


Memorandum



Date: October 12, 2021

To: Honorable Chairman Jose “Pepe” Diaz
and Members, Board of County Commissioners

From: Daniella Levine Cava
Mayor 

Subject: Report on Continued Collaboration with UM-NSU CARD to Develop Appropriate Messaging that Considers the Particular Needs of Neurodivergent Persons in Current and Future COVID-19 Vaccine Educational Campaigns – Legistar #212023

On September 1, 2021, the Board of County Commissioners (Board) adopted Resolution No. R-837-21 directing the County Mayor to continue the County’s collaboration with the University of Miami - Nova Southeastern University Center for Autism and Related Disorders (“CARD”) and develop appropriate messaging that considers the particular needs of neurodivergent persons in current and future COVID-19 vaccine educational campaign(s); and provide a report.

The Communications and Customer Experience Department (CCED) met with the UM-NSU CARD team to discuss the strategies to best communicate this message with neurodivergent persons. They also advised that the Center for Disease Control (CDC) currently has numerous resources available specifically directed at neurodivergent persons on their [website](#), including social stories, videos, and interactive activities. In addition to getting a COVID-19 shot, topics also include getting a COVID-19 test, wearing a mask, hand washing and keeping a safe distance.

In March 2020, CCED established a webpage miamidade.gov/coronavirus to provide up-to-date information regarding the County’s response to COVID-19. Since then, it has evolved and become a portal for all things related to the COVID-19 pandemic, including, but not limited to, testing, vaccines, as well as social and economic recovery resources. To date, the County’s coronavirus portal has had over 29.1 million page views. A section called “Explaining COVID-19” has been added that links directly to the CDC resources page mentioned above. However, because the CDC resources are only presented in English and Spanish, CCED staff will work to translate appropriate materials into Haitian Creole to maximize its reach to our community. Additionally, CCED will promote these resources via our social media channels in an effort to connect the information with its intended audience.

We look forward to continuing our collaboration with UM-NSU CARD to leverage existing public resources and incorporating “best practice” guidelines when producing future education and marketing materials for Miami-Dade County.

Per Ordinance No. 14-65, this report shall be placed on the next available Board meeting agenda.

Should you require additional information, please contact Inson Kim, Communications and Customer Experience Department, at (305) 375-2512.

c: Geri Bonzon-Keenan, County Attorney
Gerald Sanchez, First Assistant County Attorney
Jess McCarty, Executive Assistant County Attorney
Office of the Mayor Senior Staff

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