

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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Housekeeping



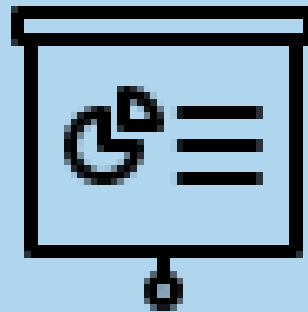
Use Zoom chat feature for comments/reactions/links



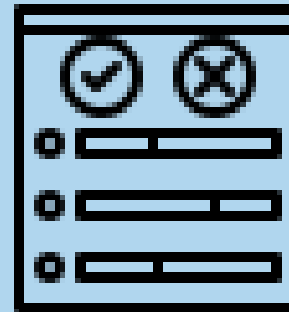
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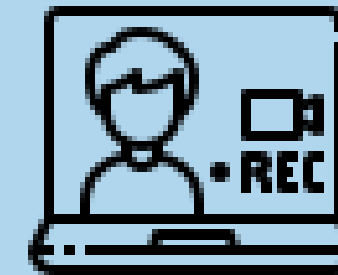
Use Zoom Q&A to ask a question



Slides will be posted to our CBO Webpage



Poll and survey will be shown at the end of the webinar



Webinar recording will be posted to our CBO Webpage

Agenda

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

Kinzel Thomas, MSW, LCSW, LCDP, CCHW

Facilitated and Audience Q&A

All Speakers

Key Takeaways and Closing

Lisa F. Waddell, MD, MPH



Venus Ginés, M.A. P/CHWI

CEO and Founder

Dia de la Mujer Latina



Jenna Nelson

Health Department Director

Family Services of Rhode Island



Kinzel Thomas, MSW, LCSW, LCDP, CCHW

Vice President of Equity and Community Development

Family Services of Rhode Island



Marilyn Watkins, DrPH, MPH, MCHES

COVID-19 CoAg CBO Director

CDC Foundation



Khadija Walker-Fobbs

Chief Strategy Officer

Judson Center



Lisa F. Waddell, MD, MPH

Chief Medical Officer

CDC Foundation

Speakers

CDC Foundation



Marilyn Watkins
COVID-19 CoAg CBO Director

National Communication Resources



**Stronger Together
Newsletter**

The CDC recommended that all eligible adults who are
COVID-19 primary dose or booster vaccine receive a
shot. These updated vaccines were created to:
- provide community against the original coronavirus
- maintain effectiveness of vaccines over time
- protect against the Omicron variant, which accounts for most of
the cases.

Fact Sheets



**Webinars/
Blog Wrap-ups**



Impact Stories

Capacity at the Community
Health Equity

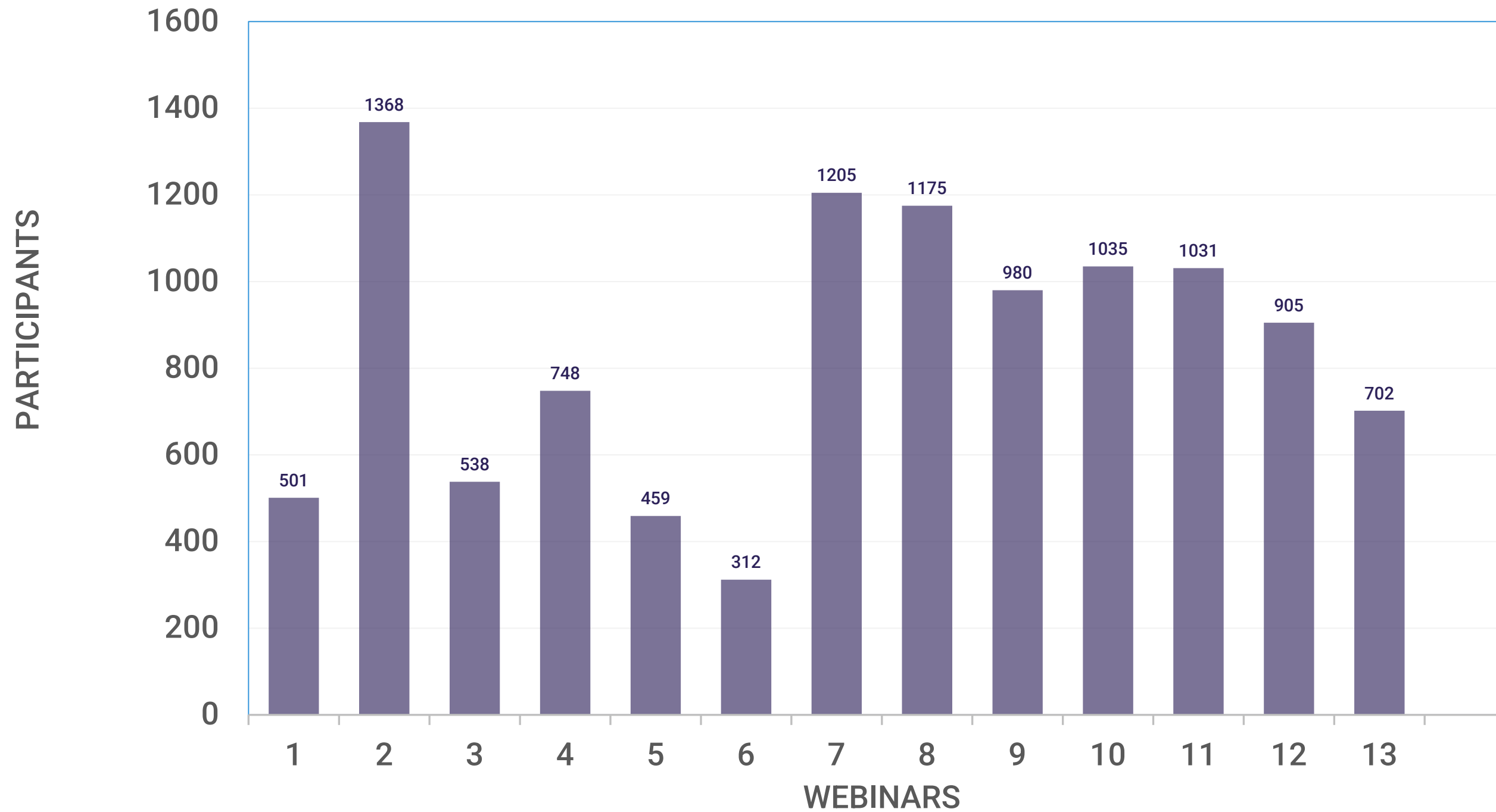


Resource Pages

Community-based organizations have a critical role to play in the COVID-19 response. We've aggregated a list of resources to help CBOs find reliable information for their needs, to learn from others' experiences, and to assess their own capacity to respond.

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

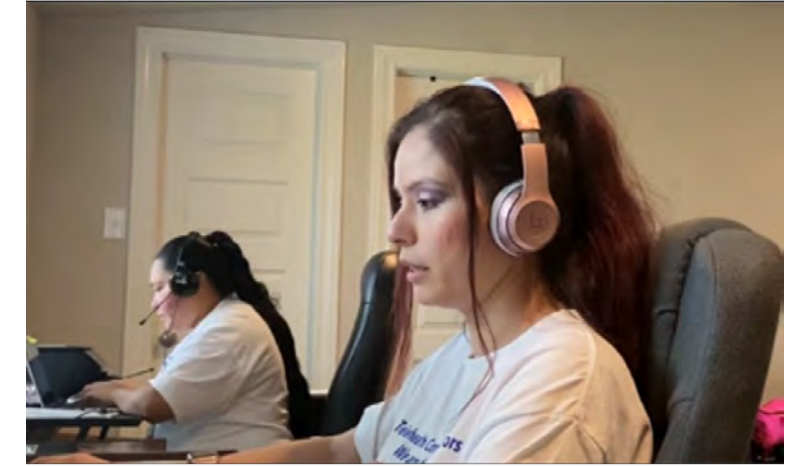
CEO and Founder

TIMELINE OF DML'S COVID COMMUNITY OUTREACH EXPANDING THE ROLE OF PROMOTORES/COMMUNITY HEALTH WORKERS



WHAT WE DO

HEALTH FIESTAS
TELEHEALTH NAVIGATION
PROMOTORES/CHW
COMMUNITY HEALTH WORKER
APPRENTICESHIP TRAINING



MILESTONES

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

COMMITMENT

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

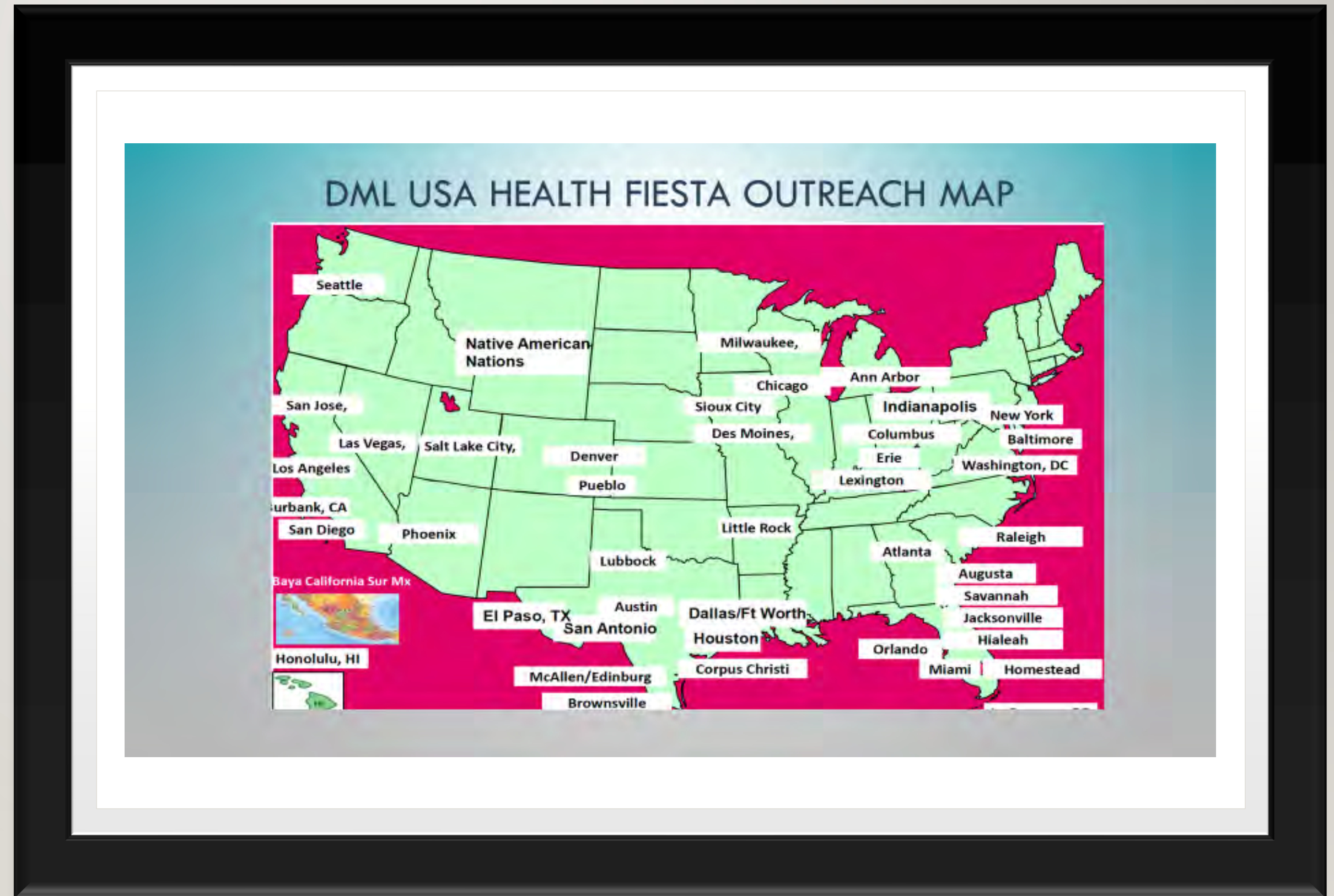
OUR SPONSORS



TELEHEALTH COMMUNITY NAVIGATION CALL CENTER JAN 17, 2022



COMMUNITY ENGAGEMENT SINCE 1997 CELEBRATING 25TH ANNIVERSARY



Judson Center



Khadija Walker-Fobbs

Chief Strategy Officer



Detroit Equity Coalition on COVID-19



Judson Center

**Khadija Walker-Fobbs
Chief Strategy Officer**



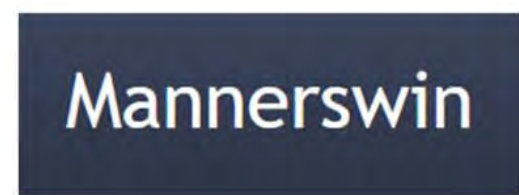
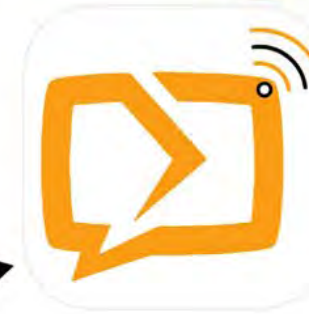


The main response to COVID-19 taken by the Detroit Equity Coalition on COVID-19 (DECC) is to disseminate information and provide vaccine access through working at community events conducted with community partners, many of whom are grassroots organizations. By building a vast network of partners, we 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!

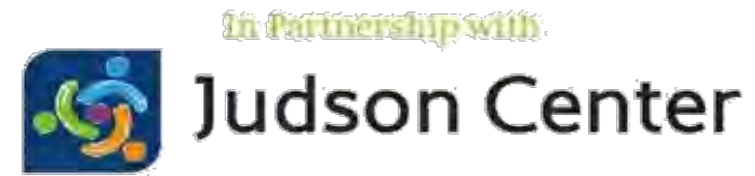
- 7th Day Adventist Church
- Ark of Deliverance
- Brightmoor Soup Kitchen
- Centerline School District
- Community Living Services
- Detroit Area Youth Uniting Michigan
- Hazel Park School District
- H-Mart
- Ideal Group
- Korean Cultural Center
- Lifetime Family Care
- Masjid-al-Fatah
- Michigan Math & 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



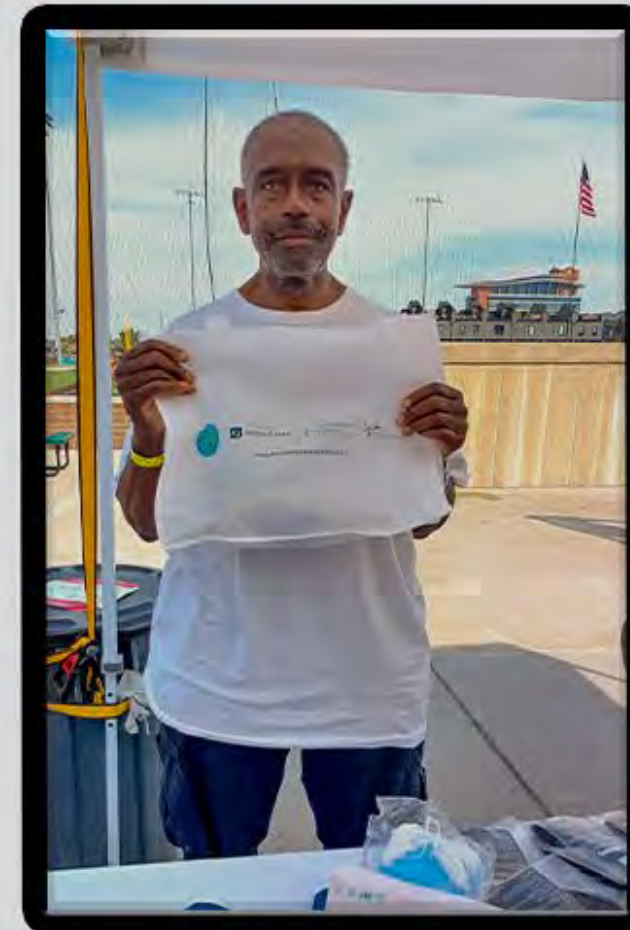
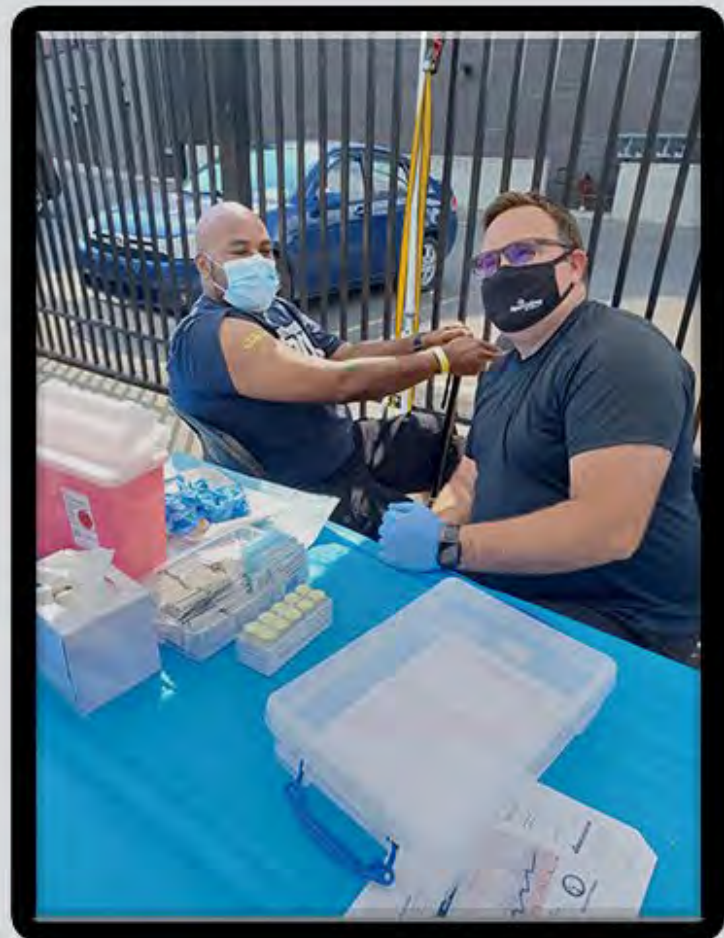


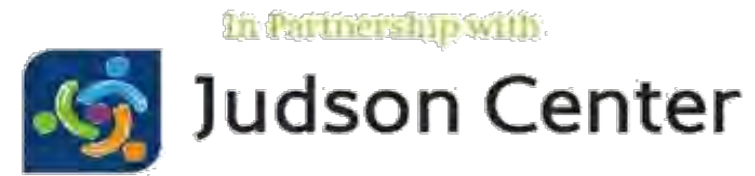
Lessons learned from equity-centered approaches that reached the most vulnerable populations

- 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





Sustainability After The Grant

- 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



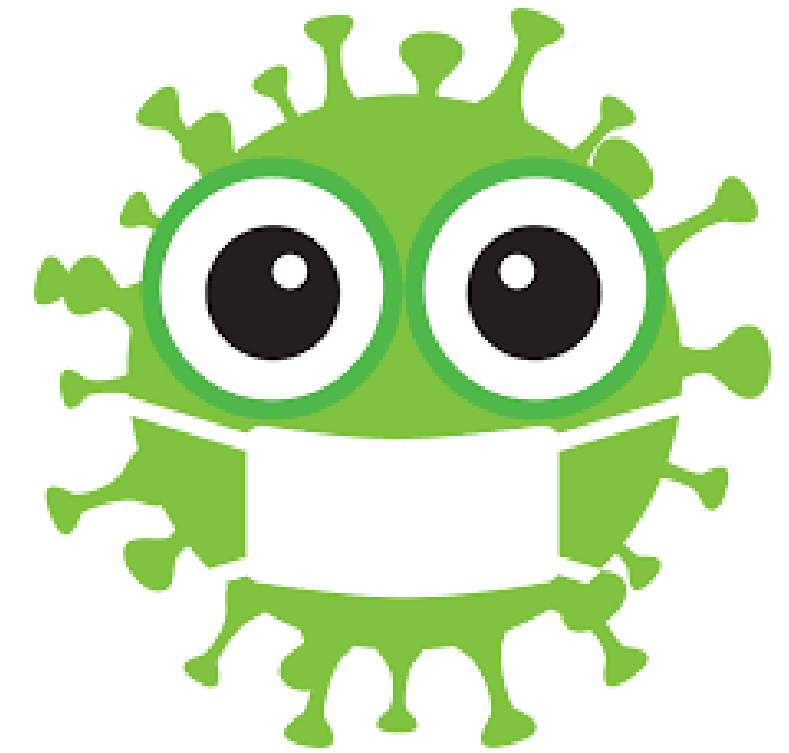
Kinzel Thomas
Vice President of Equity and
Community Development


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 Responses 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, grassroots 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



BRAIDED FUNDING

- 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



Lisa F. Waddell, MD, MPH
Chief Medical Officer
CDC Foundation

- 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!