



FOR IMMEDIATE RELEASE

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Communications Plan Targets Hard-Hit Areas in East San Jose

*Board Approved Supervisor Cortese's Proposal to Strengthen Outreach
To Residents More Likely to Become Infected with COVID-19*

To strengthen communications about COVID-19 with residents in underserved neighborhoods, the County of Santa Clara will partner with community-based organizations who are already trusted messengers in these areas.

At the Tuesday, July 21, meeting, the Board of Supervisors unanimously approved Supervisor Dave Cortese's proposal (Item 9 on the agenda) to ensure that the populations that are most likely to become infected with COVID-19 are receiving information in a variety of languages delivered by representatives of organizations they know.

"While we're trying to bridge the digital divide in disadvantaged areas, we know that social media and online communications leaves out thousands who urgently need the information but who don't have a connection to the Internet or access to computers," said Supervisor Cortese. "They also tend to have jobs that cannot be done remotely and that put them out into the community where they are exposed to the virus."

The County will contract with 25 to 30 organizations that will be able to use their networks in hard-to-reach communities. The contracts will be from three to six months, and will range from \$5,000 to \$10,000.

“It just makes sense to take advantage of networks that are already working among the County’s diverse populations,” Cortese said. “These residents live in areas that have been hardest hit by coronavirus.”

The Emergency Operations Center is seeking partnerships with CBOs from a broad range of disciplines including, but not limited to, the arts, culture, theatre and performance, health and nutrition, economic empowerment, youth, faith-based and service organizations.

They include African American Community Services Agency; Alum Rock Counseling Center; ConXion; Far East Dragon Lion Dance Association; Friends of Hue Foundation; Gardner Health Services; Healing Grove; Hispanic Chamber of Commerce; International Children Assistance Network; Immigrant Resettlement and Cultural Center; Latino Business Council of Silicon Valley; Minority Business Consortium; Mountain View Day Worker Center of Mountain View; The Sí Se Puede! Collective that includes SOMOS Mayfair, Amigos De Guadalupe, Grail Family Services, the School of Arts and Culture and Veggielution; Story Road Business Association; Unity Care; Ujima; and the Vietnamese American Roundtable.

The County will continue to engage with other community organizations in moving forward with this outreach and communications plan.

Supervisor Cortese’s proposal was approved along with other outreach plans that include establishing a Community Health and Business Engagements Team, a unified County Branding Campaign and a Multicultural Arts Campaign.

There is a one-time cost of \$1.5 million over six months to add at least 67 Community Health Workers to provide outreach to businesses and individuals in communities that have been disproportionately impacted by the COVID-19 crisis.

Click [here](#) to read a report on Item 9 on the [agenda](#) and [here](#) to read a report on Item 10.

For more information, contact the office of Supervisor Dave Cortese at 408-299-5030.