

Advancing Health Literacy

BY THE CITY OF LAUDERHILL SPONSORED THROUGH THE DEPARTMENT OF HUMAN HEALTH
SERVICES

Ground Rules



01

WE WILL BE TAPE RECORDING THE GROUP

We want to capture everything you have to say.
We don't identify anyone by name in our report.
You will remain anonymous.

02

WE WANT YOU TO DO THE TALKING

We would like everyone to participate. I may call on you if I haven't heard from you in a while.

03

THERE ARE NO RIGHT OR WRONG ANSWERS

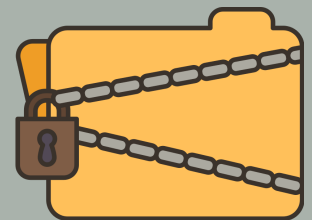
Every person's experiences and opinions are important. Speak up whether you agree or disagree.
We want to hear a wide range of opinions.



04

WHAT IS SAID IN THIS ROOM STAYS HERE

We want folks to feel comfortable sharing when sensitive issues come up.



Purpose

- Reviewing COVID-19 Health Material to ensure it is Culturally and linguistically appropriate
- The City of Lauderhill would like your input and honest opinion about the health material that is presented.
- The health material will be evaluated in accordance to the CLAS standards and PEMAT



CLAS STANDARDS

- **Provide, equitable quality care and services that are responsive to diverse cultural health beliefs preferred languages, and other communication needs**
- **Offer language assistance to individuals who have limited English proficiency, at no cost to them, to facilitate timely access to all health care and services.**
- **Inform all individuals of the availability of language assistance services and in their preferred language, verbally and in writing.**

Breakout Rooms



There are four breakout rooms available.
Please join the group you ethnically and culturally relate to.



Protect yourself and your baby from COVID-19. Get vaccinated.

COVID-19 vaccination is recommended for people who are pregnant, breastfeeding, trying to get pregnant now, or might become pregnant in the future.

**Ask your healthcare provider
about the COVID-19 vaccine.**

LauderhillAHL.com

This contract is supported by Award Number ICPIMP210250-01-00; issued by the Office of Assistant Secretary for Health of the U.S. Department of Health and Human Services (HHS) as part of a financial assistance award totaling \$3,875,000 million with 100 percent funded by the Office of Minority Health/OASH/HHS. The contents are solely the responsibility of the author(s) and do not necessarily represent the official views of, nor an endorsement by the Office of Minority Health/OASH/HHS, or the U.S. Government. For more information, please visit <https://minorityhealth.hhs.gov>.



There is currently no evidence that any vaccines, including COVID-19 vaccines, cause problems with becoming pregnant.

Getting a COVID-19 vaccine while pregnant can protect you from getting very sick from COVID-19.

**Ask your healthcare provider
about the COVID-19 vaccine.**

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If you are pregnant or breastfeeding,
COVID-19 vaccination builds antibodies that
can transfer to and help protect your baby.

The COVID-19 vaccine has gone through the
same strict development studies that all
vaccines go through to ensure they are safe.

**Ask your healthcare provider
about the COVID-19 vaccine.**

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GET TESTED

Test to prevent spread to others.

GET VACCINATED OR BOOSTED

Get vaccinated and stay up to date on your COVID-19 vaccines.



PREVENTION GUIDE

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WEAR FACE MASK CORRECTLY

Make sure your masks covers your nose and mouth.



WASH YOUR HANDS

Wash your hands often. If soap and water are not readily available, use a hand sanitizer that contains at least 60% alcohol.



SOCIAL DISTANCE

Avoid poorly ventilated spaces and crowds.



CLEAN AND DISINFECT

Clean all surfaces that are touched often. Use household cleaning sprays and wipes.

HOW DO I GET VACCINATED?

Your doctor should be able to tell you when and where you can get your shots. It might be at a hospital, the doctor's office, a pharmacy, or a drive-thru clinic. You can also visit LauderhillAHL.com for additional locations and vaccination/booster events.

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ALL ABOUT COVID-19

When we get a vaccine, it activates our immune response. This helps our bodies learn to fight off the virus without the danger of an actual infection. If we are exposed to the virus in the future, our immune system "remembers" how to fight it. All authorized COVID-19 vaccines provide significant protection against severe illness and hospitalization due to COVID-19.

PROTECT YOURSELF

Getting vaccinated and boosted greatly reduces your risk of severe illness, hospitalization, and death.

Getting immunized against COVID-19 will keep most people from getting sick. Even in a rare case where one does catch the virus, the vaccine will likely prevent you from becoming seriously ill.



DO VACCINES PROTECT AGAINST NEW VARIANTS?

The new variants are dangerous and more contagious than the original COVID-19 virus. The good news is that all authorized vaccines provide strong protection against serious illness and hospitalization from the new variants.



This contract is supported by Award Number HHS-00000001-00000000 issued by the Office of Assistant Secretary for Health of the U.S. Department of Health and Human Services (HHS) as part of a financial assistance award totaling \$1,000,000,000 with 100 percent funded by the Office of Minority Health (OMH). The contents are solely the responsibility of the awardee and do not necessarily represent the official views of HHS or the U.S. Government. For more information, please visit <https://www.hhs.gov/omh>.



This holiday season, make an informed decision to protect yourself and your family.



Get the latest facts about COVID-19 vaccines.

Visit **LauderhillAHL.com**

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IT'S UP TO YOU
COVID-19 VACCINATION

LET'S SAFELY GET BACK TO
**CATCHING UP
WITH FRIENDS
INSTEAD OF
VARIANTS.**

Visit **LauderhillAHL.com**

So you can make an informed decision about COVID-19 vaccines and get answers to your information about many virus variants.



This contract is supported by Award Number ICPIHR21250-01-00, issued by the Office of Assistant Secretary for Health of the U.S. Department of Health and Human Services (HHS) as part of a financial assistance award totaling \$3,675,000 million with 100 percent funded by the Office of Minority Health/OASH/HHS. The contents are solely the responsibility of the author(s) and do not necessarily represent the official views of, nor an endorsement by the Office of Minority Health/OASH/HHS, or the U.S. Government. For more information, please visit <https://minorityhealth.hhs.gov>.



LET'S GET BACK TO
TALKING SMACK
WITH A SIDE
OF MAC.



IT'S UP TO YOU :
COVID-19 VACCINATION

This contract is supported by Award Number J50H120220-01-00 issued by the Office of Assistant Secretary for Health of the U.S. Department of Health and Human Services (HHS) as part of a strategic communication award totaling \$1,072,000 (subject to 100 percent funding) by the Office of Minority Health/Office of Health Equity (OMH/OHE). The contents are solely those of the author(s) and do not necessarily represent the official views of, nor an endorsement by the Office of Minority Health/Office of Health Equity (OMH/OHE), or the U.S. Government. For more information, please visit <https://www.hhs.gov/omh>.

IT'S UP TO YOU
COVID-19 VACCINATION

LET'S SAFELY GET BACK TO
**THE GOOD OLD DAYS
IN THE NEW YEAR.**

Visit **LauderhillAHL.com**

So you can make an informed decision about COVID-19 vaccines and get answers to your information about many virus variants.



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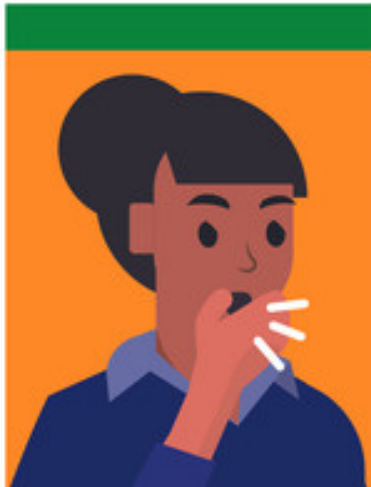
LET'S GET BACK TO
**SPREADING THE
WORD WITHOUT
SPREADING
CONCERN.**



IT'S UP TO YOU :
COVID-19 VACCINATION

This contract is supported by Award Number IC914402000-09-00 issued by the Office of Assistant Secretary for Health of the U.S. Department of Health and Human Services (HHS) as part of a financial assistance award totaling \$1,075,000 with 100 percent funded by the Office of Minority Health/OMH. The contents are solely the responsibility of the author(s) and do not necessarily represent the official views of, nor an endorsement by the Office of Minority Health/OMH or the U.S. Government. For more information, please visit <https://www.hhs.gov>

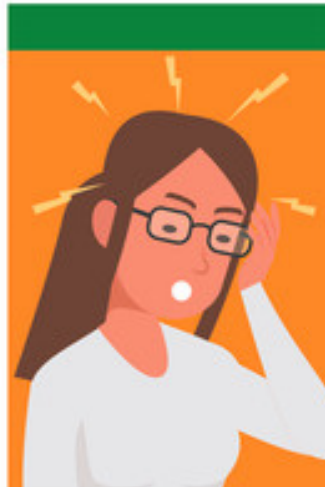
Know the symptoms of COVID-19, which can include the following:



Cough, shortness of breath, or difficulty breathing



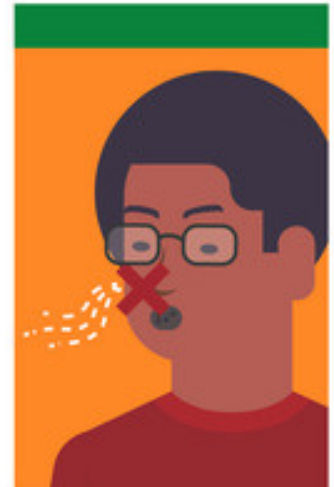
Congestion, sore throat, fever, or chills



Fatigue, headache, or body aches



Nausea, vomiting or diarrhea



New loss of taste or smell

If you are experiencing any of these symptoms, get tested for COVID-19.

Symptoms can range from mild to severe and appear 2–14 days after you are exposed to the virus that causes COVID-19.

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SYMPTOMS OF COVID-19

**Seek medical care immediately if you or someone you know has
Emergency Warning Signs of COVID-19:**

- Trouble breathing
- Persistent pain or pressure in the chest
- New confusion
- Difficulty walking or staying awake
- Pale, gray, or blue-colored skin, lips, or nail beds, depending on skin tone

**This is not a list of all possible symptoms. Please call your healthcare provider
for any other symptoms that are severe or concerning to you.**

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SCAN ME





DON'T DELAY: TEST SOON AND TREAT EARLY | COVID-19 |

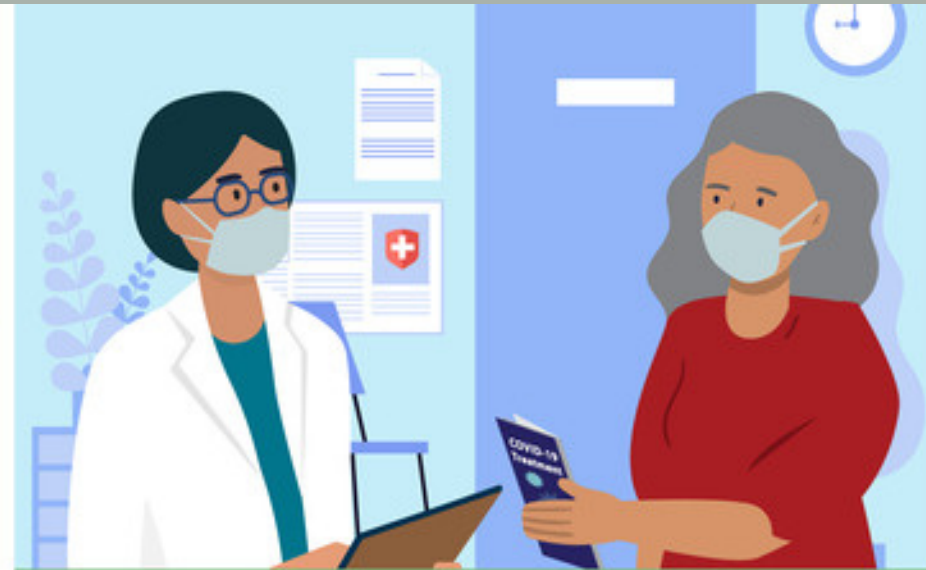
If you are at high risk of getting very sick from COVID-19, and test positive, treatment may be available.



Get tested as soon as possible

LauderhillAHL.com

Contact your healthcare provider right away if your result is positive.



Don't delay. Treatment must be started early to work.

If you are experiencing any of these symptoms, get tested for COVID-19. Symptoms can range from mild to severe and appear 2-14 days after you are exposed to the virus that causes COVID-19.

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SCAN ME



Social Media Captions

- ✓ If you're experiencing COVID-19 like symptoms or have tested positive, please stay at home unless you need medical care. Staying at home can help prevent spreading! #COVID19 #LAUDERHILL AHL #HEALTHYYOU #HealthWellness as captions.
- ✓ Don't underestimate your symptoms. If your COVID-19 symptoms have worsened, please call your healthcare provider immediately. #COVID19 #LAUDERHILL AHL #HEALTHYYOU #HealthWellness as captions.
- ✓ Getting rest and staying hydrated are two of the best ways you can help manage your COVID-19 symptoms at home. #COVID19 #LAUDERHILL AHL #HEALTHYYOU #HealthWellness as captions.
- ✓ If you are in-need of medical care by your primary care doctor or hospital, while experiencing COVID-19 symptoms or testing positive, it is recommended to call them before arriving to notify them that you have or may have COVID-19. #COVID19 #LAUDERHILL AHL #HEALTHYYOU #HealthWellness as captions.
- ✓ For medical emergencies while at home, please call 911 and notify the dispatch personnel that you have or may have COVID-19. #COVID19 #LAUDERHILL AHL #HEALTHYYOU #HealthWellness as captions.
- ✓ Managing your COVID-19 symptoms at home can start by covering your sneezes with a tissue or the inside of your elbow instead of using your hand or out into the air. #COVID19 #LAUDERHILL AHL #HEALTHYYOU #HealthWellness as captions.
- ✓ Wash your hands often with soap and water for at least 20 seconds when you have or experiencing COVID-19 symptoms. Using alcohol-based hand sanitizer that contains at least 60% alcohol is highly recommended. #COVID19 #LAUDERHILL AHL #HEALTHYYOU #HealthWellness as captions.

Social Media Captions



If you have or may have COVID-19, it is highly recommended to stay in a specific room and away from other people in your home, if possible. Also, you should use a separate bathroom, if available. But, if you need to be around others, please wear a mask. #COVID19 #LAUDERHILLAHL #HEALTHYYOU #HealthWellness as captions.



Home with COVID-19 or experiencing COVID-19 symptoms? Avoid sharing personal items with other people in your household, like dishes, towels, and bedding. #COVID19 #LAUDERHILLAHL #HEALTHYYOU #HealthWellness as captions.



Keeping your home sanitized and clean while having COVID-19 symptoms is important. Clean all surfaces that are touched often, like counters, tabletops and doorknobs. #COVID19 #LAUDERHILLAHL #HEALTHYYOU #HealthWellness as captions.



Protect your baby and yourself from COVID-19 by getting vaccinated. Vaccinations are recommended for people who are pregnant, breastfeeding, trying to get pregnant now or might become pregnant in the future. #COVID19 #LAUDERHILLAHL #HEALTHYYOU #HealthWellness as captions.

Media Commercial Scripts



SCRIPT 1: LAUDERHILL HEALTHY YOU (GENERAL) -:60 Seconds

WE REALIZE THAT SOME CONVERSATIONS CAN BE UNCOMFORTABLE.

UNFORTUNATELY, MANY HAVE HAD TO SAY GOODBYE TO LOVE ONES TOO SOON DUE TO COVID-19.

LET US DO OUR PART TO STOP THE SPREAD

AND START FEELING SAFER AS WE CONTINUE TO LIVE IN OUR NEW NORMAL

THROUGH THE LAUDERHILL HEALTHY YOU CAMPAIGN, THE CITY OF LAUDERHILL HAS TAKEN THE INITIATIVE IN ADVANCING HEALTH LITERACY TO PROTECT, PREVENT AND RESPOND TO COVID 19.

TO HELP INFORM THE COMMUNITY ABOUT COVID-19 THROUGH PREVENTATIVE STEPS, HEALTH EDUCATION, EVENTS, AND COMMUNITY RESOURCES TO KEEP YOU AND THE ONES YOU LOVE SAFE.

VISIT LAUDERHILL.AHL.COM TO LEARN MORE ABOUT LAUDERHILL HEALTHY YOU'S UPCOMING EVENTS, GIVEAWAYS, VACCINATION OPPORTUNITIES, AND MORE.



SCRIPT 2: HEALTHY YOU (ABOUT) -:30 Seconds

IN THE CITY OF LAUDERHILL (PAUSE), HEALTHY YOU IS WHERE YOU ARE

LAUDERHILL HEALTHY YOU IS ALL ABOUT

INFORMING THE COMMUNITY ABOUT COVID-19 PREVENTATIVE CARE

EDUCATING RESIDENTS TO CREATE A HEALTHIER LIFESTYLE

AND PROVIDING RESOURCES LIKE COVID-19 VACCINES TO HELP STOP THE SPREAD

VISIT LAUDERHILL.AHL.COM TO LEARN MORE ABOUT LAUDERHILL HEALTHY YOU'S UPCOMING EVENTS, GIVEAWAYS, AND MORE TO KEEP YOU AND YOUR LOVED ONE SAFE DURING THE HOLIDAY SEASON

Media Commercial Scripts



SCRIPT 3: LAUDERHILL HEALTHY YOU (GENERAL) -:30 Seconds

Covid-19 has developed a lot of questions and concerns in our community. Let's do our part to help stop the spread.

The City of Lauderhill's Healthy You Campaign is here to empower our community by answering questions through health literacy and distributing healthy materials for self-care when and about COVID-19 vaccines.

Healthy You is the City of Lauderhill's campaign to protect, prevent and respond to Covid-19.

**VISIT LAUDERHILL.AHL.COM TO LEARN MORE
ABOUT LAUDERHILL HEALTHY YOU'S
UPCOMING EVENTS, GIVEAWAYS,
VACCINATION OPPORTUNITIES, AND MORE.**

Thank You