missing Data: Gaps in COVID-19 Data by Race & Ethnicity*. MIT Civic Data Design Lab. Retrieved September 20, 2022, from <https://blog.cividdatadesignlab.mit.edu/implications-of-missing-data:-gaps-in-covid-19-data-by-race-and-ethnicity>
- Association of Asian Pacific Community Health Organizations. (2022, August 15). COVID-19 Resource Hub: Multilingual and Culturally Appropriate Materials. Retrieved from <https://aapcho.org/covid19/#multilingual>.
- Centers for Disease Control and Prevention, U.S. Department of Health and Human Services. (2021, July 23). *Access and Functional Needs Toolkit: Integrating a Community Partner Network to Inform Risk Communication Strategies*. Retrieved from: https://www.cdc.gov/cpr/readiness/00_docs/CDC_Access_and_Functional_Needs_Toolkit_March2021.pdf

- Asian and Pacific Islander American Health Forum. (n.d.). *National AA and NH/PI Health Response Partnership*. Retrieved from <https://www.aanhpihealthresponse.org/>
- U.S. Department of Justice, U.S. Department of Health and Human Services. (2022, May 20). *Raising Awareness of Hate Crimes and Hate Incidents During the COVID-19 Pandemic*. Retrieved from <https://www.justice.gov/file/1507346/download>
- STOP AAPI HATE. (n.d.). *Two Years and Thousands of Voices: What Community-Generated Data Tells Us about Anti-AAPI Hate*. Retrieved from <https://stopaapihate.org/wp-content/uploads/2022/07/Stop-AAPI-Hate-Year-2-Report.pdf>
- U.S. Department of Justice. (2022, October 3). *Report a hate crime or find help*. The United States Department of Justice. Retrieved from <https://www.justice.gov/hatecrimes/get-help-now>
- State of Hawai'i Department of Health. (2022, August 25). *Social Media Toolkit*. 19. Retrieved from <https://hawaiiicovid19.com/social-media-toolkit/>
- King County. (2020, February 24). *Anti-stigma social media toolkit*. Retrieved from <https://kingcounty.gov/depts/health/covid-19/care/anti-stigma/toolkit.aspx>
- *OCA-NY Hate Crimes Prevention Art Project*. OCA - Asian Pacific American Advocates New York Chapter. (2021, August). Retrieved from <http://www.oa-ny.org/hate-crime-prevention-art-project.html>

U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES

Office of Minority Health

1101 Wootton Parkway

Rockville, M.D. 20852

To find other resource guides and for more information about OMH, visit:

minorityhealth.hhs.gov

This guide was prepared under contract #75P00121P00126 between the HHS Office of Minority Health and ATW Health Solutions. For additional information about this project, contact the OMH project lead at HHS Office of Minority Health, 1101 Wootton Parkway, Plaza Level, Rockville, MD, 20852; Juliet.Bui@hhs.gov.

The HHS Office of Minority Health does not intend, in sharing these resources, to provide legal advice. The sole purpose of the resource list is to provide information that may help users to support the AA and NH/PI communities in COVID-19 response efforts. The resources and examples included are not intended to be comprehensive. OMH does not claim to validate the quality of the example in-language resources included in this document or how they will be received by specific communities.

SUGGESTED CITATION

U.S. Department of Health and Human Services, Office of Minority Health (2023). *Advancing Equity for Asian American, Native Hawaiian, and Pacific Islander Communities in COVID-19 Response Efforts: Community Engagement Resource Guide*. Rockville, MD: US Department of Health and Human Services, Office of Minority Health.

COPYRIGHT INFORMATION

All material appearing in this report is in the public domain and may be reproduced or copied without permission; citation as to source, however, is appreciated.

DISCLOSURE

This communication was printed, published, or produced and disseminated at U.S. taxpayer expense.