

CBO Outreach and Education Guidance Document

Community engagement, outreach and education has been essential in during this pandemic and as we move into vaccines. We acknowledge that as Community Based Organizations, you know your communities best. We want to encourage creative ideas to continue reaching community members around COVID-19 prevention and vaccine confidence and access.

This guidance document was created to provide additional resources for outreach and education, while also providing guidance to ensure proper stewardship of funds.

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Using your CBO outreach and education funds

Below are some examples of allowable and not allowable purchases under the Outreach and Education scope of work. Purchases are not limited to the list below. If you're ever unsure, please reach out to your Community Engagement Coordinator.

Allowable	Not allowable
Printed material	Vehicles or RVs
Pop-up tents	Buildings or capital improvement
Personal protective equipment (PPE)	Cash payouts
Video cameras to record outreach videos	Paying bills or rent
Renting space for an event	
Take home incentives	
Gift card incentives*	
Other capital equipment**	

Any equipment purchases, including IT and software purchases and upgrades and software licensing fees, must directly benefit the CBO's COVID-19 response.

***See next section for more guidance around gift cards.**

****Capital equipment:**

- Capital equipment includes any single item that costs more than \$5,000.
- Please get approval from your Community Engagement Coordinator before making the purchase.
- OHA will collect the equipment inventory form at the end of funding period.

Guidance around gift card incentives:

CBOs can use their community engagement funds to purchase vaccine incentives. While CDC has approved this, there are limitations on how funds can be used for incentives.

If your CBO wants to use community engagement funds for gift card incentives, please complete the “COVID-19 Vaccination Incentive Request Form” and send it to community.covid19@dhsoha.state.or.us and cc your CEC. For additional information on how to complete this form, check out this [video](#).

Gift card incentive guidelines:

- Gift cards must be purchased from one of the approved vendors. See “COVID-19 Vaccination Incentive Request Form” for the approved list.
- Incentives are limited to up to \$100 total per person during their vaccination sequence (includes 1st shot, 2nd shot, and booster shot).
- Incentives can be provided for primary series and booster doses for those eligible who are 12 years old or older.
- Gift card incentives cannot be provided for youth ages 5-11.
- CBOs do not need to turn in any documents to OHA but should be tracking distribution for auditing purposes. OHA has created a [Gift Card Tracking Template](#) for CBOs to use, if needed.

Resources for vaccination events

OHA has a few resources available for CBO vaccine events. All of these resources are FREE to CBOs.

Food boxes or hot meals for vaccine events

- OHA, in partnership with ODHS, OHS and other community partners are excited to provide food boxes or hot meals at your next event!
- Complete the form at least 7 business days prior to your vaccine event.

Food box or hot meal request form:

<https://app.smartsheet.com/b/form/5e8978a0af9f474dac49ee9b7d622136>

Promotional or “SWAG” bags

- The canvas tote bags with the Safe + Strong logo include:
 - PPE (mask, thermometer, hand sanitizer)
 - Printed Materials:
 - » COVID-19 Vaccine - Common after shot symptoms
 - » Vaccine Card
 - » 2nd Dose Information
 - » Mental Health Information
 - » Washing Hands Poster
 - » Beating Covid Poster

Promotional or “SWAG” Bag request form:

<https://app.smartsheet.com/b/form/a1be26ed2b0340958bc14ad2d0f16c0d>

Accessibility kits:

- The accessibility kits include:
 - Pocketalker amplifiers
 - Batteries
 - Clear masks
 - Small white board
 - Flashlights
 - Magnifying glasses
 - Visual communication cards, including “I Speak” section

- Access information for OHA’s telephonic interpretation services

Accessibility kit request form:

<https://app.smartsheet.com/b/form/9a9d3b841fb54bbb8ccaceab26ca063e>

Comic Book request form

CBOs can order up to 100 free Spanish and 100 free English of the “Beating COVID” comic books to distribute at events.

Comic Book request form:

<https://app.smartsheet.com/b/form/5ac67987b217402da14532391cc72caf>

OHA safety plan for community testing or vaccination events

The purpose of this OHA Covid-19 Response and Recovery Unit (CRRU) Safety Plan is to provide guidance for event planning to ensure safe and accessible testing and vaccination events.

Access the plan here:

- English: <https://sharedsystems.dhsoha.state.or.us/DHSForms/Served/le3915.pdf>
- Spanish: <https://sharedsystems.dhsoha.state.or.us/DHSForms/Served/ls3915.pdf>

Vaccine information resources

[COVID-19 Vaccine in Oregon](#)

This is the main website for COVID-19 information in Oregon. Visit this website for up to date news about the vaccines in Oregon!

[How to Find a COVID-19 Vaccine in Oregon](#)

This website will help to answer these common questions:

- Who can get a vaccine?
- Why should I create a Get Vaccinated Oregon account?
- Where can I find a vaccine?
- What do I need to know before I go?
- What should I expect after I get vaccinated?

A PDF version of this information can also be found here: [OHA Communication Toolkit: Helping Oregonians Get COVID-19 Vaccinations](#) (PDF)

[OHA COVID-19 Community and Communication Resource webpage](#)

A one-stop shop to find resources for the general public about a variety of topics including:

- Vaccine Communication Resources
- COVID-19 and vaccine social media cards, videos, and printable materials
- Toolkits for specific groups, including, faith communities, migrant seasonal farm workers, older adults, people with disabilities, individuals, families and caregivers and more!

Click the  icon next to each resource to find material in different languages. If you need a language that is not yet available online, please let your Community Engagement Coordinator know. The Community Engagement Team can submit a request for translation. Please keep in mind that it often takes a few weeks to receive translated documents back.

Brink Technical Assistance Program

The Oregon Health Authority has partnered with Brink Communications to support 170+ Community Based Organizations in COVID-19 outreach efforts through the Safe + Strong Technical Assistance Program. The Technical Assistance Program provides support for COVID-19 communications materials development and support with needs like transcreation, graphic design, the creation of customized or co-branded graphic and print materials, flyers, one-pagers and more.

Interested in what Brink can do?

- See their Technical Assistance offerings flier for more details: [English](#) and [Spanish](#)

Library of all Brink's Safe + Strong office hours presentations

- Brink's CBO Office Hours: Click for a link to recordings and slide decks presentations for past Brink CBO Office Hours.

Other Brink resources:

- [Safe + Strong Technical Assistance Materials Library](#): Find all available [Safe + Strong](#) baseline messaging and visual materials in a variety of languages.
- [COVID-19 Communications Map](#) – also in [Spanish](#). Access the latest shareable materials and public health guidance and messaging.
- [Vaccine Toolkit](#) – available in multiple languages!

Contact Brink! To request language translations or transcreations, or if you have any questions, please email: communitysupport@brinkcomm.com.

Document accessibility: For individuals with disabilities or individuals who speak a language other than English, OHA can provide information in alternate formats such as translations, large print, or braille. If you need help or have questions, please contact Dolly England at 503-951-1760, or dolly.a.England@dhsosha.state.or.us or 711 TTY.