

Office of Community  
Partnerships and Strategic  
Communications

**2024**

## Regional Snapshots



[ocpsc.ca.gov](http://ocpsc.ca.gov)

# Foreword

As a companion to the “Bridging Community and Government Action, 2023 Year in Review,” the “2024 Regional Snapshots” provide insightful glimpses into the heart of each region’s outreach, partnerships, and public education efforts.

The Regional Snapshots illustrate the strengths and diversity of our network of community-based organizations (CBOs) and their commitment to equity. They demonstrate how our Office has supported and strengthened relationships through an ecosystem of trusted messengers. Each Regional Snapshot includes population data, the number of languages served by CBOs, and the CBO network coverage. The ten regions and the counties included in each Snapshot are listed below:

Region		Counties
1	<b>Northern California &amp; the Sierras</b>	Alpine, Amador, Butte, Calaveras, Colusa, Del Norte, Glenn, Humboldt, Inyo, Lake, Lassen, Mariposa, Mendocino, Modoc, Mono, Nevada, Plumas, Shasta, Sierra, Siskiyou, Tehama, Trinity, Tuolumne
2	<b>Greater Sacramento</b>	El Dorado, Placer, Sacramento, Sutter, Yuba, Yolo
3	<b>Bay Area</b>	Alameda, Contra Costa, Marin, Napa, San Francisco, San Mateo, Santa Clara, Solano, Sonoma
4	<b>Central Valley North</b>	Madera, Merced, San Joaquin, Stanislaus
5	<b>Central Valley South</b>	Fresno, Kern, Kings, Tulare
6	<b>Central Coast</b>	Monterey, San Benito, San Luis Obispo, Santa Barbara, Santa Cruz, Ventura
7	<b>Los Angeles</b>	Los Angeles
8	<b>Orange County</b>	Orange
9	<b>Inland Empire</b>	Riverside, San Bernardino
10	<b>Border Region</b>	Imperial, San Diego

We hope these Snapshots inspire you to learn more about the diverse and vibrant communities of California and the impactful changes we strive to create. Please reach out to OCPSC at [info.ocpsc@opr.ca.gov](mailto:info.ocpsc@opr.ca.gov) if you have any questions.

## Yumi Sera

Executive Director

Office of Community Partnerships and Strategic Communications

Governor’s Office of Planning and Research

# Region 1

## Snapshot



Northern California and the Sierras



### Total Population

**1,230,409**

### Population in HPI Q1 & Q2

**872,697**

### Percentage of population in (HPI) Q1 & Q2

**70.9%**

### Languages Served by CBOs

**9**

Region 1 covers Northern California and the Sierras, the largest and most remote geographical area among the ten regions with 23 counties: Alpine, Amador, Butte, Calaveras, Colusa, Del Norte, Glenn, Humboldt, Inyo, Lake, Lassen, Mariposa, Mendocino, Modoc, Mono, Nevada, Plumas, Shasta, Sierra, Siskiyou, Tehama, Trinity, and Tuolumne. This region is home to the Golden State's highest mountains, coastal basins, and dense redwood forests. With sparsely populated towns, this rural region poses several challenges to outreach activities, including lack of broadband access, vast distances between population centers, and few public transit options.

**DATA NOTES:** Population data is based on the zip code designations of the Healthy Places Index with population totals pulled from the Census. Language data is based on activities reported by CBO partners between July and December 2023.

## Region 1 Snapshot

### Creating Cultural Assets



The California Indian Manpower Consortium, Inc. (CIMC) has partnered with the State since the California Census 2020 and Vaccinate ALL 58 campaigns to reach Native Americans/American Indians. For the COVID-19, extreme heat, and water conservation campaigns, CIMC tailors promotions and strategies to respond to the multifaceted contexts of each tribe.

CIMC's digital strategies include conversational podcasts and unique American Indian motifs and themes depicted in their social media assets. These strategies expand the messaging footprint, reaching and connecting CIMC's audience in meaningful, culturally appropriate ways.

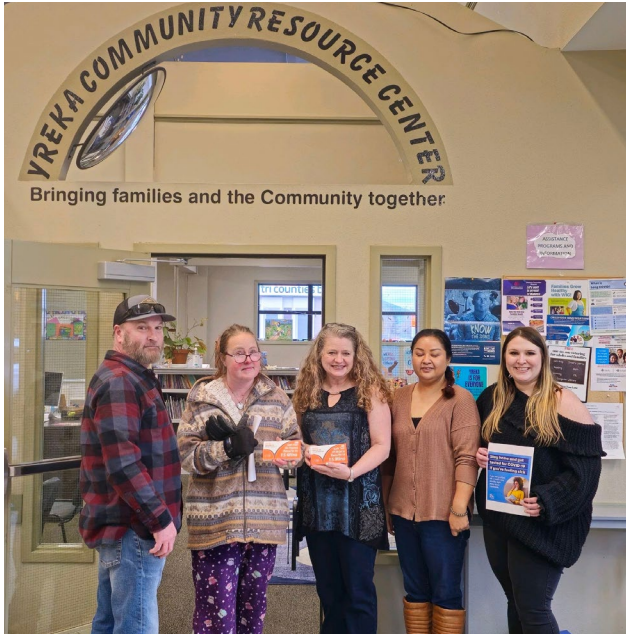
### Amplifying Messages for Environmental Action



The Butte Environmental Council advertises their educational community events on extreme heat and water conservation through local media channels, such as the Chico Enterprise Record and community radio station KZFR. Their presence on the local radio show Ecotopia brings extreme heat messages to 6,000 listeners every ten minutes. They have also partnered with Chico State University volunteers for tree planting and creek clean-up events, linking campaign messaging with environmental action.

## Region 1 Snapshot

### Leveraging Partnerships



Siskiyou Community Resource Collaborative serves seven family resource centers in Yreka, Scott Valley, Montague, McCloud, Weed, Mt. Shasta, and Dunsmuir. These partnerships enable them to expand their outreach in this vast rural county. Their collaborative events not only provide a venue to share health and environmental information, but also facilitate relationships and mutual support for families.

The Collaborative's executive director presented the State's campaign priorities to the Dunsmuir City Council on August 3, 2023 resulting in residents learning about the importance of water conservation and ways residents can protect themselves from extreme heat. Messages on cooling centers were amplified by the city and local organizations, such as the Rotary Club and churches.

### Engaging Small CBOs

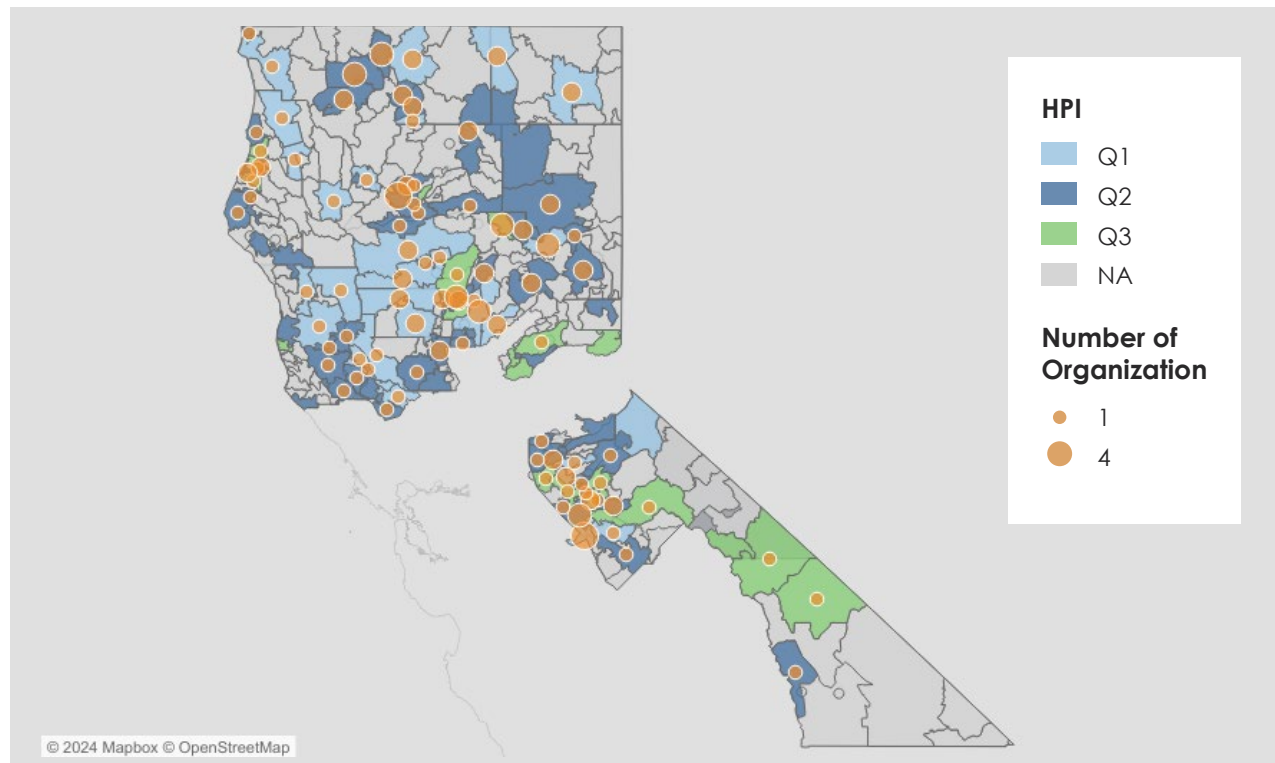


*Community Connections* provide insights for our campaigns directly from CBOs and strengthens the state's engagement with communities. In collaboration with United Way of Northern California, OCPSC staff met with CBOs across northern California to discuss their experiences from the COVID-19 vaccination campaign. One theme that emerged was how access to health care clinics is hindered by distance and lack of transportation in rural areas.

Some residents mistrust government institutions, often making CBOs the trusted source of accurate information. CBOs offer one-on-one conversations and simplified educational messages in multiple languages with a soft touch, increasing community trust. United Way of Northern California serves as an intermediary to smaller, local CBOs, providing them with sub-grants, as well as support for administration and financial reporting.

## Region 1 Snapshot

### Trusted Messenger Network Coverage by HPI



#### The Healthy Placed Index (HPI) Shading

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#### Number of Organizations

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# Region 2

## Snapshot



### Greater Sacramento Region



#### Total Population

**2,491,185**

#### Population in HPI Q1 & Q2

**859,373**

#### Percentage of population in (HPI) Q1 & Q2

**34.5%**

#### Languages Served by CBOs

**12**

The Greater Sacramento Region, or Region 2, includes the counties of El Dorado, Placer, Sacramento, Sutter, Yuba, and Yolo. It is a blend of urban, suburban, and agricultural communities, as well as the State capital. Sacramento County is the largest county in the region with a population of over 1.5 million. The county has a history of welcoming refugee groups from all over the world, adding to the diversity of languages spoken including Spanish, Vietnamese, Russian, Chinese, Hmong, Punjabi, Ukrainian, Tagalog, Cantonese, Farsi, Dari, Hindi, Arabic, and Mandarin (2017-2021 ACS PUMS data).

**DATA NOTES:** Population data is based on the zip code designations of the Healthy Places Index with population totals pulled from the Census. Language data is based on activities reported by CBO partners between July and December 2023.

## Region 2 Snapshot

### Activating Trusted Messengers



CBOs are trusted messengers serving as a bridge between the State and its communities. La Familia worked to ensure their residents were counted during Census 2020. Now, their Maple Neighborhood Center in South Sacramento serves as a trusted place for COVID-19 education and vaccinations and cooling centers. They are committed to providing access to life saving vaccines to the youth and families in their neighborhoods.

In January 2024, 13 CBOs attended a training organized by OCPSC with Golden State Opportunity and the IRS, to learn about the Individual Taxpayer Identification Number (ITIN) with the core message: all those who are eligible benefit, regardless of income and immigration status. ITINs are needed not only for tax credits, but to build a life and documented financial history in the U.S.

### Listening to Older Adults



Yolo Healthy Aging Alliance (YHAA) partners with small CBOs in rural farming towns to incorporate campaign messaging in their older adult programming. Older adults, especially those with limited finances and with access and functional needs, are often isolated.

YHAA and Rural Innovations in Social Economics (RISE) hosted OCPSC's extreme heat listening session with low income older adults as part of the campaign on how to prevent illness and to create an extreme heat plan. Community centers like RISE provide a space for residents to connect with one another and form a supportive network while sharing valuable life-saving information.





# Region 2 Snapshot

## Leveraging Partnerships



In partnership with Home Depot and the Department of Water Resources, OCSPC brought the *Save our Water* exhibit to six fairs across the state, including Sacramento.

Fairgoers learned about the beauty, ease, and scalability of water-wise yard and garden solutions, while children engaged in fun activities. Home Depot displayed *Save our Water* signage in more than 280 stores and encouraged water conservation in their summer advertising.

## Expanding Language Access

**6-txoj kev npaj  
Huab Cua  
sov heev**

- 1** Mloog xov xwm  
Mloog thiab paub txog xov xwm tshiab tham txog huab cua kub thiab sov heev.
- 2** Cia Nej Lub Tsev Kom Txias  
Kaw qhov raob qhov rais thiab muab ntauib thav kom txob kub kub.
- 3** Haus Dej  
Haus dej kom ntau. Txawm tsis qhis los haus rau. Txhob pub lub cev qhuav thiab txhob haus dej qab sib.
- 4** Hnav Qhuab Ncaus Zoo  
Hnav qhua ncaus sib thiab xooob. Ntoo kaus mom thiab loaj iav dub.
- 5** Ua Khoom Nraum Xoov  
Ua khoom nraum zoov thaum ntxov thiab lig xwb. Nthiav chaw ntxoov thiab lim cua.
- 6** Saib Xyuas Nej Tsev Neeq  
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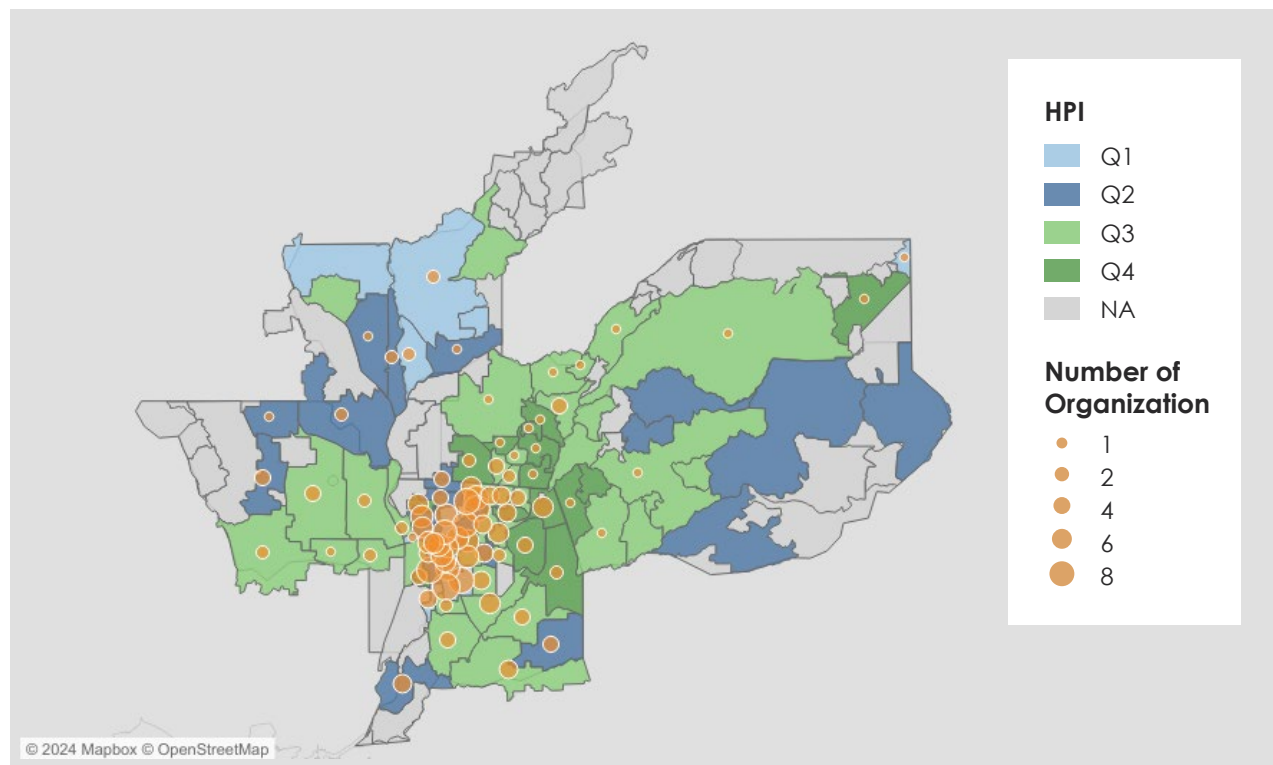
LFCD.ORG HealReadyCA.com

Lao Family Community Development and Folsom Cordova Community Partnership (FCCP) work with immigrant and refugee communities, many of whom are recent arrivals. They engage with a culturally and linguistically diverse Sacramento population while canvassing neighborhoods and tabling at events to provide campaign information in over 12 languages. Talking to people in their native language about topics such as extreme heat or COVID vaccines helps build trust, so families keep their children and elders safe.



# Region 2 Snapshot

## Trusted Messenger Network Coverage by HPI



### The Healthy Placed Index (HPI) Shading

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### Number of Organizations

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# Region 3

## Snapshot



Bay Area



**Total Population**

**7,691,122**

**Population in HPI Q1 & Q2**

**1,038,492**

**Percentage of population in (HPI) Q1 & Q2**

**13.5%**

**Languages Served by CBOs**

**23**

The Bay Area, or Region 3, is a dynamic mix of urban and suburban communities in nine counties: Alameda, Contra Costa, Marin, Napa, San Francisco, San Mateo, Santa Clara, Solano and Sonoma. Nestled within those counties are 101 separate municipalities that are home to almost 8 million people. This region is an ever changing landscape of ethnicities, cultures and people coming from many different countries of origin. The rich diversity encompasses growing populations of newcomers to the United States, including people from Burma, Tibet, Mongolia and Sub-Saharan Africa. Many people speak a language other than English at home providing unique opportunities and real challenges to meaningful information sharing and community engagement.

**DATA NOTES:** Population data is based on the zip code designations of the Healthy Places Index with population totals pulled from the Census. Language data is based on activities reported by CBO partners between July and December 2023.

## Region 3 Snapshot

### Activating Trusted Messengers



Center for Empowering Refugees and Immigrants (CERI) offers mental health and other social services to refugees and immigrants affected by war, torture, genocide and other life-altering traumas. Their commitment to effective communication is key to their campaigns demonstrated by their outreach in 14 languages. They welcome and serve people from Burma, Tibet, Mongolia, and Sub-Saharan Africa.

For the campaigns, they engage with their community members through train-the-trainer programs, enabling participants to become ambassadors in their own communities, spreading knowledge and fostering positive change. Believing that information is power, they foster a sense of ownership and empowerment within the communities they serve.

### Expanding Language and Communication Access



Asian Health Services provides health, social and advocacy services for all regardless of income, insurance status, immigration status, language, or culture. Their multilingual and multicultural community health workers provide information at high traffic places, such as farmers markets and food pantries, to low-income older adults and new immigrants. Through regular posts in Chinese on WeChat, they directly reach audiences who may mistrust information coming from government sources.

They partner with the East Bay Asian Local Development Corporation to bring services and educational outreach directly to residents living in affordable housing properties. These strategies help residents overcome barriers with transportation and accessibility, and close the digital divide with in-language and culturally sensitive approaches.



## Region 3 Snapshot

### Fostering Collaboration Across Silos



California is ranked as the most urban US State, as defined by the U.S. Census, with 94.2% of its population living in urban areas. The Urban Strategies Council seeks to eliminate persistent poverty in the Bay Area by working with partners to transform low-income neighborhoods into vibrant, healthy communities. Since they are not a single-issue organization, they think and work holistically across silos, sectors and jurisdictions, partnering with public agencies, other nonprofit organizations and faith-based organizations to catalyze social change.

Jacob Virges, an Urban Strategies Council Youth Co Director and young spoken word poet, captivated the audience at the Climate Resilience Nexus event in January 2024 in Riverside to act on “temperatures rising.”

### Advancing Equity

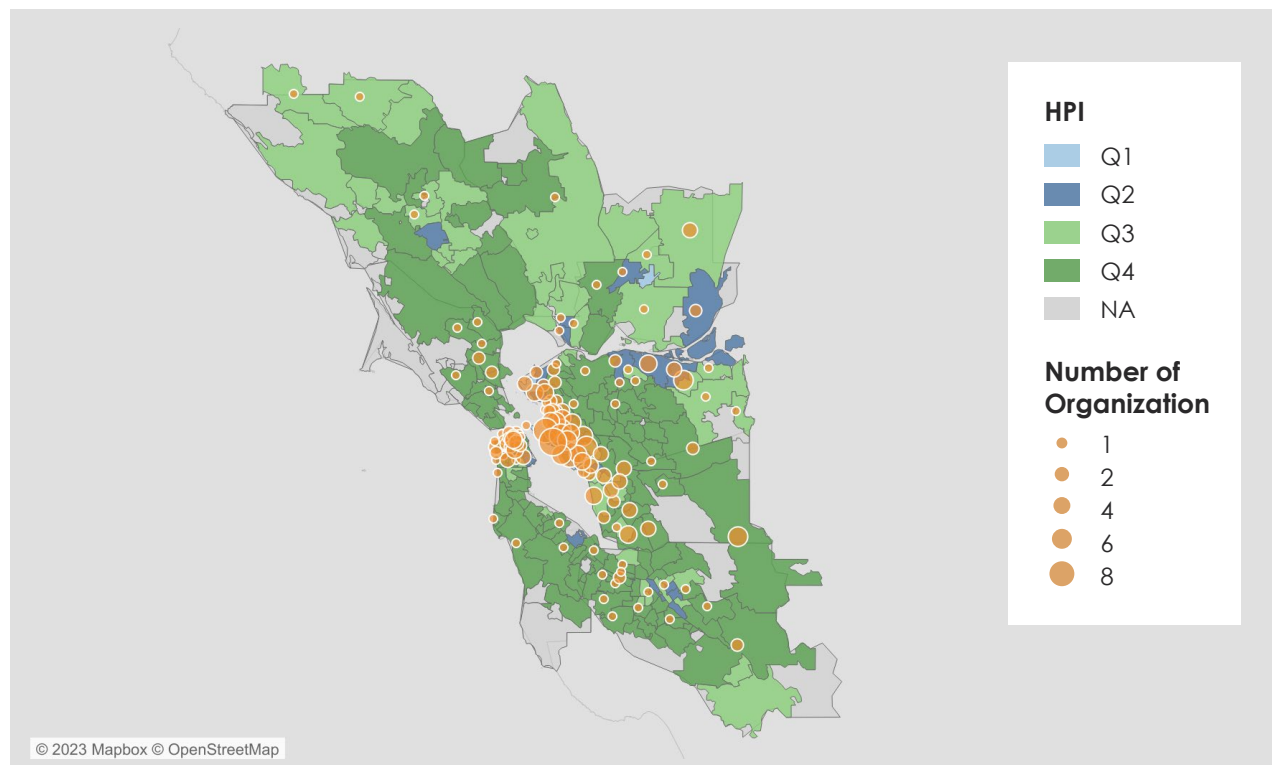


In California, one in four adults or 7.6 million adults identify as having a disability. Many OCPSC partner CBOs have expressed a desire to improve outreach to disabled people in their communities.

In partnership with the Disability Rights Education and Defense Fund (DREDF), OCPSC launched disability access and inclusion regional training workshops, with one of the trainings at the Ed Roberts Campus for Bay Area CBOs and OCPSC staff. DREDF also created tip sheets for CBOs to support their outreach and messaging. The initiative is already having a multiplier effect with participants changing their mindsets, outreach practices, and communicating inclusive messages throughout California.

## Region 3 Snapshot

### Trusted Messenger Network Coverage by HPI



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# Region 4

## Snapshot



**Central Valley North**



**Total Population**

**1,709,508**

**Population in HPI Q1 & Q2**

**1,407,561**

**Percentage of population in (HPI) Q1 & Q2**

**82.3%**

**Languages Served by CBOs**

**20**

Region 4 covers northern Central Valley, which includes the counties of Madera, Merced, San Joaquin, and Stanislaus. Though largely an agricultural area, this region also has fast-growing urban centers such as Stockton and Modesto. According to the California Department of Finance, the Central Valley is projected to have the fastest population growth in California through 2060. The Central Valley is known for intense heat and severe drought conditions.

**DATA NOTES:** Population data is based on the zip code designations of the Healthy Places Index with population totals pulled from the Census. Language data is based on activities reported by CBO partners between July and December 2023.

## Region 4 Snapshot

### Meeting Farmworkers Where They Go



CBOs like Binational of Central California and Cultiva La Salud support farmworkers and low income families in the Central Valley in Spanish, Mixteco and other Indigenous languages and provide wrap-around support at events.

They table at places where people go, such as bakeries, beauty salons, farm fields, food distribution sites and with the tamales lady in the morning because *“community members are not interested in flyers -- they prefer talking to people.”*

### Learning from Community



In the first *Community Connections* meeting, OCPSC met with farmworkers and their families. Speaking directly to OCPSC staff, they detailed the barriers undocumented people faced accessing vaccines, such as the prevalence of mis/disinformation and the lack of access to services for basic needs. CBO staff shared what works:

*“Looking someone in the eyes is more respectful, that’s how we do the outreach and the community respects that. The indigenous community is used to the direct contact and they react to that, flyers on a car don’t have the same impact.”*

*“Everyone can be a community leader. You can share that you were vaccinated and encourage your family to get vaccinated. Start spreading the word.”*





## Region 4 Snapshot

### Community Trusted Messengers



Pivotal to the success for Valley Onward's outreach is the dedication and enthusiasm of their Community Health Workers who "serve as the heartbeat" of their outreach efforts. Because they are members of the very communities they are trying to reach, their shared background instills a sense of trust and enables them to empathize and connect with residents on a profound level.

They are adept at navigating the social fabric, engaging with local leaders, school officials and business owners. An increase in engagement numbers came after trying several tactics and transitioning to focusing on high-traffic community events and gatherings.

### Messaging from Influencers



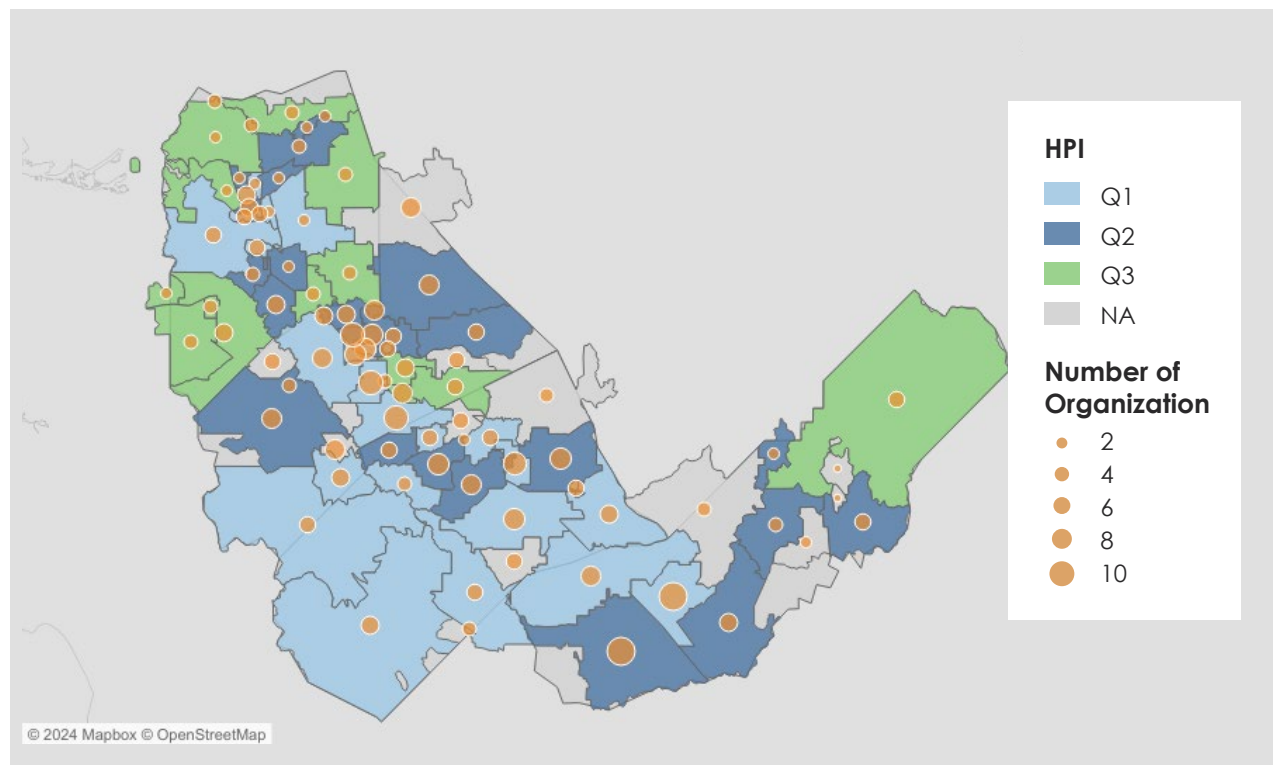
El Concilio California, a trusted messenger in the region, built their current campaigns structure from their California Census 2020 operations. They found that the best messenger is someone from the community, with messages repeated on the radio, Facebook Live, TikTok, WhatsApp and at church.

Local and national hero, Astronaut Jose Hernandez, was featured in a short clip to encourage youth and adults to get vaccinated. Canvassing in local neighborhoods, organizing vaccine events outside a large church, or a market and providing messages in Spanish, Tagalog and English are ways El Concilio has been successful in reaching people with life-saving information.



# Region 4 Snapshot

## Trusted Messenger Network Coverage by HPI



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# Region 5

## Snapshot



Central Valley South



### Total Population

**2,485,560**

### Population in HPI Q1 & Q2

**2,140,524**

### Percentage of population in (HPI) Q1 & Q2

**86.1%**

### Languages Served by CBOs

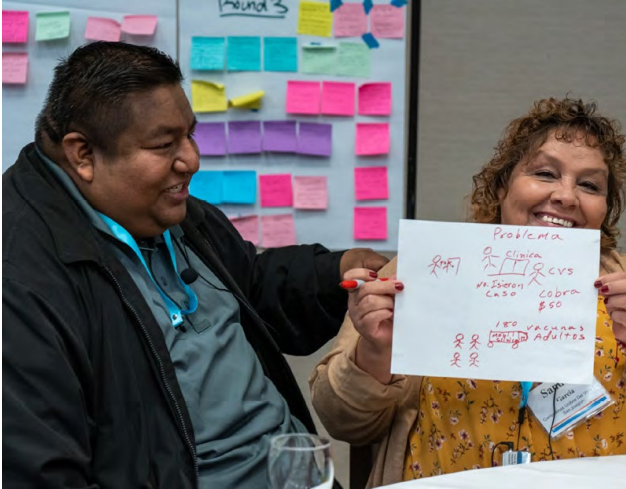
**14**

Region 5 covers the San Joaquin Valley, the heart and soul of California's agricultural community. It is characterized by its low population density over a large geographical area. This region includes the counties of Fresno, Kings, Tulare, and Kern. Fresno and Bakersfield are the main cities in this region. It is home to a large immigrant farmworker population and fast-growing multi-generational Hmong and Punjabi communities. Much of the region has poor internet and cell phone service posing challenges to outreach.

**DATA NOTES:** Population data is based on the zip code designations of the Healthy Places Index with population totals pulled from the Census. Language data is based on activities reported by CBO partners between July and December 2023.

## Region 5 Snapshot

### Convening Community-Based Organizations



In September 2022, OCPSC organized three in-person CBO Convenings in Fresno, Sacramento, and Long Beach with 204 CBO representatives to reflect on the resiliency of communities during the pandemic. Advancing equity unites all CBOs, with inclusion being a prerequisite to equity. In Fresno, there was a strong desire on the part of smaller, more isolated CBOs to be included in decisions that affect their constituencies. Listening was cited as a crucial pathway for achieving equity and inclusion, they said:

*"If we take the time to listen to the people, they will tell us what they need to know. We can then use the information as a means to propel them forward in making decisions for their own family."*

### Messaging for Impact



Young people who exercise in extreme heat are more likely to become dehydrated and get heat-related illness. To promote safety in extreme heat, ShePower Leadership Academy in Bakersfield conducted an educational campaign to youth sports teams and schools. Local celebrities shared their stories through community service to raise awareness about extreme heat and COVID-19.

A small organization that serves primarily African-Americans in Kern County, ShePower Leadership had the opportunity to expand their outreach messages through faith based organizations, schools and universities, the NAACP, and other community organizations.



## Region 5 Snapshot

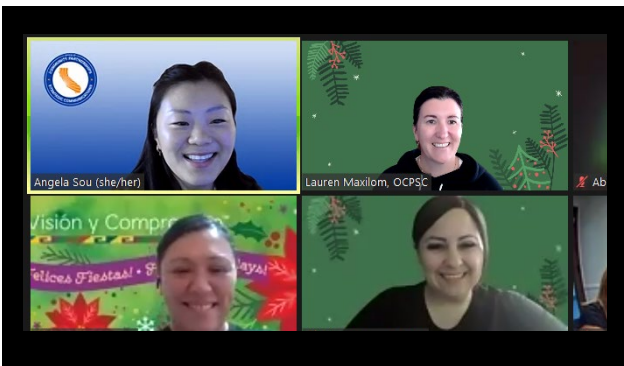
### Disability Rights for Accessibility and Inclusion



Resource for Independence Central Valley (RICV) is a hub for independent living services and disability resources for cross-disability communities in Fresno, Kings, Madera, Merced, and Tulare Counties. They have partnered with Valley Center for the Blind to conduct outreach through phone banking. They also serve as a local resource to other CBOs within the trusted messenger network.

In partnership with the Deaf and Hard of Hearing Service Center (headquarters in Fresno), RICV created ASL vlogs (American Sign Language video logs) for Deaf and hard of hearing people to access information on extreme heat and Individual Taxpayer Identification Numbers. These vlogs reach people whose primary language is ASL.

### Collective Impact Tables



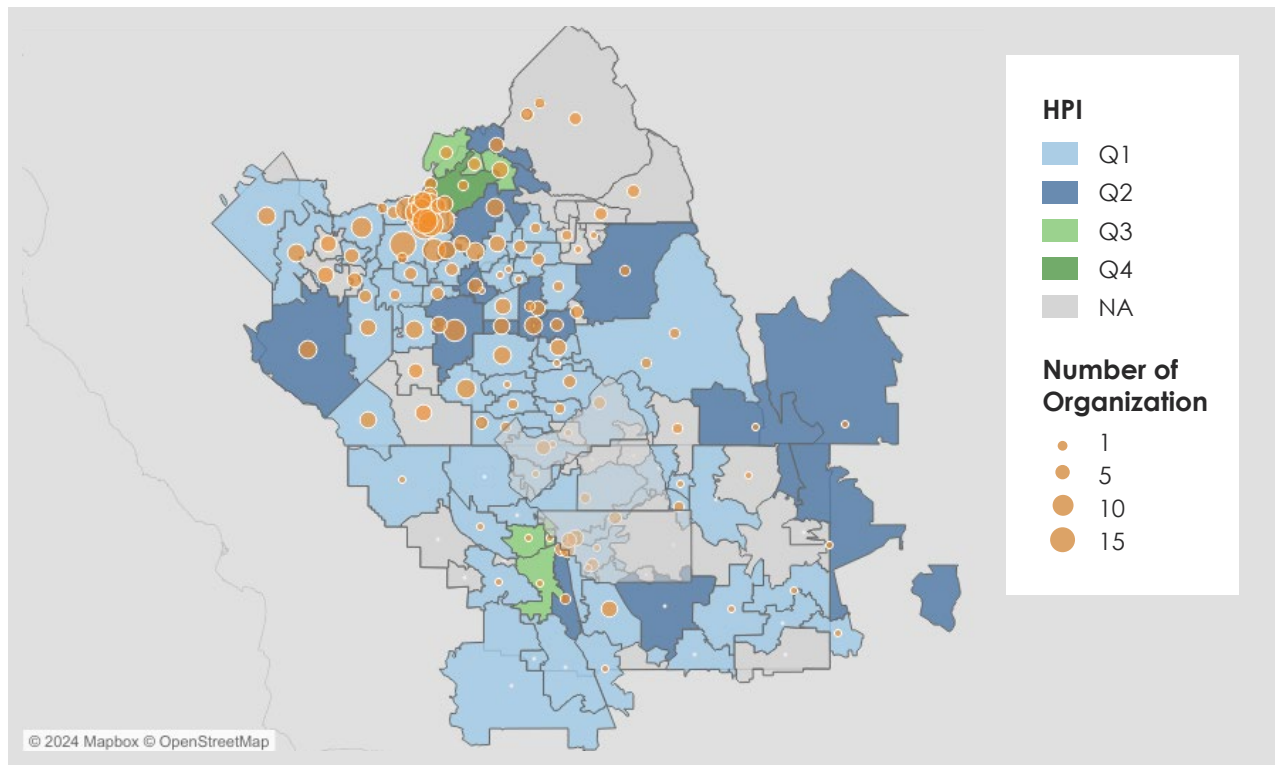
OCPSC created the Collective Impact Tables (CIT) to facilitate consistent collaboration across CBOs in the same region. CITs promote using data-driven efforts to ensure outreach to the most vulnerable communities. In Region 5, bi-weekly Zoom CITs became an effective mode for CBO representatives to uplift campaign messages region-wide.

Several CBOs have demonstrated leadership in the region, including West Fresno Family Resource Center in Fresno County, ShePower Leadership Academy in Kern County, Valley Voices and Kings Community Action Organization in Kings County and Resources for Independence Central Valley in Tulare County. They lead the Multicultural Regional Week of Action outreach efforts to create meaningful engagements with families to learn about crucial resources. Local food banks have joined to expand resources to communities.



# Region 5 Snapshot

## Trusted Messenger Network Coverage by HPI



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# Region 6

## Snapshot



Central Coast

**Total Population**

**2,339,075**

**Population in HPI Q1 & Q2**

**875,625**

**Percentage of population  
in (HPI) Q1 & Q2**

**37.4%**

**Languages Served by CBOs**

**9**

The Central Coast, or Region 6, includes the counties of Monterey, San Benito, San Luis Obispo, Santa Barbara, Santa Cruz, and Ventura counties. Region 6 often invokes images of the stunning coastal towns and the fertile Salinas Valley. With a productive agricultural economy, the region is home to a large farmworker community with limited English proficiency, including indigenous people from Mexico and Central America who communicate in Mixteco, Zapoteco, Triqui, and other indigenous languages. Recent climate-related disasters of fires, floods, and storms have caused unsafe conditions for the region's diverse population and their communities.

**DATA NOTES:** Population data is based on the zip code designations of the Healthy Places Index with population totals pulled from the Census. Language data is based on activities reported by CBO partners between July and December 2023.

## Region 6 Snapshot

### Activating Trusted Messengers



The Pajaro Valley Prevention and Student Assistance, a CBO in Watsonville, practices equity and collective impact in service to their community. Adriana Mata, COO, spoke to OCPSC's Executive Director Yumi Sera about the core of their work:

*"Relationships do matter, especially when you are working with communities that are fragmented and have endured multiple life changing events. We create opportunities for community members to engage with one another and test their knowledge of issues that they learned about through the campaigns. They commit to share the message with one person. By having them share the information to someone else, they will also feel and see themselves as educators to one another and will create a stronger rapport not only within themselves but also with our community health workers."*

### Convening CBOs with Community Foundations



The Ventura County Community Foundation was a key Census 2020 partner in the Central Coast to reach hard-to-count communities. Building on this relationship, OCPSC partnered with the foundation to organize workshops with CBOs to connect and discover the unique needs and strengths of Ventura County.

In partnership with the Golden State Opportunity, Mexican American Opportunity Foundation and United Way Ventura County, OCPSC organized a workshop on the Individual Taxpayer ID Number (ITIN). Individuals with an ITIN can access tax credits through CalEITC allowing them to receive money back to help with critical needs such as food, clothing and shelter. This outreach to immigrant communities is a major step toward building a more equitable California.





## Region 6 Snapshot

### Save Our Water Campaign



As part of an inspirational media tour for the Save Our Water campaign, native plant experts talked about how to create a beautiful garden on Estrella TV, a Spanish-speaking media channel. These efforts help educate residents on available resources and easy tips to get started on water-wise gardens and landscaping.

### Language Access to Indigenous Communities



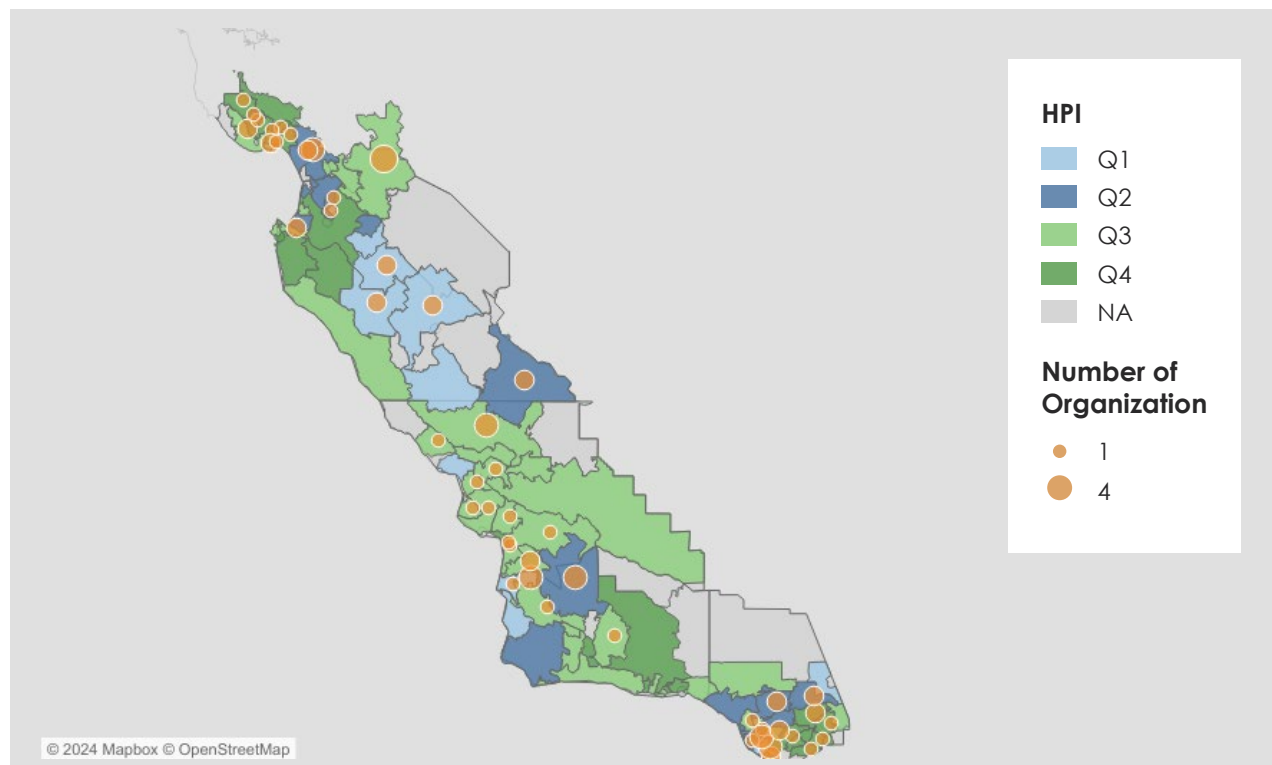
The Mixteco Indigenous Community Organizing Project (MICOP) organizes and empowers indigenous migrant communities primarily from the Mexican states of Oaxaca, Guerrero and Michoacán. Language access is a critical need for these communities. Hospitals and school systems do not understand that the population they are serving do not speak English or Spanish, nor do they recognize the rich diversity of these indigenous languages and cultural heritage.

MICOP's outreach workers fill these service and linguistic gaps by providing important information to farmworkers at farm fields, markets, and cultural gatherings. MICOP's Radio Indígena 94.1 FM features information to dispel myths about COVID vaccines and public service announcements in Spanish, Mixteco, Zapoteco, Purepecha, and Triqui. Since MICOP's participation in Census 2020, they have served as a resource in the region for other CBOs and agencies reaching out to farmworkers and other essential workers.



# Region 6 Snapshot

## Trusted Messenger Network Coverage by HPI



### The Healthy Placed Index (HPI) Shading

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### Number of Organizations

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# Region 7

## Snapshot



Los Angeles

### Total Population

**10,065,858**

### Population in HPI Q1 & Q2

**6,547,293**

### Percentage of population in (HPI) Q1 & Q2

**65.0%**

### Languages Served by CBOs

**15**



Region 7 encompasses Los Angeles County, which has already experienced the impacts of climate change with severe storms, temperature extremes, and drought. Hotter, longer heat waves caused by climate change are one of the major threats to the health and wellbeing of LA County residents. During Census 2020, LA County was considered the hardest to count county in the state, which is home to approximately a quarter of California's population. Thus, OCPSC divided outreach regions into North and South Los Angeles.

Region 7 North covers the San Fernando, Santa Clarita, San Gabriel, and Antelope Valleys. Region 7 South covers the City of Los Angeles and the coastal cities. This area includes a dense urban area with residents living in multi-unit structures, concentrated in communities of color. In Los Angeles County, over 2 million people are considered Limited English Proficient (LEP), out of which 1.5 million are Spanish speakers (2017-2021 ACS PUMS data).

**DATA NOTES:** Population data is based on the zip code designations of the Healthy Places Index with population totals pulled from the Census. Language data is based on activities reported by CBO partners between July and December 2023.

## Region 7 Snapshot

### Leveraging Partnerships



The Antelope Valley Partners for Health (AVPH), a partner with the state from the California Census 2020 and Vaccinate ALL 58 campaigns, use the power of partnerships to reach their outreach goals.

Through partnerships with the Antelope Valley College and California Association of African American Superintendents and Administrators, they reach thousands of students during their back-to-school events in high-traffic buildings. AVPH tabling at festive events, such as during SALVA's celebration of Hispanic Heritage, helped both organizations reach more people together than they could have operating alone.

### Expanding Access to Benefits



Since the Los Angeles metro area is home to a large number of undocumented immigrants (Pew Research Center), partnerships with groups like the Central City Neighborhood Partners (CCNP) and El Centro de Ayuda are critical for outreach to community members.

In partnership with community-based organizations, Golden State Opportunity, and local United Way agencies, provide workshops to CBOs to increase awareness of the Individual Taxpayer Identification Number (ITIN). Immigrant families who file with ITIN are eligible to access CalEITC and other benefits. These benefits provide additional resources for working families.

## Region 7 Snapshot

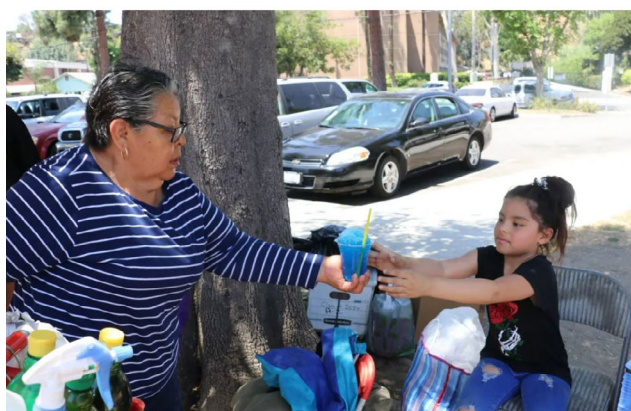
### Advancing Equity



Over half a million people identifying as LGBTQ+ reside in the Los Angeles metro area, according to the Williams Institute. Equality California partners with their network to create educational components relevant to LGBTQ+ communities by framing each offering as community care. Their messaging emphasizes taking care of one's own health, being aware of their wider community's needs and risks, and engaging with care while emphasizing extreme heat and drought.

The LGBTQ+ community is long-accustomed to extending care to their own in response to historical and ongoing discrimination and erasure. A deep understanding of how the core messages of the campaigns relate to the LGBTQ+ community's health and well-being is a key component of effectively educating LGBTQ+ people about crucial issues.

### Launching Extreme Heat Campaign

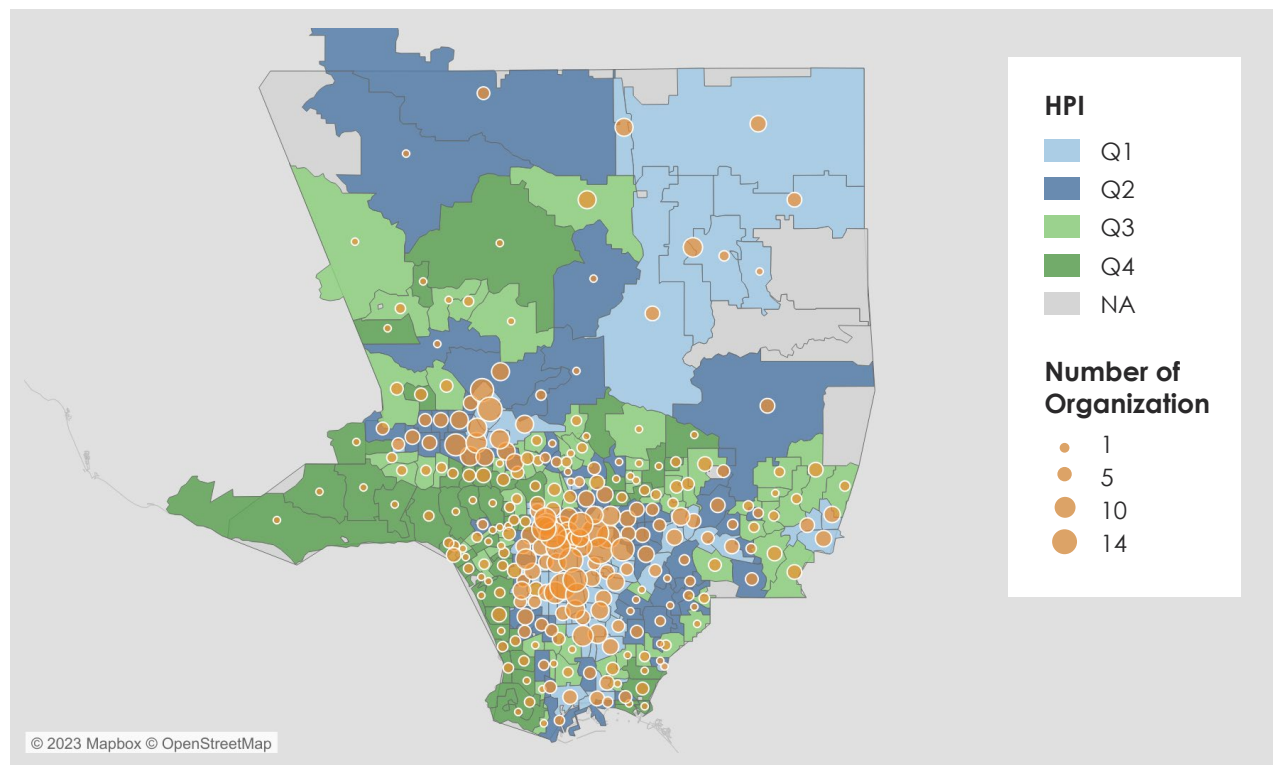


HeatReadyCA is an integrated media campaign designed to reach people in languages relevant to the many cultures in Los Angeles. The Spanish-language daily newspaper *La Opinión* highlighted stories and the multi-ethnic awareness and education effort. These efforts are part of the Governor's Extreme Heat Action Plan, which guides the state's response to heat waves and ensures messaging reaches vulnerable communities and frontline workers.



# Region 7 Snapshot

## Trusted Messenger Network Coverage by HPI



### The Healthy Placed Index (HPI) Shading

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# Region 8

## Snapshot



Orange

**Total Population**

**3,174,625**

**Population in HPI Q1 & Q2**

**1,015,788**

**Percentage of population  
in (HPI) Q1 & Q2**

**32.0%**

**Languages Served by CBOs**

**10**

Region 8 covers Orange County, a largely suburban area and the sixth most populous area in the U.S. The county's three most-populous cities are Anaheim, Santa Ana, and Irvine. There is significant diversity, particularly in the central part of the region, with multi-family households speaking both English and another language in their homes. Neighborhoods also have a concentration of refugees and immigrants creating a diverse mix of languages.

**DATA NOTES:** Population data is based on the zip code designations of the Healthy Places Index with population totals pulled from the Census. Language data is based on activities reported by CBO partners between July and December 2023.

## Region 8 Snapshot

### Diversity of Languages and Cultures



Through data and local knowledge, CBOs are able to pinpoint specific tactics to conduct outreach and education in specific neighborhoods. CBO staff recognize the complexity of expanding language and communication access to individuals and family members.

At the second *Community Connections* meeting held in Orange County, CBO staff spoke of the colloquialism and terminologies used by first wave Vietnamese refugees of the 1970's and 1980's differ from recent Vietnamese immigrants – the differences in how older and younger generations within the same cultural communities prefer to communicate. Translating materials and providing in-person interpretation requires significant investments in time and resources from CBOs that cannot be replaced with artificial intelligence technology or google translate.

### Incubating Small CBOs



Building on the infrastructure of the California Census 2020, nonprofit organizations serve as intermediaries to smaller CBOs. They provide fiscal and administrative capacity, as well as knowledge of the landscape of the region and ecosystem of local CBOs.

ABRAZAR, Inc. intentionally formed collaborations with small, neighborhood CBOs to uplift their knowledge and experiences with communities. They incubated two CBOs who have since received direct grants from OCPSC. These relationships form strong social connections to leverage and share local resources to close the gap of health and social inequities.



## Region 8 Snapshot

### Learning from Experience



The complexity of campaign priorities requires multiple outreach methods to provide information. The Orange County Coastkeeper provides accurate information through experiences for youth to make lasting impressions on environmental protection.

Children and young participants then share their experience with their families and their circle of friends. Sharing within social networks expands messaging on how to improve their lifestyles for the environment and to acknowledge the changing climate. According to Coastkeeper's years of experience, *"It's a contagious thing when kids get excited about something by experiencing it."*

### Leave No One Behind

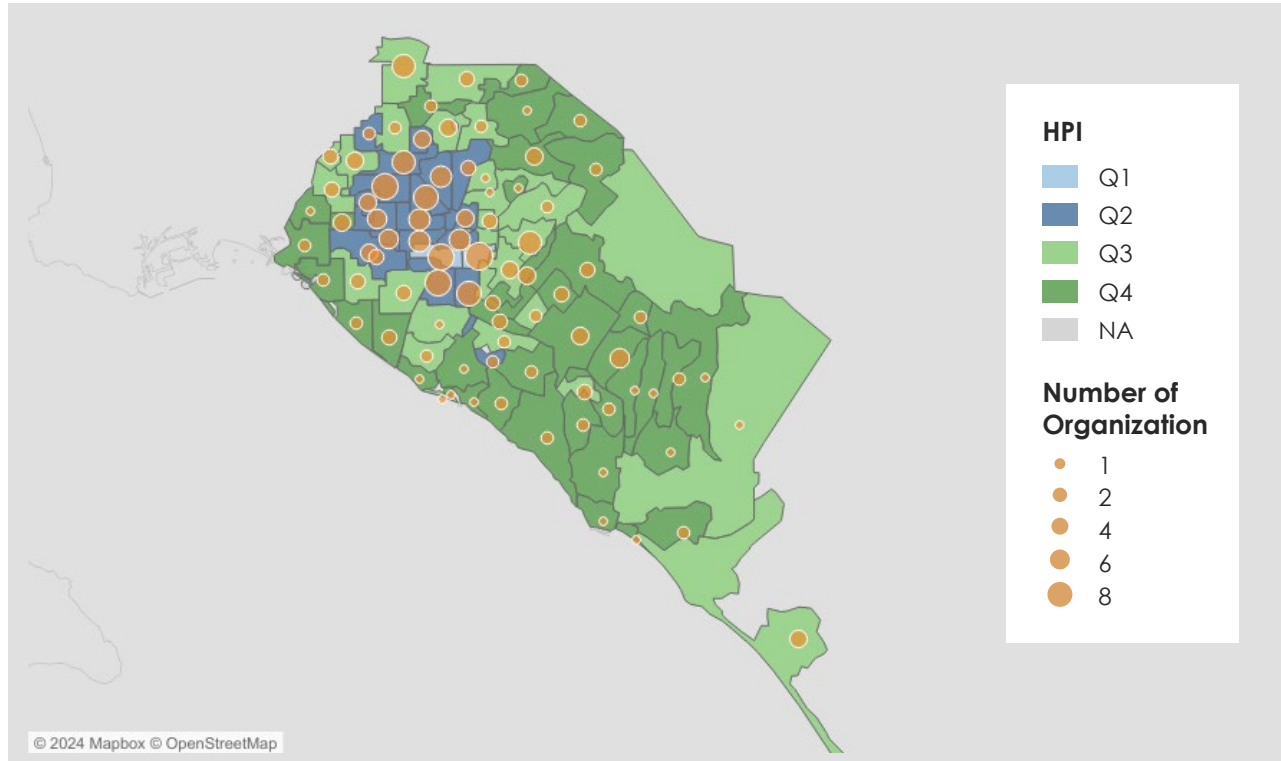


The Cambodian Family partners with other CBOs to cover more ground and focuses on meeting people where they are, such as at religious and spiritual centers, ethnic businesses, and resource fairs. Successful data-driven tactics from census and vaccination campaigns have honed their use of ethnic media, social media, WeChat, and phone banking for specific populations. They also use workshops, such as Cambodian cooking classes and family events to connect people and support their mental and physical well-being.

*"The multilingual, multiethnic, and multicultural coalition embodies the diversity of California and Orange County. Our coalition was able to reach immigrant and refugee and other underserved communities so they are not left behind when accessing the State's public awareness campaigns and resources."*

## Region 8 Snapshot

### Trusted Messenger Network Coverage by HPI



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# Region 9

## Snapshot



**Inland  
Empire**



**Total Population**

**4,552,834**

**Population in HPI Q1 & Q2**

**3,565,304**

**Percentage of population  
in (HPI) Q1 & Q2**

**78.3%**

**Languages Served by CBOs**

**12**

Known as the Inland Empire, Region 9 covers two counties, Riverside and San Bernardino. Home to over 4.5 million people, it is one of the fastest growing communities in California, encompassing distinct geographic landscapes. The City of Riverside is often referred to as the heart of the region and San Bernardino County is recognized as the most expansive contiguous county in the United States. Housing development and warehouse expansions have replaced large swaths of agricultural land and open fields. This region's high and low desert communities are vulnerable to extreme heat, droughts, mudslides, and wildfires.

**DATA NOTES:** Population data is based on the zip code designations of the Healthy Places Index with population totals pulled from the Census. Language data is based on activities reported by CBO partners between July and December 2023.

## Region 9 Snapshot

### Embracing Community



Social connectedness can support communities to bounce back from disasters and crises. OSCPS works with a trusted messenger network who have deep relations with their communities and expertise in increasing awareness of being safe from extreme heat. Rooted in racial equity, Building Resilient Communities, facilitates a multi-sectoral collaboration among faith-based organizations, small CBOs, public agencies, and local businesses. CEO Debra Williams said:

*"We have to embrace the concept of whole community. It takes everybody to prepare, respond, and recover, it's not just the government, it's not just us community-based organizations, it's the neighbor to neighbor. It's everybody."*

### Messaging Seasonal Action Alerts



Communities for a New California (CNC) has three elements to their program: phone banking, door-to-door canvassing, and social media outreach. Their field program is framed as "Seasonal Action Alerts." Team members start the conversation by saying the State of California is investing in them and then provide information. After each shift, teams debrief to share meaningful stories, tips for engaging residents, and questions they heard to make any adjustments to their scripts. CNC explains their tactics:

*"We have seconds to establish a connection with an individual who we may be speaking to for the first time. We need to get their attention in the moment and make them feel like they want to speak to us. It's important for us to develop our stories. We practice talking about how issues are meaningful to us as individuals because then we can have more authentic and relatable conversations with others."*



## Region 9 Snapshot

### Deepening Relationships



A cornerstone of OCPSC's strategy is to visit CBOs to directly listen to their challenges and solutions. The exchange builds a trusted relationship between the state and communities. At TODEC's office in June 2022, OCPSC expressed appreciation for TODEC's work for the Census 2020 and Vaccinate ALL 58 campaigns. TODEC is now an Office of Planning Research partner on an EPA environmental justice grant for a federal - state - community partnership serving the farmworker community. A young advocate from the TODEC Legal Center said:

*"I thank you for coming out to simply sit down and listen to us. The simple action of listening and learning whether it's with our community or with organizers makes all the difference. Power and change come from the simple act of reaching out, learning, and listening. Thank you."*

### Convening CBOs with Community Foundations

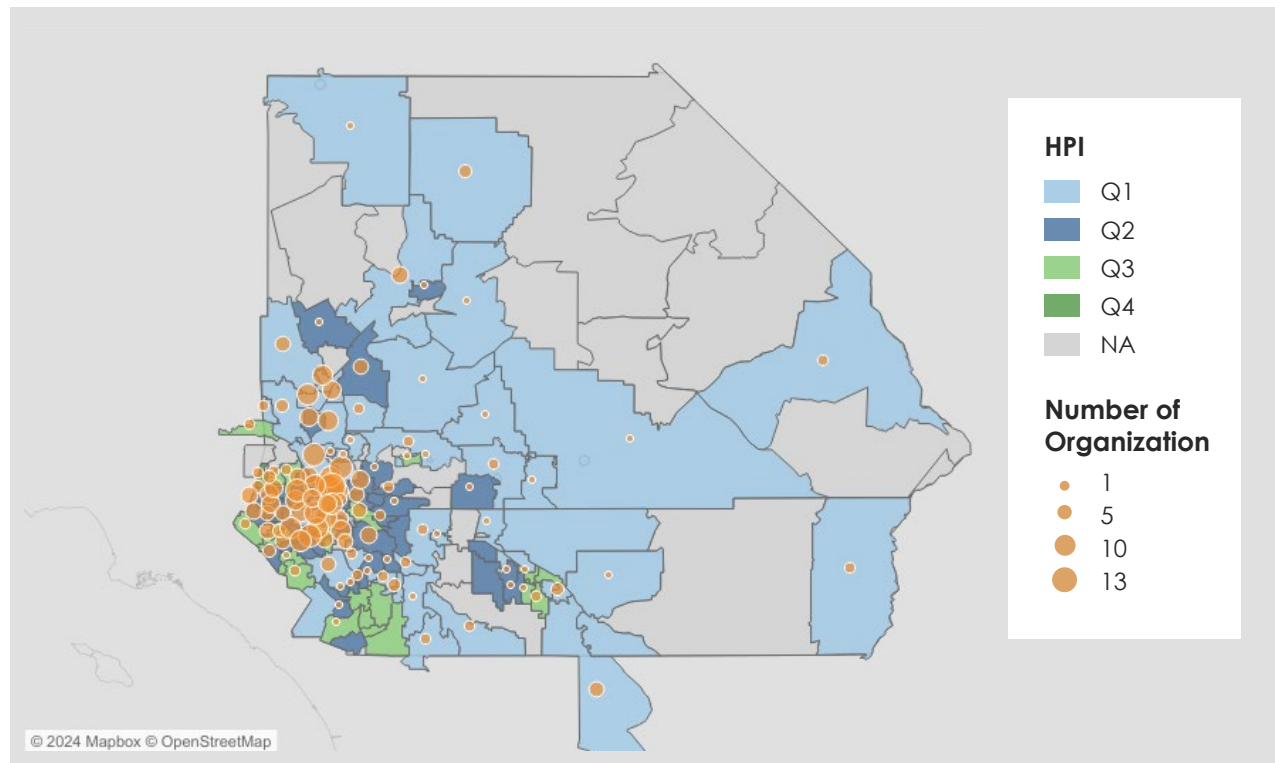


The Inland Empire Community Foundation co-hosted a *Community Connections* meeting in November 2023 to discuss State and CBO collaboration. We learned CBOs have a deep respect and pride for the region's history, culture, and the arts. They remain committed to collaboration and equity even while facing intractable challenges, such as climate change, industrial expansion, and adverse health effects.

Since its inception, OCPSC has facilitated *Community Connections* to meet CBOs where they work and live and to listen deeply to their stories. Through these engagements, we build relationships and trust between government and civil society.

## Region 9 Snapshot

### Trusted Messenger Network Coverage by HPI



#### The Healthy Placed Index (HPI) Shading

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# Region 10

## Snapshot



### Border Region



#### Total Population

**3,479,333**

#### Population in HPI Q1 & Q2

**1,463,408**

#### Percentage of population in (HPI) Q1 & Q2

**42.1%**

#### Languages Served by CBOs

**17**

Region 10 consists of San Diego and Imperial counties. Situated along the U.S. and Mexico border, the region presents distinct opportunities and challenges. San Diego County is the second most populous county in California and one of the largest recipients of refugee arrivals in California, behind Sacramento and Los Angeles. San Diego is also home to several Navy, Marine, and Coast Guard bases and counts nearly 200,000 veterans plus their families.

**DATA NOTES:** Population data is based on the zip code designations of the Healthy Places Index with population totals pulled from the Census. Language data is based on activities reported by CBO partners between July and December 2023.

## Region 10 Snapshot

### Belonging and Inclusion



Somali Family Services and the San Diego Refugee Communities Coalition conduct outreach in over 11 languages to refugee and immigrant communities. For refugee communities, COVID-19 revealed intersecting inequalities exacerbated by existing barriers to healthcare. CBOs' deep knowledge of the languages and cultures of their communities are the foundation for their work establishing trusted relationships in their communities. They know what spaces are considered safe and how receptive and influential some community members are in helping to spread these messages within communities.

Ongoing relationships between CBOs and community members create a sense of belonging, care, and support increasing the likelihood community members will engage with campaign messages. Social connectedness is part of the foundation that strengthens community outreach efforts.

### Champions for Health Award



The Vaccinate ALL 58 Campaign received the President's Award from the Champions For Health and the San Diego County Medical Society. The campaign collaborated with Champions for Health during the height of the pandemic to increase health equity in San Diego's most vulnerable communities.



## Region 10 Snapshot

### Power of Partnerships



*Community Connections* events, virtual focus groups and site visits in San Diego enhanced the understanding of the power of partnerships. Consistent messaging from the OCPSC to the CBOs contributes to community trust and the legitimacy of the organizations. An OCPSC virtual focus group with the San Diego Veterans Coalition, a valuable Census 2020 partner, showed the strength of 150 trusted partners coming together to support veterans and their families.

Intentional collaboration increases CBO effectiveness (a unified message is broadcasted, and organizational capacity is expanded), efficiency (there are fewer overlapping activities and data is shared), and equity (more people are reached with essential information and services).

### Information Access to Advance Equity



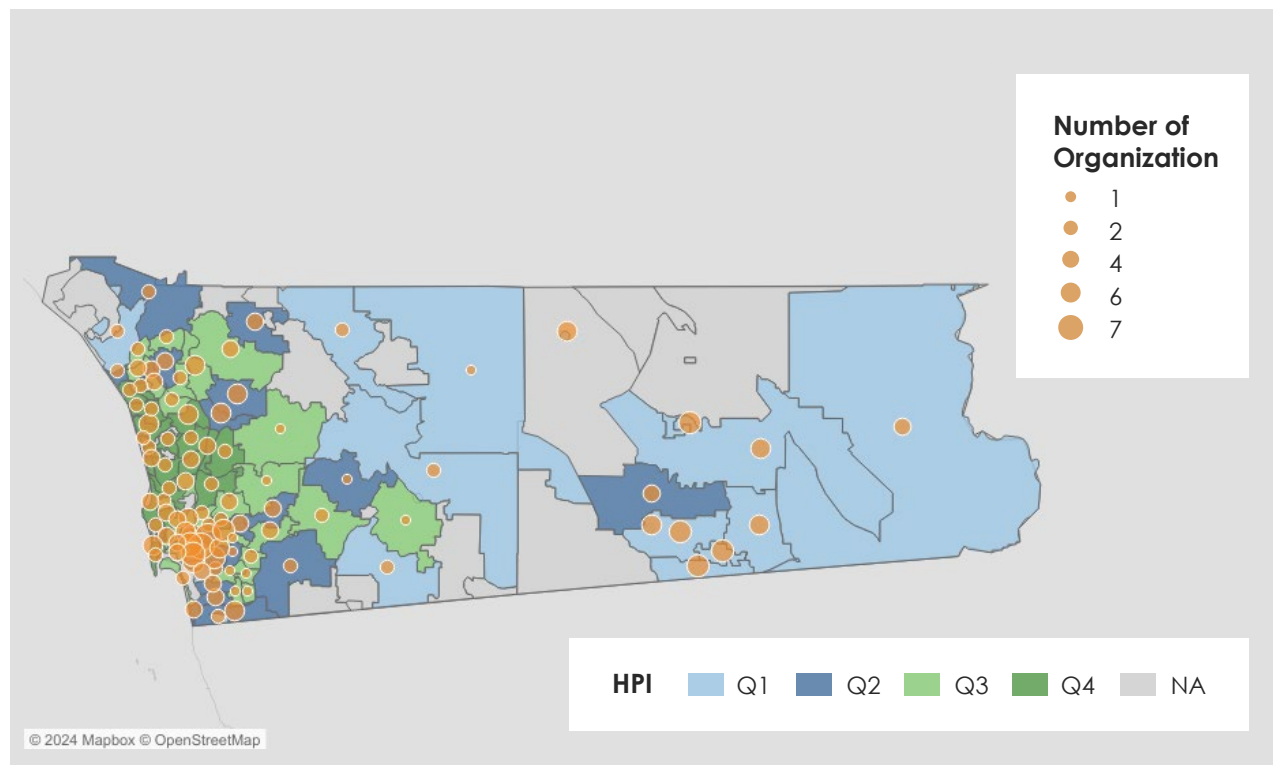
Imperial County has record-breaking summer heat temperatures over 100 degrees. The area borders Mexico and is majority Latino. Many people cross the border daily to work in agriculture. Residences lack air conditioning and access to cooling centers is hindered by the vast rural geography and limited access to transportation.

Comite Civico del Valle has been supporting migrants and residents in the county for three decades, listening and responding to their concerns during extreme heat. Door-to-door canvassers were met by older adults grateful for the information in Spanish for themselves and future generations. They were also keen to learn more about the Individual Taxpayer Identification Numbers (ITIN) and locations for COVID-19 vaccines.



## Region 10 Snapshot

### Trusted Messenger Network Coverage by HPI



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