

Communities of Focus

2020 Highlights

Communities of Focus (CoF) is a health equity strategy to improve community health. Social, economic, and environmental conditions that affect health can improve when residents work together on issues they care most about. Residents can improve their impact when they work together in coalitions and partnerships to address common challenges.

2020 Context

- Governor declares COVID-19 emergency in March.
- Tacoma-Pierce County Board of Health declares racism a public health crisis in June.
- Communities of Focus staff activated in COVID-19 and racism responses.
- Communities of Focus provided a structure for:
 - Community listening sessions.
 - Participatory policymaking polling.
 - Equity Action Network.
 - Trusted testing sites, PPE distribution and information sharing.
 - Engagement with community members on tactics to combat the COVID-19 pandemic.

Partnerships

Connect residents and organizations to address community health issues.

Partnerships and coalitions work to address community health.

Parkland	South Tacoma	Key Peninsula East Tacoma White River Springbrook
<p>Multiple coalitions exist. Effort is underway to build a partnership with shared priorities.</p> <p>Organizations work together to address local issues.</p>	<p>Staff support a variety of organizations and partnerships.</p> <p>South Tacoma Neighborhood Council (includes other organizations).</p>	<p>Staff participate in existing partnership or coalitions.</p> <ul style="list-style-type: none"> • Key Peninsula Partnership for a Healthy Community. • East Tacoma Collaborative. • Springbrook partners. • White River Partnership.

Civic Engagement

Support community members in developing skills, knowledge, and abilities. Provide resources to develop leadership and engagement in communities.

- Residents voted on participatory policymaking options. (Parkland, East Tacoma, White River, Key Peninsula and Springbrook)
- Asia Pacific Cultural Center served as South Tacoma's hub for distribution of masks, PPE, and ongoing site for COVID-19 education, testing and vaccination.
- 17 White River leaders took part in the Rural Development Initiative leadership training.
- Walkability survey and video focusing on Parkland developed for Downtown on The Go. Parkland resident led project.
- More than 100 residents and partners enhanced leadership, parenting and financial skills. Eastside Tacoma Family Support Center offered Healing Circles, Triple P, and economic mobility training.
- University of Washington-Tacoma nursing students trained Springbrook volunteers in facilitation. Worked together to identify priorities.

Investments

Direct infusion of funding, resources, staff, and contracts in Communities of Focus.

Health Department investments:

- Contracted with 30 organizations for culturally grounded communication approaches for COVID-19 messaging. While not all organizations are located in COF, they serve these communities as part of our Health Equity and Racial Justice strategy—\$700,000.
- 20 staff dedicated to COF (part time). Many have lived experience in COFs—\$200,000.
- Buckley Public Market outdoor food cooler for EBT clients—\$8,000.
- In partnership with Pierce County, more than 80,000 masks were distributed from the Eastside Family Support Center.
- Contracts with five local partners for Listening Session convening and facilitation—\$15,000.

Community Partner investments:

- Rotary Club sponsored Zoom accounts—\$1,200.
- Healthy Homes Air Filter Kits—\$61,000.
- Grants and other contributions—\$476,100.

"I can honestly say that without this (Zoom) account, Springbrook Connections would not have been as effective as we have been at keeping our community safe and informed."

– Jesse Black
Springbrook Connections Coordinator

Customer Service

Ensure Health Department staff and services are accessible, well-coordinated, and willing to improve.

- Contract with community partners to host 5 listening sessions.
- More than 140 contacts and presentations with partnerships and coalitions.
- 40 COVID-19 test sites located in COFs, based on resident input.
- Regular, online office hours for Key Peninsula office.

2021 Communities Of Focus Goals

Develop data dashboard.

Use community data to respond to recovery related needs.

Re-establish/establish community priorities.

Questions? Contact Marcy Boulet at mboulet@tpchd.org.