

COMMUNICATIONS & LANGUAGE ACCESS

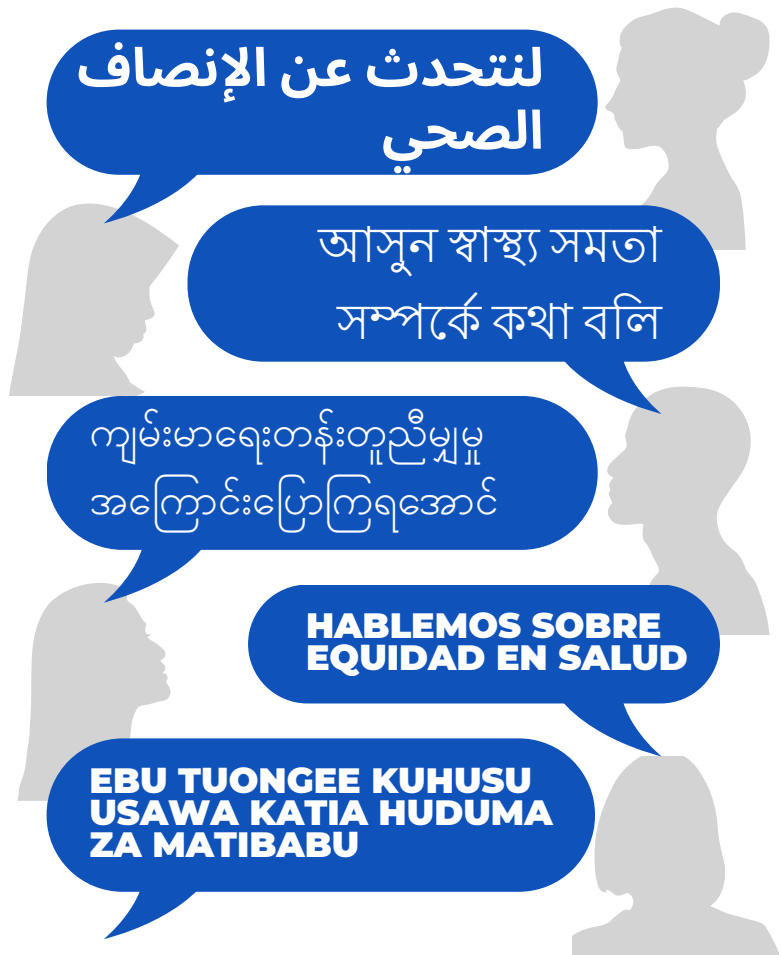
The ECOHE’s vision for communications and language access is to offer the public information that is legible for most and translated for many. This means that the ECOHE is always working to learn more about plain language communication, accessible visual displays of data, and preparing writing for translation. These efforts have helped increase the ECOHE’s reach in communities with low literacy levels and communities that speak languages other than English, helped ECOHE better understand cultures represented in Erie County, and provided support to populations that are eager to receive materials that they can understand and access.

The ECOHE’s communications and language access efforts operate from a standpoint of intentionally working to consistently meet people where they are at. In response to a diverse population speaking over 80 languages countywide, the ECOHE offers materials the top

languages spoken and understood in Erie County (referred to herein as “top languages”) and in-person Spanish language trainings, including Mental Health First Aid. Utilizing a combination of U.S. Census data, ECOHE data and community feedback, the ECOHE will determine and review a list of top languages annually and revise as needed or in accordance with any language access policies Erie County puts in place.

In 2023, the ECOHE developed a Communications Review Process to guide staff towards a unified voice and vision reflective of the Health Equity Act of 2021. This process requires staff to submit any material that will reach the public to a process of review, first by review process team leads, and then by ECOHE leadership. This process also calls for support from ECDOH’s Commissioner and Public Information Officer, as well as subject matter experts, community contacts, and/or ECOHE Advisory Board members. This effort ensures quality of materials going out to the public and helps the ECOHE communicate in a way that is cohesive, concise, and connected.

The review process is a workflow, managed in Microsoft Planner, that can be accessed by all ECOHE staff. All documents, presentations, announcements, posts, and posters are put through this review process. A team of ECOHE staff that is skilled in design and editing takes a first look at materials to identify any language or imagery that strays from the ECOHE vision. Edits are made until the final



لنتحدث عن الإنصاف الصحي

আসুন স্বাস্থ্য সমতা সম্পর্কে কথা বলি

ကျမ်းမာရေးတန်းတူညီမျှမှု အကြောင်းပြောကြရအောင်

HABLEMOS SOBRE EQUIDAD EN SALUD

EBU TUONGEE KUHUSU USAWA KATIA HUDUMA ZA MATIBABU

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product is one that the ECOHE and Erie County government can be proud of. This review process has increased the intentionality of ECOHE communications and could easily be replicated for any Erie County division, department, or community organization.

The ECOHE's drive to connect with populations with Limited English Proficiency (LEP) stems from the Health Equity Act of 2021, in which the ECOHE is charged with analyzing disparities in health, health care, and availability/accessibility to health care services among disadvantaged and marginalized Erie County populations. In Erie County, understanding health information and accessing health care are nearly impossible without English language proficiency, making the very first steps into the health care system extremely difficult for populations with LEP. The County has very limited health care services tailored for populations with LEP, limited multilingual Community Health Workers, and very limited multilingual health care providers.

Additionally, as the ECOHE analyzes and connects factors that contribute to health outcomes utilizing data from the ECOHE Community Health Survey, we can demonstrate precisely how LEP impacts public health overall. As the ECOHE moves to make recommendations and pilot models and programs for Erie County, the office will ensure populations with LEP are not left behind. Communications and language access efforts are also rooted in ECOHE's function (as defined by the Health Equity Act of 2021) to "promote public awareness [...] with the goal of supporting healthy lifestyles in disadvantaged and marginalized communities and groups." Public awareness is not possible without materials and messaging that is understandable and accessible for all Erie County residents.

The ECOHE team works hard to accomplish these goals and to provide information in a way that is intentionally evolving to reach and understand Erie County residents, exactly as they are. While there is no official community feedback for the Communications Review process or the ECOHE's multilingual offerings, many positive sentiments have been captured at community engagement events. Comments noting that it is good that ECOHE offers materials in other languages, that the ECOHE is reaching more people by working at communication, and that the ECOHE team is appreciated for their efforts to translate and provide effective materials are often shared at staff meetings.

Next steps include that the ECOHE will work with Erie County on the development of language access policies for County departments. The ECOHE will advocate for budget allocations for translation and interpretation as well as for job aids that prepare all workers for interactions with populations with LEP. The ECOHE will work to ensure Erie County departments understand the necessity of translation and interpretation, focusing on the importance of dialect-centered language access, locally sourced language services, top language methodology that incorporates the needs of County residents, and the importance of ensuring accuracy of information in translated documents and interpretation services.

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Additionally, the ECOHE will offer “best practice” guidelines to agencies choosing to offer materials in languages other than English, promote translation and interpretation to agencies who serve populations with LEP, and advocate for agencies to increase their reach by targeting populations speaking and understanding top languages. These measures will result in populations with LEP that is more readily connected to public health information. The impacts of this interconnectivity can be measured in public health outcomes over time, through the ECOHE Community Survey and focus groups, and qualitative feedback ECOHE receives.

Examples of Plain Language and Translated Media Offered by ECOHE

TELL YOUR PROVIDER ABOUT YOUR FAMILY'S LEAD EXPOSURE RISKS

I would like a lead screening for my child

ERIE.GOV/LEADSEARCH

LET'S TALK ABOUT PREGNANCY

If you or your loved ones can become pregnant, read on to learn about health care options for pregnancy in Erie County

WWW.ERIE.GOV/HEALTH-EQUITY

DO YOU KNOW YOUR HEALTH NUMBERS?

Take control of your health! Learn what your blood pressure, cholesterol & blood sugar levels mean for you.

WWW.ERIE.GOV/HEALTH-EQUITY

NOW TRANSLATED INTO FIVE LANGUAGES

WEWE UNAJUA HESABU ZAKO

CHUNUZA HESABU ZAKO

ARABIC (العربية)
BENGLALI (বাংলা)
BURMESE (မြန်မာဘာသာ)
SPANISH (EN ESPAÑOL)
SWAHILI (KISWAHILI)

OFICINA DE EQUIDAD EN SALUD DEL CONDADO DE ERIE

DEPARTAMENTO DE SALUD DEL CONDADO DE ERIE

Public Health Prevent. Promote. Protect.

www.erie.gov/health-equity

FANYENI MFUMO WA MAWASILIA NO WA KUSAMBAZ A HABARI

गर्भावस्था सम्पर्क कथा बला याक

आपनी हकी अलावे आपने से आपकी गर्भती, अपने स्वास्थ्य को लेकर जानें और अपने बच्चे के लिए बेहतर स्वास्थ्य के लिए जानें।

आपना बच्चा जन्म लेने से पहले अपने डॉक्टर से मिलें और अपने बच्चे के लिए बेहतर स्वास्थ्य के लिए जानें।

आपनी गर्भती को लेकर जानें और अपने बच्चे के लिए बेहतर स्वास्थ्य के लिए जानें।

<p>ပထမသုံးလပတ် ၀- ၁၃ ပတ် ၄ ပတ်တိုင်း ၁ ကြိမ် စစ်ဆေးမှု ခံယူပါ။ အာရစဆောင်း (ကလေး၏ဓါတ်ပုံ)ကို ၁၁ ပတ်မြောက်တွင် ရယူပါ။</p>	<p>ဒုတိယသုံးလပတ် ၁၄ပတ် - ၁၆ ပတ် ၄ ပတ်တိုင်း ၁ ကြိမ် စစ်ဆေးမှု ခံယူပါ။ အာရစဆောင်း (ကလေး၏ဓါတ်ပုံ)ကို ၁၈ ပတ် မြောက်တွင် ရယူပါ။</p>	<p>တတိယသုံးလပတ် ၂၇ ပတ် - ၄၀ ပတ်နှင့် အထက် ရက်သတ္တပတ် ၂၈ မှ ၃၆ အတွင်း - ၂ ပတ်တိုင်း ၁ ကြိမ် စစ်ဆေးမှုခံယူပါ။ ရက်သတ္တပတ် ၃၆ မှ ၄၁ အတွင်း - ၁ ပတ် ၁ ကြိမ် စစ်ဆေးမှုခံယူပါ။</p>	<p>မီးဖွားပြီးကာလ မွေးဖွားပြီး ၁နှစ် အတွင်း ရက်သတ္တပတ် ၁၂ ပတ် အတွင်း ၁ ကြိမ် စစ်ဆေးမှုခံယူပါ။</p>
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