



Office of Community Partnerships
and Strategic Communications

2024 Year in Review

The Office of Community Partnerships and Strategic Communications was created in 2022 with the belief that a California for all is possible. While the Office coordinates statewide education and outreach efforts to engage Californians on the State's most pressing issues, it is so much more than that.

We are bridging community and government action by:

- Utilizing research and data to ensure funds are directed where they are needed most.
- Facilitating cultural customization to reach people where they are in the languages they speak.
- Cultivating meaningful relationships by listening deeply and building trust through action.
- Fostering innovation by establishing a learning culture and sharing what's learned.
- Bridging gaps by prioritizing those who face the greatest challenges and asking them what they need.

And we know this theory of change works. The Office was built on the success of California Census 2020 and Vaccinate All 58 – values-driven campaigns that delivered results that helped close persistent gaps caused by systemic barriers. This model is now used to educate priority populations, who are often overlooked, about the dangers of extreme heat, making water conservation a way of life, youth behavioral health support, and how to obtain an Individual Taxpayer Identification Number – getting us closer to a California for ALL.

State government response alongside a trusted messenger network of organizations on the frontlines in communities across California allows us to activate quickly and efficiently because trust has been built. We stand ready to go where we're needed next, answering the call for the next disaster or emergency.

Yumi Sera

Executive Director,
Office of Community Partnerships
and Strategic Communications



Yumi Sera, OCPSC; Ines Ruiz-Huston, El Concilio California; and Thomisha Wallace, Youth Empowerment Commission at a Community Connection in San Joaquin County that convened local community leaders and organizations to share experiences and lessons learned.

Diverse, Ethnic and Community Media

Assembly Bill 1511 (Santiago) formally established the Office's role in ensuring that state agencies and departments are reaching California's diverse and underserved communities through ethnic and community media. California's communities require a multifaceted approach to communications and this bill ensures that the state's public outreach is more impactful by leveraging trusted outlets, fostering deeper connections with these outlets and reaching small communities that are not served by larger sources of news and culture.

Bridging Gaps



Creating a California for ALL

As the single state entity coordinating California's most important statewide public awareness and community engagement initiatives, the Office is bridging gaps by focusing on reaching communities facing significant health and social challenges.

Not all Californians have the same starting point or resources to thrive, and effective philanthropy that can change conditions on the ground works to remove the things that hold people back, or adds the things that can move them forward. To do that, you have to listen to those who are struggling the most, and make sure they can bring their solutions to the table. Then, you have to build partnerships to get the resources that will make those solutions a reality. For IECF, OCPSC is a critical partner for helping bridge state policy and local communities and we see how their efforts are moving us closer to a California for All.

Michelle Decker

Executive Director, Inland Empire Community Foundation



IECF has been bringing together donors, stakeholder and nonprofits while growing philanthropic resources to address the region's most pressing needs for 80 years.



OCPSC and the California Governor's Office of Emergency Services partnered to host a first-of-its-kind joint statewide convening that brought together trusted messengers from across the state to learn, deepen connections and access resources.

2.47M Californians engaged with actionable information and resources

88%* most disproportionately impacted communities reached

55 languages used in outreach to increase access to diverse communities

248 materials translated into California's most spoken languages

329 ethnic media outlets and **719** journalists engaged to ensure underrepresented communities received culturally relevant information

13 ethnic media forums and briefings connecting state experts with community media representatives on some of the California's most pressing issues, programs and resources

Data-Informed Decision Making

The Office leverages data and research to inform strategy, guide resource allocations and prioritize those facing the greatest challenges. CORD is a custom-built online application that shares Census and regional data to ensure resources are directed where they are most needed and tracks our progress on outreach goals. It also houses a digital assets library that provides access to community-informed and in-language materials for outreach.

cordhub.org

*Defined by outreach coverage of the lowest quartiles of the Public Health Alliance of Southern California's Healthy Places Index (HPI), which compares community conditions that shape health across the state.

Centering Community

Putting People First

Our trusted messengers have deep knowledge of their local communities. Because they reflect the language and culture of the community and individuals, they are well-suited to provide accurate and relevant information around difficult topics and inspire behavioral change.



OCPSC's trusted messenger network meet people where they are in the languages they speak at events throughout California.

California Community Resource Guide

The Resource Guide is an easy-to-navigate online directory to search for state services, resources and assistance. It was designed with the user in mind - to equip trusted messengers with information about accessing basic needs and other state services as they engage community members. The user-friendly tool was created by listening to our trusted messenger network and the needs of their communities.

ocspc.ca.gov/resources-guide

"Our bilingual staff is empowered by OCPSC to reach families directly centered within their communities by providing us with the trust, freedom, and flexibility to design the strategies that work best. We provide lifesaving information directly to those who need it most by building long-term relationships, not just outreach."



Claudia G. Corchado

Executive Director, Cultiva Central Valley

Cultiva Central Valley is a nonprofit dedicated to creating health equity in the Central Valley.

164 community-based organizations grantees mobilized to utilize their cultural competence and situational awareness to enhance the well-being of communities across the state

110 partners – statewide nonprofits, faith-based organizations, community foundations, and state agencies – who inform and amplify the work we do

1.14M people received important safety information during extreme heat

1.24M people educated on water conservation

959K people connected to COVID-19 vaccine appointments through May

338K people connected with youth behavioral health resources in the first 2 months of the campaign

1.15M people engaged with resources to help them access tax-related services and credits

11 Community Connections convening CBOs in regions across California to understand what matters to their communities and find innovative solutions to pressing challenges



Building Capacity

Creating more resilient communities

By funding community-based organizations throughout the state, the Office is providing the opportunity for growth – infrastructure within the organization as well as the ability to reach more people and build more meaningful relationships.

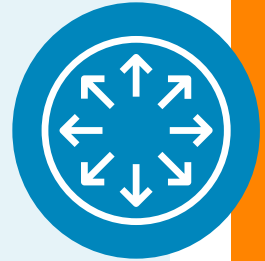


Partnering with Philanthropy California

The U.S. Census Bureau (USCB), Philanthropy California, the California Governor's Office, and the Office co-hosted a consultation and conversation in preparation for Census 2030. Participants represented philanthropy, nonprofit organizations and community-based organizations (CBOs) who were active in statewide and regional planning and implementation of Census 2020. USCB Director Robert L. Santos opened the discussion by encouraging attendees to share ideas on how the bureau can best support state efforts. A follow-up meeting was held by Philanthropy California three months later. Early engagement with USCB is part of a broader effort to ensure an accurate and equitable count in the 2030 Census, which is vital for legislative representation and the allocation of federal funds. The meetings highlighted the need for strong partnerships and emphasized the importance of preparation efforts between USCB, CBOs, funders, and philanthropic-serving organizations.

\$38M invested in community-based organizations

\$1.4M invested in 15 community foundations through a partnership with the League of California Community Foundations



53 trainings on population and outreach data to expand knowledge, resources and reach to priority populations

996 presentations, webinars, technical assistance sessions and meetings with our trusted messenger network and partners to collaborate, learn from each other and move education to action

2.24M materials downloaded or printed to support outreach efforts

"The OCPSC grant has been instrumental in supporting our mission and vision by enabling the organization to hire community members and promotoras, with lived experience, who are passionate about the work and play a vital role in keeping families informed. By empowering local voices, we have been able to further engage and support families in meaningful ways and connect them to much-needed resources that impact their well-being."

Diana Alfaro

Associate Executive Director,
Central City Neighborhood Partner



CCNP is a nonprofit organization advancing systemic change to benefit low-income communities through collaborations.

"The Office of Community Partnerships & Strategic Communications has set a new standard for effectiveness and efficiency in public awareness and community engagement. By uniting trusted messengers and leveraging deep community connections, they've delivered critical information and resources to those who need it most—quickly, equitably, and with significant impact. Their work exemplifies the power of collaboration to drive meaningful change."



Josh Fryday, Director, Governor's Office of Service and Community Engagement



OCPSC grantees gathered for an informative Individual Taxpayer Identification Number Workshop at La Familia Counseling Center where they heard from representatives from our partners, Golden State Opportunity and the IRS.

The Office of Community Partnerships and Strategic Communications, housed within the Governor's Office of Service and Community Engagement, 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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