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District 3 - Franklin County

# MAY 2021

## To the Honorable Board Members of the Ohio Commission on Hispanic/Latino Affairs

Activities surrounding COVID-19 and vaccination efforts continue underway with a slight decline on the level of activity. We are focused on vaccine availability for youth 12-17 year olds, providing support and outreach for migrant and seasonal workers' vaccination, and assisting the Ohio Dept. of Health to bring the vaccine to community events, and trusted organizations.

The Cincinnati and Toledo Latino Leaders Collaborative meetings took place this month with important updates on the progress of the pandemic response, and an opportunity to learn about other initiatives in both regions. Our team continues to work closely on implementing our action plans with the Ohio Commission on Fatherhood and the Ohio Dept. of Job and Family Services, CCMP program that provides support for youth up to 24 years old to train for a career with complete case work support. We are pleased to include the PCORI Report on COVID-19 and its impact on the Latino Community. Our Commission collaborated with the Ohio State University, The Cleveland Clinic, the University of Toledo, MARTTI, University of Cincinnati to conceptualize and produce this report, which will be released to the public in early June. The Commission also had the opportunity to launch the Latino Behavioral Health Network, a new group that seeks to support those professionals serving the mental health needs of the Latino community.

Our different board committees are at work implementing projects, scheduling events and coordinating efforts for our 2021 Latino Affairs Summit, which we are pleased to co-host with Cuyahoga Community College on Wednesday, November 10, 2021. On the administrative front, we continue to work with our auditors to complete the FY20-21 Biennial Audit. Additionally, Director Cavanaugh and AP Michelle Goodman are working on closing FY 21 and preparing for the start of FY22.



As we transition from COVID-19 focused activities to a more regular programming schedule, we feel confident to be able to deliver on the plans established for 2021 within the expected timeframes.

**Meetings Attended:**

**Ongoing Meetings: (1) OCHLA Team Debrief, (2) Meetings with team members  
(3) Governor’s Press Conferences**

- 03 May—OCSEA Debrief
- 03 May—David Taylor, Su Casa Cincinnati
- 03 May—Jamie Carmichael
- 03 May—MSFW Vaccination, Tif Huber
- 03 May—Anna Cammarata, BWC
- 03 May—Ellie Ward, Website Training
- 03 May—National Diversity Conference, OSU
- 03 May—Chair Manuel Lopez
- 03 May—Laurel Dawson, Governor’s Office
- 05 May—Trauma Informed Care Advisory Group
- 05 May—Andrea Hubler, Website IT
- 05 May—Renee Dickman, Wolstein Ctr Vaccination
- 06 May—Bobbi Bell, Migrant and Seasonal Workers Vaccination
- 06 May—Daniel B., Ohio Department of Education
- 06 May—Su Casa Event, Cincinnati
- 06 May—Cincinnati Latino Leaders Collaborative
- 06 May—Mr. Ron Todd, Governor’s Office
- 06 May—Asian and Pacific Islanders Debrief Meeting
- 06 May – African Immigrant Commission
- 06 May—Latino Leaders COVID 19 Advisory Group
- 06 May—Ethics Training
- 06 May—Daniel C., Ohio Dept of Education
- 10 May—Minority Health Team, ODH
- 10 May—Ron Todd, Governor’s Office
- 10 May—NEOMED Diversity and Equity Advisory Council
- 10 May—Chair Lopez, Carly McCain, Jose Feliciano Jr., Carly McCain
- 11 May—Secretary of State, Jose Morales, Business in Ohio video
- 11 May—Carmen Andujar, Promotoras de Salud
- 11 May—J. Crist, M. Shaffer, T. Hubber, B.Bell, Migrant Vaccination
- 12 May—H2A Workers Debrief, Tif Hubber
- 12 May—Trauma Informed Care Advisory Group
- 12 May—Vince I., OLTC.ORG
- 12 May—Renee Dickman, Wolstein Vaccination
- 13 May—Ohio Institute of Communities of Color
- 13 May—Shelley Milvet, SDOH Workshop
- 14 May—Latino Toledo Leaders Collaborative
- 14 May—Jamie Carmichael, Vaccination, Ohio Dept. of Health
- 17 May—Minority Health Team, Ohio Dept. of Health
- 18 May—Trauma Informed Care Conference
- 18 May—Dr. Marilyn Sampilo
- 18 May—Josh Vittie, ESF -6 Partner Call, COVID-19
- 18 May—Latina Equal Pay Day



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- 18 May—Debrief, Chair Manuel Lopez
- 18 May—Alicia Leatherman, Eliminating Disparities in Infant Mortality
- 19 May—Trauma Informed Care Conference
- 20 May—Noel Welsh, Americorps Vista
- 21 May—Mr. Ron Todd, Governor’s Office
- 21 May—Asian and Pacific Islanders Debrief Meeting
- 21 May—African Immigrant Commission
- 21 May—Latino Leaders COVID 19 Advisory Group
- 21 May—FALCON Meeting
- 24 May—Minority Health Team, COVID-19 Vaccine
- 24 May—Agricultural Labor Camps Rule Review
- 24 May—Franklin County Equity Advisory Council
- 25 May—Hispanic Roundtable
- 25 May—Ohio Commission on Fatherhood
- 25 May—Tif Hubber, Ohio Dept. of Health, Vaccination
- 25 May—James M., Vista Member Debrief
- 26 May—Gerrie Cotter, CCMP Project Debrief
- 26 May—Jasmin S., Vista Member Debrief
- 26 May—Renee Dickman, Ohio Department of Health Wolstein Vaccination Debrief
- 26 May – Latino Behavioral Health Network "Virtual Cafecito"

## Public Policy Center (PPC) Report

Carly McCain, Public Policy Officer

### Summary of Successes

-**Legislative:** OCHLA’s budget allocation within [Sub. HB 110](#) has been maintained so far in the state operating budget consideration process.

The Public Policy Center coached constituents in testifying to the state legislature in regards to [HB 72](#), which would establish an official Hispanic Heritage Month in the state of Ohio from September 15-October 15 of each year.

The PPC also kept interested parties, such as the Hispanic Chambers of Commerce, updated on [HB 88](#) and [SB 64](#), which would require licensure for commercial roofing contractors.

As a nonpartisan entity, the PPC focuses its consulting on the process of testifying and does not dictate the specific contents of constituents’ testimony. Our role is to educate members of our community about different aspects of the process, like communication with legislative offices, legislation text and analyses, how to address testimony, typical general content guidelines, and how to submit documents to Committees.

-**Latino Community Report:** Continued work with Dr. Anirudh Ruhil from the Voinovich School of Leadership and Public Affairs at Ohio University, various County Boards of Elections, and grassroots activists to research Latino participation in the 2020 elections and prior, which will be the focus of our 1<sup>st</sup> Latino Community Report for 2021.

### Meetings Attended:



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**Ongoing Meetings: (1) OCHLA Team Debrief, (2) Meetings with team members  
(3) Governor's Press Conferences**

5/3: PPC debrief w/ Lilly  
5/10: Legislative Visit Day Discussion w/ OCHLA Civic Engagement Committee  
5/12: New American Advisory Council meeting  
5/13: Ohio Bankers League Enhancing Inclusion & Employee Education presentation  
5/14: Toledo Latino Leaders Collaborative meeting  
5/17: New American Advisory Council Forum planning meeting  
5/20: New American Advisory Council Forum  
5/24: Latino Community Report meeting w/ Dr. Ruhil

## **Latino Community Network (LCN) Report**

Lair Marin-Marcum, Community Liaison  
Cherrell Miller, Social Media Coordinator

During the month of May the LCN finalized the OLANet, CLOI and Latino Media Directories. We are currently working on the Central Ohio Hispanic Health and Social Services, The Faith Directory and ESOL Catalogue.

In addition we continue to receive a high number of calls, e-mails and inquiries, but they have started to go down. Participating in virtual meetings continues focusing on vaccination information, preparing weekly blast e-mails that will be converted in June into newsletters through Mailchimp. Community Liaison continues to support vaccination efforts, including the weekly and as needed daily blast e-mail, assisting state agencies and some COVID-19 translations. We engage regularly with Latino Networking grassroots organizations and attend informational meetings to share and distribute resources and information. We continue working with Executive Director as needed to secure resources, connections and advising.

### **Connecting the Community: Information and Resources**

**Job Opportunities:** During the month of May there were 60 job postings.

**Constituent Services:** Constituency calls and requests continue to be high, but are starting to stabilize. In May 2021, we had 50 constituencies compared to 68 in March. These number is starting to be more normal for our commission.

**Intern/Volunteers:** During May 2021 we successfully recruited 1 summer intern Jordan Mader from Capitol University. And we have 1 intern Volunteer to interview in June also for a summer internship.

**Translations:** During the month of May we have worked on 10 translations, revisions and updates.

### **Summary Connecting the Community: Information and Resources**



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	Sept. 2020	Oct. 2020	Nov 2020	Dec. 2020	Jan 2021	Feb 2021	Mar 2021	Apr 2021	May 2021
Constituent Inquiries:	50	52	50	52	60	70	63	68	50
Translations	11	12	11	10	5	6	12	18	10
Job Opportunities posted	35	31	17	37	43	44	41	60	60

**Meetings Attended:**

Ongoing Meetings: (1) OCHLA Team Debrief, (2) Meetings with team members  
 (3) Governor’s Press Conferences

- 4 May – CCS Partnership in Action meeting
- 4 May – OABC Conference Touch Base TEA’S Call
- 4 May – Call Latino Blood Drive / Henry Guzman
- 5 May – Mt. Carmel Latino/Hispanic Collaborative
- 5 May – Chair Lopez Debrief on the Franklin Co. Sherriff’s Advisory Board for his Mtg
- 6 May – ODOT- El Barrio Meet & Greet
- 6 May – Ohio Historical Society and SCC Joint Mtg for Human Library - Communities of Color
- 6 May – Adam & Staff from James & Mill -DHO Video & Latino Summit—Questions for estimates
- 6 May – Cincinnati Latino Leaders Collaborative Meeting
- 6 May – Su Casa Virtual Gala 2021
- 10 May – Julie Gee /CSE Federal Credit Union and Financial Literacy in Stark County.
- 10 May – OACB Conference May 26th - Debrief Erendira & Jacqueline Rioja Velarde—Panelist
- 11 May – OACB Conference May 26th - Debrief Claudia Lopez, Evelyn Rivera and Marilyn Sampilo/Logistics
- 11 May – Greater Columbus Community Trust Zoom Meeting
- 12 May – Rachel LeMaster /Western Governor’s University / Lair - OCHLA Greet & Meet
- 12 May – CSE Federal Credit Union reaching the Latino community in Stark County
- 12 May – Workforce Development Community Outreach Fatherhood Commission
- 13 May – The Ability Center / OCHLA Greet ant meet
- 13 May – Lair/Maylin Sambois FEMERGY— OCHLA Support - Community Outreach Assistance
- 13 May – OACB Conference May 26th - Finalize all point, questions and go through ppt with all panelists and IT
- 13 May – All Managed Care SDOH roundtable
- 14 May – Toledo Latino Leaders Collaborative TEAMS Meeting
- 17 May – ODOT- Santa Maria Community Services
- 18 May – NOAHH Members Monthly Zoom Meeting
- 18 May – ESF-6 Partner Sync TEAMS Meeting
- 18 May – Latina Equal Payday Zoom Meeting
- 18 May – CCS Partnership in Action meeting
- 19 May – ENC / Ohio Historical Society: Human Library Host Teams Meeting
- 19 May – OCHLA / Minute Men Staffing Agency - Kara Smart & Jillian Cee
- 19 May – Thalia Amador / SBA Debrief
- 20 May – Dayton Latino Connection
- 20 May – OACB Conference May 26th - Practice Run with all panelists and IT
- 20 May – ENC Community Engagement Working Group
- 20 May – Kim Keeling / Benjamin Machado—New employee Introduction
- 20 May – Call Jennifer Crist / Heartville requests debrief
- 21 May – Falcon Zoom Meeting



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21 May – The LCADA Way / OCHLA Greet and Meet  
21 May – Red Cross CSOR Region Latino Engagement  
24 May – Andrea Ramsey/Strengthening Stark Minority Action - Lair / OCHLA Greet & Meet  
24 May – Debrief Isaac Baez - Canton/Akron Latino Networking Meetings & New Role at SUMA Akron  
24 May – Jose Morales Crispin— Summer Camps/Schools recommend for 12+ kids Vaccinations  
25 May – OCHLA/OCOF Monthly Meeting  
25 May – Latino Blood Drive debrief and start working on HHM drives  
25 May – Greater Cincinnati Latino Coalition  
26 May – OCHLA Inter Volunteer Orientation - Jordan Mader  
26 May – Moderating OACB Virtual Spring Conference - Cultural Competency in the Hispanic/Latinx Comm. Session  
26 May – Latino Behavioral Health Network "Virtual Cafecito"  
27 May – DHO awardees Video / Latino Summit Production Michael Romero Heroic Strategies Q&As  
27 May – Clark County & Welcome Springfield Latino Coalition  
27 May – Esther Florez IDivine HT/DV/ Women of Color - Assistance with Community  
28 May – Kim Kehl Virtual Retirement Gathering ZOOM

**Social Media Outreach and Engagement:**  
Cherrell Miller, Social Media Coordinator

Throughout the month of May OCHLA's social media platforms remain steady in growth . There were nearly 6,000 impressions and only 23 posts across Instagram, Facebook, Twitter, and LinkedIn. The number of job opportunities submitted and posted on our website has greatly increased in the last few months with just about 55 submissions. Throughout the month OCHLA has shared resources regarding the COVID-19 Vaccine Megamillion, Promotoras de Salud webinar, as well as local resources and events. The commission also continues to release Mike DeWines' press conferences with latest updates regarding the coronavirus pandemic.

**Facebook:**

OCHLA's Facebook surpassed 3,000 followers in the month of May. A growth of nearly 1,000 in two years.

**Twitter:**

OCHLA's twitter continues to be one of our most active platforms. With only 13 tweets in May, we received over 700 profile visits and 4,000 impressions.

**Instagram:**

The Commission's Instagram posts received over 400 impressions, the most this platform has received this year.

**Website:**

The website revamp is well underway and we are successfully following the IOP Tech Support plan. The new website will be live next month with updates on layout, content, and overall functionality.





Outlet	Data Measured	December 2020	January 2021	February 2021	March 2021	April 2021	May 2021
Facebook	Page Likes	2,895	2,909	2,912	2,941	2955	2970
	Followers	2,931	2,945	2,950	2,976	2998	3004
	Impressions	5,000	4,858	4,840	5,904	7239	1075
Twitter	Followers	1055	1049	1062	1071	1073	1069
	Profile Visits	911	877	1206	1037	1029	805
	Mentions(from other orgs)	28	18	21	11	9	6
Instagram	Followers	767	778	779	788	801	809
LinkedIn	Followers	91	109	118	131	136	147
OCHLA Website	Total Views	10,188	14,548	14,805	16000	14000	
Job Postings	Submitted	34	43	44	41	60	62

Meetings Attended:

Ongoing Meetings: (1) OCHLA Team Debrief, (2) Meetings with team members  
 (3) Governor’s Press Conferences

5/3- Chiropractic Board Core Content Author Training

## Organizations Development Center (ODC) Report

Lilly Cavanaugh, Executive Director  
 Madeline Lanese AmeriCorps Vista, Organizations Development Center

Summary of Successes:

**New platform for distribution of newsletters:** Successfully launched MailChimp to streamline and improve the distribution of our newsletters.

**Latino Connection & OHCC:** The next meetings will be in June. The Organizations Development Coordinator is working on developing the agendas and the speakers for the meetings. The ODC has been in touch about funding and event opportunities through email.

**Resource Share:** The ODC continues to work with the Social Media and Outreach Vista and the team to find and promote useful resources on a weekly basis.



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Capacity Building and Community Outreach

**Latino Behavioral Health Network** - Established a network of Hispanic/Latino/Spanish speaking behavioral health providers and partners that will work together to support behavioral health initiatives that will benefit the Hispanic/Latino Community throughout Ohio. Results of 8 survey responses were collected. We have had the first general meeting where 17 people attended.

**Promotoras de Salud**- The May 26th webinar was postponed due to the speaker losing her mother. It will be rescheduled for June and we have begun to promote the June webinar. We are tracking participants and have begun to reach out to organizations who we may be able to support in starting a program. The ODC has been promoting the series through the mental health newsletter and the Community Liaison has been helping to promote through the weekly blast. The ODC has been analyzing the data from the previous webinars and has sent out promotional information to return participants.

**Ohio Commission on Fatherhood Collaboration** – The Commissions continue to communicate and collaborate on initiatives. Working together to reach fathers and having monthly meetings to coordinate more on upcoming projects in June.

**Comprehensive Case Management and Employment Program** – OCHLA has sent promotional emails and will work to disseminate this information to organizations. Community meetings have commenced to get out the word about the programs.

Newsletter	Release Date	Recipients	Topics
#Emprendedores	February 1st	161	SBA Resources
Mental Health	May 5	154	Exclusive Interview with Opioid Alliance
Grant Newsletter	February 1st	203	Exclusive Interview with Opioid Alliance

Meetings Attended:

Ongoing Meetings: (1) OCHLA Team Debrief, (2) Meetings with team members  
(3) Governor’s Press Conferences

- 05/03/2021 – BWC/OCHLA collaboration
- 05/04/2021 – Promotoras
- 05/06/2021 – Ohio Latino Affairs Commission & Legal Aid Society of Columbus
- 05/11/2021 – Promotoras de Salud Next Steps
- 05/11/2021 – Biweekly Debrief
- 05/12/2021 – Workforce and Economic Development



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05/13/2021 – Apprenticeship Webinar  
05/18/2021 – Debrief with Dr. Marylin Sampilo  
05/25//2021 – OCHLA/Ohio Commission on Fatherhood Meeting  
05/26/2021 –CCMEP  
05/26/2021 – Latino Behavioral Health Network  
05/27/2021 – Clark County and Welcome Springfield

Respectfully submitted,



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