

## Public Health - Seattle & King County

### Racism is a Public Health Crisis / Equity and Social Justice

#### *Goal Area Plan 2023-24*

#### **Your Goal Area: Communications**

**There are several plans associated with the communications goal area: Digital Accessibility, Community-led communications, development of an Equitable Language Style Guide, and Language Access.**

**Lead: ODIR**

- 1) What is your process for developing this plan (who has participated from employees and communities)? How will they continue to be engaged? What systems of transparency and accountability will you create?**

**Digital accessibility plan:** We developed our accessibility goals within our Communications Accessibility Committee, which includes web and digital communications staff and staff who create content for web, as well as Comms staff representing various divisions. Original impetus for this focus area was feedback from KC Disability Consortium and community members of room for improvement in terms of accessible content. We also took a day-long digital accessibility training from UW, which informed our work and goals, as well as consulted with Taryn Farley, ADA and Disability Equity Specialist for OECP.

We have begun a liaison relationship with Helen Gebreamlak, the Disability Justice Manager for OECP. This committee will continue to meet monthly and check in on goals, actions, and process and progress.

**Community Led Communications Plan:** We developed our community engagement and co-creation goals within our Community Engagement Committee, which includes media, community and equity, and leadership communications staff. These goal areas reflect improvement areas identified in our collaborative work with the Community-Based Organizations and Faith-Based Organizations Task Forces, Office of Equity and Community Partnerships, Health Literacy staff, Language Access staff, the Placebased staff, Best Starts for Kids, and Public Health Community Navigators. This work is also intended to further the work the Communications Team has done for the COVID-19 Health Equity Grant that is sunsetting. We are developing a cross-division meeting/training series for staff and connected with staff in various divisions and programs including Best Starts for Kids, Chronic Disease and Injury Prevention, Community Health Services, Environmental Health, Emergency Preparedness, Communicable Disease, and Assessment Policy Development and Evaluation to assess interest and capacity for this work.

**Equitable Language Style Guide:** Led by communications staff in ODIR and CDIP, our plan is to finalize the draft of ELSG. In 2023 we gathered feedback on the draft from the Equity Review Team. We are updating the Guide, adding new content, and streamlining other content. Throughout 2023 will work with Equity and Belonging Managers across the department to gather additional feedback, and we also plan to share with community partners and public health staff to assure that the Guide is useful, appropriate, and accessible. We are aiming to disseminate the Guide through Sharepoint, so that it is available to all public health staff, and is relatively updatable as preferred language choices evolve. We will also develop a dissemination and training plan, likely in 2024.

**Language Access:** We have been working with the Language Access Team to educate staff about the necessity of providing language access to King County residents. We will continue to support the language access work when working with program staff by providing basic guidance about translation and interpretation expectations and directing them to the Language Access team and documentation for more information.

**Areas for action in next 2 years**

Inequities addressed	Actions, Objectives and Measures
<p>Accessibility Plan: Improve digital accessibility of materials on Public Health’s webpages so that they are more accessible for people who have sensory disabilities</p>	<p>Action: develop and implement “train the trainer” training for division comms staff</p> <p>Objective: increase number of staff who are familiar with digital accessibility tools, and expand number of staff who can provide TA</p> <p>Target measures: 1 train the trainer training held in ’23; 80% of training participants share resources with their teams</p> <p>Action: make accessibility brand center more visible on intranet &amp; feature tools in employee newsletter</p> <p>Objective: increase awareness and use of brand center accessibility tools</p> <p>Target measures: new and/or add’l location on intranet; included in internal staff communications at least once quarterly</p> <p>Action: promote accessibility office hours already being held</p> <p>Objective: increase accessibility tech capacity among staff</p> <p>Target measure: increased participation in office hours</p> <p>Action: meet with KC Disability Affinity Group</p> <p>Objective: Improve transparency in our work and collect feedback from those most impacted</p> <p>Target: at least one meeting or other interaction of their choice with KCDAG</p> <p>Action: assess capacity for an in-person accessibility gathering of minds of PH staff</p> <p>Objective: assess and network with others doing similar work in the department, and explore our ability to hold a summit, goal of which would be to network, idea share, provide trainings and build enthusiasm for expanded and improved accessible content creation among PH staff and people w/ disabilities</p>

	<p>Target: make decision about holding a summit and outline initial plans, if planned to hold summit</p>
<p><u>Community Led Communications Plan</u>: Increase and improve community engagement within communications resource planning, development, evaluation and distribution within Public health.</p>	<p>Action: develop and implement community engagement communications meeting series for comms and other program staff</p> <p>Objectives: increase coordination across teams, co-creation sharing/learning sessions among staff, and number of staff who are centering community voice in department communications resources.</p> <p>Target measures: 2 meeting sessions held in '23 and quarterly meeting sessions in '24. At least 1 session per year led by non ODIR communications staff.</p> <p>Action: promote community engagement communications meeting series</p> <p>Objective: increase collaboration across teams and co-creation capacity among staff</p> <p>Target measure: overall increased participation in meeting series, participation from at least 1 staff member in every Public Health Division,</p> <p>Action: develop and share co-creation resources with Public Health staff</p> <p>Objective: increase community engagement and co-creation capacity among staff</p> <p>Target measures: post resources on intranet; include best practices, co-creation resource highlight or other resources in internal Public Health staff bulletin at least once quarterly</p>
<p>1. <u>Equitable Language Style Guide Plan</u>: improve language choices in communications to center terms group preferences.</p>	<p>Action: <u>Engage staff and community on the Guide;</u></p> <p>Objective: <u>Assure that the Guide has appropriate input from partners and staff and input is considered in the final version.</u></p> <p>Target measures: <u>Work with a variety of interested parties, including equity leaders in the department, community members, and public health staff to edit, expand, and finalize the draft.</u></p> <p>Action: <u>Finalize Equitable Language Access Guide content areas</u></p> <p>Objective: <u>Create an accessible document or set of documents that will help Public Health staff to deepen our understanding of different identities and where those identities intersect, equip ourselves with language that focuses on harm reduction and deeper understanding, and use words that are preferred, including terms related to race, ethnicity, gender, class, immigration status, age, LGBTQIA+, houselessness, weight, different abilities, and other terms whose preferred use may have evolved over time.</u></p>

	<p><u>Target measure: Finalize the Guide.</u></p> <p><u>Action: Develop a dissemination plan to alert staff to the Plan’s availability</u></p> <p><u>Objective: Assure that the Guide is easily accessible and that staff know about the guide.</u></p> <p><u>Target measure: A Sharepoint site within the Communications Brand Center and the Guide is posted.</u></p> <p><u>Action: Train Public Health staff on the use of the Guide</u></p> <p><u>Objective: Provide training to the Guide according to staff interests, availability, need and expertise</u></p> <p><u>Target Measures: Develop a training plan that takes into account staff time and availability.</u></p> <p><u>Action: Assure that the Guide does not become outdated</u></p> <p><u>Objective: Develop a plan for updating the Guide over time</u></p> <p><u>Target Measure: The Communication Team will create a plan that includes regular intervals for reviewing and updating the Guide.</u></p>
<p><u>Language Access Plan</u></p>	<p><u>Objective: Create expectation that programs translate/interpret their materials.</u></p> <p><u>Action: Provide guidance and essential information about language access processes in consultations with PHSKC staff about communications materials.</u></p> <p><u>Target measure: Develop a short email template with core information about:</u></p> <ul style="list-style-type: none"> <li>• <u>the language access process (including the language tiers)</u></li> <li>• <u>the importance of including translation/interpretation as a line item in budgets/grant applications</u></li> <li>• <u>where to go for in depth information about the services from Language Access</u></li> </ul>