

COVID-19 Final Report for Crook County Health Department (Non-RHIP)
“Central Oregon Spanish Substance Abuse Messaging”

Summary of Results:

- The Talk, They’ll Hear You campaign will reach the Spanish speaking audience throughout Central Oregon on the La Bronca 1214 radio station, KTVZ Telemundo and ZOLO cable channels.
- There was an 8-week Spanish PSA on the La Bronca 1214 radio station, a 2 month series of ads on Central Oregon KTVZ Telemundo Spanish speaking Television, and a 1 month series of ads on Crook and Jefferson County English speaking Cable Television.
- The "Talk, They'll Hear you Campaign has been shared in English throughout Central Oregon and this project provided more equitable messaging to the Spanish speaking population.
- This campaign also directed listeners to Spanish resources for Spanish speaking parents and guardians on preventing youth substance use.

Quote:

“We hope that by providing more equitable messaging throughout Central Oregon we were able to link communities that have been disproportionately affected by COVID-19 to resources that help support them and their families.”