Governor Kate Brown Launches New Phase of COVID-19 Outreach and Education Campaign

Safe + Strong provides health information and resources in 12 languages for Oregonians who face barriers to health and wellbeing

(Portland, OR) — Governor Kate Brown, along with the Oregon Health Authority (OHA), today launched a new phase of the state’s public awareness campaign to educate Oregonians about COVID-19. Safe + Strong focuses on community-centered outreach in 12 languages to connect people who are most at-risk of experiencing health disparities with the information, tools and resources they need to stay safe, healthy, and strong during the COVID-19 pandemic.

“While the coronavirus does not discriminate in who it infects, persistent disparities in our society put many Oregonians at more risk than others,” said Governor Brown. “I am committed to ensuring that all Oregonians, especially those from historically-underserved communities, have the information they need to stay safe during these unprecedented times.”

While social distancing measures have slowed the spread of COVID-19 in Oregon, many Oregonians face economic and systemic barriers which prevent them from taking steps to keep themselves and their families safe. Staying home to stay safe requires resources or life circumstances that are not a reality for many Oregonians. This includes safe, stable housing, money available to stock up on groceries, a job that allows remote work, the ability to meet daily needs without assistance from a caregiver, support for chronic medical conditions and access to information about how to protect themselves.

Safe + Strong is a statewide effort to reach communities most impacted by health disparities with culturally relevant, linguistically responsive resources.
The target audiences of this campaign, developed by the women-owned firm Brink Communications, include:

- Immigrants and refugees
- Black, Indigenous and People of Color (BIPOC) communities
- Oregonians whose preferred language is not English
- Oregonians with chronic health conditions
- Older Oregonians
- Migrant and seasonal farmworkers
- Hourly wage essential workers

“We know that due to historical inequities, race and income disparities can lead to devastating health impacts,” said OHA director Patrick Allen. “We also know from our ongoing collaboration with community-based organizations that essential health information about how to stay safe has not been reaching many Oregonians. We’re committed to improving the health of all Oregonians by putting resources and tools in the hands of the people who need them.”

The Governor’s Office, along with OHA, will be working directly with community leaders and organizations representing groups most impacted by health disparities. These organizations with direct ties to communities will be provided with tools and technical assistance to leverage their ongoing efforts to respond to needs during the ongoing COVID-19 crisis.

“We invite you to visit the website at safestrongoregon.org and the Spanish version of the website. Information about the campaign in other languages is available here."