



Office of Community Partnerships and Strategic Communications
Bridging Community and Government Action

2023 Year in Review



The Office of Community Partnerships and Strategic Communications is a groundbreaking and award-winning office that manages the state's highest priority community engagement and public awareness efforts.

Photo: OCPSC's Vaccinate ALL 58 Campaign received Champions for Health's President's Award - their highest honor - on May 12 at the San Diego Natural History Museum. Executive Director Yumi Sera accepted the award from San Diego County Medical Society's CEO Paul Hegyi alongside Regional Program Manager Marc Maconi and Senior Advisor Sonya Harris.



The Blueprint

Built on the success of Census 2020 and Vaccinate All 58 campaigns



Implement Data-Informed Decisions

Use research and data to ensure equity and accountability.



Address Access

Facilitate cultural customization to reach people where they are.



Cultivate Meaningful Relationships

Build, support and nurture a network of trusted messengers and partners.



Foster Innovation

Establish a learning culture and share what's learned.



Advance Equity

Focus on reaching the communities with the greatest social and health inequities.



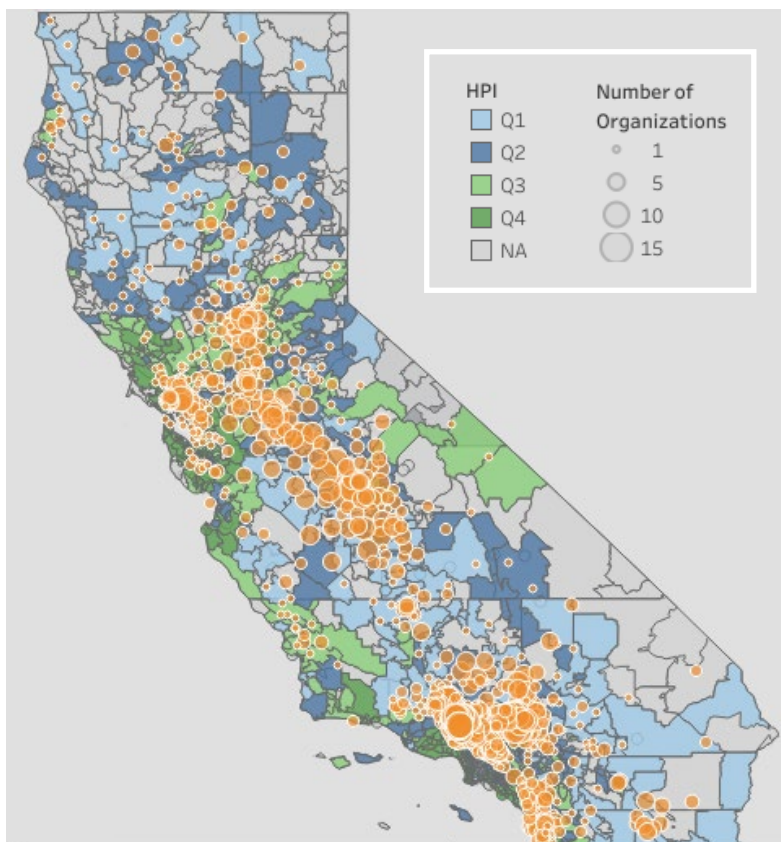
Maximizing Impact with Data

The foundation of the Office is data and research. While coordinating California's most important community engagement efforts, the Office leverages research and data to inform strategy, guide resource allocations and prioritize those experiencing the greatest health and social inequities. Using a custom-built online application (CORD), our data scientists can easily share population and regional data to ensure outreach and communication resources are directed where they are needed most.

Utilizing Expertise

By working with state departments and agencies and other experts in their fields, the Office informs the public with accurate, timely information that dispels misinformation.

Trusted Messenger Network Coverage by Healthy Places Index



The Healthy Places Index (HPI) Shading

This chart uses the Healthy Places Index 3.0 (HPI), developed by the Public Health Alliance of Southern California. The HPI uses a range of data sources and indicators to calculate a measure of community conditions ranging from the most to the least healthy based on economic, housing, and environmental measures. Scores range from less healthy community conditions in Quartile 1 in light blue to more healthy community conditions in Quartile 4 in dark green. Shading is of California zip codes. Those zip codes shaded grey do not have an HPI designation due to low population or lack of data to compute a designation.

Number of Organizations

As noted in the key, the larger the orange circle the more community-based organizations (CBOs) have reported working in that zip code on their outreach plan.



"You're leading the charge in a completely uncharted area. We are behind you 1,000 percent."

Michelle Mush Lee, Executive Director, Youth Speaks



By the Numbers

The Power of Community

At the heart of every public awareness and outreach campaign built by the Office is a structured network of trusted messengers. These messengers - often community-based organizations, ethnic media outlets, outreach workers and faith leaders - have deep knowledge of the communities they serve. In one-on-one interactions, trusted messengers, who reflect the language and culture of their community, listen with intention and empathy. Through these authentic conversations, trusted messengers raise awareness, mobilize public support, and provide valuable insights that inform strategy and messaging.

While the network of trusted messengers is on the ground building trust and having conversations with community members, the Office is building their capacity by providing funding and creating tools they can use to educate and engage communities around priorities such as extreme heat, water conservation, COVID-19 and Individual Taxpayer Identification Numbers (ITINs).

"It is rare to find connections with like-minded trailblazers who follow up their words with action. It means a lot to all of us that you really want a conversation, collaboration, and partnership with us."

Mario A. Ortega,
CEO, Abrazar, Inc.



\$29,294,025

invested to build capacity at
community organizations

121

funded CBOs

Outreach conducted in

89%

of California's most
vulnerable zip codes

Outreach in

34

languages

91%

of CBOs offer outreach
in 2+ languages

22,071,086

people reached

365

community events

Commitment to Collective Action

More than 224 representatives from 121 participating community-based organizations gathered in northern and southern California in May 2023 for two days of learning, strategic planning and collaboration. From learning about one another to ensuring representation of intended populations, the regional groups showcased their commitment to collective action. The learning continued throughout the year at monthly statewide briefings where CBOs heard from state agency and department leaders, and resource persons that helped inform their work locally.



Campaigns Tailored to Resonate

To accompany the on-the-ground community trusted messengers, the Office also executes integrated media campaigns. Together, these strategies cut through the noise and provide hard-to-reach communities with accurate information from the people and media outlets they trust. Messaging and in-language materials are tailored to resonate with the many rich cultures within the campaign's target geographic areas. Elements include radio, print and digital advertising, social media, media coverage and community placements such as bus stops, convenience stores and billboards.



- **1,927,260,000**
paid media impressions
- **15,588,000**
social media influencer views
- **461,154,739**
earned media impressions
- **250+**
ethnic media outlets



Learning with Purpose

Change makers do things with purpose. By intentionally fostering a learning community, the Office creates spaces to innovate, opportunities to listen deeply and the ability to move education to action.



184

Regional Collective Impact Tables

CBOs found common ground, identified insights, and stimulated new collaborations through highly interactive peer-to-peer learning sessions.

22 sessions were dedicated to sharing information and resources on Individual Taxpayer Identification Numbers (ITINs).

25

Community Connections and Listening Sessions

Community members and CBOs throughout the state passionately shared about the region where they work and play, the unrelenting challenges they face and their experiences with COVID-19, extreme heat and community resilience.

31

Partner Work Group Meetings

State agencies, nonprofits, faith-based organizations and consulates gathered together to collaborate with the Office and learn directly from others in their field.



11

Regional Disability and Inclusion Trainings

In the pursuit of a more equitable California, the Office partnered with the Disability Rights Education & Defense Fund to provide education on disability rights and how to better reach those living with disabilities

"In partnership with the Office, we are organizing disability, access and inclusion workshops so people with disabilities are not left out. We bring an understanding of disability rights and tips on accessibility."

Susan Henderson,
Executive Director,
Disability Rights Education
Defense Fund



"We are changing the way we do our operations as a result of the disability access and inclusion training."

Rena Wang,
Program Manager,
Asian Health Services



8 Learning Labs

3 Communities of Practice: Public Awareness

Best practices from trusted partners, community members and state agencies were amplified during learning webinars – from language access and engaging refugees to building coalitions and ethnic media partnerships.





“For a new Office to be so effective at so many levels, especially with CBOs has been transformative. No other state has this level of engagement with CBOs. What an unprecedented opportunity to be able to make an impact.”

Samuel Assefa, Director, Office of Planning and Research



Photo: The Office, along with the Office of Planning and Research held a Community Connection in Orange County with 15 community-based organizations to gain a deeper understanding of CBO outreach efforts and priority communities.

The Office of Community Partnerships and Strategic Communications, housed within the Governor's Office of Planning and Research, initiates and executes campaigns related to the state's highest priority public awareness and community outreach efforts. As the single state entity coordinating California's most important community engagement efforts, the Office allows the state to realize more inclusive and effective outcomes while preventing equity gaps in statewide outreach.



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