FOCUS ON EQUITY:

Building Partnerships to Enhance Health Access & Outreach in Diverse Communities

2021 CHEAC Annual Meeting | *October 6 – 8, 2021*

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OBJECTIVES

- Understand why there are health disparities associated with race and ethnicity
- Describe Community-Based Approach solution in reaching the diverse San Diego population
- Identify ways in which Community Health Workers can augment public health messages

Outline

1. Welcome and Introductions
2. Understanding the Disparity: The Problem with Traditional Government Communication
3. Searching for the Solution: Community-Based Approach
4. The Solution and Strategies
5. Sustainability Beyond COVID-19
   - How to Continually Engage the Community to Address Disparities

OUR VISION

LIVE WELL SAN DIEGO

Building Better Health

Living Safely

Thriving

UNDERSTANDING THE DISPARITY

THE PROBLEM

- Language & Cultural Barriers
- Historical Mistrust in the Government
- Hard-to-Reach Populations

Multicultural Health Foundation

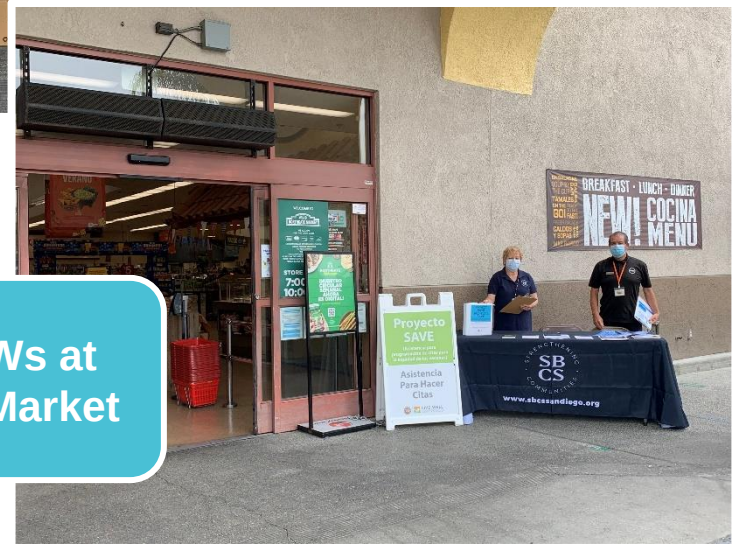
San Diego Latino Health Coalition

SEARCHING FOR THE SOLUTION

COMMUNITY-BASED APPROACH

- *Live Well San Diego*
- Collective Impact Model
- COVID-19 Sectors
- Community Health Worker (CHW)

UPAC CHW with COVID-19 Resources



SBCS CHWs at Northgate Market

THE SOLUTION & STRATEGIES

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THE COMMUNITY HEALTH WORKER MODEL

This model is currently being utilized in 2 ways to address COVID-19:

Communication and Outreach

Develop culturally and linguistically appropriate education and outreach messaging and materials for hard-to-reach populations. Communication and Outreach partners include:

Vista Community Clinic, Global Communities, San Diego Latino Health Coalition, The Chicano Federation, Mental Health America of San Diego County, Multicultural Health Foundation, truecare, San Diego Refugee Communities Coalition, Strengthening SBCS Communities, Mid-City CAN Community Advocacy Network, La Maestra Community Health Centers, Casa Familiar A Community Development Agency, United Women of East Africa, Southern Indian Health Council Inc., San Diego American Indian Health Center Body - Mind - Spirit, Indian Health Council Inc. 1970, Somali Family Service of San Diego, UPAC

Contact Tracing

Follow close contacts of confirmed COVID-19 cases by conducting home visits and assisting with disease control activities in coordination with the County's Epidemiology Unit. Community Health Workers will connect with clients who have not been reachable by other means to provide health education, resources and make referrals for testing and treatment. Contact tracing partners include:

Global Communities, San Diego State University, Strengthening SBCS Communities, UC San Diego

CHW Communications & Outreach Collaborative

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4 Communities of Focus

African American

Mental Health America of San Diego County

Multicultural Health Foundation

Latino/ Latinx

The Chicano Federation

truecare

Asian & Pacific Islander

UPAC

Refugee

United Women of East Africa

Somali Family Service of San Diego — Dedicated to Building Thriving Communities

6 Regions of Focus

New! North Inland & South

Strengthening SBCS Communities

New! North Central & Central

Global Communities

Central

Mid-City CAN Community Advocacy Network

North Coastal

Vista Community Clinic

East

La Maestra Community Health Centers

250 CHWs

26 Languages spoken by CHWs

>4600 Project SAVE appointments scheduled

PROJECT SAVE

SCHEDULING ASSISTANCE FOR VACCINE EQUITY

Purpose: Project SAVE is an effort to increase vaccine equity for all individuals in San Diego County.

- Equipping Community Health Workers (CHWs) with daily blocks of appointments to help schedule COVID-19 vaccination appointments.
- Resource tabling and outreach efforts in neighborhoods and local resource centers to provide COVID-19 vaccination education and resource materials.
- Host vaccination events
- Create campaigns to address vaccine hesitancy

UPAC, SBCS & MHA CHWs at Kobey's Swap Meet

UNITED WOMEN OF EAST AFRICA SUPPORT TEAM (UWEAST)
UCSD CENTER FOR COMMUNITY HEALTH

Reem Zubaidi, MPP
Refugee Health Unit Manager
UC San Diego Center for Community Health
Refugee Health Unit

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SAN DIEGO
Refugee Communities
COALITION

- The San Diego Refugee Communities Coalition is a collaborative of 12 ECBOs focusing on refugee communities in San Diego.
- 9 of these members are working on the San Diego County COVID-19 Community Outreach program
- 21 Community Health Workers speaking 22 different languages

1. Haitian Bridge Alliance
2. Horn of Africa
3. Karen Organization of San Diego
4. License to Freedom
5. Majdal Center
6. Refugee Assistance Center
7. Somali Bantu Community Center of San Diego
8. Southern Sudanese Community Center
9. United Women of East Africa

OUR WORK

What we've learned

- There is no one size fits all approach to conducting outreach to diverse communities, to reflect this, no two CHWs outreach in exactly the same ways.
- Trusted messengers are important to communicate with community members, including through faith based messaging or events
- The impact of COVID goes far beyond access to health care and resources to housing, employment, education, and mental health among others

How we operate

- Hired and trained a staff of CHWs who are speak the primary languages of their community members
- Meet weekly as a full team for trainings, presentations, and updates from the county
- Bridge between the county and community members
- Host multiple weekly working group meetings in small groups to go over data submissions, get feedback, and facilitate discussion
- Do outreach through a variety of methods relevant to respective communities

COVID-19 Outreach and Education Model

Universal outreach (social media) aimed at reaching as many people as possible – each ECBO uses social media that they know are preferred by their communities Facebook, What's App/Viber Groups, Twitter, Snapchat.

Targeted strategies (zoom presentations, community outreach at markets, mosques, churches) aimed at providing information, answering questions and engaging residents at the community level

Intensive strategies navigation and one-on-one support for families or individuals who need assistance accessing resources, including those who have tested positive for COVID-19. *

* Contractors are doing this - but this is where the biggest gap is

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MULTICULTURAL HEALTH FOUNDATION

Cynthia James-Price
Program Manager
Multicultural Health Foundation

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Multi Cultural HEALTH FOUNDATION

TOGETHER AGAINST COVID

Keeping you, your family and our community safe.

CHEA Workshop

October 7, 2021

Strategic Vaccine Hesitancy Campaign

Three Pronged Strategy: (1) Universal (2) Targeted and (3) Individual

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Universal Approach

- Outdoor Marketing: Billboards, Mall Kiosks
- MTS - Bus Side and Bus Shelters; Trolley Wrap
- Rolling LED Truck on Targeted Neighborhoods
- Movie Theater Ads
- Website: https://blackcovidfactssd.org
- Television Commercials on 6 Networks
- Radio Ads on 13 local stations
- Social Media Platforms

Outdoor Ads that have been used to promote messaging

Billboards

MTS Bus sides

Mall Kiosk- 3 Malls

Movie Theater Banners

MTS Bus Shelter

Trolley Wrap

Targeted and Individual Strategy

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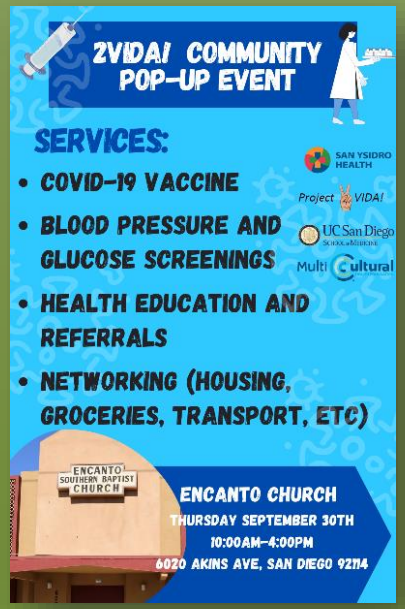
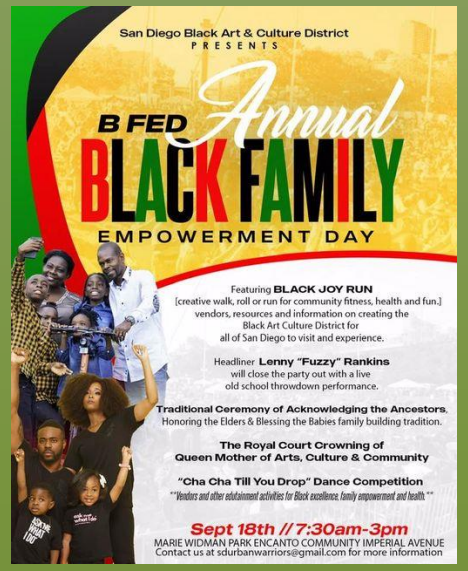
Grassroots Campaign - We Go Where The People and Community Events are





Targeted and Individual Strategy
Focusing on Millennials and Hesitant Populations

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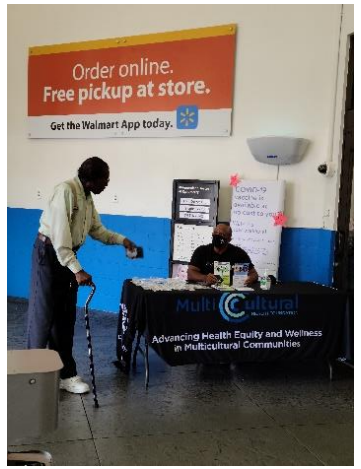
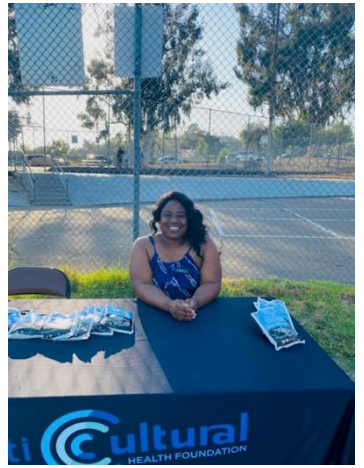
Working with CBOs, FBOs and Local Establishments - We go to the people

- Grassroots Efforts & Tabling
- Sponsoring Little League & Youth Orgs.
- Food Distributions & Festivals
- Soul Swap Meet – Vaccination Clinics
- Walmart 6 Superstore Partnership
- Churches Pop Up Vaccine Clinics
- Community Health Fairs & Rec Centers
- Providing Incentives- Free Movie

- Pictures of Some Outreach Activities





Hesitancy is normal. Ignoring facts is not.

THE COVID-19 VACCINE

Does...

- Protect you against COVID-19 and prevents you from becoming seriously ill, hospitalized, or dying from the virus
- Effective against COVID-19 variants, including the Delta variant
- Meet the FDA's science-based standards for quality, safety, and effectiveness against the virus

Does NOT...

- Give you COVID-19 or increase your chance of getting the virus
- Affect your ability to have children
- Plant microchips, lead, or metals into your body
- Alter your DNA

SUSTAINABILITY BEYOND COVID-19

HOW TO CONTINUALLY ENGAGE THE COMMUNITY TO ADDRESS DISPARITIES

- Communication and Collaborative
- CHW curriculum
- County of San Diego Community Health Worker Leads
- List of CBOs that employ CHWs who have completed the training

THANK YOU

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