

Health Care Response / COVID-19 Minnesota Fund Request Form

Agency/Program/Activity:

Minnesota Department of Health/Health Protection/Infectious Disease

Title of Request: Community Engagement and Outreach

Date: 05/04/2020

Amount Requested: \$ 2,250,000

☐ Health Care Response Fund
Request (Laws 2020, Ch. 70, Art. 2)

☒ COVID-19 Minnesota Fund Request
(Laws 2020, Ch. 71, Art. 1, Sec. 7)

Brief Summary of Request:

Summary must be complete on this page with supporting information attached.

The Minnesota Department of Health ("State") requests \$2.25 million to administer multiple contracts to community-based organizations and media vendors to ensure that all who reside in Minnesota and the 11 Tribal Nations that share its geography—including residents from communities of color, American Indian residents, LGBTQ communities and residents with limited English proficiency—have the opportunity to be 1) connected to resources and services addressing their COVID-19-related needs, and 2) fully informed with culturally relevant, linguistically appropriate, accurate, and timely messages related to COVID-19. With each week that passes, the incidence of the virus and the rate of hospitalization becomes more disproportionate. We need to enlist the support of community organizations and media vendors led by and serving communities of color and American Indians, given that these communities are often not reached by mainstream media or organizations and also experience significant disparities. Particularly given the anticipated increase in testing capacity, it will be critical to have diverse media vendors and community-led organizations helping to provide outreach and engagement to communities of color and American Indians and LGBTQ communities in MN.

MDH will issue a 'Request for Proposals' (RFP) to award \$1.5 million in multiple community engagement contracts for culturally relevant, linguistically appropriate, timely community engagement activities to aid the state in learning about community needs related to COVID-19, connecting communities to existing resources and services, and developing or adapting resources and services as needed. MDH will also issue an RFP to award \$750,000 for multiple media contracts for media services to aid the state in getting culturally relevant, linguistically appropriate, accurate, and timely messages related to COVID-19 to communities of color and American Indian communities and LGBTQ communities in Minnesota. Media services may include formats such as online, radio, print, social media, and television.

The primary audience(s) for both community-based organizations and media vendors include one or more of the following populations: African American, African immigrant, Latinx, Asian American, American Indian Minnesotans and LGBTQ communities in Minnesota.

Margaret Kelly

Digitally signed by Margaret Kelly
Date: 2020.05.04 09:11:24 -05'00'

Department Head Signature

05/04/2020

Date