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FEBRUARY 2021

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

The Promotoras de Salud Webinar Series is launching on March 31st with an introduction to the model. This program seeks to increase engagement of trusted leaders to promote and support health education, prevention efforts and access to health services.

OCHLA's partnership with the Mental Health Technology Transfer Center Network will also produce a phase 2 on this program to work with specific organizations interested in implementing the Promotoras de Salud Program to provide them with further training and technical support.

Work is underway for our first 2021 Latino Community Report focused on the 2020 Elections. Conversations with selected boards of elections are underway. This report will be issued before June, 2021.



Promotoras de Salud

2021 Training Series
Working Together to Bring Wellness to Our Communities

Promotoras de Salud training series seeks to increase engagement of trusted leaders to promote and support health education, prevention efforts and access to health services.

Registration is free for all dates
Trainings will take place from 3:30 pm - 5:00 pm

Register for "Promotoras de Salud Model" on March 31

MARCH 31, 2021
Introduction to Promotoras de Salud Model

APRIL 20, 2021
Program Implementation and application during the Pandemic

MAY 26, 2021
Promotoras de Salud Toolkit: Covid-19, Interfamily Violence & Family Preparation Plan

JUNE 30, 2021
Promotoras de Salud Toolkit: Mindfulness for Latinos

- Learn the model
- Explore its benefits to the Latino population
- Receive funding opportunities & ways to address behavioral health

Ohio Latino Affairs Commission | National Minority and Latino MHTTC Mental Health Technology Transfer Center Network

The Commission hosted a meeting with Director Kimberly Dent, from the [Commission on Fatherhood](#) to work on a plan to increase engagement and collaboration with Latino serving organizations. The commission seeks to provide opportunities for fathers to become better parents, partners and providers. They have a wide range of grant opportunities that would be beneficial to our Latino serving organizations. As a result of this meeting, we have connected Director Dent with five specific Latino serving




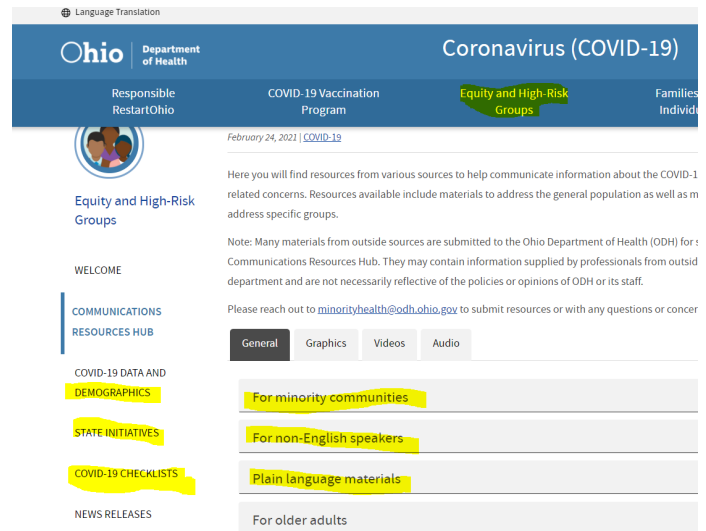
organizations to review potential partnership opportunities.

Our team also continues to work on the COVID-19 Pandemic Response, with efforts now geared towards vaccination. The commission worked to build the audience for the Latino Townhall on February 23rd and provide recommendations for the community experts who participated. The townhall was made available in English with simultaneous interpretation and it could be accessed on demand at a later date. There were 748 YouTube Views, 7,300 Facebook Views, with total views of 7,680 and a Facebook reach of 19,500. We are also working to promote the recently launched [Equity and High Risk Groups Page](#) at coronavirus.ohio.gov. This page is relevant to our community because it makes all existing multilingual resources and key information available in one easy to access hub.

Viewership data from Town Hall sessions

Session	You Tube views	Facebook views	Total views	Facebook reach
African-Americans	1,300	13,200	14,500	33,100
Hispanic and Latino (English)	748	9,500	10,248	25,100
Hispanic and Latino (Spanish)	380	7,300	7,680	19,500
Asian Americans and Pacific Islanders	428	10,000	10,428	18,900
Rural Ohioans	357	9,900	10,257	14,600
ALL SESSIONS	3,213	49,900	53,113	111,200





On the administrative front, Director Cavanaugh presented testimony for the FY22-23 Biennial Budget before the House of Representatives, Finance Subcommittee on Higher Education on February 18th. PPC Officer McCain Will be working to secure budget support letters from community leaders to be submitted in March. Additionally, we have received the new pc's for our staff. Webcams and USB Wi-Fi Access will also be supplied. It is expected they will be imaged and assigned to them in early March. We are also pleased to announce that Michelle Goodman has accepted the position of Administrative Professional with the Commission. Her onboarding started this month and will continue through March.

The Commission met this month with the DAS IOP (InnovateOhio Platform) Website Technology Team to discuss the migration of our website to IOP. According to [Executive Order 2019-15D](#), cabinet agencies, boards and commissions are expected to migrate websites to the InnovateOhio Platform. The IOP Core Technology will be provide at no additional cost . IOP Core websites will offer visitors a friendly and intuitive user-experience, while cultivating a branded and recognizable appearance across all State of Ohio websites. Chair Lopez, Cherrell M. and Director Cavanaugh will be working on this project and will keep the board informed as we make progress on the transition to a more functional and mobile friendly website.



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Meetings Attended:

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

01 Feb—Minority Health Support Team, ODH
01 Feb—Cuyahoga County Board of Elections, Elia Burgos, Carly McCain
01 Feb—Jamie Carmichael, ODH Equity Office
02 Feb—OhioMHAS, Budget Webinar
03 Feb—Trauma Informed Care Advisory Group Meeting
03 Feb—Vaccination Providers and Priority Populations Debrief Calls
04 Feb—Secretary of State, DEC Advisory Group Meeting
04 Feb—Rep. Jessica Miranda, Carly McCain, debrief
04 Feb—Cincinnati Latino Leaders Collaborative Meeting
04 Feb—La Mega Radio Interview and Mujer Latina Newsbrief
05 Feb—Minority Health Vaccine Team, ODH
05 Feb—Jennifer Crist, Mary Schaffer, Migrant and Seasonal Workers Workgroup
08 Feb—Minority Health Support Team, Equity Vaccine, ODH
08 Feb—Jamie Carmichael, Equity Vaccine, ODH
09 Feb—Dr. Marilyn Sampilo
09 Feb—OCHLA Board and Committee Meetings
09 Feb—Hispanic Outreach Debrief, ODH
09 Feb—Jamie Carmichael, Pharmacy Board, Vaccine outreach
10 Feb—Migrant and Seasonal Farm Workers Debrief
11 Feb—DACC Advisory Committee Meeting
12 Feb—Debrief with Mr. Ron Todd, Governor's Office
12 Feb—Asian and Pacific Islanders Debrief with Governor's Office
12 Feb—New African Commission Debrief with Governor's Office
16 Feb—Tif Huber, ODH, COVID-19 Response
16 Feb—Otterbein University, President's Advisory Council on Race
17 Feb—Mary Schaffer, Jennifer Crist, Migrant and Seasonal Workers Season Start
17 Feb—Janine Burnside, HR DAS
17 Feb—Jamie Carmichael, Rebecca Nelson, Tif Huber, COVID-19 Vaccines
17 Feb—Vaccination Providers and Priority Populations Debrief Calls
17 Feb—Tracy Intihar, Dept. of Agriculture, Migrant & Farmworker Information Toolkit
18 Feb—DAS IOP Core Website Technology Team
18 Feb—Lynn Stevens, ODOT, Ohio Hispanic Chambers of Commerce Meet and Greet
19 Feb—FALCON Network Meeting
19 Feb—Minority Health Vaccine Team
19 Feb—Townhall Orientations for Faith, Medical, Community leaders and moderators
20 Feb—Director Kimberly Dent, Ohio Commission on Fatherhood
20 Feb—Jamie Carmichael, COVID-19 Latino Outreach
20 Feb—Franklin County Equity Advisory Council Meeting
22 Feb—Virtual Townhall, COVID 19, African American Community
23 Feb—Virtual Townhall, COVID 19, African, Hispanic/Latino Community
23 Feb—Chair Manuel Lopez, Debrief



24 Feb—IOP Core Website Solutions Demonstration
24 Feb—Board of Elections, Summit County, Carly McCain
24 Feb—Kara Putinsky, ODE, Diversifying the Teaching Profession
24 Feb—Agricultural Workers Resource Group Debrief
25 Feb—Promotoras de Salud, Carmen Andujar, Dr. Marilyn Sampilo, Madie L.
25 Feb—Rebecca Nelson, Columbus Health Dept.
25 Feb—NEOMED Accelerating Diversity in Health Event
26 Feb—Debrief with Mr. Ron Todd, Governor’s Office
26 Feb—Asian and Pacific Islanders Debrief with Governor’s Office
26 Feb— New African Commission Debrief with Governor’s Office

Public Policy Center (PPC) Report

Carly McCain, Public Policy Officer

Summary of Successes

Legislative: Presented first round of operating budget testimony (HB 110) to the Ohio House Finance Subcommittee on Higher Education and worked with community leaders to present written testimony/letters of support.

Public Policy Center Update: Distributed the year’s first PPC Update to expanded list of community leaders to inform the public of changes in government leadership, administration, representation, and resources.

Latino Community Report: Continued conversations with Dr. Anirudh Ruhil from the Voinovich School of Leadership and Public Affairs at Ohio University and various and County Boards of Elections to explore Latino participation in the 2020 elections and prior, which will be the focus of our 1st Latino Community Report for 2021.

Cleveland Clinic Collaboration Project: The Public Policy Center has teamed up with Dr. Marilyn Sampilo to assist in a research project with her residents at the Cleveland Clinic. We seek to examine the current state of DACA in Ohio and what kind of an impact it has on mental health. They will be the ones who publish a report on this topic, but we are advising them in areas of public policy that are relevant to DACA recipients and those that are close to them. The goal of this exercise is to help the residents at the Cleveland Clinic use their expertise to advocate for populations they serve.

Meetings Attended:

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

02/01: Meeting w/ Elia Burgos, Cuyahoga County Board of Elections
02/03: Ohio Bankers League meeting
02/04: Carly, Lilly, and Office of Rep. Miranda meeting
02/05: Agenda Latina brainstorming meeting
02/09: OCHLA Civic Engagement Committee Meeting
02/09: OCHLA Board meeting



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02/11: Meeting w/ Ombudsman at US Department of Homeland Security
 02/11: Meeting w/ Dr. Raul Schwartzman and Mariely Luengo, Foundation 4 A Fair Future
 02/11: OCHLA Education Committee meeting
 02/18: HB 110 Testimony to the Ohio House Finance Subcommittee on Higher Education
 02/23: COVID-19 Vaccine Town Hall
 02/24: Director Lance Reed and Deputy Director David Petty, Summit County Board of Elections
 02/25: Council of Unaccompanied Minors meeting

Latino Community Network (LCN) Report

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

The number of constituent inquiries continues to be high in February. 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 February there were 44 job postings.

Constituent Services: Constituent calls and requests continue to grow. On February there were 70 inquiries processed.

Intern / Volunteers: During February 2021 our 2 new OSU interns Volunteers Casey C. and Aghiad D. started, completed their orientation and began with their projects. Ayanna W., our OSU Social Work School intern has been assigned to the LCN and Mackenzie Ward is supporting PPC Officer Carly McCain. In addition our new OSU Social Work School intern, Jorge Rodriguez finished his orientation and started working with ODC. We have a total of 5 Interns with OCHLA fat present.

Translations: Doing the month of February we have worked on 6 translations, revisions and updates.

Summary Connecting the Community: Information and Resources

DATA FEB 2021	Sept. 2020	Oct. 2020	Nov 2020	Dec. 2020	Jan 2021	Feb 2021
Constituent Inquiries:	50	52	50	52	60	70
Translations	11	12	11	10	5	6
Job Opportunities posted	35	31	17	37	43	44

Meetings Attended:

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

1 Feb – IWC 2021 Conference meeting

1 Feb – Meet & Greet with Dr. Marylyn Alejandro Rodriguez and staff CC Community Health West Region team.

1 Feb – Brainstorm Agenda Latina Health



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- 3 Feb – Mt. Carmel Latino/Hispanic Collaborative - OCHLA Presentation
- 3 Feb – Call w/ Commissioner Beth Guzman - Health Committee Notes Debrief
- 3 Feb – COVID-19 Black Alliance ENC Education Work Meeting
- 3 Feb – Red Cross Cesar Chavez Blood Drive
- 4 Feb – Cincinnati Latino Leaders Collaborative Meeting
- 5 Feb – Abercrombie & Fitch/Brandon - New Job Opportunities at their DC - Community..
- 8 Feb – IWC 2021 Conference meeting
- 8 Feb – Milly Valverde/ OSU Wexner - Recommendations Vaccines Campaign for Hispanic Community
- 9 Feb – OCHLA Health Committee Meeting
- 9 Feb – Columbus City Schools “CCS” Partnership in Action meeting
- 9 Feb – Chris Farhat/Advance Interpreting Agency / Community Outreach New Telehealth Interpreting Plan
- 10 Feb – Latina Business owners for SOS
- 10 Feb – Facebook Live Panelist for NOAHH/CC & Lakeview College
- 11 Feb – USHSS//Ohio Latino Affairs Commission Meeting
- 11 Feb – NOAHH FB live Covid Community Forum ENGLISH
- 12 Feb – US Bank –Nicole Loer—Community Outreach
- 12 Feb – Cleveland Clinic Dr. Dr. Yepes-Rios / Lair Greet & Meet
- 16 Feb – NOAHH Members Monthly Meeting
- 16 Feb – CCS Partnership in Action meeting
- 17 Feb – Call with Pastor Edgar Casale/ 2/23 Vaccines Town hall
- 17 Feb – Call with Reverend Eduardo Velasquez / Vaccines Town hall
- 18 Feb – CCS Invitation - Special Partnership Meeting with Superintendent Dr Dixon
- 18 Feb – Dayton Latino Connection
- 18 Feb – Calls Rita & Madhu/IIA - Akron Latino Networking mtgs
- 18 Feb – Dayton Latino Connection Monthly Zoom mtg
- 18 Feb – ODOT - Ohio Hispanic Chambers Meet & Greet
- 19 Feb – Falcon Meeting
- 19 Feb – Nationwide Children's/CAP4Kids / OCHLA Updates
- 19 Feb – ENC O&E Meeting
- 22 Feb – Fatherhood Commission/OCHLA Meeting
- 22 Feb – IWC 2021 Conference meeting
- 22 Feb – CSS We Care Wednesday Meeting
- 23 Feb – Call Chair Lopez & Maria Goeser - Debrief Clark County/Springfield Logistics & Run of Show
- 23 Feb – Call Rita / Akron Latino Networking Mtg
- 23 Feb – Apoyo Latino/Greater Cincinnati Latino Coalition Meeting
- 24Feb – Greet & Meet AETNA/Dr. Kimberly Chen & OCHLA/Lilly - Lair
- 24 Feb – Mercedes Moore—Assistance Latino Serving Organizations in Ohio
- 24 Feb – Call Mr. Todd / Lair - Vaccines Video - Ass. w/ Comm. Juan Rivera
- 24 Feb – Call Chair Lopez / Several Items
- 24 Feb – Agricultural Workers Resource Group Debrief
- 25 Feb – Latino Community Leaders—Budget Defense Testimonies
- 25 Feb – ENC Community Engagement Working Group
- 25 Feb – Cris / Lair—Greet & Meet - Teaching in Columbus
- 25 Feb – COVID-19 Black Alliance ENC All Group Meeting
- 25 Feb – Consul de Mexico en Michigan / OCHLA
- 25 Feb – Carlos Iniguez/Lair Volunteer Constituent Inquiry



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

February was a great month for OCHLA on its social media platforms. The commission’s impressions, followers, and page visits increased, which attest to the quality of content being distributed and approach to engagement. There were just above 15,000 impressions across Instagram, Facebook, Twitter, and LinkedIn. Outreach efforts consisted of bi-weekly community updates, and upcoming events. There is a steady increase in the number of Job Opportunities submitted and posted on our website, and the webpage continues to be one of our most viewed pages. OCHLA is also making efforts to distribute accurate and resourceful COVID-19 Vaccine information. The Commission also heavily marketed the COVID-19 Vaccine Latino Townhall with Social Media graphics and ODH media content, and received the most engagements throughout the month. The commission also continues to report on Governor Mike DeWine’s press releases with latest updates regarding the coronavirus pandemic.

Facebook:

OCHLA’s Facebook continues to move at a much slower pace than other platforms, but it has steadily grown 5-10 likes and followers on average each month.

Twitter:

In August of 2020, OCHLA reached 1,000 followers on Twitter. In just six months we have gained 62 new followers. In February, the twitter platform received much higher impressions, followers, and profile visits than in January, even though there were fewer posts made on the platform.

Instagram:

In February, our Instagram was used to promote the Ohio COVID-19 Vaccine Latino Townhall. Engagements included feed activity, as well as sharing information on our stories to pull more traffic to the site. Even with a few short postings, impressions (number of accounts reached) increased by 20%.

Website:

In February, our website received over 14,000 views as we continue to make the entire site more user friendly. The top pages of the website were: Job Opportunities- 440 page views; Hispanic Serving Organizations - 300 page views; About us- 200 page views.

Outlet	Data Measured	September 2020	October 2020	November 2020	December 2020	January 2021	February 2021
Facebook	Page Likes	2,692	2,721	2,877	2,895	2,909	2,912
	Followers	2,720	2,749	2,909	2,931	2,945	2,950
	Impressions	8038	13,048	10,688	5,000	4,858	4,840
Twitter	Followers	1019	1032	1046	1055	1049	1062
	Profile Visits	598	354	514	911	877	1206
	Mentions (from other orgs)	105	62	76	28	18	21
Instagram	Followers	677	727	746	767	778	779
LinkedIn	Followers	32	63	77	91	109	118
OCHLA Website	Total Views	14,944	16,206	14,579	10,188	14,548	14,805
Job Postings	Submitted	35	31	17	34	43	44



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Meetings Attended:

Ongoing Meetings: (1) OCHLA Team Debrief, (2) Meetings with team members

- 2/9- Latino Townhall Marketing
- 2/11- Meeting with Department of Homeland Security
- 2/18- DAS IOP meeting
- 2/25- IOP Website Debrief with Chair Lopez

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: Starting in March, the commission will be using MailChimp to streamline and improve the distribution of our newsletters. We will begin with the mental health and grants newsletters, followed by #Emprendedores and eventually the weekly OCHLA email updates and the Quarterly Legislative Updates will also be sent using the new MailChimp account.

Newsletter	Release Date	Recipients	Topics
#Emprendedores	February 1st	224	ECDI Women’s Business Center
Mental Health	February 1st	154	How is physical health related to mental health
Supplemental Mental Health Newsletter	February 22st	154	Ohio Opioid Education Alliance
Grant Newsletter	February 1st	203	Women’s Fund and resources for learning at home

Capacity Building and Community Outreach

Ohio Commission on Fatherhood: Meet with Executive Director Dent and coordinated to connect the Fatherhood Commission with relevant Latino serving organizations. Additionally, OCHLA and the Ohio Commission on Fatherhood will meet on a monthly basis until relationships are well established and projects are underway with Latino serving organizations.



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MHTTC Promotoras de Salud Webinars: Audience building is underway for the March 31st webinar. Additional meetings held with Dr. Sampilo and Carmen Andujar to plan for phase 2 of the Promotoras training to work with specific organizations interested in implementing the program and receiving technical assistance.

Opioid Education Alliance: Partnership announcement completed in February. Working on content for the first newsletter to be issued in March.

Latino Behavioral Health Network - Survey with core group and first planning meeting completed. Working to set up first meeting with key leaders in March and ideally launch the network sometime in April.

Hispanic Chamber and Latino Connection Meetings: Preparing agendas and securing guests for the March quarterly meetings.

OSU School of Social Work Intern– Jorge Rodriguez T. has been onboarded and he is already working on several projects.

Upcoming Projects

Agenda Latina – Planning and initial outline (Pending)
Workforce and Economic Development Outreach

Meetings Attended:

Ongoing Meetings: (1) OCHLA Team Debrief, (2) Meetings with team members

2/1/2021 – Agenda Latina Meeting

2/2/2021 – Biweekly Debrief

2/3/2021 – Trauma Informed Care Conference Committee Meeting

2/5/2021 – Latino Behavioral Health Network Survey Meeting

2/5/2021 – Agenda Latina Brainstorm

2/9/2021 – Workforce and Economic Development Committee Meeting

2/9/2021 – Health Committee Meeting

2/9/2021 – OCHLA Board Meeting

2/11/2021 – Ohio Commission on Fatherhood board meeting.

2/18/2021 – ODOT Ohio Hispanic Chambers Meeting

2/22/2021 – Meeting with Ohio Commission on Fatherhood

2/23/2021 – Debrief with Dr. Sampilo

2/25/2021 - Latino Affairs Commission - Promotoras de Salud training Discussion.

Respectfully submitted,



**LATINO AFFAIRS COMMISSION
FISCAL REPORT - FEBRUARY 2021**

	Fund	Account	ALI	Budget Period	Budget	Expense	Encumbrance	Available Budget*	Percent Available	
PAYROLL	GRF	500	148321	2021Q1	77,000.00	72,977.65	0	4,022.35	5.22	Payroll is sufficient to meet needs at this time.
	GRF	500	148321	2021Q2	89,900.00	87,974.28	0	1,925.72	2.14	
	GRF	500	148321	2021Q3	77,000.00	58,649.36	0	18,350.64	23.83	
	GRF	500	148321	2021Q4	89,900.00	0	0	89,900.00	100	

CONTRACTORS	GRF	510	148321	2021Q1	1,300.00	163.3	0	1,136.70	87.44	Funds are allotted to contractors but will not be used this fiscal year.
	GRF	510	148321	2021Q2	1,300.00	15.71	0	1,284.29	98.79	
	GRF	510	148321	2021Q3	1,300.00	22.56	0	1,277.44	98.26	
	GRF	510	148321	2021Q4	1,300.00	0	0	1,300.00	100	

OPERATIONS	GRF	520	148321	2021Q1	23,200.00	3,148.12	0	20,051.88	86.43	Expenses continue to be under budget.
	GRF	520	148321	2021Q2	23,200.00	22,917.26	0	282.74	1.22	
	GRF	520	148321	2021Q3	23,100.00	7,625.50	429.9	15,044.60	65.13	
	GRF	520	148321	2021Q4	23,064.00	0	0	23,064.00	100	

GSF "RAINY FUND"	6010	510	148602	SPA	2021Q1	15,000.00	0	0	15,000.00	This is the approved appropriation for the Commission. No changes.
	6010	520	148602	SPA	2021Q1	9,558.00	0	0	9,558.00	

GRF "HOLDING ACCOUNT	GRF	601	148321	SPA	2021	32,483.00	0	0	32,483.00	Account holding the mandated cut. No changes.
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