

Equitable Communications

Ivan Segura

SC Commission for Minority Affairs

New research shows
minority communities
disproportionally affected by ...

Afterthought



Lack of Access to Information

Language

Bicultural

Minority Staff



Use the drop downs below to move the page by Public Health Region, County, and Race. **A specific Region must be selected before you can filter to a specific County.**

View by State or Region

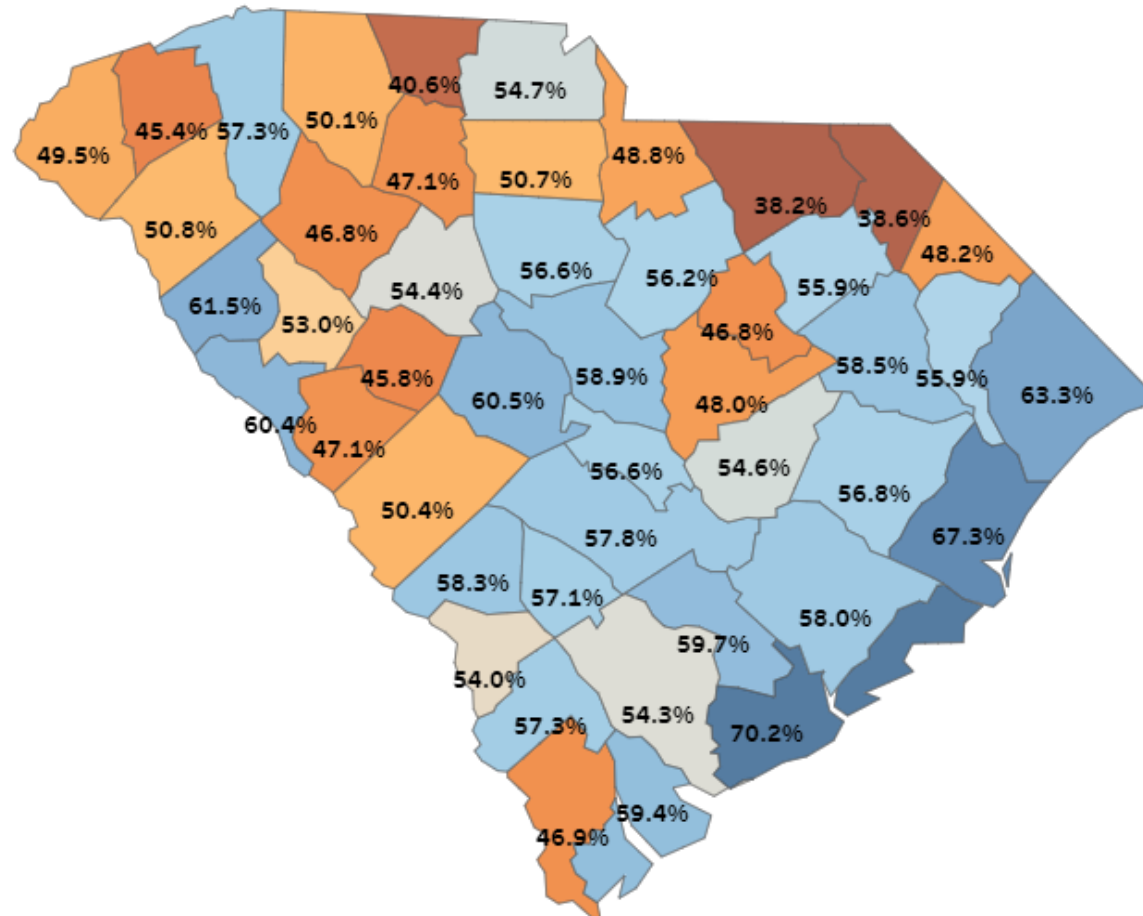
Select County

Select Race/Ethnicity

Percent of Residents with Completed Vaccination by County

Values based on 5+ population. Data as of: 1/16/2022

Currently Displaying: All residents in All Counties across All Public Health Regions



Chesterfield	38.2%
Marlboro	38.6%
Cherokee	40.6%
Pickens	45.4%
Saluda	45.8%
Laurens	46.8%
Lee	46.8%
Jasper	46.9%
Union	47.1%
Edgefield	47.1%
Sumter	48.0%
Dillon	48.2%
Lancaster	48.8%
Oconee	49.5%
Spartanburg	50.1%
Aiken	50.4%
Chester	50.7%
Anderson	50.8%
Greenwood	53.0%
Allendale	54.0%
Colleton	54.3%
Newberry	54.4%
Clarendon	54.6%
York	54.7%
Marion	55.9%
Darlington	55.9%
Kershaw	56.2%
Fairfield	56.6%
Calhoun	56.6%
Williamsburg	56.8%
Bamberg	57.1%
Greenville	57.3%
Hampton	57.3%
Orangeburg	57.8%
Berkeley	58.0%
Barnwell	58.3%
Florence	58.5%
Richland	58.9%
Beaufort	59.4%

SCDHEC's Vaccine Reach & Local Vulnerability

County, and Race. A specific Region must be selected before you can filter to a specific County.

Titles are dynamic and will change along with your filters.

View by State or Region

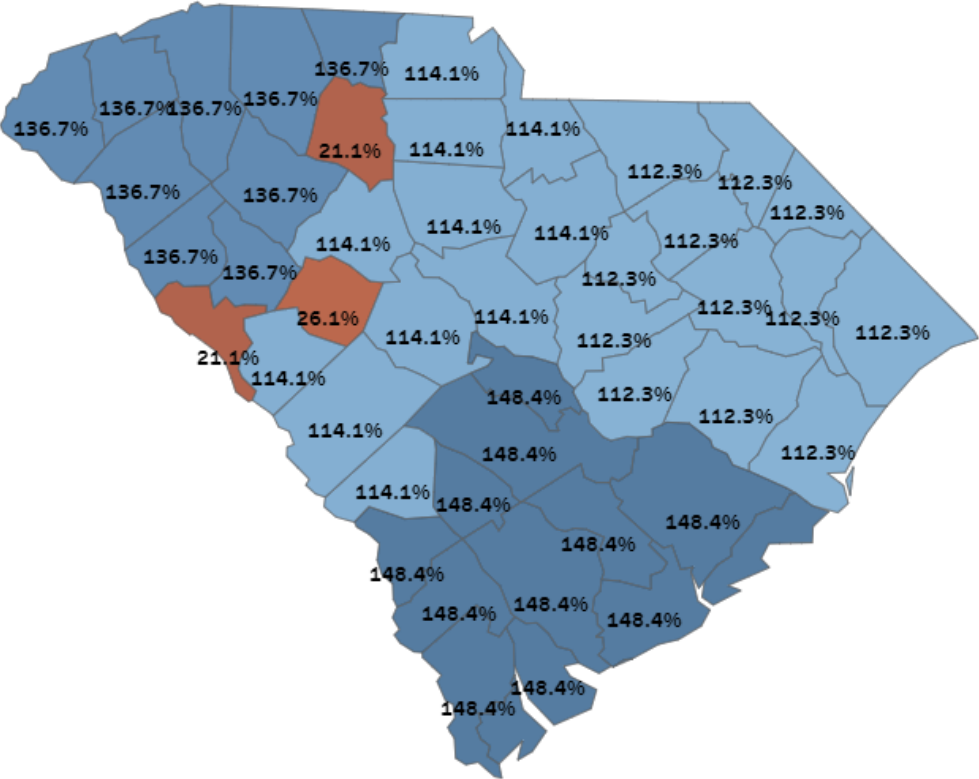
South Carolina

Select County

All Counties

Select Race/Ethnicity

American Indian Alaskan Na...

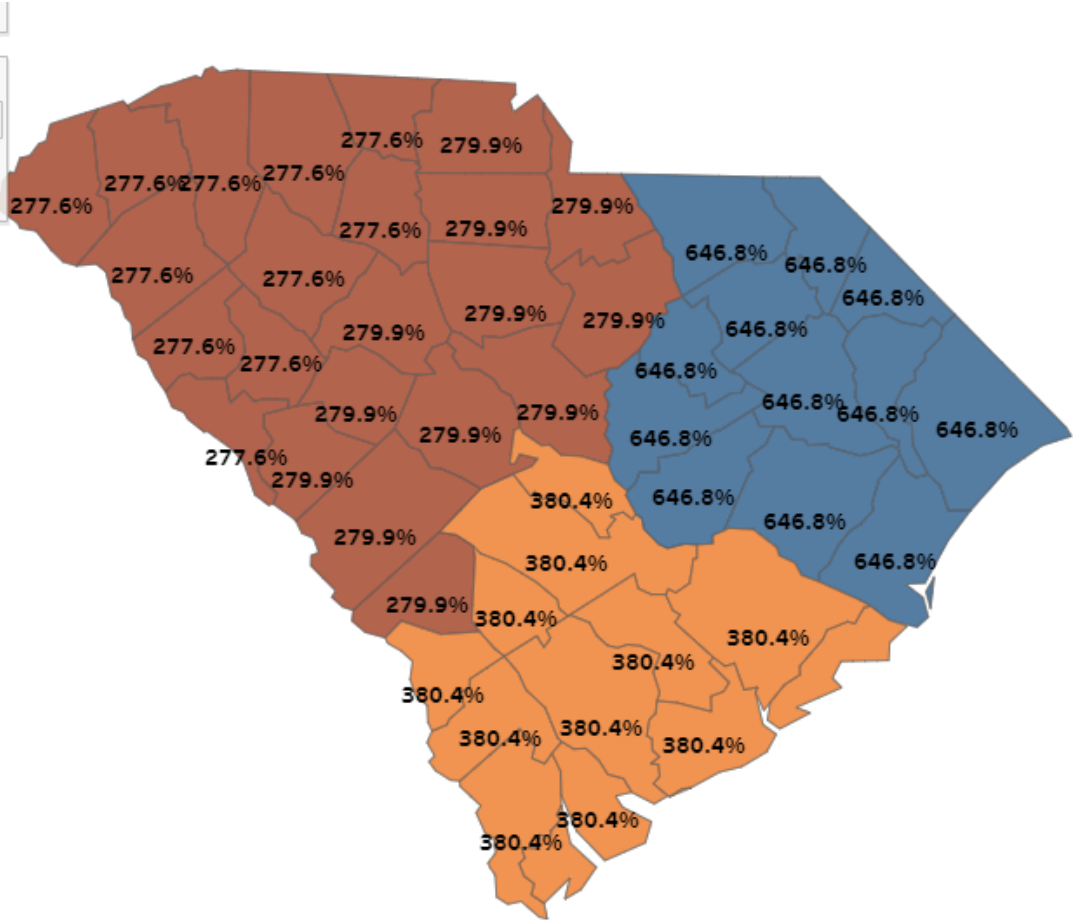


Select County

All Counties

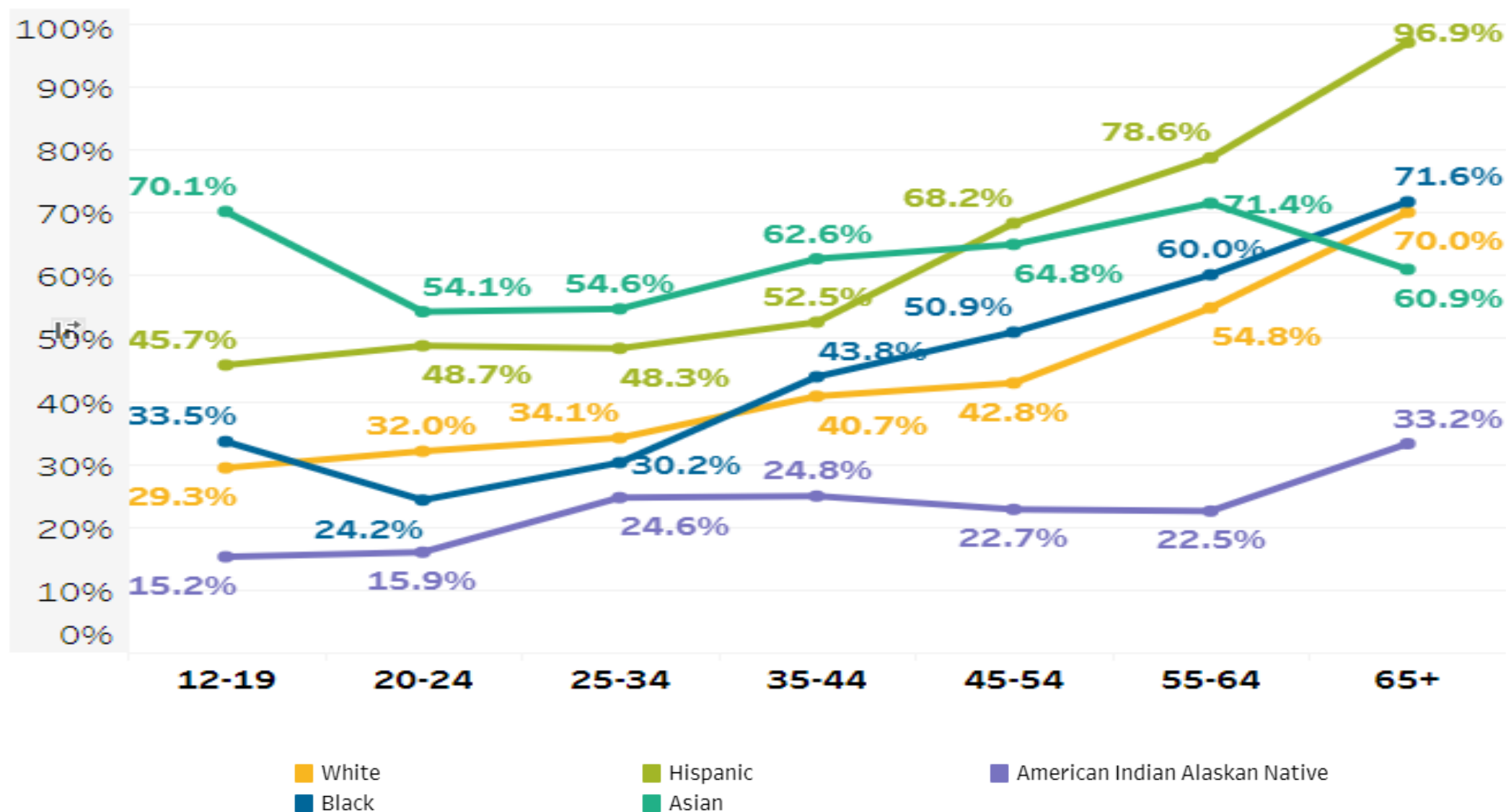
Select Race/Ethnicity

Asian



Percent of SC Residents to Complete Vaccination by Race/Ethnicity & Age Category

Data as of: 1/16/2022



Issues Faced by
SC Hispanic
Immigrants
(Areas of
Opportunity)

- Access to services
- Communications
- Acculturation issues
- Educational attainment
- Employment
- Socioeconomic inequities
- Immigration status issues

What does this mean to you?

- Recruitment of Bilingual/Bicultural Staff
- Training Interpreters
- Adaptation of Services
- Conduct Culturally Appropriate Outreach Programs
- Influence Policy Making

Best Practices



COVID-19 STATEWIDE WORKING GROUP FOR LATINX & IMMIGRANT COMMUNITIES



Minority Outreach Strategist
Communications and Public Outreach
S.C. Dept. of Health & Environmental Control



CENTRAL CAROLINA
**Community
Foundation**

ONE SC FUND

← Angela Jenkins



Name

Angela Jenkins

Timestamp

4/14/2020 21:03:42

Company Name

East Coast Migrant Head Start Project

Email

anjenkins@ecmhsp.org

Phone

8438662051

Website

www.ecmhsp.org

Position

Center Director

Address

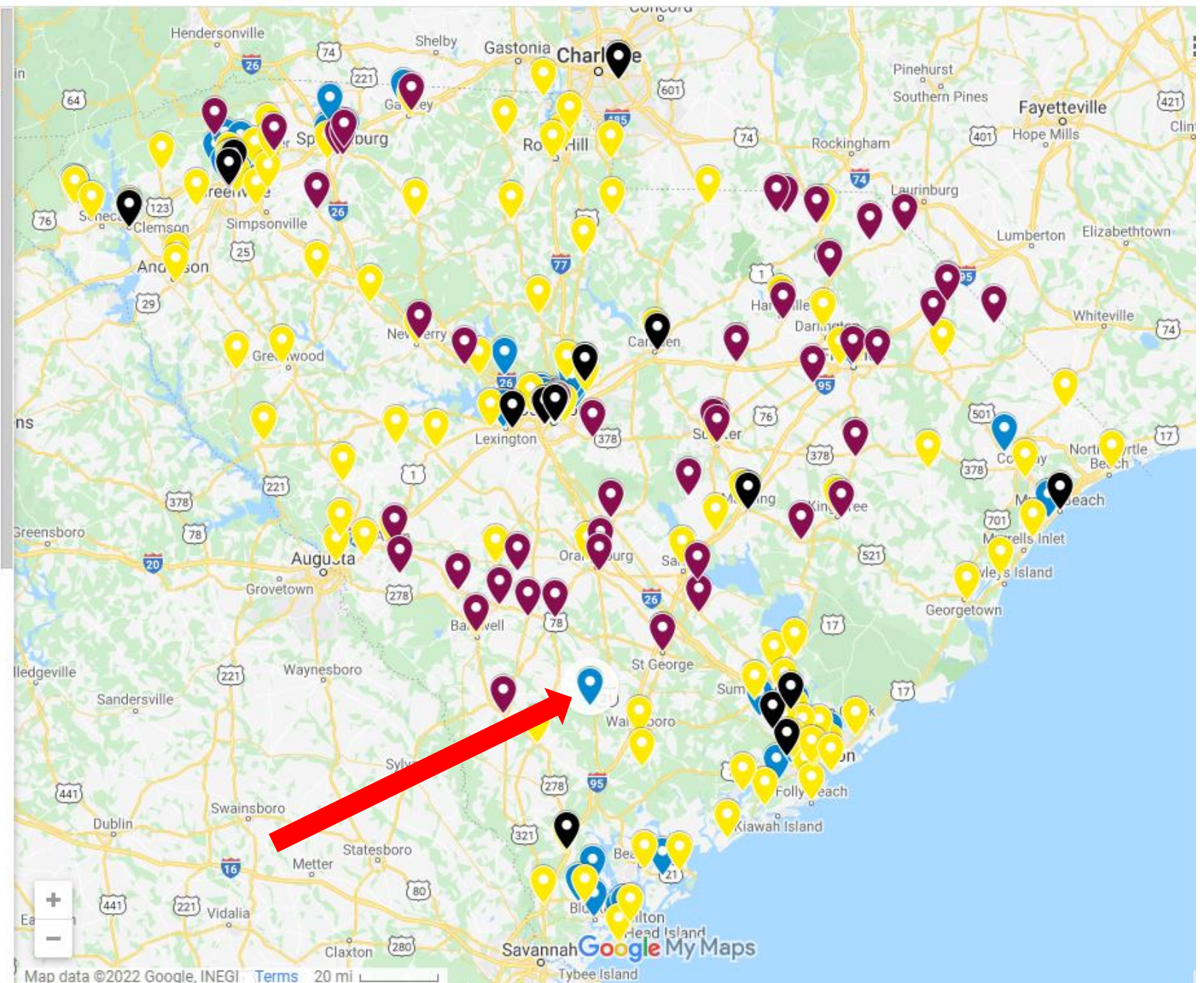
14405 Bells Highway

City

Lodge

State

South Carolina



Equitable Communications/Effective Outreach

- Educate yourself: Know your product/service and your community
- Know your access points (Community Brokers)
- Create relationships not “flyer-drop-zones”
- Be flexible/adaptable –follow your objectives/mission.
- Share resources/support
- Ask for help



Ivan Segura

Program Manager

Hispanic/Latino Affairs Division

SC Commission for Minority Affairs

isegura@cma.sc.gov

803-563-1849