

**Mary Santiago**  
Chair  
Lorain**Manuel Lopez, MBA**  
Vice Chair  
Springfield**Beth Guzman-Bowman**  
Secretary  
Columbus**Gregory Guzmán, Ph.D.**  
Maumee**Michael Florez**  
Cincinnati**Rev. Juan Rivera**  
Campbell**Dan Molina**  
Loveland**V. Anthony Simms-Howell**  
Cincinnati**Jose Feliciano Jr.**  
Aurora**Dr. Elena Foulis**  
Columbus**Rick Perales**  
State Representative  
District 73 ~ Greene County**Jessica Miranda**  
State Representative  
District 28 ~ Hamilton County**Nathan Manning**  
Senator  
District 13 ~ Huron & Lorain  
Counties**Tina Maharath**  
Senator  
District 3 ~ Franklin County

# JULY 2020

## To the Honorable Board Members of the Ohio Commission on Hispanic/Latino Affairs

The team continues to provide support services on the state’s COVID –19 response. Programming is being adapted to new needs in order to respond to the community and to focus on our mandates. Below are some of the important highlights for this month.

**Agricultural Workers Resource and Work Groups**—Support efforts continue through participation on targeted virtual conference calls with advocates, growers, health departments and agencies supporting the work of seasonal and migrant workers.

**Resources for families and leaders regarding Education**— Campaigns are reaching out a broad audience and information on “Back to School” is being disseminated through different channels.

**Brown/Black Agenda for Ohio**—The League of United Latin American Citizens (LULAC) invited the Commission as observer to their discussions with advocates to build collaborations between Latino and African American organizations.

## ONGOING PROGRAMS AND INITIATIVES

**Mental and Behavioral Health Strategy**—The first Webinar of the new series was launched in July. The two day event focused on Psychological First Aid.

**Census 2020**— We continue to engage with Latinos through our social media campaign.

**Americorps Vista Program**— Onboarding for all four Americorp Vista Members has been completed.



DACC Advisory Committee —Director Cavanaugh is a member of this committee in charge of working to eliminate disparities and work toward health equity for mental and behavioral health services.

**Access to Telehealth: Mental Health Services**— Had a conversation with Lois Hochstetler Ohio MHAS regarding work to understand, expand and obtain insight on how Latinos access this type of service. Further conversations will be scheduled.

**Promotoras de Salud Mental**—Had a conversation with Vicki Montesano, Bureau Chief of Mental Health Treatment, Office of Community Treatment Services, Dept. of Mental Health on the concept of mental health primary health care workers and to explore possibilities of considering a program of that nature for Ohio.

**Administrative and Fiscal**— First month of the 2021 Fiscal year proceeded smoothly. Biennial budget planning guidelines for FY 2022-2023 are expected during the first week of August.

### Meetings attended:

Weekly meetings not included:

- Governor Press Conferences
- Staff Daily Updates
- Debriefs with each staff member

July 01—Alicia Pagan & Senator Tom Roberts

July 01—Jennifer Crist, ODJFS

July 02—Lidia Garcia, Intern

July 02—Lois Hochstetler, Ohio MHAS

July 02—Dir. Alisha Nelson, Tiffany Huber, ODH

July 02—Victor Leandry, Giovanna Alvarez, Dr. Marilyn Sampilo, Mental Health Navigators

July 03—Holiday (4th of July)

July 08—Tiffany Huber, ODH, Migrant Workers

July 13—Sandra Lopez, City of Columbus, COVID 19 Phone call

July 13—Alicia Pagan and Senator Roberts

July 14—Dr. Surendra Adhikari

July 15— DACC Advisory Board Meeting

July 15—Disparity Study Implementation Business Advisory Council, City of Columbus

July 16—Dr. Marilyn Sampilo

July 16—Dr. Glenn Martinez, Tatiana Friedman, Dr. Marilyn Sampilo, PCORI Project

July 16—David Maywhoor, Ohio Public Health Association

July 16—Ethics Training Event

July 16—Olivia Lopez, Tiffany Huber, Rockefeller Foundation

July 17—Mr. Ron Todd and Commissioners, New African Commission Debrief

July 17—Mr. Ron Todd and Asian/Pacific Islander Leaders, Debrief

July 17—FALCON Networking Meeting

July 17—Victor Leandry, Giovanna Alvarez & teams; Vista Members Onboarding

July 17—Tiffany Huber, ODH

July 20—Caeli Barnes, Americorps Vista

July 21—Vicki Montesano, OhioMHAS

July 22—Tracy Intihar, Tiffany Huber, Migrant Workers

July 22—Marcus Silva, NALEO

July 22—Jennifer Crist, ODJFS

July 22—Mary Ann Abiado, Ohio Health



July 23—Dr. Marilyn Sampilo  
July 23—Agricultural Workers Resource Group  
July 23—Anita Armstrong, Dept of Education, Migrant Seasonal Head Start Program  
July 26—Migrant Worker Health Work Group  
July 27—Nora Hesse, Franklin County Primary Health Care Nurses Group  
July 27—Becki Metcalf, City of Dublin  
July 27—Agricultural Workers Resource Group, Dir. Alisha Nelson  
July 27—MHTTC Mental Health Webinar, Psychological First Aid  
July 27—Migrant Worker Health Work Group  
July 27—Dr. Glenn Martinez, OSU, PCORI  
July 27—Mujer Latina Today Interview, Lorena Mora Mowry  
July 28—Tracy Intahar, Farm Worker Safety Work Group  
July 28—Commissioner Dan Molina, Lair Marin, Cincinnati LLC  
July 28—Cherrell Miller, Orientation  
July 29—Madeline Lanese, Orientation  
July 29—Jose Salinas, OMEC, Services for Migrant Children  
July 29—Canton Latino Networking Meeting  
July 29—Dr. Alisha Nelson, Health Equity  
July 29—DACC, Dept of Mental Health and Addiction Services  
July 29—James D., Jasmin L., Cherrell M., Madeline L., Annette Reyes, Vista Members Debrief  
July 30—Akron Latino Networking Meeting  
July 30—Rita Agarwal, Akron  
July 30—Kenya Ramirez, Channel 4, Columbus  
July 30—Guadalupe Velasquez, Barb Smoot  
July 30—Tiffany Huber, ODH, Andrew Sweet, Rockefeller Foundation  
July 31—Mr. Ron Todd and Commissioners, New African Commission Debrief  
July 31—Mr. Ron Todd and Asian/Pacific Islander Leaders, Debrief  
July 31—OCHLA Executive Committee (Santiago, Lopez, Guzman-Bowman)  
July 31—Webinar, Psychological First Aid  
July 31—Isaac Baez, Stark County, Lair Marin

## Public Policy Center (PPC) Report

Carly McCain, Public Policy Officer

### Summary of Successes

-**Tracking and Communication of Ohio Department of Education Resources:** Worked off a strategy of how to track ODE resources that are relevant to our community, specifically in relation to students, parents, and families. This information is distributed in English and Spanish amongst our team so that we may post it on our website, social media, and distribute it amongst our networks. At this point in time, the focus is on how we can help students, families, teachers, and school administrators prepare for the upcoming school year. This month's informational campaign centered around the state's [Reset and Restart Education](#) plan.

-**Latino Community Report:** Received feedback from the Governor's office and restructured the report based on their feedback. This draft will be ready to be published in early August.



-2020 Legislative Visit Day: Agreements have been made and secured with logistics providers and event speakers, now the focus is on how to move forward in light of COVID-19 with this event that is currently scheduled for the fall. We wish to discuss options with the Board at the August meeting.

**Meetings Attended:**

Ongoing Meetings: (1) OCHLA Team Debrief, (2) Governor’s Briefing on COVID-19 updates in Ohio  
 (3) Meetings with team members

- July 1: LULAC Ohio meeting
- July 15: Ohio PTA Town Hall
- July 16: Carly, Lair, and ODE (Matthew Imperato) meeting
- July 16: Call w/ Salsa the Vote
- July 21: Carly, Lilly, and Commissioner Foulis Education call
- July 27: LULAC Ohio meeting

**Community Network (LCN) Report**

Lair Marin-Marcum, Community Liaison  
 Cherrell Miller, Social Media Coordinator

During the month of July, we continue to focus on activities related to COVID-19. Community Liaison is participating, preparing and attending Virtual Meetings with COVID-19 Alliances, compiling, updating COVID-19 resources and mailing out a weekly blast to all community networks & mailing lists. We continue doing COVID-19 Translations for several agencies.

We continue to support state government by attending taskforce committees and work groups, providing, compiling information regarding the impact of COVID-19 on the Latino community and distributing relevant resources and information to the community. LCN Lair Marin-Marcum is working closely with Executive Director and ODJFS migrant Ombudsperson on farmworkers project with ODH, ODJFS, ODE and other state agencies/organizations to secure resources and translations. We continue to update directories and the OLANET directory.

**Constituent Services**

Constituent calls are returning to a more normal volume with 20 requests in the month of July.

**Intern / Volunteers**

During July our inter Lidia G. (OSU) finalized updating the Latino Media, lawyers and Interpreter’s directories. Lidia also worked on tweaking the 2020 Census website page and finished creating the Commissioners Dashboard. Our intern Andrea C. continues working on the OLANet Directory. In addition, our past OSU Winter / Spring /Summer semester intern Michelle G. has requested to continue on standby for translations work. In August we will be opening up 1-2 more intern/volunteer opportunities to place OSU students via Dr. Foulis.

**Summary Connecting the Community: Information and Resources**

	March	April	May	June	July
Constituent Inquiries:	40	76	35	35	20
Job Opportunities posted	22	6	9	10	6



Riffe Center ~ 18th Floor  
 77 South High Street  
 Columbus, Ohio 43215-6108

tel 614.466.8333  
 fax 614.995.0896  
<http://ochla.ohio.gov>

**Meetings Attended:**

Ongoing Meetings: (1) OCHLA Team Debrief, (2) Governor’s Briefing on COVID-19 updates in Ohio  
 (3) Meetings with team members

- 1 July – Zoom Call LULAC and Sen Tom Roberts
- 1 July – Bi-weekly Mtg: Children served through ODE and Ohio Migrant Education Centers
- 1 July – Call with ODJFS State Monitor Advocate Jennifer Christ Follow up on a case
- 2 July – Lilly/Lair/Lidia TEAMS Call Greet & Meet new OCHLA Intern & Commissioner Dashboard projects
- 2 July – ODH/ Tiffany Huber: MFW -Testing Strategy Review
- 2 July – African American COVID-19 Alliance Zoom Mtg
- 8 July – Mary/Grace / Lair Debrief end of Vista and internship with OCHLA
- 8 July – Bi-Weekly Call Jennifer Christ ODJFS State Monitor Advocate / OCHLA COVID-19
- 8 July – Zoom Call Hispanic Heritage Blood Drive Committee
- 9 July – Follow Up Agricultural Workers Resources TEAMS Call
- 9 July – African American COVID-19 Alliance Zoom Mtg
- 10 July – Call ODJFS State Monitor Advocate Jennifer/ - Debrief Migrant Workers Map & Need for Childcare
- 13 July – Zoom Call: Columbus Public Health Emergency Meeting - COVID 19 and Latino/Hispanic Community
- 13 July – Zoom Call LULAC/NAACP/OCHLA: Black and Brown Agenda for Ohio
- 14 July – TEAMS Call Cincinnati Hispanic Chamber and SBA Introduction
- 14 July – Columbus City Schools “CCS” Partnership in Action Zoom meeting
- 14 July – TEAMS Call Scott Griffith: Creating Healthy Communities @ Clark County - Community Outreach
- 15 July – Chair Mary Santiago / Lair: Lorain Pop-Up Testing & DHO Call
- 15 July – Bi-weekly Mtg: Children served through ODE and Ohio Migrant Education Centers
- 15 July – Franklin County Sheriff’s Office Community Board - 10TV interview
- 16 July – Latino Connection Dayton / Community Zoom Meeting
- 16 July – PCORI COVID Enhancement Meeting
- 16 July – TEAMS Call OCHLA and ODE Discussion—New Guidelines & Updates
- 16 July – Follow Up Agricultural Workers Resources TEAMS Call
- 17 July – Madhu & Rita Akron Networking Meeting - Brainstorming Ideas
- 17 July – Falcon Farmworkers Advocacy Network Meeting
- 17 July – Conference Call Columbus Police Dept. New Community Liaison Officer Samuel James
- 28 July – New Vistas Madeline & Cherrell Orientation OCHLA Latino Community Network
- 28 July – Comm. Molina Cincinnati LLC - Next steps for 8/13 mtg.
- 28 July – TEAMS Call Chief Justin Paez / Lair Greet & Meet
- 29 July – Canton Latino Networking Meeting
- 29 July – Bi-Weekly debrief Children served through ODE and Ohio Migrant Education Centers
- 29 July – TEAMS TEST Proyecto Raices Tic Tocs for Akron Latino Networking TEAMS call
- 29 July – TEAMS Call Rita Argawal- Akron Mtg Agenda & Tic Tocs Social media
- 30 July – Akron Latino Networking Meeting
- 30 July – Rita Argawal Tik Tok / Grant and request on Social media
- 30 July – Jose Morales/ Franklin Co. Sherriff - Updates on Community Items and recommendations
- 30 July – TEAMS Meet & Greet with New Channel 4 Reporter Kenya Ramirez
- 30 July – Madeline/Lair Canton/Akron Notes Debrief
- 30 July – African American COVID-19 Alliance Zoom Call
- 31 July – Call Lair/ Michelle Goodman Past Intern - Follow up on more volunteering
- 31 July – Canton Latino Network - Meeting with Isaac and Ivan re: Mental and Behavioral Health Grants Assistance
- 31 July – Michelle Orr Call—Requesting present at African American COVID-19 Alliance Details and Logistics



**Social Media Outreach and Engagement:**  
 Cherrell Miller, Social Media Coordinator

This month, there were 50 posts on Facebook with COVID-19 and back to school conversations taking front stage in social media. Job opportunities and local events are being shared more rapidly as Ohio continues to re-open, thus we expect an increase on job postings and upcoming events. The social media metrics continue to rise, which is expected due to COVID-19, back to school, and efforts geared towards the November elections.

**Facebook:**

On Facebook, the commission reached over 20,000 users. The Commission's page continues to grow passing 2,600 page likes and reporting just above 2,600 followers. The year started off with 2,350 page likes and has increased by 129 in the first seven months.

When comparing data from, the years 2018-2019 for the Facebook page through the month of July, there was an increase of 500 new followers for the entire year. Followers data decreased by 100 this month, which is not unexpected as the public is experiencing "COVID-19 information fatigue", but we hope to finish the year strong with new campaigns and updates.

**Twitter:**

The Commission's Twitter is growing and continues to draw closer to reaching 1,000 followers. Only 10 more to go! The commission is hopeful that it will reach 1000 in the next two months.

**Website:**

The top pages of the website for this month were: Homepage- 1,601 page views; Coronavirus Resources- 623 page views; Coronavirus Press Releases- 393 page views; Latino Community Resources- 461 page views; Responsible Restart Ohio- 281 page views; Hispanic Serving Organizations- 254 page views; Contact us-224 page views; Coronavirus press release hotline- 171 page views; Hispanic Serving Organizations/Northeast- 158 page views.

Since March, the majority of website page views are focused on COVID 19. We will continue to see a rise in this due to rise in COVID cases and the community seeking ongoing resources.

Outlet	Data Measured	April 2020	May 2020	June 2020	July 2020
Facebook	Page Likes	2,567	2,599	2,616	2,630
	Followers	2,573	2,816	2844	2,659
	Reach	30,630	25,557	11,237	20,649
Twitter	Followers	959	969	979	990
	Profile Visits	279	153	77	236
	Mentions(from other orgs)	94	51	20	56
Instagram	Followers	584	609	616	625
OCHLA Website	Total Views	17,319	12,423	13,808	10,957

**Meetings Attended:**

- 20 July – Orientation/ Debrief on Upcoming projects A. Reyes
- 22 July- Webinar Promotion Strategy



Riffe Center ~ 18th Floor  
 77 South High Street  
 Columbus, Ohio 43215-6108

tel 614.466.8333  
 fax 614.995.0896  
<http://ochla.ohio.gov>

- 24 July- Mental Health BIPOC Month
- 27 July- Chief Piax, City of Dublin, Hispanic Impact Campaign discussion
- 28 July- Education Outreach Strategy Implementation
- 28 July- Orientation Latino Community Network
- 28 July- Orientation, Executive Director
- 28 July -Canton Latino Network meeting with team
- 30 July- Akron Latino Network meeting with team

## Organizations Development Center (ODC) Report

Lilly Cavanaugh, Executive Director  
 Madeline Lanese AmeriCorps Vista, Organizations Development Center

### Summary of Successes:

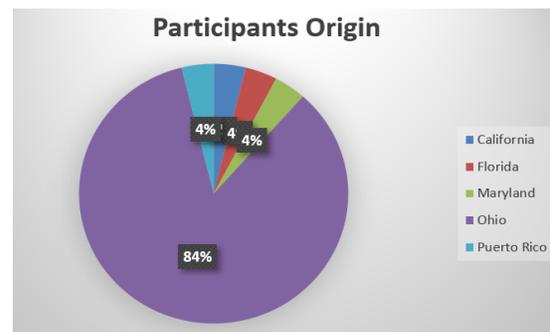
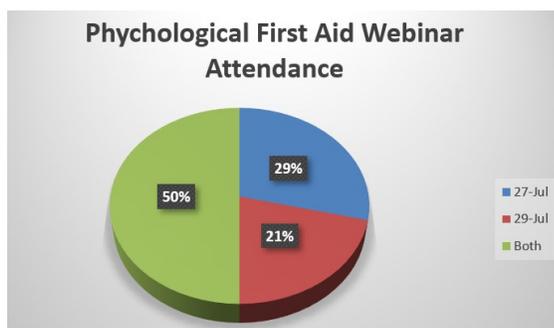
#### Engagement with Latino Serving Organization

Three representatives from Ohio Health, La Conexión, and Catholic Charities of Cleveland have all reached out about support for grants and training resources. The commission is in communication, providing resources for these parties.

#### Mental Health Webinar Series

The webinar about psychological First Aid for the Latino community is part of the series in collaboration with the National Hispanic & Latino Mental Health Technology Transfer Center Network. This webinar was divided in two days, with two different sessions. There were 52 participants. The ODC Coordinator managed and coordinated this webinar with speakers, coordinated social media efforts, audience building, and monitored both events. Below are relevant statistics:

- The majority of participants participated in both days
- There were four states and Puerto Rico represented in the audience
- The Pre- and Post Tests reveal improvement in the understanding and key principles of psychological first aid among the participants.



#### E-Newsletters

The supplemental mental health newsletter was released July 24<sup>th</sup>, 2020. Emailed to 139 recipients. The August grant newsletter (194 recipients) and the August mental health Newsletter (141 recipients) were released on July 31<sup>st</sup>.



Riffe Center ~ 18th Floor  
 77 South High Street  
 Columbus, Ohio 43215-6108

tel 614.466.8333  
 fax 614.995.0896  
<http://ochla.ohio.gov>



**Ongoing Projects:**

**ODOT/OSHA Town Hall**

The ODC Coordinator attended an informational meeting held by ODOT/OSHA. Graphics are being produced about how this information will be useful to Latino workers and employers. The graphics can then be shared through social media.

**Grants Database**

In August, the grants database on the OCHLA website will be reviewed and updated. More material relevant to COVID-19 will be added.

**Vista Orientation**

The ODC has attended orientation held by AmeriCorps, is completing in-house training with OCHLA, as well as reading literature on nonprofits in the area, grant research, and grants that have previously been received.

**Meetings Attended:**

- July 22-Webinar Promotion Strategy with Cherrell Miller and Annette Reyes
- July 23 -Mental Health Navigator Debrief with Lilleana Cavanaugh
- July 24th - July is BIPOC Mental Health Month with Annette Reyes and Cherrell Miller
- July 27th - Latina Primary Health Care Group Topic-Mental and behavioral health in Hispanic and Latino communities
- July 27th -ODC orientation with Lilleana Cavanaugh
- July 27<sup>th</sup>- Conference call about video project to promote awareness of safety procedures in the time of the pandemic
- July 28th - Latino Community Network orientation with Lair Marin and Cherrell Miller
- July 29<sup>th</sup>-Canton Latino Network Meeting
- July 29<sup>th</sup>- Meet Rita Aggarwal, Test run through Project Raices for Akron Meeting
- July 29<sup>th</sup> – First Vista Meeting
- July 30<sup>th</sup>- Akron Latino Network Meeting
- July 30<sup>th</sup> – ODOT/OSHA town hall
- July 30<sup>th</sup> – Canton/Akron notes debrief with Lair Marin
- July 30<sup>th</sup> – Conference Call-COVID information video project
- July 31<sup>st</sup> – Mental and Behavioral health funding with Lilleana Cavanaugh, Lair Marin and Isaac Baez

Respectfully submitted,



Riffe Center ~ 18th Floor  
77 South High Street  
Columbus, Ohio 43215-6108

tel 614.466.8333  
fax 614.995.0896  
<http://ochla.ohio.gov>