

Education | Training | Gear

Lorelei Walker, PhD MPH
Public Health Advisor
Founder and Board Vice President

Jeremy Ferguson
Safety Advisor
Board Vice President

The Social Safety Initiative
4580 Klahanie Drive SE, Suite 305
Sammamish, WA 98029

Lucie Shannon
Director of Operational Integration

RE: CESF Local Government, Tribes and Non-Profit Application - Coronavirus Emergency Supplemental Funding

Summary

We must stop the viral spread. Effectively wearing a protective mask is the primary prevention measure against SARS-CoV-2 transmission as we await population-wide vaccination.

The **1-2-3 Your Mask Saves Me** campaign will provoke public discourse and debate to affect social behavior change (mask-wearing) and collectively transform the narrative on social participation in public health practices.

The grant-funded goals of this campaign include:

1. Increased the percentage of effective mask-wearing residents across Washington State.
2. Decrease the transmission risk among the high-risk essential workforce and marginalized communities.
3. Reduce the impacts of disaster-related trauma and daily life disruption to communities at higher risk of negative financial, social, physical, and emotional impacts due to preexisting vulnerabilities.
4. Increased sense of safety in the workforce and expand community resilience.
5. Develop community leaders and expand the discourse to support public health activities.
6. Translate training materials and delivery culturally appropriate training videos in multiple languages.
7. Expand community resilience in essential workers and the residents they serve through increased agency and participation in public mask-wearing.

Objective: **Prevent** the future spread of transmission through education and public health training.

Method: Community-driven delivery of mask wearing training for thousands of Washingtonians who experience overlapping risks to poor health outcomes.

Rationale: Through education, community members can participate in novel health behavior. Mask wearing instruction delivered by a trusted community member enables effective delivery of community-specific culturally appropriate training.

Objective: **Respond** to the current need for well-fitting, comfortable, and reusable masks.

Method: Purchase 7,000 high-grade reusable masks to be distributed during community training or after completing online training.

Rationale: By removing the barrier of cost existing in economically affected communities, community members will apply their new skills and further adopted this health practice.

Objective: **Prepare** for the economic and health consequences of the pandemic's effect on priority populations. (*need glossary of terms)

Method: Develop multiple trained cohorts of community-sourced leaders to be Public Health Ambassadors who are equipped to deliver education and training on effective mask-wearing.

Rational: Developing three cross-sectional cohorts comprised of diverse member leaders from government, commerce, and the civic sector who have intersecting identities, empowers communities to make meaningful change in future community-driven endeavors.

Our campaign will infusion 50% of the grant award directly into priority populations through leader development, delivery of culturally appropriate and accessible mask wearing trainings, and barrier mask donations.

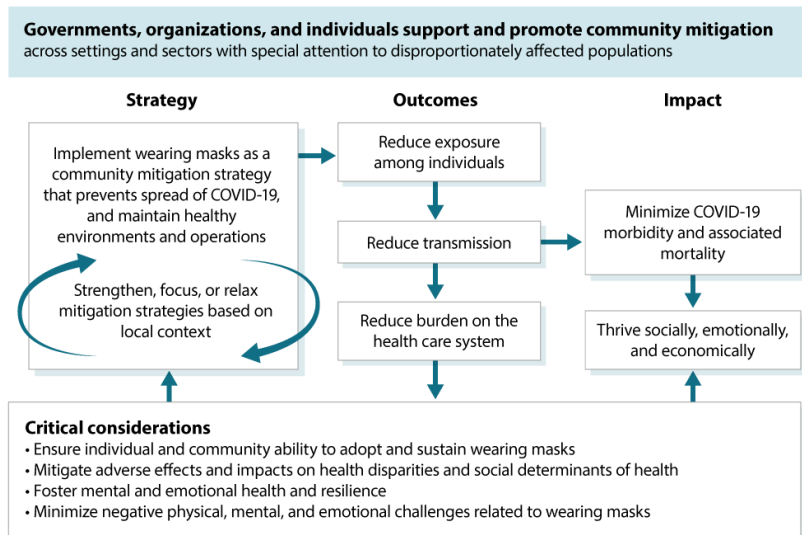
Why

We want to stop the local spread of disease and believe through norming proper mask-wearing through education and training, Washington State can reach a predicted 90% reduction in SARS-CoV-2 transmission as soon as June of 2021. With the increasing threat of new variants (B.1.1.7 and B.1.351) spread, our current vaccination efforts will likely be compromised. Through simple messaging, infographics, short video multilingual tutorials, in-person demonstrations (if appropriate), and participating in community events, this campaign will significantly expand behavioral inclusion and acceptance of this new health behavior.

1-2-3 Your Mask Saves Me campaign is based on this CDC approach. Through our partner network, we have the potential to reach a diverse network of priority populations in priority geographic regions to fill the training gap existing in our depleted state public health system. Additionally, there are positive long-term implications of our proposed response to COVID-19's effects that impact worker's health, worker's compensation, school risk pools, and our residents' mental health throughout Washington State.

How

Our campaign's strategy is based on the mask-wearing logic model¹ recommended by the Centers for Disease Control and depicted in the figure on the right. The CDC is explicit that 'constant and correct mask wearing in public' will slow the spread of COVID-19. Our approach to proper mask-wearing training accounts for each of the four critical considerations and will successfully produce the dual effect of reducing COVID-19 morbidity and mortality while increasing the resilience measures that enable communities to thrive socially, emotionally, and economically.²



The Social Safety Initiative's **1-2-3 Your Mask Saves Me** campaign is a public health training campaign to aid Washington State in effective mask-wearing through community institutional partnerships, community-based leadership training, and community-driven awareness messaging. The **1-2-3 Your Mask Saves Me** campaign is uniquely positioned to surface, develop, and support 75 multi-sector community leaders in conducting mask-wearing training for 10,000s of marginalized and high-risk Washingtonians. Through the development of local public health trainers across government, commerce, and the civic sector, delivering easy and actionable knowledge, this campaign has a high probability of success. Not only will normalizing mask-wearing through enable individual agency to promote life-saving public health practices, but community-wide learning and

¹ <https://www.cdc.gov/coronavirus/2019-ncov/php/mask-evaluation.html>

² <https://www.cdc.gov/coronavirus/2019-ncov/php/mask-evaluation.html>

participation will also inherently increase community resilience measures supporting each community in post-disaster restoration efforts.

By leveraging our existing multi-sector relationships, training materials, and interdisciplinary expertise, we can immediately infuse a diverse number of underserved communities with 50% of the total award fund. This infusion will be delivered through leader training and support, securing and distributing 7,000 high-grade barrier masks for community use, and the translational services necessary to ensure culturally appropriate training delivery. Our leader development model intentionally threads diverse sectors of society together to enable individual agency while strengthening community-wide unity that furthers resilience factors and expedites recovery efforts. This holistic response can prevent what could be disastrous long-term systematic effects on micro and macro social determinants of health. This campaign will operate through a health equity lens and make demonstrable progress on the Governor’s commitment to diversity, equity and inclusion³ by leveling access to public health resources across the state.

What

Our **1-2-3 Your Mask Saves Me** campaign has a multi-layered approach. We first start with mask-wearing training for essential workers described below, specifically high-risk workers operating in daily contact with the public. Leveraging our partner network, our immediate launch will integrate our training into the Imagine Institute’s professional development program, the Amalgamated Transit Union’s (ATU) Local 757 who staff the C-Tran public transit system, and the State’s Library System WSCCCE represented employees. Through existing member leader training programs, a cross-sector cohort of member leaders will spread proper mask-wearing training throughout their membership. These training will, directly and indirectly, expand through the communities they live in and serve.

SSI’s Public Health Ambassadors (PHA) Cohorts

Through our partners’ existing member leadership development programs, are equipped to surface, train, and support a total of 80 community leaders over a 10-month period to deliver mask-wearing training at their worksite among co-workers and within their community. The total time commitment for each PTA is at least 20 hours with the option to voluntarily increase their volunteer time. The demographics of ambassadors would reflect the community they work in and serve. April 2021, membership leaders from each institution will form our first cohort of 20 public health ambassadors. Each cohort will use our 60-page site operator manual and participate in two separate 2-hr training events covering the topics listed below. After passing a knowledge test, each ambassador will earn an SSI registered **Public Health Trainer (PHT)** certificate.

PHT Certificate Content

What to Know: Science Education	What to Do: Risk Assessment	How to Do It: Public Health Safety
Viruses & SARS-CoV-2	25-pt Risk Assessment	8 Safety Protocols
Spit, Splatter, Spray & Breath Cloud	Hot Zone Spotting	Effective Masks and Mask Wearing
Transmission & Social Hygiene	Healthy Conflict Engagement	Equity, Inclusion, & Worker Safety

After certification, each cohort member will shadow or co-lead their first membership and first community meeting with our public health and safety advisors Dr. Lorelei Walker or Jeremy Ferguson. Community awareness and education will be delivered through short culturally appropriate training videos and local community events. Masks will be distributed across the partner’s membership and to participating community

³

https://www.governor.wa.gov/sites/default/files/Equity_PolicyBrief_Dec%2014.pdf?utm_medium=email&utm_source=govdelivery

members each who pass a knowledge test. We have the capacity to logo and to ship masks to any zip code in WA State.

Each cohort member may choose to participate in a 10-month leader development series under the oversight of Ben Varon, former Mayor of New Castle, and SSI's Council of Advisors. This virtual bi-monthly series will cover the topics listed below. The goal of this series is to equip leaders with effective leadership skills and build professional capacity in marginalized communities.

Leadership Development Series Content

Leadership Development	Communication	Health Education
Dealing with Change	Healthy Conflict Engagement	Prevention and Recovery
Problem-solving	Outreach & Planning	Personal Norms & Behavior Change
Building Trust & Respect	Relational Meetings	Social Determinants of Health & Equity

With funding, the community-wide awareness, education, and training delivered through our partners' institutions will be comprised of short videos and concise messaging. This information can be propagated throughout the community without adding a time burden to the training cohort. Individuals who wish to earn a mask-wearing certificate can take a knowledge test through our existing platform. Upon successful completion, participants will earn a registered certificate and a high-grade barrier mask. Masks will be available until we exhaust the 7,000 pieces proposed in this grant application.

Our Partners

Our partner network represents several resilient, yet marginalized communities, that inherently experience overlapping health disparity. Below is a brief reference to our partners in this campaign and their focused communities and identities. The interrelationships between partners strengthen relationships between government, labor, and community institutions.

Partner Commitments	Membership & Community	Location	Partner Contact
Imagine Institute Service Employees International Union Local 925	12,000 represented state family childcare providers / Non-English and English as a Second Language communities	Multiple	Marie Keller Director of Career Pathways
Amalgamated Transit Union Local 757	C-Tran represented operators / Clark County Residents	Clark County	Jon Hunt ATU Vice President
WA State Council of County and City Employees	16,000 represented library system staff / Library users	King County Library System	Suzette Dickerson Council 2 Representative King County Coalition of Unions Co-Chair Seattle City Safety Commission

Immediate Partner Interest	Membership & Community	Location	Partner Contact
Health Equity Circle	150 Current health sciences graduate and medical students with 500 practicing alumni / Public, Tribal, private, & community clinics	Spokane & Puget Sound	Dr. Luis Manriquez Founder and Lead Organizer
Industrial Areas Foundation Spokane	40 Civic and Faith-based Institutions	Seattle and Spokane	Joe Chrastil IAF Regional Organizer

and Puget Sound Affiliates			Pacific Northwest Region
Partner Interest	Membership & Community	Location	Partner Contact
State Parent Teacher Association	100,000 members across 875 locals / WA State families	Priority Communities	Kandy Schendel Area C Vice President
Washington Educational Association	80,000 Educators & educational staff / Families	Multiple	Ceci Mena UniServ Director
Service Employees International Union Local 775	45,000 long-term care workers / Persons over 65 or with disabilities	Multiple Counties	SEIU 925 Leadership

Unions and Their Communities

The workforce, and the communities where they live, often experience overlapping marginalized identities. Partnering with Labor Unions enables access to an existing framework of safety training to efficiently deliver public health education to member leaders at numerous worksites. These leaders lead training events expanding proper mask-wearing efforts across the workforce and in their high-risk communities. Marginalized geographic and identity communities that have a higher degree of social connectedness are considerably more likely to receive and propagate knowledge essential to disaster recovery. By utilizing community resilience, we believe simple and short mask-wearing messaging will propagate through the community⁴.

Unions are well-established organizations that develop leaders through issues of worker safety and workers' rights. Partnership with these multi-sector labor unions drastically increases the success of the **1-2-3 Your Mask Saves Me** campaign's goals. By incorporating our audience-tailored mask-wearing training into their existing training programs, proper mask-wearing behavior will be embraced as a measure of worker safety, the foundation of union membership. These two unions serve different sectors of the population.

The Imagine Institute

The Imagine Institute supports child-care workers, licensed family care providers, and the Family, Friend, and Neighbor caregivers by delivering culturally responsive training through Spanish, English, and Somali speaking staff. With our safety content, ongoing public health advisory support, and adequate funding, the Imagine Institute's existing infrastructure will deliver safety training within their culturally diverse communities. By training and normalizing mask-wearing in childcare centers, proper mask-wearing will be available and utilized by their clients reaching pockets of communities who are part of current outreach efforts.

Amalgamated Transit Union Local 757 (ATU)

Similarly, ATU member leaders will join the cohort of SSI's Public Health Ambassadors delivering proper mask training across their represented workforce and community using the same delivery method. The transit facilities and vehicles will become a source for spreading awareness and education across Clark County through QR-code-driven links to campaign-created brief community-tailored video tutorials and existing online educational materials.

A common denominator for many of Washington's marginalized populations is the identity of being transit-dependent. Transit-dependent residents are people who cannot use a personal automobile and rely on transit to reach their destinations. Similar to the overlapping health and economic vulnerabilities that exist for daycare operators and the families they serve, the transit-dependent community is comprised of residents experiencing health inequity due to age, infirmity, disability, or are considered low income. In 2018, C-Tran

⁴ https://www.ptsd.va.gov/professional/treat/type/disaster_risk_resilience.asp#one

reported completing 6M rides. Below are relevant demographics of Clark County’s transit-dependent residents.

Clark County Resident Characteristics

- 15% non-white⁵
- 65% high school diploma only⁶
- \$35,860 per capita income⁷
- 8% persons with disabilities under the age of 65⁸
- 30% adult obesity⁹
- 39% of COVID positive cases in people ages 20-35¹⁰**

Washington State Council of City and County Employees Union, Council 2 (WSCCCE)

Our third union partner is the Washington State Council of County and City Employees, Council 2. Their library-based workforce can deliver proper mask wearing training through King County’s represented library staff. As with the Imagine Institute and ATU, we will deliver a similar but audience-tailored site leader and membership training. Unlike the community demographics served by Imagine Institute or ATU’s represented workforce, the King County library system serves primarily children in primary education with 65% of their 2019 account holders being in the K-12 educational system. When college and teacher accounts are included, 76% of library accounts support higher education. Using the same community outreach methods in local libraries, we will expand awareness across library users.

In 2019, King County Library System (KCLS) recorded 632,950 library cardholders and 9.7 million visits¹¹. With 50 branches serving 1.4 million residents, the KCLS is primarily used by K-12 students across the County¹² (64% of all accounts). Intentionally focusing on library locations, mask-wearing training will occur at the demographic nexus of marginalized and priority populations.

The K-12 public school student demographics reflect the community-wide demographics this grant can support with mask-wearing training¹³.

KC K-12 Student Demographics	
Racial and Ethnic Minority	58%
American Indian	1%
Asian	20%
Black/ African American	9%
Hispanic/ Latino	18%
Native Hawaiian	1%
Two or More	10%
Low-Income	34%

⁵ <https://suburbanstats.org/population/washington/how-many-people-live-in-clark-county>

⁶ <https://www.census.gov/quickfacts/fact/table/clarkcountywashington/PST045219>

⁷ <https://www.census.gov/quickfacts/fact/table/clarkcountywashington/PST045219>

⁸ <https://www.census.gov/quickfacts/fact/table/clarkcountywashington/PST045219>

⁹ <https://datausa.io/profile/geo/clark-county-wa/#covid>

¹⁰ <https://www.doh.wa.gov/Emergencies/COVID19/DataDashboard#dashboard>

¹¹ <https://d4804za1f1gw.cloudfront.net/wp-content/uploads/sites/20/2020/04/28104942/2019-Annual-Report-050120.pdf>

¹² <https://d4804za1f1gw.cloudfront.net/wp-content/uploads/sites/20/2020/04/28104942/2019-Annual-Report-050120.pdf>

¹³ <https://data.wa.gov/Education/Report-Card-Enrollment-2019-20-School-Year/gtd3-scga>

Students with Disabilities	13%
English Language Learners	14%

We are positioned to further expand our campaign through our developing relationships with the State's Parent Teacher Association network, the Renton Chamber of Commerce members, Health Equity Circle's membership, Industrial Areas Foundation affiliates, and members of the Washington Education Association.

Agency Capacity

The Social Safety Initiative (SSI) formed as a 501(c)3 in July of 2020 in response to the educational deficits witnessed as SARS-CoV-2 surfaced in Snohomish and King County, especially those that impacted essential workers. SSI is comprised of an interdisciplinary roundtable of advisors who are professionally experienced in Molecular Biology, Public Health Disaster Response, Health Equity, Community Leader Development, Organizational Operations, Privacy & Compliance, Elected Government Leadership, Transit Operations, Janitorial Operations & Safety, Ventilation, and Worker Safety. Our integrative approach to problem-solving enabled a nimble response to the educational deficit created through decreased public health funding across WA state. Through our health equity lens, our programmatic work integrates community leaders from marginalized communities to ensure meaningful delivery.

In January, we finalized our safety Manual for site operators and guidebook for individuals. Through our '*Spit, Splatter, and Spray*' risk assessment training, our memorable analogy of the 'breath cloud' to describe shared air, and subsidy of high-quality masks and sanitizer, members of the public are equipped with the skills to make on the spot decisions to avoid transmission in social spaces. These trainings provide a steady stream of income to ensure the long-term stability of our organization and our ability to respond to changing public health training needs.

Our 2020 materials include a kid's animated 'Wear a Mask' song with Spanish subtitles, a 3-hr online course, a live-action public service announcement 'CoVella vs. The World,' a copyrighted Site Operator Manual, and a 90-min live online training to earn a registered certificate, seal, and placard. In WA State, we donated 3,000 high-grade barrier masks to local organizations such as Tent City 3, Hopelink, the Urban Indian Institute, and Jubilee. We have a social media presence with 250 community leaders following our LinkedIn page and thousands of Facebook and YouTube views of our materials. For perspective, in 24 hours, our live-action film was liked by 8,000 people on Facebook. In March of 2021, we will implement our content calendar complete with daily communication to reinforce the importance of prevention and public health safety protocols. Our training materials were developed from and currently utilize existing educational materials distributed by State and National public health guidance.

We are fully equipped to track multiple metrics and complete a comprehensive evaluation of our programmatic work. Our self-built CRM enables us to track various characteristics of our partners' institutions, partner memberships, registered certificates and seals, gear distribution, and population reach. We are fully GDPR compliant and operate on an opt-in method of data collection. This information can inform local and state health jurisdictions to inform their efforts.

Our Council of Advisors supports the initiative through financial donors and volunteer hours. We have received in-kind support from Greater Heights, Performing Arts Educators, The Pillars Group, American Sewing & Textile Imaging, GoDaddy, and Post Pencil Graphics. Our 2021 safety certification, seal, and the placarding program provides the income needed to sustain our staffing and operational costs.

The Importance

February 26, 2021

This campaign prevents infection of priority populations and mitigates negative outcomes of disaster-associated chronic disease. By normalizing mask-wearing expectations and creating individual agency through safety prevention practices, this campaign creates a sense of inclusion and community pride in combatting viral transmission. Through individual behavior change, we build community resilience. With **proper universal mask-wearing**, the public health system can successfully identify, track, and contain any further spread enabling a faster economic recovery and lessening the impacts of long COVID-19 related chronic diseases.

Sincerely,



Lorelei Walker, PhD MPH
Founder and Vice President of the Board
lorelei@socialsafetyinitiative.org

Partner Commitments

The [Imagine Institute](#) is the nonprofit professional development arm of the Service Employees International Union (SEIU). Since its inception in 2017, this institute has supported the successful opening of 212 childcare facilities throughout the state and multi-lingual instruction to 2,543 childcare providers across the state. Their expanded focus on early child development, trauma-informed care, anti-racism early childhood education, and cognitive development makes them equity leaders in the Early Childcare Education center's industry.

[Amalgamated Transit Union](#) Local 757 staffs C-TRAN, the public transit system service Clark County. C-TRAN's transportation system takes transit-dependent riders to their doctor, to get groceries, to participate in school assistance programs, to their worksite, and many other lifeline services residents need to live. ATU 757 represents 300+ workers who provide consistent and safe access to a foundational infrastructure of the Clark County community. These workers were pivotal in earning C-TRAN's 2019 National Mid-size Transit System of the Year award. C-TRAN continues to operate in full service during the pandemic.

[Washington State Council of County and City Employees \(WSCCCE\) AFSCME Council 2](#) represents 16,000+ employees serving residents of Washington State. [Local 1857](#) represented workers staff the King County Library System, which has 50 locations across King County. Their full membership is situated in numerous Counties across the state. In April and May of 2020, Local 1857 purchased ASTI masks for every union member.

Immediate Partner Interest

[The Industrial Areas Foundation](#) (IAF) North West is a regional network of broad-based community alliances in WA, OR, MT, Canada, New Zealand, and Australia. IAF supports affiliate alliances in building individual civic leadership, strengthening member organizations, and serve as a vehicle for members to act in the public arena with sufficient power for the common good. Washington affiliate partners:

The [Sound Alliance](#) is a Puget Sound-based nonprofit dedicated to building local community power through common collective action. By developing civic leaders as trained organizers, their multi-issue community-sourced campaigns enable communities to thrive. This dues-paying alliance is comprised of 23 faith, labor, community, and health education institutions.

The [Spokane Alliance](#) is a non-partisan and non-profit alliance of congregations, unions, student and community groups in Spokane County representing over 20,000 adults. Through relational leadership development, the alliance creates the capacity for citizen-led action and strong relationships across the lines that often divide our communities. As a multi-issue organization, the issues are surfaced from within their institutions from the concerns of the people. Over 20 Institutional members cross economic, faith and neighborhood lines to find common ground and act on our values.

The [Health Equity Circle](#) is an inter-professional student-led organization building the skills and power to address health equity. Started in 2010 and established as a 501c3 in 2019, the organization is comprised of 6 chapters across 5 states including Spokane and Seattle, WA. Students and alumni come from graduate-level public health, medicine, social sciences, pharmacy, and nursing programs at the University of Washington, Eastern Washington University, Western State University, Portland State University, and the Oregon Health Science University. There are currently 300 active students and over 1000 practicing alumni. Students lead a quarterly course titled Health Equity & Community Organizing. The clinic-based organizing campaigns develop leaders from the clinic staff and patient population to work together taking local action on the social determinates of health. Success stories include securing funding for a day shelter, an education campaign supporting the Best Starts for Kids Initiative in King County, and CVS's region-wide software upgrade to print prescription labels in multiple languages.

Dr. Lorelei Walker is a longtime leader having launched the 'Healthy Equity & Community Organizing' elective course in the UW School of Medicine, a 3-time instructor of this course, a 2-time delegate on the Sound Alliance's strategy team, and a founding board member.

Our founder, Lorelei Walker, is a union leader with 2 years experience as the King County Coalition of Unions Co-chair. She spent the pandemic's spring and summer months in Washington and Florida bargaining PPE and hazard pay in King County and assisting community organizations in developing risk assessment skills and training on social safety protocols. From this experience, previous pandemic training, and organizing experience, SSI has created and published several educational tools.

"We are accountable for the knowledge we have. We are responsible to seek the knowledge we do not. Society is liable if it withholds information readily sought."