COVID-19 Culturally and Linguistically Competent (CLC) Recommendations for Organizations/Entities

What Can the State and Local Community Do?

- Implement and institutionalize the [National Standards for Culturally and Linguistically Appropriate Services (CLAS)](#).
- Create a centralized COVID-19 page with multilingual and deaf and hard of hearing capabilities. Update frequently to stay current.
- Use plain language and consider preferred terminology in designated languages for ease in understanding.
- Consider creating a resource line via email and phone with broad language capabilities. Interpreting and translation services must be readily available. Examples include:
    - MDHHS' [COVID-19 hotline and email address](#)
    - City of St. Paul MN [language resource line](#)
- Establish trusted messengers: Identify and work directly with respected influencers in communities of color to add their faces, voices and words to messaging, because they know best how to "speak" to their own cultural, racial, and language communities better than the government and other entities many times.
    - Consider contracting these influencers and/or racial and ethnic community-based organizations to share crucial messages. [One good example.](#)
- Fund community-based organizations to tailor materials in culturally/linguistically appropriate ways for the diverse communities they serve. State staff should work in partnership with community leaders on adapting and relaying concerns/needs between community and state.
- Develop and disseminate pictorial/graphic illustration of safety measures to address the needs of those with limited literacy and/or dialects/languages that we may not even have individuals/resources to interpret for. Examples include:
    - MDHHS media graphics
    - [CDC Infographic](#)
    - [Shutterstock COVID-19 info sample](#)
- Implement and ensure your entity's media communications include broad modalities and in different languages: print (local newspapers), ads, social platform, digital and radio to reach as many of our racial and ethnic populations as possible (considering the huge digital divide people of color experience).
    - Work in partnership with community stakeholders and leaders to shape initiatives and support the dissemination of information to their communities.
    - For residents that are not connected with a group/organization, try disseminating information at food pantries and centralized intake location for those experiencing homelessness.
- Consider creating Pandemic Community Advisory Groups to gather on-going feedback on what's not working and community needs, including those who are limited English speaking. Examples include: www.kingcounty.gov/covid/advisory-group.