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## Health and Wellness Administrative Division: RECERT Media Messaging Community Partners

### Program Description

Ramsey County's COVID-19 Racial Equity and Community Engagement Response Team (RECERT) has awarded \$150,000 for multiple media and messaging contracts with trusted community agencies and individuals<sup>1</sup> to provide media services to aid the county in getting culturally specific, relevant, linguistically appropriate, accurate, and timely messages and communication related to COVID-19 to racially, ethnically and culturally diverse communities in Ramsey County. (See Attachment A for list of fund recipients.)

The objective is to ensure that individuals and families are engaged and have timely, accurate and up-to-date information about COVID-19 in Ramsey County communities. Contractors are encouraged to use methods that are adaptable to quickly changing information and explore alternative, effective methods of communication, so long as people maintain physical distancing. The contractors' primary audience(s) must include one or more of the following populations: African American/American Descendants of Slaves (ADOS), African Born, Latino/a, Asian American, American Indian, Deaf and Hard of Hearing residents in Ramsey County.

Media services may include formats such as online, radio, print, direct mail, social media, television/video and other culturally specific and appropriate forms of communication and messaging. The contracts run from July 10- September 15, 2020.

The selected contractors will work in partnership with RECERT and the County's Incident Management Communications. The county will provide COVID-19 communications resources, including key messages, resources and technical assistance contacts that can be utilized, replicated and/or redesigned by contractors to be culturally specific, relevant, linguistically appropriate and accurate for the community reached.

### Evaluation Methods

The questions that will be answered by this evaluation include:

1. How well did RECERT reach the intended communities with this grant?
2. What proportion of funds went to support BIPOC communities?
3. Who was served by the contractees and what services/strategies did they employ?
4. What impact did the work have on the targeted residents/communities?
5. What were the successes and challenges for contractees?
6. How can Ramsey County improve its contracting processes to make them more accessible to community organizations? (Cross-project measure)

Methods used to answer the evaluation questions include:

1. Evaluation reports submitted by contractees
2. Review of contractee materials

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<sup>1</sup> Eligible contractors may include, but are not limited to, trusted community representatives, leaders, culturally specific agencies, faith-based organizations, social service organizations, community nonprofit organizations, tribal governments, community clinics.

### 3. Focus group or reflection session with contractees

At the end of the contract term, contractors will be expected to submit a brief evaluation of the project to Ramsey County staff. The evaluation will include:

1. Number of Ramsey County residents served. Include demographic information of the audience reached by age, race/ethnicity, zip codes, etc.
2. Types of media services and/or messaging provided by your agency/organization.
3. Description of successes.
4. Description of the barriers/challenges. Description of the changes occurred in the lives of residents that participated in this initiative (i.e. resident testimony, media examples, outreach, etc.

### **Race Equity and Community Engagement**

The focus of these funds is to increase access to Ramsey County communications for BIPOC communities. The contractees are all community organizations and will be engaged in the evaluation.

### **Budget**

This evaluation has no cost beyond staff time.

### **Timeline**

Month	Activity
July 2020	<ul style="list-style-type: none"><li>• Grants awarded to contractees</li></ul>
September 15, 2020	<ul style="list-style-type: none"><li>• End of grant period</li></ul>
September 30, 2020	<ul style="list-style-type: none"><li>• Contractees submit evaluation report</li></ul>
October 2020	<ul style="list-style-type: none"><li>• Reflection session with contractees on lessons learned/feedback to Ramsey County</li></ul>
October 2020	<ul style="list-style-type: none"><li>• Final evaluation report completed</li></ul>

### **Communication Plan and Deliverables**

The primary audiences for this evaluation are RECERT, Ramsey County leadership involved in the COVID response.

Stakeholders who should be informed of results include the contractors, broader community groups and Ramsey County staff involved with contracting and procurement. Results of evaluation will be shared through the county website, presentations and other methods to be determined.

RECERT and Ramsey County leadership involved in the COVID response are responsible for responding to the recommendations.

## Attachment A

Agency	Project Description	Award Amount	Target Population
Karen Organization of MN	The Karen Organization of MN will reach refugees from Burma to improve financial stability, housing security, healthcare access, and related support services.	\$10,000	Karen Residents
Girls are Powerful	Girls are Powerful will share up to date information on COVID-19 with messages of strength and wellness encouraging community building empowerment. They will work with local businesses, organizations, and community leaders.	\$10,000	Black Residents
Kaleidoscope	Kaleidoscope will culturally-adapt COVID-19 messages from trusted sources (St. Paul-Ramsey County Public Health, MDH, CDC, and WHO) into several accessible communication formats (e.g., audio and video PSAs and video educational briefings), disseminate these messages across a multitude of heavily-trafficked Hmong media outlets (e.g., YouTube channels, Facebook pages, Hmong radio stations), and evaluate the reach, content, and receptivity of these messages.	\$10,000	Hmong Residents
Wellshare International	Wellshare International have produced materials used by large health care institutions, media partners like TPT and many community-based organizations alike. They also leverage the engagement of their team of 20 Community Health Workers (CHWs) in their ongoing implementation of both their standard public health programs as well as new specific COVID-19 response efforts.	\$10,000	Somali, Spanish, Hmong, Arabic and will be adding Oromo, Latinx, and Karen Residents
The Anika Foundation	Community Connections is an effort that highlights emerging and established leaders in the ADOS and broader African Heritage community. By doing so, they issue a strong message from trusted messengers who will leverage their sphere of influence to help residents make informed health & safety decisions during the COVID19 pandemic.	\$10,000	Black residents; Some cross reach to Latino/a, API and European American communities.
Hmong American Partnership (HAP)	HAP will provide outreach to ensure that business owners in Ramsey County's Southeast Asian community have accurate and up-to-date information to safely operate their businesses while preventing the spread of COVID-19.	\$10,000	Hmong and Southeast Asian Residents

Darul Uloom	Darul Uloom serves as the community center and as an Islamic Center. The families are Somali, and they live mostly on the Eastside of St. Paul. Darul Uloom will get messages to over 800 people at one time about COVID-19 and other health related issues.	\$10,000	Somali and Oromo Residents
Voices of Racial Justice	Voices for Racial Justice will provide outreach and engage BIPOC communities in St. Paul and Ramsey County during the COVID-19 crisis.	\$10,000	Black, Indigenous, and people of color (BIPOC) residents
The Other Media Group	The Other Media Group (OMG) will work in partnership to adapt, amplify, disseminate, and inform maternal and child health-related (MCH) media about COVID-19 to the Hmong community in Ramsey County. OMG will lead the project as the technology and media expert and partner with the Hmong Breastfeeding Coalition (HBC) and Minnesota Breastfeeding Coalition (MBC) as subject matter experts (SMEs) with broad ranging connections to the MCH community across the county.	\$10,000	Hmong Residents
Vietnamese Social Services	VSS of MN will develop, implement, and monitor a community engagement plan. The plan will include strategies for communicating effectively to protect Vietnamese, Somali, and Karen communities during COVID-19.	\$10,000	Vietnamese, Karen, Somali, Karenni residents
Minnesota Institute for Nigerian Development	The Minnesota Institute for Nigerian Development will organize outreach activities that will engage the target group and connect them with community and government agencies for resources that will improve their health and well-being, especially in the areas of mental health and food security. Specifically, they will organize a virtual town hall meeting, where a knowledgeable resource person will discuss available resources.	\$10,000	Black immigrants, Nigerian residents
Portico Healthnet	Portico Healthnet will help racially, ethnically and culturally diverse Ramsey County residents enroll in health care coverage, understand how to use the health care system, and access community and county resources that support their health and wellbeing. Portico provides culturally inclusive services and has become a trusted resource for Ramsey County agencies and residents.	\$10,000	BIPOC, immigrants, refugees, and complex immigration status residents
Restoration for All Inc.	Restoration for All, Inc. will implement a project titled "Essential Connections (E-Connects) project" and the proposed activities are designed and proposed to increase African immigrants' (West and East Africans in the faith-based communities) understanding of and participation in COVID-19 testing, case interviews and contact tracing, and to reduce fear or stigma. E-Connects aims at reaching out to more than 150 vulnerable persons defined as: undocumented	\$10,000	African immigrants (West and East Africans) residents

	immigrants, asylum seekers, those that are going through removal proceedings, trafficked victims and survivors, older adults/elders as well as people living with disabilities using a multichannel approach spanning: learning-based model, campaign-based model, advocacy-based model, and support-based model.		
Ujamaa Place	Ujamaa Place has created a community engaged ecosystem built on cultural foundation of love, hope, pride and trust which will be integrated with COVID-19 and health equity messaging that helps African Americans understand the seriousness of the virus, what resources are available and when they should seek treatment.	\$10,000	Black Men/residents
Minnesota Dawah Institute	MDI serves the community in the Frogtown and midway areas. They will get messages to over 800 people at one time about COVID-19 and other health related issues.	\$10,000	Somali and Oromo residents