

COVID-19 Impact on Diverse Communities Toolkit

COVID-19 continues to impact our diverse communities at a higher rate in the United States and California – both in the rate of infection and fatalities from the virus. CPCA has put together the following toolkit for your use in talking to media, elected officials, stakeholders and the public, as well as draft social media posts about the impact of COVID-19.

Talking Points

National impact

- Our diverse communities are being hit disproportionately hard by COVID-19.
- Based on the COVID Racial Tracker, African-American deaths from COVID-19 are nearly two times greater than would be expected based on their share of the population nationally
- In more than 80% of states, Hispanics/Latinos make up a greater share of confirmed cases than their share of the population.
- But this data does not tell the whole story, as race and ethnicity information is missing from 48% of cases 9% of deaths.
- A recent report from the CDC (June 19) reviewed the COVID-19 data in the US from January 22-May 30, 2020 and found that pre-existing conditions have played a huge role in a patient's need for hospitalization (12 times higher) due to COVID and if the patient died (6 times higher) due to the virus.
- The CDC report also highlighted the huge disparity on the impact of COVID-19 by ethnicity.
 - According to the report:
 - Once infected, ethnic minorities have on average about twice the chance of becoming seriously ill and dying as compared to non-Hispanic whites.
 - Hispanics, who make up 18% of the population, account for 33% of those who become seriously ill or die from Covid-19.
 - Blacks, who make up 13% of the population, account for 22% of the seriously ill or dead.
 - And Native Americans and Alaskan Natives make up 1.7% of the population yet account for 2.6% of the seriously ill or dead.

California impact

- In California, the picture is very much the same.
- Our [statewide statistics](#) show that the highest impacted group by ethnicity is our Latino population.
- Latinos in California make up approximately 39% of the population, but account for more than half of positive cases in the state.
- By contrast, whites make up 37% of the state's population and make up less than 20% of positive cases.
- According to HRSA reporting of CHCs in California for the month of June, more than 90% of respondents are testing – with approximately 75% offering walkup/drive-up testing.
- Of tests completed, between 70-75% were ethnic/racial minority patients.
- In our county statistics show *(use your own county data to highlight disparities)*

Racism and COVID-19

- Race and ethnicity continues to play a role in COVID-19 infections and deaths.
- Structural discrimination and racism within our society are evermore apparent due to the disparities related to COVID-19.
- Blacks and Latinos are more likely than white people to live in food deserts, with limited access to fresh fruit or vegetables, and are more likely to grow up in high-poverty areas. They are also more frequently exposed to greater occupational hazards, working in frontline jobs and have increased exposure in the agricultural sector as well.
- Additionally, since March, the Asian Pacific Policy and Planning Council has received more than 1,800 reports of pandemic-fueled harassment or violence in 45 states.
- Since the outbreak of the pandemic, Asians and people of Asian descent have been targets of derogatory language in media reports and statements by politicians as well as on social media platforms, where hate speech related to Covid-19 also appears to have spread extensively.
- Across the country, Asian American health-care workers have reported a rise in bigotry, including some covid-19 patients refuse to be treated by them.

Role of Health Centers in Serving Diverse Communities

- Health centers were born through efforts of the civil rights movement, to expand health care access to low income and marginalized communities and ensure that underserved communities had access to basic health care.
- 50 years later, the health center movement continues to honor this vision by addressing the health inequities we see in our communities and working to improve the lives of all.
- Today, roughly 1,370 community health centers in California provide high-quality comprehensive care to 7.2 million people – that's 1 in 6 Californians – of which 72 percent identify as being from a racial or ethnically diverse community.
- Community health centers (CHCs) are guided by the mission to serve anyone who walks through their doors, regardless of their race, ethnicity, ability to pay, immigration status, or individual circumstances.
- CHCs have a long history of serving culturally diverse populations through integrated care models that provide patients with culturally and linguistically appropriate co-located services.
 - *For my health center this means (discuss what populations your health center serves/cultural or linguistic appropriate services provided).*
- CHCs and staff are trusted members of the communities they serve and therefore often have the greatest opportunity to make contact in the event of an emergency to ensure any needed services are obtained.
 - *For my health center this means (insert what your health center's COVID-19 response has been)*
- Early testing remains an area that must be focused on to better identify cases, stop the spread, and better understand this trend – CHCs continue to demand that of the state that they be a bigger part of the testing capacity.
 - *For my health center this means (insert what your health center is doing around testing).*

Social media

#COVID-19 continues to impact our diverse communities at a higher rate in the United States and California. The pandemic has put a spotlight on health disparities and created an opportunity to address the causes underlying these inequities.

#ValueCHCs



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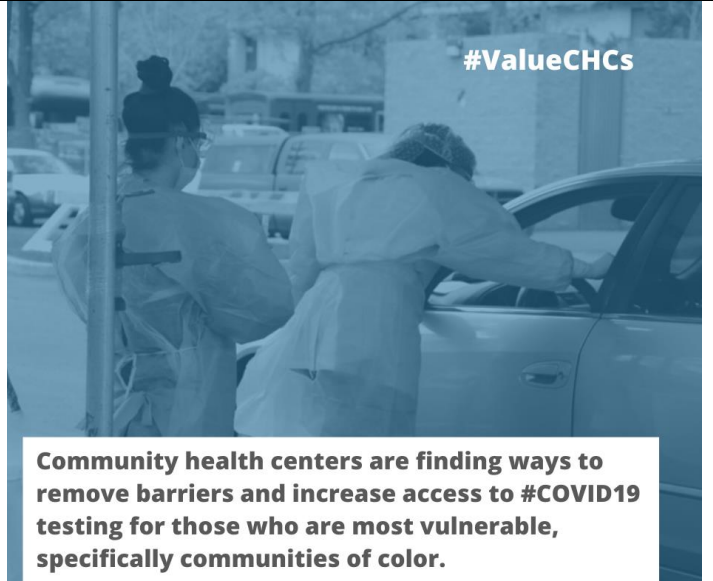
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Geographic locations that report #COVID19 data by race/ethnicity indicate that African American individuals and Latino individuals bear a disproportionate burden of COVID-19–related outcomes.

Nationally, African-American deaths from COVID-19 are nearly **TWO TIMES GREATER** than would be expected based on their share of the population.

Community health centers are finding ways to remove barriers and increase access to testing for those who are most vulnerable, specifically communities of color who have a heightened risk of infection and death from #COVID19.



Community health centers have a long history of serving culturally diverse populations through integrated care models that provide patients with culturally and linguistically appropriate services. #ValueCHCs

