What's Next? Sustainability Wins from Community-Based Organizations COVID-19 Response

THURSDAY, NOVEMBER 17, 2022 | 3:00PM ET / 12:00PM PT

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Welcome & Introductions
Lisa F. Waddell, MD, MPH

Audience Q&A
Marilyn Watkins, DrPH, MPH, MCHES

Dia de la Mujer Latina
Venus Ginés, M.A. P/CHWI

Judson Center
Khadija Walker-Fobbs, MS

Family Service of Rhode Island
Jenna Nelson, MPH
Vanzel Thomas, MSW, LCSW, LCDP, CCHW

Facilitated and Audience Q&A
All Speakers

Key Takeaways and Closing
Lisa F. Waddell, MD, MPH

Speakers

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COVID-19 CoAg CBO Director
National Communication Resources

Stronger Together Newsletter

Fact Sheets

Webinars/Blog Wrap-ups

Impact Stories

Resource Pages
CBO Webinar Series
Participants Attending: 11k
CBA Highlights and Impact:

10,847 individuals reached by webinars

9,000 individuals reached by monthly communication efforts

177 CBA provided for 133 unique CBOs

173 partnerships with community organizations, health departments
Dia de la Mujer Latina

Venus Ginés
CEO and Founder
TIMELINE OF DML’S COVID COMMUNITY OUTREACH EXPANDING THE ROLE OF PROMOTORES/COMMUNITY HEALTH WORKERS

- **Feb 2020**: Developed First bilingual Promotores CHW Trng on COVID
- **Apr 2020**: Launched Bilingual Telehealth Community Navigation Contact Ctr
- **Jun 2020**: “Hablando Entre Nos” Community Engagement - Saturday FB Live
- **Aug, 2020**: Developed Bilingual Clinical Trial Navigation Trng
- **Jan 2022**: Launched Vaccination Community Navigator Trng
- **May 2022**: Launched Health Fiesta Equity Tour in 6 US cities

**Additional Milestones**:
- Set up 10 Hotlines in Houston, Chicago, Orlando, Atlanta, El Paso, McAllen, Dallas, Ft Worth, San Antonio, San Diego
- Developed Bilingual Contract Tracing Trng
- Developed Bilingual Health Community Navigator Bilingual Trng Addressing COVID Anxiety, Depression Stress & Stigma
- Governor’s Proclamation CHW Day in Texas for our annual Conference “Debunking Misinformation, Telebehavioral Navigation, and Vaccine Confidence”
- “Expanding the Role of “Preparing for COVID Aftershocks”
- Launched Vaccination Community Navigator Trng
- Launched Health Fiesta Equity Tour in 6 US cities
WHAT WE DO

HEALTH FIESTAS
TELEHEALTH NAVIGATION
PROMOTORES/CHW
COMMUNITY HEALTH WORKER
APPRENTICESHIP TRAINING
COMMUNITY BASED COLLABORATION WITH OVER 43 YEARS COMBINED EXPERIENCE

500,000 Health education materials distributed

100,000 Community navigation encounters (phone calls, texts, face to face)

50,000 Clinical services performed

6,000 Community Health Workers trained
HOW WE DO IT

“Our Community Engagement”
Expanding the Role of Promotores/Community Health Care Workers

MOTIVATE/MOTIVAR    INFORM/INFORMAR    NAVIGATE/NAVEGAR    EDUCATE/EDUCAR

Training Community Health Workers to be Influencers & Navigators
OUR SPONSORS

DIVERSE ARRAY OF CLIENTS

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Detroit Equity Coalition on COVID-19

Judson Center

Khadija Walker-Fobbs
Chief Strategy Officer
The main response to COVID-19 taken by the Detroit Equity Coalition on COVID-19 (DECC) is to disseminate information and provide vaccine access through working at community events conducted with community partners, many of whom are grassroots organizations. By building a vast network of partners, we were able to reach many people in metropolitan Detroit with accurate information about vaccines and administer vaccines directly, which were made available through community-based pop-up clinics staffed with culturally appropriate medical professionals.
Community Partners At Work!

- 7th Day Adventist Church
- Ark of Deliverance
- Brightmoor Soup Kitchen
- Centerline School District
- Community Living Services
- Detroit Area Youth Uniting Michigan
- Hazel Park School District
- H-Mart
- Ideal Group
- Korean Cultural Center
- Lifetime Family Care
- Masjid-al-Fatah
- Michigan Math & Science Academy
- NOAH
- Pentecostal Church of Warren
- Rochester Community
- Salvation Army Harbor Light
- St. Christine Christian Services
- St. Josaphat Ukrainian Church
- Van Dyke School District
- Warren Consolidated School District
• How many total people reached 10,649

• How many total community partnerships that are part of the coalition 129

• How many total vaccinated directly by DECC 2,522
Lessons learned from equity-centered approaches that reached the most vulnerable populations

• It was our intention from the onset to focus on COVID-19 vaccination education for underserved, ethnic and minority communities. We were able to do so through working directly with organizations that were serving specific populations and that had trust with their constituents. **We Built Relationships!**

• DECC became a trusted community partner with many organizations because of our approach to education and answering questions in a non-judgmental way. The vaccination team members are licensed healthcare professionals who have taken the time to learn to discuss, listen, and not challenge. They use motivational interviewing strategies and experiential learning techniques, which has been an effective tactic when dealing with people who have misinformation or are distrustful of the government or the health system in general.
DECC Community Outreach Events
We were able to build on the success of the DECC work and Judson Center was selected for a Regional Health Equity Council Grant through the Michigan Department of Health and Human Services and Michigan Public Health Institute.

The Regional Health Equity Council has been setting priorities and goals to address health disparities magnified by the COVID-19 pandemic within racial and ethnic minority communities.

The sustainability model is to train and certify Community Health Workers (CWH’s) who will be employed under key community partner organizations that are part of the Regional Health Council. Those CHW’s workers will go through several months of training and work in the community to assist people with health access, support, and resources. They will continue their work beyond the grant as their employment is tied to our partner organizations. Training begins December 15th and we were able to secure donated tablets that the CWH’s will utilize in their work after the grant ends.
Family Service of Rhode Island

Jenna Nelson
Health Department Director

Kinzel Thomas
Vice President of Equity and Community Development
COVID-19 Response
Family Service of Rhode Island

Kinzel Thomas, LCSW, LCDP, CCHW
Vice President of Equity & Community Development

Jenna Nelson, MPH, CLC
Health Department Director
Thank you to:
CDC Foundation
RI Department of Health
Community Based Partners
COVID-19 RESPONSE EFFORTS

• COVID Response Certified Community Health Worker (CCHW)
• Collaborate to Vaccinate Project
• BeSafe Program
• South Providence Health Equity Zone
Equity Centered Successes

**BeSafe**
- 19,675 deliveries and 60k + people served since March 2020

**COVID Response CCHW**
- 140 SDoH screenings were completed between 10/7/20 and 6/30/21; Food Insecurity (62.14%), Health Literacy (23.74%), Housing Insecurity (23.19%), Child Care Needs (21.43%)

**Collaborate to Vaccinate**
- 100+ vaccinated against influenza since September 2022
- 60+ vaccinated against COVID-19 since September 2022

**South Providence Health Equity Zone**
- Actively working with 10+ community partners and 6 residents within our Collaborative
- Established HEZ Connects
THE CHANGING SHAPE OF RESPONSE

- Long-term local collaborations: Health Equity Zones, grassroot organizations, churches, schools, health centers, community centers
- Policies: Rate increase for CHW's, incentive compensation for community members to support work in the community
- Resourcing: Affordable housing and community access to behavioral health support, food insecurities
- Public health strategies and programming: Additional community based public health event, utilize schools and community centers to increase community involvement Increase community
• Health Equity Zone Funding through Rhode Island Department of Health
• Health Disparities Funding through Rhode Island Department of Health
• Collaborate to Vaccinate Funding through CDC Foundation
• Resource sourcing through community businesses and distribution centers
Road Ahead

- As COVID specific resources wind down, focus of funding opportunities is shifting to equity and social justice projects – COVID has left inequities in its wake. HEZ has defined priorities to include chronic conditions, which includes "long covid".
Thank You

• Today’s slides and a recording of this webinar will be posted online; a link will be provided

• Please take the brief evaluation poll that will appear on your screen shortly

• Let us know your feedback and thoughts for future webinar topics in the post-webinar survey

• Thank you for your time and participation!