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LISTOS CALIFORNIA
IMPACT
REPORT

2020 / 2021



Transforming Hearts, Minds,
and Actions.

SERVING VULNERABLE COMMUNITIES DURING A PANDEMIC

Dear California Community,

I am pleased and delighted to share the Impact Report of the San Bernardino County Listos California Emergency Preparedness Campaign. Funded by the California Office of Emergency Management, Listos California is an evidence-based, community-driven emergency preparedness movement that addresses the needs of the most vulnerable Californians while building community disaster resilience. I am grateful to all the Community Health Workers (CHWs) and Partners-Community Based Organizations (CBOs), Government Officials, Academicians, and Businesses-for making Listos California in San Bernardino County a success.

The Listos California Campaign could not have come at a better time. The COVID-19 pandemic has challenged us beyond our imagination, but these trying times have been the catalyst for creativity, connection, and survival. As a result of the COVID-19 pandemic, El Sol quickly transitioned from in-person outreach to electronic/virtual outreach within a matter of weeks. CHWs/Promotores and CBO Partners had to quickly transition while balancing work, children's distance learning, personal or family illness due to COVID, psychological trauma, and financial stress. All of us have lost at least one family member or friend as a result of COVID.

While we all anxiously await the time when we will be able to do more person-to-person contact/outreach, El Sol has been resilient. Our young media team launched us into a modern, virtual engagement while still utilizing our traditional methods of popular education. We have also explored the arts: music, poetry, dance,

drama, games, and graphics to transmit the message of disaster preparedness and community resilience. Furthermore, we have fostered relationships with elected officials, the local chamber of commerce, and economic development organizations that work with for-profit and non-profit businesses. Because of Listos, we are now more adaptable and well-rounded in our approach to addressing the social determinants of health.

Please enjoy the vivid photography and figures showing how our staff and community partners met and surpassed our engagement goals, but most importantly how they wholeheartedly touched the lives of the most vulnerable in our community in meaningful and creative ways. The CHWs/Promotores proved to be frontline workers by putting their lives at risk to educate vulnerable, remote communities on emergency preparedness and COVID-19 safety.

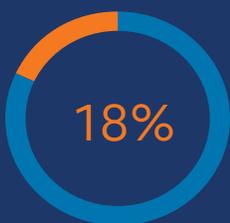
As residents of the Great State of California, I invite you to reflect on this report. Let's take this opportunity to demonstrate our emergency preparedness skills and disaster resiliency as we heal and rebuild from COVID-19 and continue to prepare for the next natural disaster or local emergency.



Alexander Fajardo
Executive Director

SAN BERNARDINO AT A GLANCE

TOTAL POPULATION: 2,121,220



People in Poverty



People with Disabilities



Limited English



Non-White or Hispanic



Older Adults



DISASTER PREPAREDNESS IN VULNERABLE COMMUNITIES

The County of San Bernardino is located in the Third California, a term used to describe the disparities in social, health, and economic measures between sub-regions in California. Residents are vulnerable to natural and human-made environmental hazards, including

earthquakes, train derailments, seasonal wildfires, floods, and landslides.

The context confirmed the need for an innovative, comprehensive community-driven, culturally and linguistically appropriate disaster preparedness outreach and education campaign, with emphasis on persons with access and functional needs (AFN), including but not limited to people with disabilities, seniors, children, limited English proficiency, and transportation disadvantaged.

Community Health Workers engaging with Yucca Valley residents

LISTOS CALIFORNIA:

A CAMPAIGN FOCUS ON EMERGENCY PREPAREDNESS PUBLIC OUTREACH AND EDUCATION

California For All Emergency Preparedness Public Outreach and Education Campaign (LISTOS California) in San Bernardino is a program aimed to provide training and resources to vulnerable and diverse populations through sub-grants to local community-based organizations serving those populations.

CAMPAIGN GOALS:

The following statewide and local Listos California Campaign Goals and Objectives guided the implementation and evaluation plan.

- **ENGAGE** over one million diverse and socially vulnerable Californians by December 2020 in disaster preparedness with culturally and linguistically competent support.
- **BUILD RESILIENCE** in vulnerable, hard-to-reach communities at high risk for wildfire, earthquake, and flood, and now a pandemic.
- **CREATE CONFIDENCE** in Californians to see themselves as first-responders to keep themselves, their families, and their communities safe.

El Sol has developed a network of Community Health Workers (CHWs) or Promotores de Salud that includes African American/Black, Latino/Hispanic, and now, Asian/Pacific Islanders. The Promotores are native language speakers in Spanish (from Mexico, Central, and South America), English, Vietnamese, and Tagalog. These CHWs/promotores will be the primary liaisons and facilitators with each local Community-Based Organization (CBO).

This report provides a summary of the implementation and impact of the Listos California Campaign in San Bernardino and the impact COVID-19 had on the program.



“We are so grateful because we felt more organized and also the church members felt safer. The day we opened the church the promotoras came with guides for our church members and they felt safe, and more prepared.”

San Bernardino Church Pastor



1,286,295
ENGAGEMENTS

TO DIVERSE AND
SOCIALY VULNERABLE
SAN BERNARDINO
COUNTY RESIDENTS.



THE GOAL WAS
SURPASSED BY

612%



COMMUNITY HEALTH WORKERS / PROMOTORES:

ESSENTIAL FRONTLINE PUBLIC HEALTH WORKERS

WHAT ARE COMMUNITY HEALTH WORKERS/ PROMOTORES DE SALUD?

The community health worker and promotor (CHW/P) model is a peer-to-peer empowerment approach in education, prevention, and early intervention for social and health services.

The model is based on the recognition that the people best equipped to reach underserved communities are the very people from those communities. El Sol's CHWs and promotores are chosen from community members who demonstrate leadership potential and a desire to make a difference in their communities.

ROLES OF CHWs/Ps WHEN ENGAGING WITH THE COMMUNITY

- CHWs/Ps share the essential role of being a trusted “connector”: connecting community members to care systems and making personal connections based on shared experience and a deep sense of empathy.
- CHWs/Ps are essential frontline public health workers who often share language, culture, and socioeconomic needs with the communities they serve.
- CHWs/Ps strive for social justice by providing direct care, organizing communities, and mediating between communities and health and social service providers.
- Since CHWs/Ps typically reside in the community they serve, they have the unique ability to bring information where it is needed most.



“There is value in having diversity in the messengers as well, having somebody who comes from the same background and life experiences, and looks like you and talks like you; hearing that message from those folks hits differently in the community.”

San Bernardino Government Staff

**COMMUNITY HEALTH WORKERS
AND PROMOTORES ARE AT THE
CENTER OF EVERYTHING WE DO.**

CATCHMENT AREA:

The El Sol Promotores/CHWs and CBO partners implemented the Listos California San Bernardino County Campaign in all major areas of the county. The following areas were reached.

METRO WEST

- Chino Hills
- Chino
- San Antonio Heights
- Ontario
- Montclair
- Fontana
- Upland
- Bloomington
- Rancho Cucamonga

METRO EAST

- Muscoy
- Colton
- Loma Linda
- Mentone
- Highland
- San Bernardino
- Redlands
- Yucaipa
- Lake Arrowhead

- Grand Terrace
- Oak Glen
- Big Bear Lake
- Big Bear City
- Running Springs
- Crestline



HIGH DESERT

- Lytle Creek
- Oak Hills
- Wrightwood
- Phelan
- Hesperia
- Silver Lakes

- Lenwood
- Mountain View Acres
- Victorville
- Adelanto
- Apple Valley
- Barstow

- Lucerne Valley
- Searles Valley
- Fort Irwin
- Baker
- Needles
- Big River

- Bluewater
- Morongo Valley
- Yucca Valley
- Homestead Valley
- Joshua Tree
- Twentynine Palms



COMMUNITY HEALTH WORKERS / PROMOTORES IN ACTION:

CREATING A CULTURE OF PREPAREDNESS

HOW DO WE CREATE A CULTURE OF PREPAREDNESS?

Community members participated in different activities throughout and at the end of the campaign. Below are a few answers from the community on ways to create a culture of preparedness in their communities.

Multi-generational: “Must include all of the ages. This message must be for all members of the family. We must all be on the same channel. We must all be on the same page/same level.”

Simple Instructions: “A lot of people have difficulty reading or we don’t like to read. We want things straight and to the point.”

Increased message dosage: “We must bombard with the emergency preparedness message, it will become habitual once we hear it over and over repeatedly.”

EDUCATIONAL MATERIALS

El Sol CHWs/Promotores used Listos California Disaster Ready Guides, Curriculum and Scripts

The 5 Essential Steps to Preparedness:

- The preparedness message was simplified to 5 steps, these five steps are evidence-based and are intended to guide anyone to take no or low cost basic steps.
- 1) Get alerts to know what to do; 2) Make a plan to protect your people; 3) Pack a Go Bag with things you need; 4) Build a Stay Box for when you can’t leave; 5) Help friends and neighbors to get ready.

Educational and promotional items:

- These included Go Bags, document holders, brochures, 5 step puzzles, social media graphics, billboards, masks, banners, magnets, and more.

IMPLEMENTATION:



Environmental Promotores de Salud/ Community Health Workers

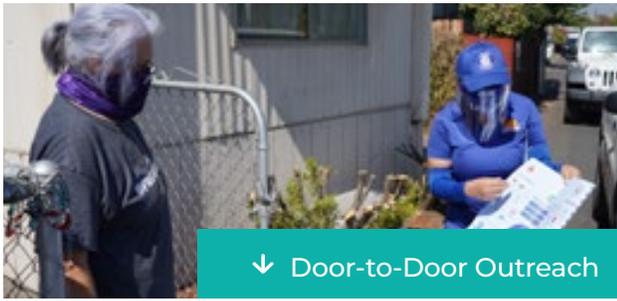
Trained CHWs and Promotores engaged in promoting emergency response capacity building. The program used peer-to-peer engagement strategies, which includes engaging trusted community leaders such as church/faith-based leaders (e.g. Pastors, Priests, “lideres de grupo o vecindario”, etc.).

El Sol Listos team engaged by direct interaction with a total of 132,858 San Bernardino County residents, the goal was surpassed by 27%.



↓ Tabling Events:

El Sol CHWs/Promotores organized several tableting events promoting and educating the community about the emergency preparedness campaign. They also distributed promotional and educational materials in places such as; churches, consulates, food banks, shopping centers, supermarkets, laundromats, events, apartment complexes, and more.



↓ Door-to-Door Outreach

The CHWs/Ps organized door-to-door outreach to secluded and vulnerable communities. This method was effective in reaching the high-risk population living in remote areas, who don't have access to transportation or the internet. The Listos team distributed emergency preparedness guides, along with COVID-19 information on safety precautions, COVID-19 testing, and vaccinations.



↓ Phone Banking

19,875 PHONE CALL ENGAGEMENTS

CHWs/Promotores called a total of 19,875 community residents using a call script. This was a mechanism we have used in the past, thereby making it easier to establish a conversation about prevention and preparedness for emergencies and COVID-19.



↓ Youth Ambassador Program

A virtual program to train youth in different ways of raising awareness for disaster preparedness methods and steps. The youth provided online workshops through Facebook, Instagram and YouTube Live. They prepared promotional material of the Listos Campaign to share on their Instagram page.

- Trained Youth Ambassadors
- Represented by San Bernardino City Unified School District
- Webinar Workshop on Mental Health During COVID-19



↓ Food Drives & Food Banks

16,262 DIRECT FOOD DRIVE ENGAGEMENTS

CHWs/promotores approached all of the local food banks in the region, in efforts to support vulnerable communities with food supplies, and distribute disaster preparedness guides and educational brochures with resources.

- Back to School Mobile Spectacular
- Senator Connie Leyva in Partnership with Huerta del Valle Food Drive



→ Community Events:

Participated in virtual Town Halls and Webinars, community events such as Swap Meets, sports arenas (soccer, football, etc.) Chinese, Vietnamese New Year Celebration, Black History Month Parades and Celebrations, etc.

- Ontario Health Fair
- Back to School Mobile Spectacular, by the Fontana Unified School district
- Senator Connie Leyva in Partnership with Huerta del Valle Food Drive

COMMUNITY HEALTH WORKER/ PROMOTORES TRAINING CENTER:

EMERGENCY PREPAREDNESS

TRAINING APPROACH

El Sol Training Center is a learning ecosystem that uses a holistic (Multi-Faceted) approach to facilitate CHW/ Ps personal transformation and empowerment to advance in health and social justice.

El Sol Training program invites CHWs/promotores to self-reflect and also analyze their community. Through the training, they learn to grow as individuals and build strong relationships with their peers. We believe a safe space creates open dialogue and critical thinking to improve lives in our communities.



TRAININGS



CERT Trainings



Emergency Preparedness Listos Training



Listos California Program Training



Media Training:



COVID-19 Training



CHWs: Frontline Responders after a Natural Disaster



Community Based Organization (CBO) Training



Youth Ambassadors



A collective total of 69 trained CHWs/ Promotores, CBOs, and youth ambassadors were trained with the El Sol Training Center.

**A TOTAL OF MORE THAN
100 HOURS OF TRAINING**



“

Through El Sol Training program, I've learned that my lived experiences can make a difference in other families, I can connect with my community, educate them on how to be better prepared because they can relate with my experience.”

El Sol CHW/Promotor

INNOVATIVE METHODS

HOW USING CREATIVITY HELPED REACH CHILDREN, YOUTH, AND LIMITED ENGLISH SPEAKERS



MUSIC

El Sol created engaging and educating song videos featuring local community members. These songs were a fun and memorable way to share safety tips for emergency and disaster preparedness; and COVID-19 guidelines and vaccination.

- I'm Ready California dance song; Learn the five steps of the emergency preparedness guide.
- The official COVID-19 ranchera song en Español; Encouraged the Latino community to get tested and vaccinated.
- Time to Heal COVID-19 song; Spreads a message of healing for the African American and Latino communities.

STORIES OF IMPACT

Stories of impact are methods for revealing residents' perceptions of the community. A set of real-life COVID-19 stories used in the Time to Heal toolkit along with group outlines helped community members discover a sense of belonging, discover their resilience skills, gain hope of healing, and identify the different support resources available in the community.

SAYINGS OR "DICHOS COMUNITARIOS"

Spanish traditional sayings or dichos were applied for every step on the emergency preparedness.

- "No deje para mañana lo que puede hacer hoy"
- "Mejore prevenir que lamentar"
- A Dios rogando y con el mazo dando"
- "Al mal tiempo, Buena cara (quedate en casa)"
- "Hoy por ti, mañana por mi!"

SOCIO-DRAMAS OR THEATER

Building on principles of adult learning, the sociodrama method enables the skilled facilitator to draw on the learner's past experiences as resources for teaching and reflective practice on disaster preparedness.

- Listos California Drama

EDUCATIONAL PUPPET SHOW

The puppet show delivers age-appropriate messages to young children in an attractive and engaging set of videos in both English and Spanish. Video topics included:

- Listos California Super Heroes
- COVID-19 Puppet Show
- Vaccination Puppet Show



EDUCATIONAL GAMES AND ACTIVITIES

Interactive games and activities were used to make learning fun and easy; these include Zumba!, art contest, cooking classes, jig-saw puzzles, prize wheels, Pictionary, and the following custom card games:

- Loteria (Bingo) game set
- COVID-19 trivia cards
- Emergency Preparedness trivia cards



“Due to COVID-19, it has been hard to reach people living in long-term care facilities, assisted living, and rehab centers. But we have very creative CBOs, some have created virtual bingo and through their caregivers, the people living in these facilities are not only getting the information they need to get prepared in case of an emergency but also having fun.”

MEDIA COMMUNICATIONS

REACHING THE ISOLATED DURING A PANDEMIC

Amid the pandemic, the CHWs/Promotores used every medium possible to address the most vulnerable communities in San Bernardino, from door-to-door engagements to being broadcast on news television.

The COVID-19 pandemic and the mandatory quarantines created a challenge to continue in-person outreach, which is why El Sol transitioned its focus to electronic/virtual outreach within a matter of weeks.

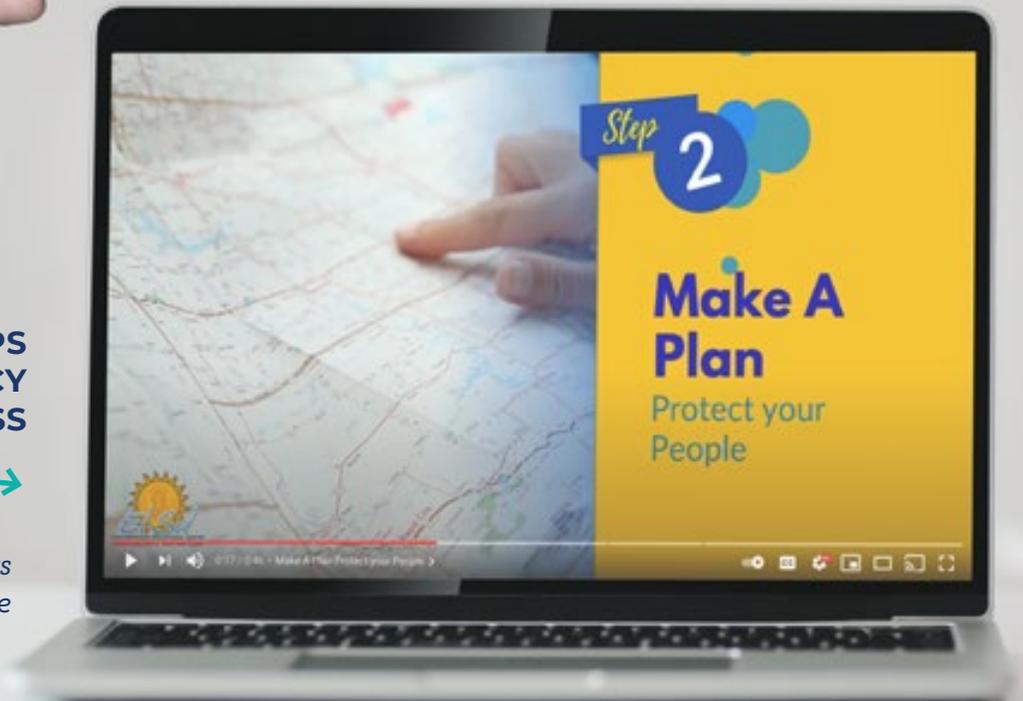
To ensure continuity of services and provide critical COVID-19 messaging to as many people as possible, the information and educational materials were converted digitally and delivered online via email, text, social media, youtube, zoom meetings, radio, and television.

The following virtual emergency preparedness and COVID-response media activities were used to promote success stories, campaign messages, and position campaign partners for success.



VIDEO OF 5 TIPS FOR EMERGENCY PREPAREDNESS

Over 100k views on youtube



TOTAL COMMUNICATION CAMPAIGN IMPRESSIONS:

1,076,421



SOCIAL MEDIA:

Facebook, Instagram, and Twitter were used to virtually engage the community and share safety tips for an emergency and COVID-19 health and safety information.



VIDEO SHARING COMMUNICATION

Zoom and Google Meet were used for videoconferencing and webinars. YouTube and Facebook Live were used to livestream trainings and town halls. Topics included:

- Experts of San Bernardino County to Talk About the COVID-19 Vaccine
- Introducing Community Based Organization Partnerships
- Disaster Preparedness Town Hall with Elected Officials
- InformaGente: COVID-19 Guidance for Immigrants and Essential Workers with Jorge Hernandez, Los Tigres del Norte



VIRTUAL OUTREACH

Educational safety tip videos on prevention and preparedness for emergencies and COVID-19. A few Listos CHW/Ps were featured on:

- Spectrum News 1 in San Bernardino
- Univision News



MOBILE MESSAGING:

Text message reminder was used for email blasts to parents.



EMAIL COMMUNICATIONS

Listos educational information and latest news were featured on our newsletter.

COMMUNITY-BASED ORGANIZATIONS

BUILDING THE LISTOS EMERGENCY PREPAREDNESS CAMPAIGN WITH TRUSTED PARTNERSHIPS

El Sol had an opportunity to collaborate with a diverse group of Community-Based Organizations (CBOs) to reach under-served and vulnerable populations. Each organization has the experience and ability to connect because they are a part of those same communities. Together, we were able to identify and connect with the people who are most in need of emergency planning.



Served in SB Metro-East and High Desert, priority population is Youth.

DIRECT: 19,652
INDIRECT: 14,860
TOTAL:
34,512



Served in SB High Desert to primarily African American communities.

DIRECT: 4,781
INDIRECT: 14,872
TOTAL:
19,653



Served in SB Metro-East, to primarily the African American communities.

DIRECT: 853
INDIRECT: 3,872
TOTAL:
4,725



Served in SB High Desert, primarily to foster youth population.

DIRECT: 4,910
INDIRECT: 2,076
TOTAL:
6,986



El Sol developed a Request for Proposals (RFP) for local CBO partners spanning the western, eastern, and High Desert sections of San Bernardino County. These organizations have historically reached priority populations in their region of the County.

The local CBOs leveraged the power of peer-to-peer networks to organize their vulnerable and underserved communities to establish and implement tailored preparedness strategies that reflect their unique needs and challenges.

“This program is very important because it helps the Ontario community, and all the families, especially the Latino families in this community, and they are always educating us in every way.”

San Bernardino resident attending Food Drive



Served in the SB Metro-East primarily the youth in vulnerable communities.

DIRECT: 968
INDIRECT: 4353

TOTAL:
5,321



Served in SB Metro-West primarily the Seniors in Assisted Living.

DIRECT: 160
INDIRECT: 1263

TOTAL:
1,423



Served in all San Bernardino County.

DIRECT: 3,020
INDIRECT: 0

TOTAL:
3,020



Served in SB Metro-West to primarily the Pacific Islanders.

DIRECT: 424
INDIRECT: 78

TOTAL:
502



Served in SB Metro-West, primarily to Non-Profit Agencies.

DIRECT: 85
INDIRECT: 4109

TOTAL:
4,194



Served in SB Metro East and West, primarily the Business and Corporations.

DIRECT: 157
INDIRECT: 2,398

TOTAL:
2,555

ELECTED OFFICIALS:

LEVERAGING GOVERNMENT PARTNERSHIPS

El Sol has fostered relationships with elected officials and participated in governmental collaborations and partnerships with public health authorities, academic and health partners to help increase awareness of the Listos California emergency preparedness campaign.

El Sol CHWs/Ps invited elected officials to join them in a series of conversations on the importance of having the Listos Campaign Emergency Preparedness in their communities. The webinars also covered information about the Covid-19 pandemic and provided resources and safety measures to the public. The elected officials promoted the campaign on their social media and invited people from the community to participate in the webinars.

EMERGENCY PREPAREDNESS TOWN HALL MEETINGS

El Sol community health workers hosted livestream town hall meeting with the following elected officials:

- **Supervisor Josie Gonzalez**
- **California Representative Pete Aguilar**
- **Supervisor Janice Rutherford**
- **Supervisor Curt Hagman**
- **Assembly Member Eloise Reyes**



“ Thank you, El Sol and Listos California, we are so happy to give the community important information, and its people like you that are making a difference in our community”

Senator Connie Leyva

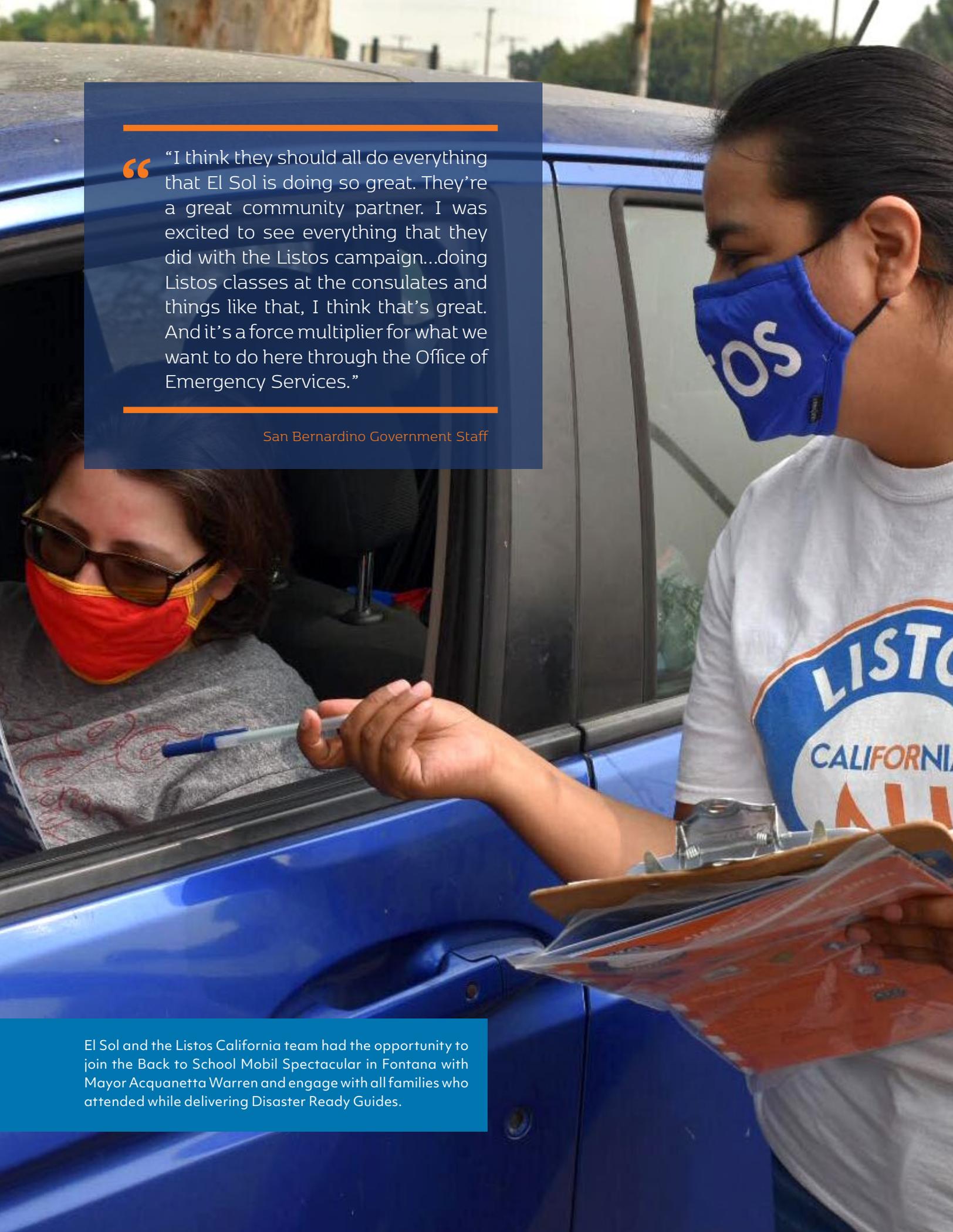
El Sol with Listos California had the opportunity to partner with Connie Leyva and Huerta del Valle food distribution in Ontario Community Garden to share Disaster Guides while the community also received food.

“

“I think they should all do everything that El Sol is doing so great. They’re a great community partner. I was excited to see everything that they did with the Listos campaign...doing Listos classes at the consulates and things like that, I think that’s great. And it’s a force multiplier for what we want to do here through the Office of Emergency Services.”

San Bernardino Government Staff

El Sol and the Listos California team had the opportunity to join the Back to School Mobil Spectacular in Fontana with Mayor Acquanetta Warren and engage with all families who attended while delivering Disaster Ready Guides.



EMERGENCY PREPAREDNESS ACCOMPLISHMENTS

BY THE NUMBERS

EMERGENCY PREPAREDNESS ENGAGEMENTS:



PEOPLE IN POVERTY:



PEOPLE WITH DISABILITIES:



OLDER PEOPLE:



YOUTH:



NON-WHITE OR HISPANIC:



% SBC REPRESENTATIVE SAMPLE OF RESIDENTS' WHO HAVE NOT PREPARED BUT INTEND TO DO SO IN THE NEXT MONTH.



COVID-19 ACCOMPLISHMENTS

BY THE NUMBERS



COVID-19 COMMUNICATIONS
ADDITIONAL ENGAGEMENTS:

1,007,614

HIGH RISK POPULATION FOR
CONTRACTING COVID-19



24 ASSIGNED
CHWS/PS
TO OFFER SUPPORT IN THE
COMMUNITY DURING COVID-19



40 hours
OF COVID-19 TRAINING
MODULES TOPICS FOR CHWS/PS

COMMUNITY RESPONSE AFTER CHWS/PS CONVEYED IMPORTANT COVID-19 INFORMATION ON SAFETY GUIDELINES AND VACCINATIONS:

ARE WEARING A
MASK IN PUBLIC



COMPLETELY CONFIDENT
THAT VACCINES ARE SAFE



PLAN TO BE VACCINATED IF
THE VACCINE IS AVAILABLE



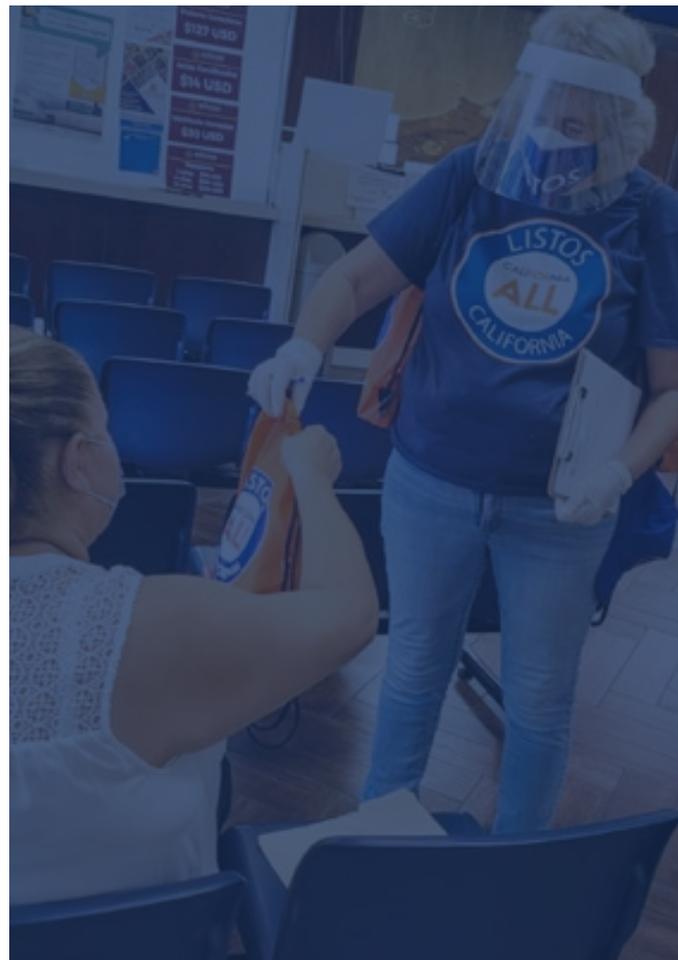
CONCLUSION

PERSPECTIVES ABOUT THE CAMPAIGN

The Listos Campaign in San Bernardino County was a success! This evidence-based, community-driven movement addressed the needs of the most vulnerable Californians while building community disaster resilience. El Sol confidently met and surpassed all engagement goals because of our organization's expertise and capacity to serve and reach communities most negatively impacted by natural disasters.

Factors leading to the successful implementation of the Listos California Campaign

- Our organization is built on collaboration, innovation, and creativity.
- Our team and community members have experienced hardship, crisis, and difficulty throughout our lives, yet we face life with optimism and resilience. This has been at the crux of our internal motivation.
- The CHWs/Promotores are versatile and always seeking ways to connect the community with necessary resources.
- El Sol is a trusted community change agent with various geographic, cultural, and ethnic/race target populations throughout Southern California.
- El Sol has a rich legacy of community and governmental collaborations and partnerships with local community-based organizations, elected officials, public health authorities, academic and health partners, consulates, and media outlets.
- Our young media team launched us into a modern, virtual engagement while still utilizing our traditional methods for popular education. We have also explored the arts: music, poetry, dance, drama, games, and graphics to transmit disaster preparedness and community resilience.
- Our seasoned leadership team has developed partnerships with organizations and government officials that did not exist before Listos or before the COVID-19 pandemic.



El Sol is grateful for the technical assistance we have received from Valley Vision and CAL OES teams. Listos California was a success, especially during the COVID-19 pandemic. We join other CBO partners across California to ask our Governor and Legislators to invest an additional \$50 million in the FY 2021-22 budget to continue and expand the Listos California Effort. This amount, which is equal to the original investment through AB 72 (2018), would greatly increase the number of diverse and vulnerable individuals engaged, both in the counties currently served by Listos California and in counties that do not yet have an active local implementation partner.



**THE LISTOS
CAMPAIGN HAS
BEEN OF POSITIVE
IMPACT ON OUR
COMMUNITY. WE
ARE GRATEFUL FOR
BEING A PART OF
THIS EXCELLENT
PROGRAM.**





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