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New MDH COVID-19 Funding Opportunities Released Today: Diverse Media Messaging and Community Engagement

Minnesota Department of Health sent this bulletin at 05/25/2020 10:29 AM CDT

Cultural and Faith Communities COVID-19-Related Update

View this as a webpage

May 25, 2020

Cultural and Faith Communities COVID-19 Updates are being sent to the following three MDH mailing lists to reduce duplication:

- *Cultural and Faith Communities COVID-19 Updates*
- *MN Immigrant and Refugee Health Announcements*
- *The Center for Health Equity*

New COVID-19 Funding Opportunities Released Today: Diverse Media Messaging and Community Engagement

The Minnesota Department of Health released two Requests for Services today for contracts related to COVID-19 diverse media messaging and community engagement to increase understanding of and participation in COVID-19 testing, case investigation, and contact tracing. **The proposal submission deadline for both funding opportunities is June 3, 2020.**

1. **Diverse Media Vendors for COVID-19 Communications**

This Request for Services asks vendors to propose a plan for media services to help MDH in getting culturally relevant, linguistically appropriate, accurate, and timely messages related to COVID-19 to communities of color, American Indian communities, and LGBTQ communities in Minnesota. Media services may include formats such as online and social media, radio, television and print. Vendors are encouraged to use methods that are adaptable to quickly changing information and explore alternative methods of communication that are effective while people maintain social distancing.

- **Funding:** $750,000 available for multiple contracts.
- **Target Audience of Request for Services:** Media vendors; priority will be given to media vendors who are owned/led/operated by people of color, American Indians, and/or LGBTQ individuals.
- **Informational Webinar:** Tuesday, May 26 from 10-11 a.m. (will be recorded and posted on web) Join Diverse Media Request for Services Info Session Meeting number (access code): 967 479 647 Meeting password: Start123! Or join by phone: 1-855-282-6330

2. **Community-based Organizations and Tribes for COVID-19 Outreach and Engagement**

This Request for Services will ask community-based organizations and Tribes to propose a plan for culturally relevant, linguistically appropriate and timely community engagement activities to aid the state in increasing community understanding of and participation in COVID-19 testing, case investigation, and contact tracing. Organizations and Tribes will be asked to learn about community questions and needs related to COVID-19 testing, case investigation, and contact tracing; work with the State and its partners to address those community needs; and connect communities to testing, case investigation, and contact tracing. The primary audience(s) for community engagement must include people of color, American Indians, and/or LGBTQ Minnesotans.

- **Funding:** $1,500,000 available for multiple contracts.
- **Target Audience of Request for Services:** Community-based organizations and Tribes; priority will be given to entities that are led by people of color, American Indians, and/or LGBTQ individuals.
- **Informational Webinar:** Wednesday, May 27 from 10-11 a.m. (will be recorded and posted on web) Join Community Engagement Request for Services Info Session Meeting number (access code): 966 719 298 Meeting password: Start123! Or join by phone: 1-855-282-6330

MDH will make final selections of contractors based on a competitive review of proposals, while also ensuring that the final cohort of selected contractors covers a range of racial, ethnic and cultural communities and geographic areas in Minnesota. Current contractors of MDH will be eligible to apply.

Please visit the COVID-19 Contracts for Diverse Media Messaging and Community Outreach page for more information.

Reminders

Discrimination Helpline

This helpline reinforces the state's efforts to protect the civil rights of Minnesotans. It allows those who experience or witness bias and discrimination to report incidents to the Minnesota Department of Human Rights.

The creation of the Discrimination Helpline comes at a time when there's continued reports from Asian American community members who are experiencing heightened fear and backlash due to COVID-19. One

of the disconcerting aspects of the COVID-19 crisis is the continued rise of xenophobia and racism.

Every Minnesotan can call the Discrimination Helpline at 1-833-454-0148 or complete and submit the Discrimination Reporting online form. The helpline is staffed Monday through Friday, 8:00 a.m. to 4:30 p.m. **Interpreters are available.**

Translation services are available and information about the helpline is available in 17 different languages.

Social media graphics about the helpline are available in 17 different languages here:

COVID-19 Public Hotline

Questions about COVID-19?

Interpreters are available

Health questions:
651-201-3920 or 1-800-657-3903
Weekdays: 8 a.m. to 6 p.m.; Weekends: 8 a.m. to 4 p.m.

Schools and child care questions:
651-297-1304 or 1-800-657-3504, 8 a.m. to 6 p.m on Weekdays and 8 a.m. to 4 p.m. on Weekends.

If you've been forwarded this email and would like to receive these updates directly, sign up here: Subscribe to Cultural and Faith Communities COVID-19 Updates.

DEPARTMENT OF HEALTH

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You may also be interested in

1. **COVID-19 Update: Jan. 7**

   Jan 7, 2021, 7:15 PM - Ramsey County

2. **COVID-19 update for employees – January 7**

   Jan 7, 2021, 6:15 PM - Metropolitan Council

3. **Cultural, Faith, and Disability Communities COVID-19 Updates**

   Jan 7, 2021, 2:48 PM - Minnesota Department of Health

4. **COVID-19 Vaccine Provider Weekly Updates**

   Jan 7, 2021, 4:27 PM - Minnesota Department of Health

5. **New COVID-19 Case Information: January 7, 2021**

   Jan 7, 2021, 11:10 AM - Minnesota Department of Health

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