

Developing Multicultural Health Communications Capacity

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Abstract: The Governor's Interagency Council on Health Disparities is responsible for fostering communication and coordination among state partners to eliminate disparities. One strategy is to improve statewide capacity to reach communities of color with targeted, effective, and culturally appropriate public health messages, including during emergencies. Through a state partnership grant project with the federal Office on Minority Health, the Council has produced a multicultural health communications directory and a communications improvement plan. Participants will review strategies the Council used from the CDC Public Health Workbook to Define, Locate and Reach Special, Vulnerable, and At-Risk Populations in an Emergency. They will get a copy of the Council's directory and plan and have the opportunity to evaluate it as a resource for their efforts to promote health equity through communication with communities of color, including limited English proficient populations. Participants will work together to create strategies for improving health communications capacity in their own communities.