

Tarrant County Unity Council
Communication Committee Meeting

Monday, May 16, 2022, 10a.m. – 11a.m.

Present

Barbara Young – Tarrant County Public Health
Charles M. Harper – MHMR
Deanna Madrid – The Potters House
Donna James Harvey - NTCF
Dr. Nikita Russel – Everman ISD
Dr. Yvette Wingate – Tarrant County Public Health
Julia Henry – Tarrant County Public Health
Kylie Brooks – Tarrant County Public Health
Lauren Donnell – Tarrant County Public Health
Tanisha Stanford – Tarrant County Public Health
Tonia Teal – Tarrant County Public Health

| Agenda | Discussion | Action |
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| Welcome (0:04) | <p><i>Presented by Tanisha Stanford</i></p> <p>Meeting Overview</p> <ul style="list-style-type: none"> • Quick refresher from previous meeting • Policy review framework examples and equitable policy examples • Plan recommendation examples • Equity Indicators • Planning and engagement | |
| April 18 th Meeting Recap (1:32) | <p><i>Presented by Tanisha Stanford</i></p> <p>Spoken Languages</p> <ul style="list-style-type: none"> • 125 languages spoken throughout Tarrant County • 16.3% foreign born population in TC • Over 200,000 TC residents with LEP <p>Ages & Abilities</p> <ul style="list-style-type: none"> • We must consider the 11.6% of TC that are elders that may not be technologically savvy to receive information disseminated through digital platforms • 10% of TC that possess disability that could potentially affect their ability to communicate and receive important information <p>Literacy & Health Literacy</p> <ul style="list-style-type: none"> • Literacy: the ability to read, write, speak and listen in a way that allows us to communicate effectively and navigate the environments around us • Health Literacy: the degree to which an individual has the capacity to obtain, process and understand basic health information needed to make appropriate health decisions • In Ft. Worth ISD, less than 50% of students between 3rd and 8th grade are meeting the literacy standards of the STAAR test as of 2019 • One in five adults in TC cannot read well enough to succeed at a 4th grade level. <p>Plan Recommendations Examples</p> <ul style="list-style-type: none"> • Went over the King County Equity and Social Justice Strategic Plan where they plan to address communication and education inequities with a four-goal plan • As well as the City of Arlington's Unity Council Report where they presented a short-term goal recommendation of creating a Community Outreach-Networking-Empowerment- Communication Tool <p>Words Matter: How Language Used in Health Care Settings Can Impact the Quality of Pediatric Care</p> <ul style="list-style-type: none"> • Webinar hosted by The Center of Health Care Strategy • Discussing way to communicate and build trust within our communities and organizations | |

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| <p>Policy Review (5:17)</p> | <p><i>Presented by Tanisha Stanford</i></p> <p>Good Policy</p> <ul style="list-style-type: none"> • Good public policy seeks to define issues and implement strategies that will produce a measurable and positive result for the public <p>Policy Review Framework</p> <ul style="list-style-type: none"> • Utilize policy review framework to review the policies that affect our organizations and communities to ensure that they are more equitable • Provided some policy review frameworks to serve as an example until we get our policy review framework that Dr. Wingate has been formulating <p>Equitable Policy/Policy Excerpts</p> <ul style="list-style-type: none"> • Tarrant County Public Health Media and Marketing Policy <ul style="list-style-type: none"> ○ Tarrant County Public Health will follow the National Culturally and Linguistically Appropriate Services standards, that suggests asserts that information will be provided in an easy-to-understand print and multimedia materials and signage in the languages commonly used by the populations in the service area ○ A goal of Tarrant County Public Health is to communicate, educate, exchange information, and interact in support of its mission using both traditional media, as well as digital media that includes a host of social media technologies and web applications • Fort Worth ISD Division of Equity and Excellence's Racial and Ethnic Equity Policy <ul style="list-style-type: none"> ○ The district recognizes that major historical and societal factors in our nation impact the inequity that exists within public schools. Purposeful action can be taken to identify, acknowledge, and overcome racial and ethnic disparities between students. The responsibility for addressing these disparities among students rests with the adults, not with the students. <p>*** How could we make this policy (excerpts) more equitable? ***</p> <p>Charles Harper: In order to be more equitable, the Ft. Worth ISD plan should include other immutable identifiers besides race and ethnicity. Other historically marginalized are further marginalized when we focus our equity solutions on race and ethnicity.</p> | <p>Please reach out to me or one of the other Health Equity Specialist if your you or your organization needs any assistance reviewing your internal policies</p> |
| <p>Plan Recommendation Examples (13:25)</p> | <p><i>Presented by Tanisha Stanford</i></p> <ul style="list-style-type: none"> • King County, WA: King County Equity and Social Justice Strategic Plan • City of Arlington, TX: Arlington Unity Council Report • City of Charleston, SC: Special Commission on Equity, Inclusion, and Racial Conciliation Report • City of Dallas, TX: Dallas Equity Indicator 2019 Report • City of Fort Worth, TX: Final Report of the Task Force on Race and Culture | |

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| <p>Communication Equity Indicators (15:15)</p> | <p><i>Presented by Tanisha Stanford</i> Equity Indicator</p> <ul style="list-style-type: none"> • What is an Equity Indicator? <ul style="list-style-type: none"> ○ According to the Institute for state and local governance, an equity indicator is a comprehensive tool developed by the CUNY Institute for state and local governance that helps cities understand and measure equality or equity in their city ○ It works across multiple areas and measure the disparities faced by disadvantaged groups on a regular basis, tracking change over time. <p>Communication Committee Equity Indicators</p> <ul style="list-style-type: none"> • We want to utilize our equity indicators to support us as we review and develop our policies to affect change within our communities and organizations. <p>*** Please find the full list of Equity Indicators in the follow up email. ***</p> <p>*** What other Indicators can be added to our current list of equity indicators? ***</p> | |
| <p>Open Forum (20:40)</p> | <p><i>Presented by Tanisha Stanford</i> What are some ways that we can best measure our indicators?</p> <p>Kylie Brooks: Tracking engagement across all the communication platforms (social media, emails, pamphlets/brochures, surveys... etc.)</p> <ul style="list-style-type: none"> ○ Just being aware of who is using what services. <p>Charles Harper: Creating pulse surveys specific to the platform that people use</p> <ul style="list-style-type: none"> ○ Creating some form of timely follow up to assess the connection of the information being shared with the community. Ensuring that the knowledge we're trying to transfer is being transferred. <p>Kylie Brooks: Finding the distribution of language across each TC zip code</p> <ul style="list-style-type: none"> ○ Assessing literacy rates by languages spoken in that zip code ○ Ensure that the information is being disseminated in the correct languages for each zip code <p>What kind of information would you all like to know about early childhood learning as it applies to our communication equity indicators?</p> <p>Julia Henry: Early childhood education enrollment leads to higher rates of success in literacy and education.</p> <ul style="list-style-type: none"> ○ We can use the opportunity of early childhood learning to communicate with parents and guardians ○ Educators can provide information on childhood health concerns, such as vaccines, lead exposure, and common illnesses (especially if another child becomes ill). Health information can be formatted to meet language barriers and education levels of guardians to promote better understanding. <p>Kylie Brooks: The density of early childhood learning centers by zip code and specifically the density in low-income areas</p> | |

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| <p>Looking Ahead (30:24)</p> | <p><i>Presented by Tanisha Stanford</i></p> <p>Homework</p> <ul style="list-style-type: none"> • Think about and write out some short-term, medium-term, and long-term goals or strategies to affect equitable changes in communication and education for Tarrant County. <p>Combining Communication & Education</p> <ul style="list-style-type: none"> • To make the best use of the time that we have been given, the decision was made to combine the areas of focus when it made sense to do so – communication and education tend to overlap • We know that many of the issues that have been identified as problems in the communication sector build on problems that we see in education, or the lack of accessible and available, quality education. | <p>Think about and write out some short-term, medium-term, and long-term goals or strategies to affect equitable changes in communication and education for Tarrant County.</p> |
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