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**A message from our Leadership Team:**

As we begin 2021, we want to thank all of you for the work you do every day to reduce health disparities, particularly during one of the most challenging times we've ever faced. After a year of battling the deadly coronavirus pandemic, our attention now turns to addressing the concerns, fears and myths about the COVID-19 vaccines, particularly in our most vulnerable communities. Over the next few weeks, we will be working to identify and disseminate effective communication tools and resources that you can use to accelerate this effort. You will find some of these materials in this newsletter, and you can expect more in the weeks ahead. We also hope to work with many of you on additional strategies for improving vaccine uptake in our communities.

With gratitude,  
Roshan Bastani, Alison Herrmann, Beth Glenn, and Sylvia Lopez

**Center News**

**Meditation, Survivorship Classes Reduce Symptoms of Depression in Younger Breast Cancer Survivors**

Dr. Patricia Ganz and Dr. Catherine M. Crespi, both with the UCLA Kaiser Permanente Center for Health Equity and the UCLA Center for Cancer Prevention and Control Research, are part of a UCLA-led research team that found mindfulness meditation and survivorship education classes can help reduce depression in younger women treated for breast cancer. The study also found that mindfulness meditation can provide additional benefits for this target population.



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**Lestonnac Free Clinic Selected to Conduct Colon Cancer Intervention**

**Lestonnac Free Clinic**, one of our 2020 Community Grant Awardees, has been selected by the California Department of Public Health on behalf of the California Dialogue on Cancer to implement a colon cancer education and screening project. The award amount is \$85,000. Program components will include developing a bilingual patient education video, hiring a community health educator, training clinic staff as screening advocates, facilitating bilingual patient education classes, and distributing FIT kits. As their partner for this project, UCLA Kaiser Permanente Center for Health Equity researchers will provide program design assistance, training, and dissemination support. Lestonnac operates 14 clinics in Southern California, filling critical service gaps for more than ten thousand low-income, uninsured individuals in Orange, Los Angeles, San Bernardino, and Riverside counties.

**Request for Proposals: 2021 Community Grants Program to Address Cancer Disparities**

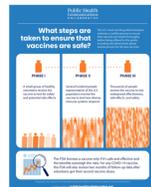
The UCLA Kaiser Permanente Center for Health Equity, in collaboration with the UCLA Jonsson Comprehensive Cancer Center and Doctora Monica Salinas, invite the submission of proposals for projects to address and improve disparities in cancer and related diseases among underserved populations in and around Los Angeles County.



Up to ten grants of \$5,000 each are available to support local community-based organizations working in the following areas: HPV vaccination, colorectal cancer, liver disease, lung cancer, gastric cancer, vaping and e-cigarettes, and cancer survivorship.

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**New Resources for COVID-19 Vaccination Communication**



**Vaccine Development Social Media Toolkit**

The Public Health Communications Collaborative has developed a social media toolkit that outlines the U.S. Food and Drug Administration's process in ensuring vaccines are safe before they are offered to the public. Materials include infographics, images, and sample messaging for multiple social media channels in English and Spanish.

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**Language that Works to Improve Vaccine Acceptance - Communications Cheat Sheet**

The de Beaumont Foundation has developed a COVID-19 vaccine communications cheat sheet, based on findings from a national poll that revealed the most effective language to improve COVID-19 vaccine acceptance, especially among those who are less likely to take a vaccine.

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**A Communicator's Tip Sheet for COVID-19 Vaccination**

The National Institutes of Health has developed a communications tip sheet for effective COVID-19 vaccination messaging that addresses vaccine hesitancy and fosters vaccine confidence.

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**Webinars on COVID-19 Vaccination and Black Americans**

**COVID-19 Vaccination: It Matters in Saving Black Lives - Recording Available**

On January 16, 2021, the Minority Health Institute and UCLA BRITE Center for Science, Research, and Policy hosted a virtual town hall meeting with some of the nation's premier COVID-19 experts and historically Black institution and organization leaders to address facts, fears, and myths pertaining to COVID-19 vaccination. Speakers included Dr. Vickie Mays from the UCLA BRITE Center for Science, Research, and Policy.



[VIEW RECORDING HERE](#)

**Making it Plain: What Black America Needs to Know about COVID-19 and Vaccines - Recording Available**

On January 7, 2021, the Black Coalition Against COVID-19 and speakers from leading Black/African American health, faith and social organizations hosted a town hall conversation that addressed questions and concerns about the COVID-19 vaccine. Speakers included Office of Minority Health (OMH)'s RADM Felicia Collins, Dr. Anthony Fauci, Dr. Marcella Nunez-Smith, Dr. Leon McDougle of the National Medical Association and more.



[VIEW RECORDING HERE](#)

**New Asthma Campaign in South Los Angeles**



**Fight Asthma South Los Angeles**

SmartAIRLA, Esperanza Community Housing, and St. John's Well Child & Family Center have launched the "Fight Asthma South Los Angeles" campaign by providing free text messages when asthma attack risks are high. Asthma patients can use the texts as reminders to take their medication and reduce pollution exposure. The texts are available in English and Spanish, and partners are welcome to join the campaign.

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