



COUNTY OF SAN LUIS OBISPO HEALTH AGENCY  
PUBLIC HEALTH DEPARTMENT



**STREET OUTREACH & PARTNERSHIP:  
OVERCOMING LANGUAGE AND CULTURAL BARRIERS**

# San Luis Obispo County

- Population 280,000
- Large agricultural industry
- 23% Hispanic/Latinx



# Indigenous Language of Mixteco

- Spoken, not written, Pre-Hispanic
- Regions of origin: Guererro, Oaxaca
- Often misclassified as Spanish speaking
- Barriers:
  - Fear of deportation
  - Work long hours
  - Oral communication only
  - At risk of misinformation, isolation



# Multifaceted Outreach

**Promotores** are central to all outreach strategies



# Farm Worker Outreach Task Force



- 80+ members
- Advises SLOPHD on vaccine, testing, treatment, & emerging needs
- Relay community concerns
- Myth busting
- Resource sharing
- Keeps communication strategies relevant



# Community Ambassadors

- Trusted messengers
- Invest in relationships
- Bring joy and friendly competition to the work
- Offer ongoing training and frequent facetime with medical leaders in language of choice



# Street Outreach

- Door knocking in priority neighborhoods, data driven
- Canvassing teams include neighbors and Promotores with established rapport
- Collected questions and myths, relayed them to communications team for responsive messaging



# Free Tests & Therapeutics



## ¿Tiene COVID-19?

Hay tratamientos gratuitos disponibles

Seguro y eficaz

- Previene COVID-19 grave.
- Comience el tratamiento temprano.
- Aísle para evitar infectar a otros.



**OPCIÓN A:** Hable con su proveedor de atención médica.



Escanea  
para el  
sitio web

**OPCIÓN B:** Si no puede comunicarse con ellos dentro de las 24 horas, hable con alguien por teléfono o haga una videollamada gratis.

Visita [sesamecare.com/covidca](https://www.sesamecare.com/covidca) o llama:

**833-686-5051**

*Interpretación en español y mixteco disponible a pedido.*

Información sobre COVID-19 en el condado de SLO:  
[slopublichealth.org/covid19](https://www.slopublichealth.org/covid19) | 805-781-5500



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[www.slopublichealth.org](https://www.slopublichealth.org)

# Outcomes

# of mobile vaccine clinics	<b>304</b>
# of canvassing events	<b>141</b>
# of households visited	<b>13,051</b>
# of materials distributed	<b>33,904</b>
# of miles walked	<b>510 miles</b>

## Community Building



# Minimizing Barriers



- Understand where hard-to reach groups get their information
- Who do they trust?
- Meet them where they are
  - Ex: Radio messages in Mixteco to reach field workers



# Meet Them Where They Are



Trusted messengers convene the groups:

- Migrant Head Start parent groups
- District ELAC meetings
- Neighborhood gatherings
- Churches, places of worship
- Schools
- Farm Labor Contractors



# Sustained Investment

- Prioritized funding for multilingual staff and CBO partners
- Public Information staff + Equity staff + CBO contracts
- Relationships outlive COVID funding



# Lessons Learned

- Invest in relationships and trusted messengers
- Ask where people get their information
- Secret hot spots for outreach
- One organization can't, and shouldn't, do it alone
- Power of personal storytelling
- Importance of providing information in the audience's primary language



# Thank you!



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