

Equitable Communications

Ivan Segura

SC Commission for Minority Affairs

New research shows
minority communities
disproportionally affected by ...

Afterthought



Lack of Access to Information

Language

Bicultural

Minority Staff



FILTER USER TIPS

Use the drop downs below to move the page by Public Health Region, County, and Race. **A specific Region must be selected before you can filter to a specific County.**

Titles are dynamic and will change along with your filters.

View by State or Region
South Carolina

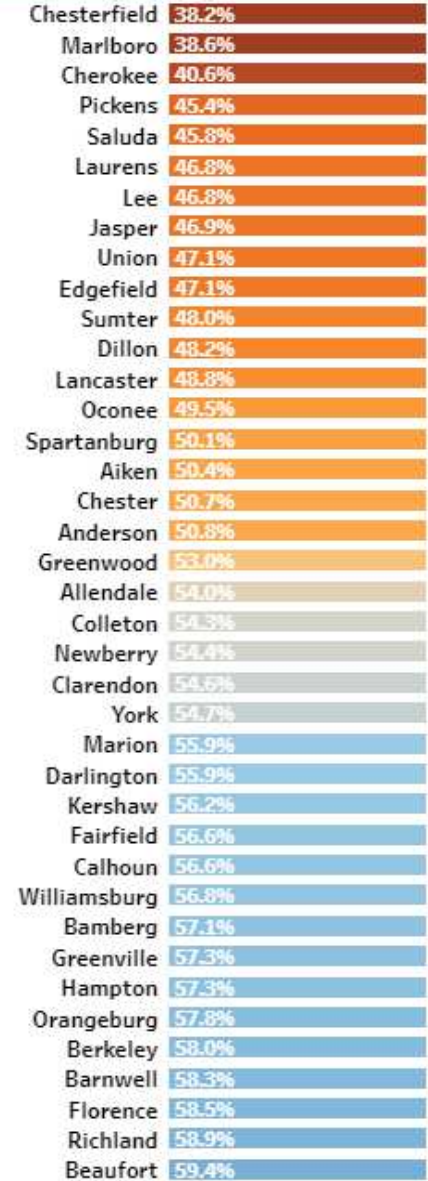
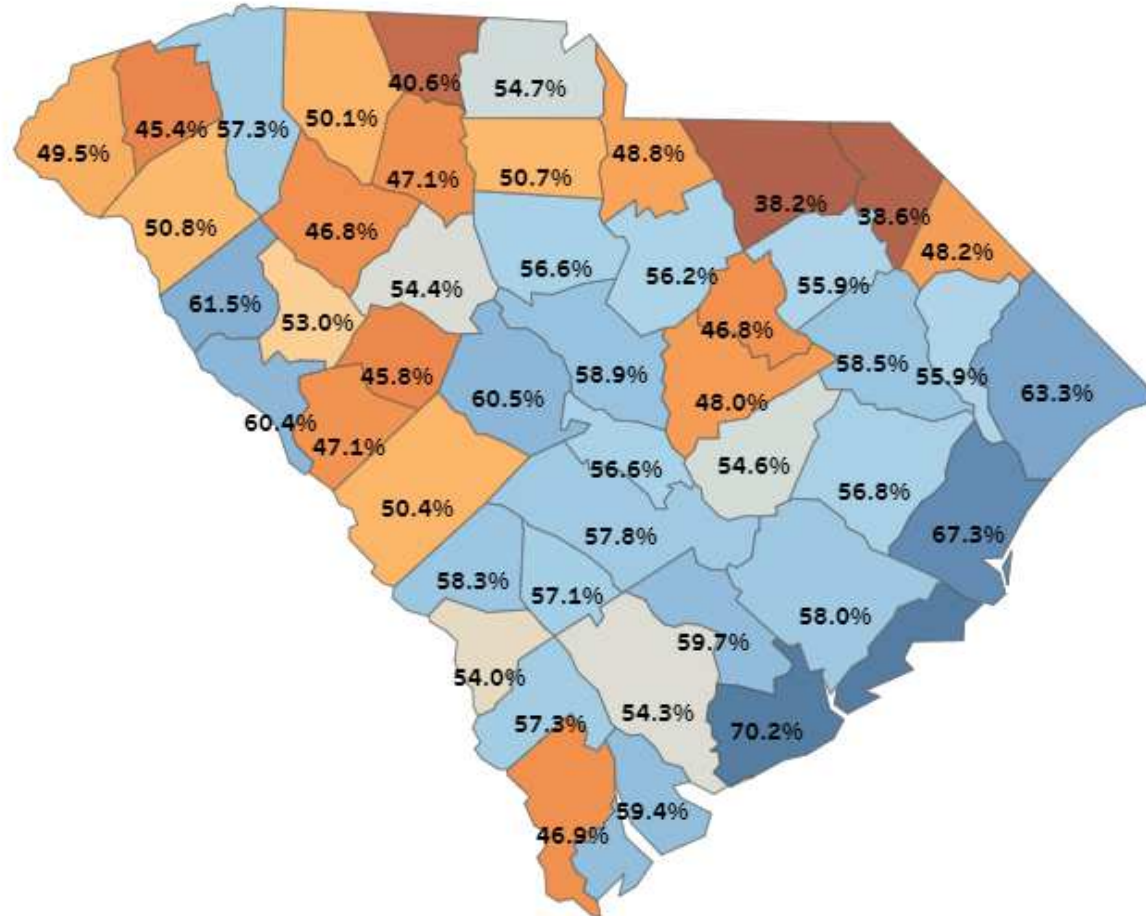
Select County
All Counties

Select Race/Ethnicity
All

Percent of Residents with Completed Vaccination by County

Values based on 5+ population. *Data as of: 1/16/2022*

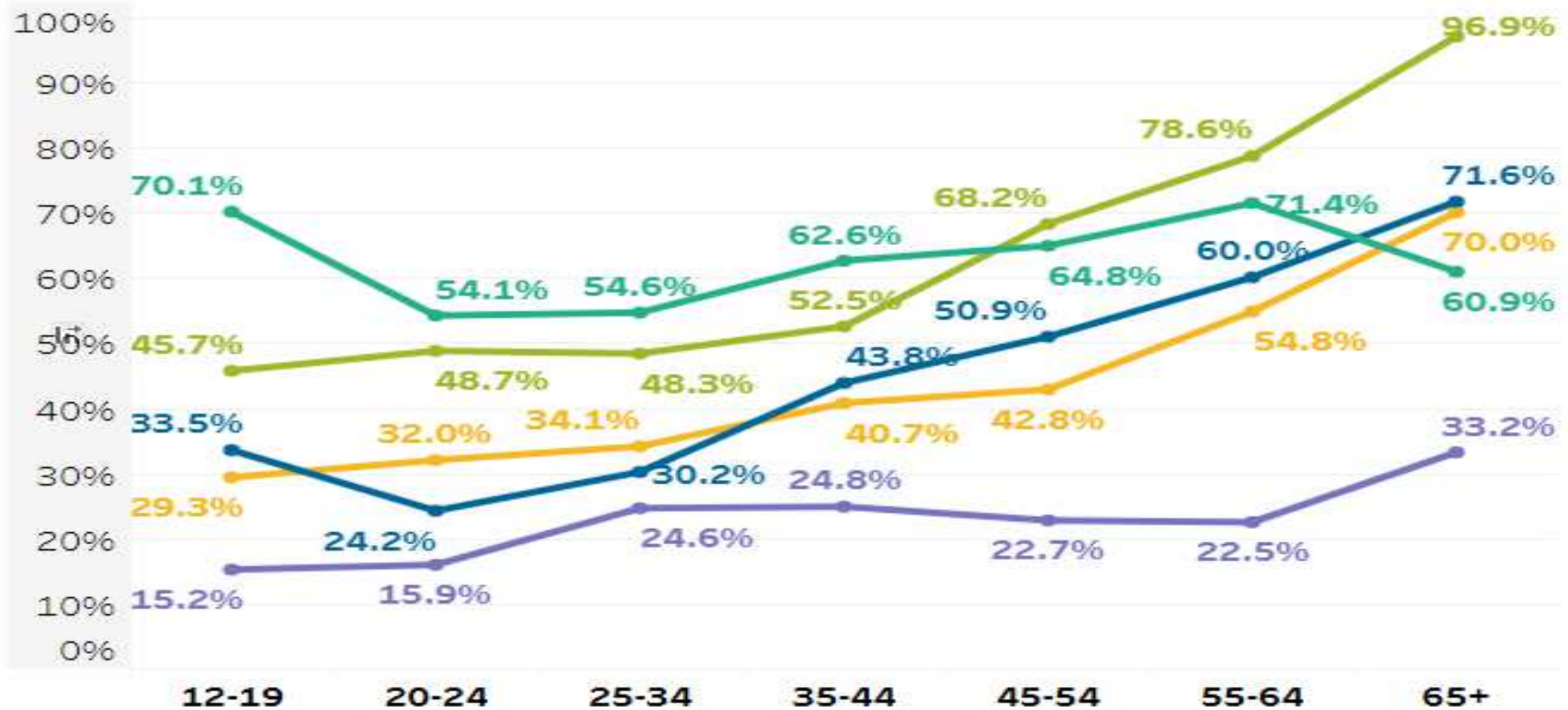
Currently Displaying: All residents in All Counties across All Public Health Regions



**SCDHEC's
Vaccine
Reach
& Local
Vulnerability**

Percent of SC Residents to Complete Vaccination by Race/Ethnicity & Age Category

Data as of: 1/16/2022



White
Black

Hispanic
Asian

American Indian Alaskan Native

Issues Faced by
SC Hispanic
Immigrants
(Areas of
Opportunity)

- Access to services
- Communications
- Acculturation issues
- Educational attainment
- Employment
- Socioeconomic inequities
- Immigration status issues

What does this mean to you?

- Recruitment of Bilingual/Bicultural Staff
- Training Interpreters
- Adaptation of Services
- Conduct Culturally Appropriate Outreach Programs
- Influence Policy Making

Best Practices



COVID-19 STATEWIDE WORKING GROUP FOR LATINX & IMMIGRANT COMMUNITIES



SOUTH CAROLINA
appleseed
LEGAL JUSTICE CENTER



Minority Outreach Strategist
Communications and Public Outreach
S.C. Dept. of Health & Environmental Control



CENTRAL CAROLINA
**Community
Foundation**

ONE SC FUND

← Angela Jenkins



Name
Angela Jenkins

Timestamp
4/14/2020 21:03:42

Company Name
East Coast Migrant Head Start Project

Email
anjenkins@ecmhsp.org

Phone
8438662051

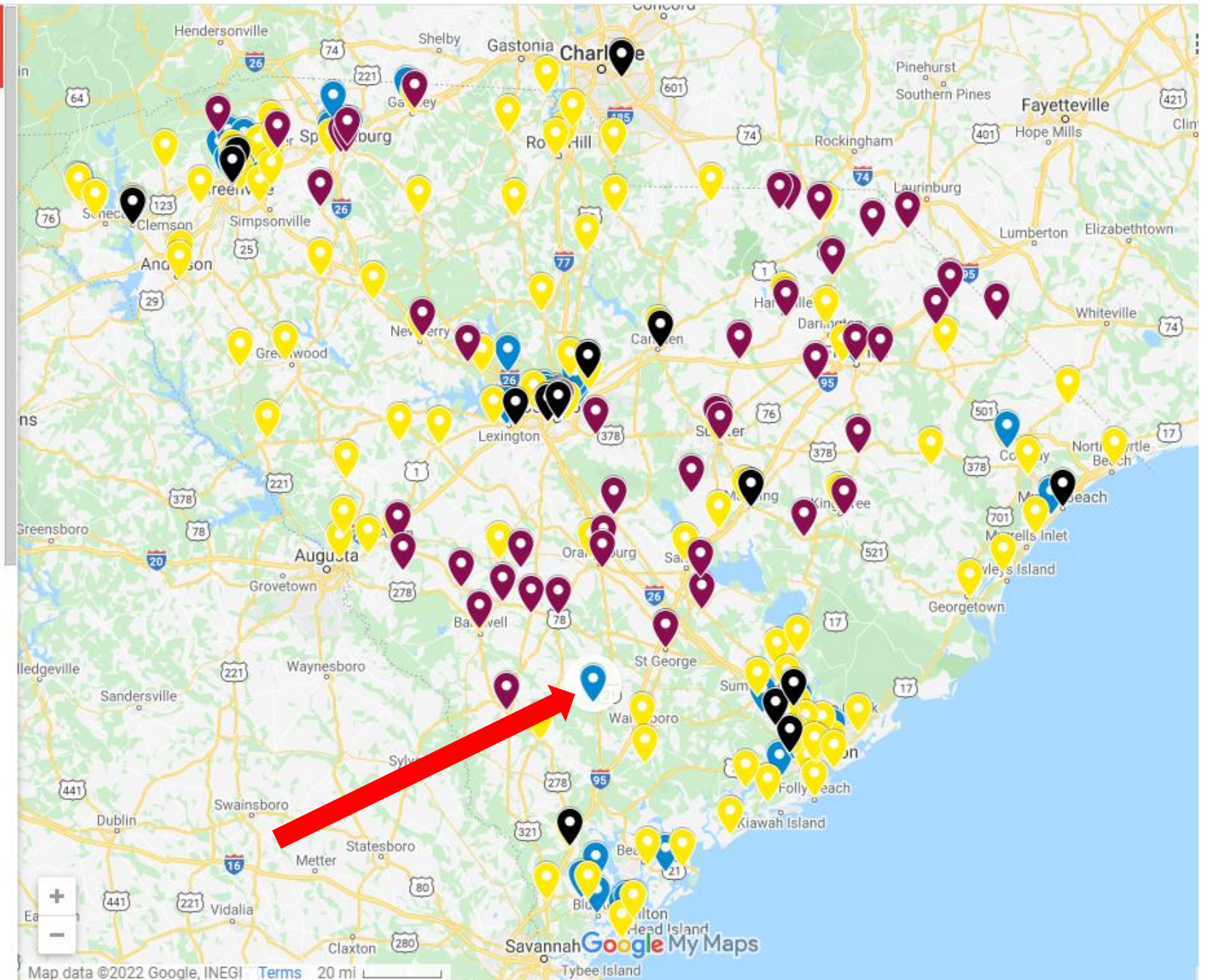
Website
www.ecmhsp.org

Position
Center Director

Address
14405 Bells Highway

City
Lodge

State
South Carolina



Equitable Communications/Effective Outreach

- Educate yourself: Know your product/service and your community
- Know your access points (Community Brokers)
- Create relationships not “flyer-drop-zones”
- Be flexible/adaptable –follow your objectives/mission.
- Share resources/support
- Ask for help



Ivan Segura

Program Manager

Hispanic/Latino Affairs Division

SC Commission for Minority Affairs

isegura@cma.sc.gov

803-563-1849