

**Tarrant County Unity Council**  
**Communication Committee Meeting**

Monday, April 18, 2022, 10a.m. – 11a.m.

**Present**

Barbara Griffith – Fort Worth ISD  
Barbara Young – Tarrant County Public Health  
Bruce Raben - ADvice  
Chris Moore – Fort Worth ISD  
David Hynson – iHeart Media  
Deanna Madrid – The Potters House  
Dr. Nikita Russell – 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  
Matt Zavadsky - MedStar  
Nicos Elzy – Tarrant County Public Health  
Roy Vann – iHeart Media  
Tanisha Stanford – Tarrant County Public Health  
Tonia Teal – Tarrant County Public Health  
Veronica Anguillon – iHeart Media

Agenda	Discussion	Action
Welcome (0:40)	<p><i>Presented by Tanisha Stanford</i></p> <p><b>About the Communication Committee Meeting</b></p> <ul style="list-style-type: none"> <li>• <b>Discussion based meetings to best hear and understand what the community is looking for and how we can make the most equitable impact in the communities in need</b></li> <li>• Brief introductions (Name, Organization, Title, and interest in being a part of communication committee) <ul style="list-style-type: none"> <li>○ Hoping to see how we can address the spread of misinformation as we continue to navigate this pandemic and covid 19</li> <li>○ Help to spread factual, pertinent, and relevant information</li> <li>○ Ensure that we provide parents, schools and the communities surrounding our youth with the correct information in a timely manner</li> <li>○ Addressing the barriers of communication within health care, specifically those language barriers</li> <li>○ Help to get accurate information to different communities through various forms of broadcast radio and podcast.</li> <li>○ Build relationships and share information more effectively</li> <li>○ Gather information and figure out the most effective way to communicate with our community</li> </ul> </li> </ul>	
Spoken Languages as a barrier to Communication (8:44)	<p><i>Presented by Tanisha Stanford</i></p> <ul style="list-style-type: none"> <li>• The 2019 US Census, nearly 30% of Tarrant County speaks a Language other than English. Compared to the state of Texas which has a population of 35% that speak a language other than English. Further, foreign born citizens make up 16.3 Percent of Tarrant county's population, in comparison to the state of Texas that has foreign born population of 17.1 percent.</li> <li>• The JPS 2020 Needs Assessment further states that there are 125 different languages spoken in Tarrant County. Outside of the top two primary languages, English and Spanish, other languages spoken throughout Tarrant County also includes Vietnamese, Arabic, Congolese, and Burmese.</li> <li>• The US Census, states that Tarrant County has 220,074 (12.2%) residents w/ limited English proficiency. Which of course impacts their understanding of health information such as diagnosis, treatment, medications, educational resources and just the basic ability to be able to navigate the various communities and organizations that surround them.</li> </ul>	

<p>Languages Spoken at Home by Zip Code (10:48)</p>	<p><i>Presented by Tanisha Stanford</i></p> <ul style="list-style-type: none"> <li>• In both the 76164 and 76106 zip codes, the most prominent language spoken in home is Spanish. Specifically, 85.3% of 76164 speak only Spanish in their homes, and 74.2% of 76106 speak only Spanish in their homes. Of these Spanish speaking residents, 42.7% and 51.2% report speaking English less than very well.</li> <li>• Within Tarrant County, Zip codes 76164 and 76106 have the highest percentage of households with members 14 or older that have difficulty speaking English, at 37.1% and 34.4% In comparison to Zip Code 76104 with only 10.8%.</li> <li>• Then we look at zip codes 76119 and 76112, which have historically been inhabited by mostly black residents, and of course majority of the residents speak English. But we do still see a significant portion of the population that are Spanish speakers, with a sprinkle of Indo-European, Asian/pacific islanders, and some others</li> <li>• Even though majority of these two zip codes speak English, that doesn't mean that there are no other barriers that exist in them receiving information or communicating their needs. Such as accessibility and representation.</li> </ul>	
<p>Ages &amp; Abilities as a barrier to Communication (12:17)</p>	<p><i>Presented by Tanisha Stanford</i></p> <ul style="list-style-type: none"> <li>• In the era of technology in conjunct with the era of Covid 19, some other barriers that also affect communication and literacy levels would be age and disability status.</li> <li>• As a lot of information is now disseminated through digital platforms, many elders are not extremely technology savvy and may miss important public information, or even neglect some of their own health information because they are unaware of the platform the information is being presented or just may not know how to work it.</li> <li>• more than 10% of Tarrant County possess some form of disability that could affect their ability to communicate or receive important health information</li> </ul>	

<p>Literacy &amp; Health Literacy (13:57)</p>	<p><i>Presented by Tanisha Stanford</i></p> <ul style="list-style-type: none"> <li>• Literacy is simply the ability to read, write, speak, and listen in a way that allows us to communicate effectively and navigate the environment around us.</li> <li>• Health literacy would be defined as the degree to which an individual has the capacity to obtain, process, and understand basic health information needed to make appropriate health decisions.</li> <li>• According to the Health Resources and service administration, we know that low health literacy is more prevalent among, older adults, minority populations, communities with low socioeconomic status and medically underserved people</li> <li>• Specifically, within Tarrant County, approximately one in five adults in Tarrant County (more than 200,000) cannot read well enough to succeed at a fourth-grade level.</li> <li>• In a 10-year study of literacy indicators of 77 metro areas with populations over 250,000, Fort Worth ranked 53.5 (tied with Las Vegas, NV) and Arlington ranked 62<sup>nd</sup>.</li> <li>• More than 60% of all state and federal corrections inmates are considered “functionally illiterate”.</li> </ul>	
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<p>Example Equity Plans (18:22)</p>	<p><i>Presented by Tanisha Stanford</i></p> <p><b>King County Equity and Social Justice Strategic Plan (2016-2022) [18:22]</b></p> <ul style="list-style-type: none"> <li>• Their first goal is regarding language access: Their plan is to update King County tools for public facing communication and education to align with the current populations, needs, and demographic changes</li> <li>• Their second goal evolved around engagement access: They plan to develop tools for better engagement regardless of neighborhood, immigration status, disability, or primary language. Further they plan to improve engagement by increasing capacity-building outreach and marketing buys w/ smaller, community-based organizations and media outlets</li> <li>• Their third goal is regarding technological access: They plan to improve the collaborative use of mobile-optimized web pages, and social media as an engagement, outreach, and feedback tool for the public</li> <li>• Their fourth final goal for communication and education is to improve collaboration and language related tools and resources for employees to provide more services to those who speak languages other than English and to include more community members' voices in the policy making process</li> </ul> <p><b>Arlington Unity Council Report (Feb. 2021) [20:15]</b></p> <ul style="list-style-type: none"> <li>• The city of Arlington conducted separate focus groups to speak with the vulnerable populations to better understand the needs of these specific populations and how they think their disparities can be diminished.</li> <li>• A lot of the groups suggested communication inequities, whether it was regarding language, resources, or access to resources and information.</li> <li>• For the concern of the community not being aware of available resources like educational assistance, job training, work opportunities and other community resources, the city of Arlington presented a short-term recommendation of created a Community-Outreach-Networking-Empowerment-Communication-Tool (CONNECT). Which is a centralized location for resources, information, and assistance.</li> </ul>	
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<p>Misinformation in the Era of Covid 19 (22:03)</p>	<p><i>Presented by Tanisha Stanford</i></p> <ul style="list-style-type: none"> <li>• We receive a lot of information/misinformation from various resources and avenues.</li> <li>• The World Health Organization has deemed this divulge of information at this time as an “infodemic”</li> <li>• Populations of color have been disproportionately affected by Covid 19 <ul style="list-style-type: none"> <li>○ Black, Latinx and Native American communities have been amongst the most hesitant communities to get the vaccine</li> <li>○ But we can contribute some of this behavior to past harm done to these communities throughout history</li> </ul> </li> <li>• Misinformation: information that is false, inaccurate, or misleading</li> <li>• Surgeon General Advisory recommends health professionals actively engage w/ patients and their communities about misinformation as they come for appointments or even if they just call for questions</li> <li>• Emphasis on health literacy and meeting patients and the community where they are</li> </ul>	
<p>Words Matter (24:09)</p>	<p><i>Presented by Tanisha Stanford</i></p> <p><b>How Language Used in Health Care Settings Can Impact the Quality of Pediatric Care</b></p> <ul style="list-style-type: none"> <li>• This Webinar was discussing patient care in health care settings, I believe a lot of the information can be applied to the ways we communicate to, for and about vulnerable populations. <ul style="list-style-type: none"> <li>○ The bias, stigma and stereotypes that exist when we discuss certain populations and their needs</li> <li>○ The bias, stigma and stereotypes that exist when we listen to these populations discuss their own needs.</li> <li>○ The way we discredit the experiences of certain communities due to their language or dialect or maybe even their lack of understanding of certain systems</li> </ul> </li> <li>• Due to the stigmas and stereotypes, we have created a system of distrust for marginalized groups.</li> <li>• <b>How do we create Trust?</b> <ul style="list-style-type: none"> <li>○ By recognizing that not everyone has certain communication skills, education levels, SES, or knowledge of certain services and systems that exist for them, nor the experience of dealing with said services and systems (could have been bad experience)</li> <li>○ Reciprocating the trust that is given</li> <li>○ Respecting that some members may not trust you given their experiences</li> <li>○ Understanding community members’ layers of expertise, experience, and privilege</li> <li>○ Make information plain and simple to understand... utilize common language</li> <li>○ Ask the community their needs/thoughts</li> <li>○ Assure them that we are listening</li> <li>○ Two- way dialogue and discussion</li> <li>○ Trust them, their words, and experiences</li> </ul> </li> </ul>	

<p>Discussion Portion (27:36)</p>	<p><i>Presented by Tanisha Stanford</i></p> <p><b>What are you hoping to accomplish within this committee? What kind of information are you looking for?</b></p> <p><b>Matt Zavadsky:</b> “So we can coordinate information sharing, etc. Really routinely, not just during the pandemic, but also getting this group together to decided there are pockets in the community that are difficult to reach from a communications perspective. But together, we may have contacts or influences or coming up with a strategy for each one of those segments of our populations... what's the most appropriate way and message to get information to those different segments of our community?”</p> <p><b>What are some communication inequities you've experienced or witnessed in your organization or community?</b></p> <p><b>Tonia Teal:</b> “In a hospital setting they use... telecommunication thing. Where you're able to put in whatever language you want to speak with someone of the same language. I just noticed medical staff sometimes feel as though that is frustrating or they don't want to do it...I've seen people get pushed to the side or pushed back, have longer wait times because they don't speak a language that is as common. I would like to see the affects of our community addressing these issues for patients, children in the school system and providers.”</p> <p><b>Nicos Elzy:</b> “One of the things I notices while riding the buses was that there was a lack of multilingual communication. Things like handouts, or schedules on the bus. Even, there were times where multiple drivers couldn't communicate in other languages and it took passengers to help these passengers that had questions. I think that's one of the tings we can work on from a transportation aspect... making sure riders and participants for the transportation system have access to clear communication when it comes to riding the bus.”</p> <p><b>Deanna Madrid:</b> “I just wanted to say that even though I do speak Spanish, sometimes I find it hard because, sometimes I find it hard because I don't speak that type of Spanish. You know... if you got people from El Salvador, Honduras. You know, even trying to keep up with Puerto Ricans, it's hard for me. Yes, I speak Spanish but at the same time, we're bringing in so many people... we lump them all in the same category as Spanish and each one of those cultures has their own communication skills. I feel like I'm doing them a massive disservice when they send them to me because I cannot communicate correctly... In the medical field, whenever they have a nonnative speaker translate, you lose so much in that translation that you're really doing a disservice to people.”</p> <p><b>Kylie Brooks:</b> Focusing on accessible technology. There are pockets of Tarrant County where adults and children lack internet access and/or cellular data. Which is a problem when we disseminate so much information through online platforms and the role technology plays in our ability to communicate.</p> <p><b>Barbara Griffith:</b> Fort Worth ISD has used funding to erect cell towers and given away thousands of personal devices to be used by students and parents at home. “We continue to take surveys to identify families who do not have accesses to internet.” “We have to say something seven times before it is received by our audience.” We have to</p>	
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	<p>have a system that repeatedly communicates the same message in a variety of ways in order to reach our entire audience.</p> <p><b>Does your organization have an equity plan in place already? Has it been successful? Where do you see areas of opportunity?</b></p> <p><b>Barbara Griffith:</b> Fort Worth ISD has a Division of Equity and Excellence as a result of an equity policy passed by the school board about five years ago.</p> <p><b>Dr, Nikita Russell:</b> Everman ISD is working on a plan to ensure that they are being more equitable</p> <p><b>What kind of equitable communication policies can be implemented in your organization? What does equitable communication policy and implementation look like to you or your organization?</b></p> <p><b>Lauren Donnell:</b> “Targeted communication and messaging to different communities by people that are reflective of their population” Getting clear, consistent messaging in a timely manner in order to best plan for the next public health emergency. Addressing the distrust as we navigate them all of the information regarding public health. “Everybody should have equitable access to that information in the manner that most comfortable and most well received to them.”</p> <p><b>Roy Vann:</b> iHeart Media has over 850 radio stations across the country... some locally that will reach our target audiences. iHeart Media can reach people through many forms of entertainment from radio, music stations, news stations, podcasts and more. “We can target one to one specific audiences”</p>	
<p>Upcoming Events (53:10)</p>	<p><i>Presented by Tanisha Stanford</i></p> <ul style="list-style-type: none"> <li>• Next Communication committee meeting will be Monday, May 16, 2022, from 10-11a.m.</li> </ul>	<ul style="list-style-type: none"> <li>• Contact Tanisha Stanford (<a href="mailto:tnstanford@tarrantcounty.com">tnstanford@tarrantcounty.com</a>) for any further questions or concerns regarding the Communication and/or Education committee</li> </ul>