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FOR IMMEDIATE RELEASE

Trained to Support Residents, Healthcare Literacy Ambassadors Head into East Contra Costa County Communities

BRENTWOOD, CA, January 26, 2026... A newly trained cohort of Healthcare Literacy Ambassadors is now active across East Contra Costa County, informing residents through free community classes and outreach events. The eight ambassadors serve as frontline educators for the Healthcare Literacy Council of Contra Costa County, a pilot initiative led by Supervisor Diane Burgis in partnership with Kaiser Permanente, Contra Costa Health and the Contra Costa County Fire Protection District.

From January through June 2026, Healthcare Literacy Ambassadors will share key messages from the Council's "Right Care Right Way" campaign, lead interactive community classes and participate in outreach events such as health fairs, festivals and community resource events. Classes are offered at no cost in English or Spanish. They are designed to help residents understand how to use healthcare appropriately, covering topics ranging from Medicare and Medi-Cal to care options for undocumented residents, as well as practical ways to save time and money when seeking care. Accompanying take-home materials extend the conversation beyond the venue, giving residents clear, reliable pathways to local support.

"The Healthcare Literacy Ambassadors will be meeting members of our District 3 communities in culturally relevant spaces and moments that are organic to their daily lives. Ideally, this will foster trust and promote comfort and familiarity while inspiring personal ownership in how they choose to care for themselves. This approach will offer relatable and simplified interactions on a variety of topics that can seem complicated, by discussing them in clear and easy-to-understand language that people can remember and apply," said Supervisor Diane Burgis. "Healthcare can feel confusing or overwhelming. Being able to talk with someone who understands your concerns and literally meets you where you are makes all the difference and increases the likelihood that you will become an active part of your own health journey today and into the future."

Beyond delivering information, ambassadors also gather feedback that helps the Council stay grounded in real community needs. Through one-on-one conversations, questions and observations, they take the pulse of how residents are experiencing the healthcare system, informing future outreach, materials and education efforts so the Council can better address people's needs.

"When residents engage with ambassadors at community classes or outreach events, they're not just receiving information, they're having a personal, two-way exchange," said Contra Costa County Fire Protection District Chief Lewis Broschard. "In a system that often feels top-down and impersonal, this kind of dialogue humanizes healthcare and builds the trust people need to make confident care decisions."

District 3 (Antioch, Bethel Island, Brentwood, Byron, Discovery Bay, Knightsen and Oakley) organizations, schools, faith-based groups and community organizations are invited to host a 45-minute ambassador-led community class or to include ambassadors at outreach events. Hosting provides a no-cost opportunity to offer timely, useful healthcare information to local audiences. Interested organizations can submit a request at www.rightcarerightway.org/community-classes.

The Healthcare Literacy Council of Contra Costa County works to help residents navigate the healthcare system with confidence and access care more appropriately, affordably and effectively. Learn more about the Council and its Right Care Right Way campaign at www.rightcarerightway.org.

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