

AHeadD with CHWs in COVID-19 ECHO

Training session will begin at 9:00 AM EST

Project ECHO is an All Teach, All Learn community. We follow a first-name basis to ensure everyone feels valued in a welcoming learning environment.

Please keep your
microphone muted
when not speaking.

Microphones



9:00-9:30 Module 1
9:30-9:45 Module 2
9:45-10:00 Module 3
10:00-10:30 Q&A

Agenda



Disclosures

- *Project ECHO® collects registration, participation, questions/answers, chat comments, and poll responses for some teleECHO® programs. Your individual data will be kept confidential. These data may be used for reports, maps, communications, surveys, quality assurance, evaluation, research, and to inform new initiatives.*
- *This training was funded through a Patient-Centered Outcomes Research Institute (PCORI) Eugene Washington PCORI Engagement Award (EAIN 00129).*



Training Facilitators



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AHead with CHWs in COVID-19 ECHO



Penn State Racial and Ethnic Approaches to Community Health (REACH) Team



Diana Rodriguez, CHW



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Betsy Aumiller, DEd



Evelyn Soledad Marin



REACH



Community Health Worker (CHW) Training: *Community Engagement in the Context of COVID-19*



Agenda

- Module 1: Motivational Interviewing during COVID-19
- Module 2: Myth-busting
- Module 3: Creative Community Engagement Strategies
- Questions & Answers



Knowledge Check

CHWs and COVID-19

Share

Share reliable information

Connect

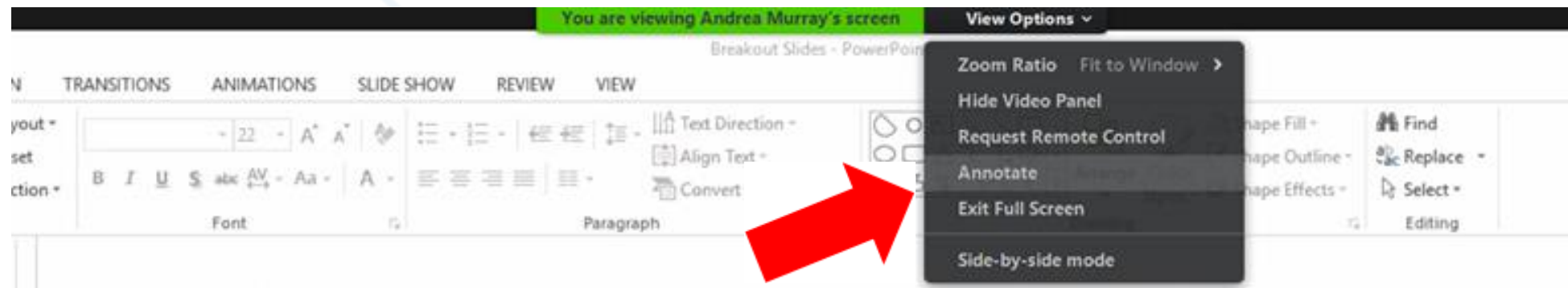
Connect patients to local resources

Assist

Assist to break down barriers to health

Barriers to Health during COVID-19

Large Group Activity



Module 1: Motivational Interviewing

Module Outline

- Review spirit and principles of MI
- Recognize basic skills of MI
- Understand how to utilize tools of MI
- Learn how to negotiate an action plan



What is Motivational Interviewing (MI)?

A collaborative conversation style for strengthening a person's own motivation and commitment to change

Working through (with) Ambivalence to Facilitate Change

Miller & Rollnick, 2012



Ambivalence

- A normal part of the change process
- May need to be uncovered
- Easy to get stuck in ambivalence
- Goal: explore both sides and strengthen reasons supporting change



Spirit of MI

Collaboration/Partnership

Evocation

Acceptance

Compassion

Collaboration/Partnership



- Sharing Power
- Dual Expertise
- Cultural Humility
 - 1 hr webinar on [Approaching Clients with Cultural Humility](#) from National Council on Aging



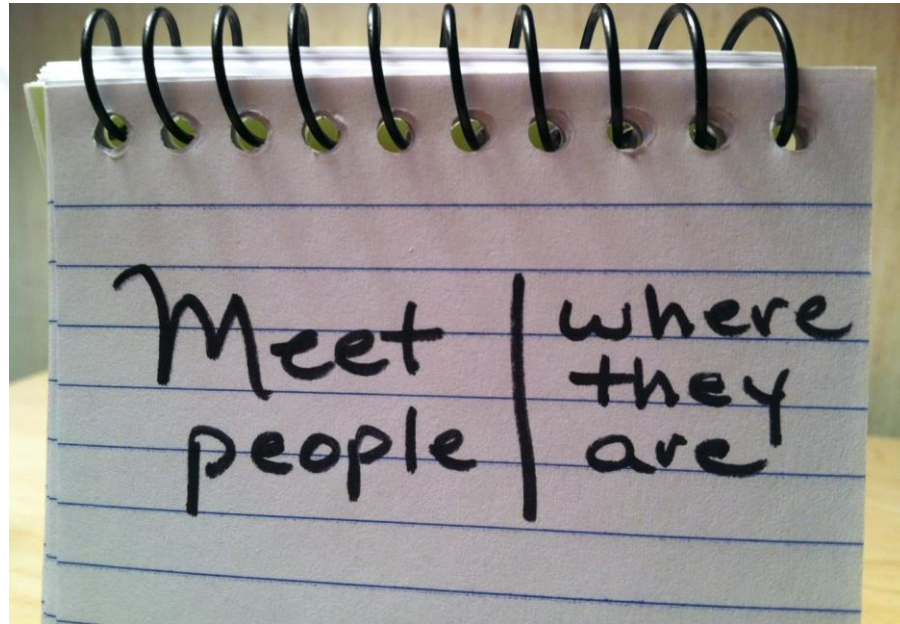
Evocation



Image Source via Getty Images

- Inviting the client's views about:
 - Barriers to change
 - Reasons to change
 - Possible solutions and pathways to change
- Inviting self-exploration

Acceptance



Compassion



- Focusing on the client's needs
- Promoting the client's welfare





MI Non-Adherent = What to AVOID:

Advising

- Advising about behavior change without asking permission

Confronting

- Confronting or arguing the patient

Ordering

- Giving the patient orders

Basic Skills of MI (OARS)

Open Ended Questions

Affirmations

Reflective Listening

Summarization



Open Ended Questions

- Can't be answered "yes" or "no"
- Use client's own words
- Have few assumptions
- Ask one question



Affirmations

- “You are really putting effort into thinking about this.”
- “You are working hard at quitting.”
- “It took a lot for you to get here today.”





Reflective Listening

- Demonstrate listening
- Limit questions
- Capture change talk
- Roll with resistance

Summarization

“Let me see if I understand what you’ve told me so far...”

“Ok, this is what I’ve heard so far...”

“Anything you want to correct or add?”



Role Play Video

1. Open Ended Question
2. Affirmations
3. Reflective Listening
4. Summarization





[YouTube Video - Listening to a Client's Priorities](#)



Role Play Video Recap

1. Open Ended Question
2. Affirmations
3. Reflective Listening
4. Summarization



Tools of MI

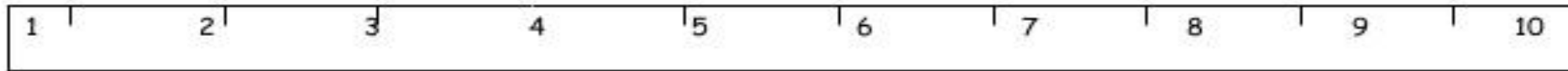
Importance Ruler

Confidence Ruler

Decisional Balance Matrix

Formally Assessing Readiness to Change

The Importance / Confidence Ruler



How **important** is it for you to engage in self management/activity at this time? (or smoking/drinking levels)

If you decided right now to make changes to your activity levels, how **confident** are you that you would succeed?

The response can elicit CHANGE TALK



PennState Health
St. Joseph



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Science Institute



Not Changing Behavior

Changing Behavior

Box 1: What is something good that could come from *not* taking this action?

Box 4: What is something good that could come from taking this action?

Pros

Box 2: What is something bad that could come from *not* taking this action?

Box 3: What is something bad that could come from taking this action?

Cons

Decisional Balance Worksheet

Planning for Action



FOCUS ON CONCRETE
PLANS



WHAT IS THE CLIENT
SAYING ABOUT WHAT THE
PLAN MIGHT BE?



ASK PERMISSION BEFORE
GIVING INFO



ELICIT CLIENT'S
COMMITMENT TO
CHANGE

Why is MI Relevant During COVID- 19?

- Chronic stress can erode typical resilience
- May lead to increased risk factors with mental health, chronic health and substance use issues
- Access to care reduced during quarantine
- Health & safety precautions may be viewed as a personal infringement or an unnecessary adjustment. Being told to take an action can lead to defensive behavior

Continued Education in MI



Motivational Interviewing Network
of Trainers (MINT)

www.motivationalinterviewing.org

Training events, resources, member forum



Center for Integrated Primary Care,
UMass Medical School

www.umassmed.edu

Online Certification and trainings



Kaiser Permanente

<https://kphealtheducation.org/brief-negotiation-roadmap/>

Brief Negotiation Roadmap – free training





Module 1: Knowledge Check

Motivational Interviewing

Module Summary



Spirit and principles of MI



Skills of MI



Utilization of MI tools



Action plan negotiation

Module 2: Myth-Busting

Module Outline

- Discuss common myths and misconceptions
- Review tips for addressing myths
- Explore resources for myth-busting





Myth-busting

- Myths: widely held but false ideas or beliefs
- Myths make it hard for community members to sort facts from fiction, and can lead to fear and mistrust
- Digital and social interactions make myths even easier to spread

Common COVID-19 Myths

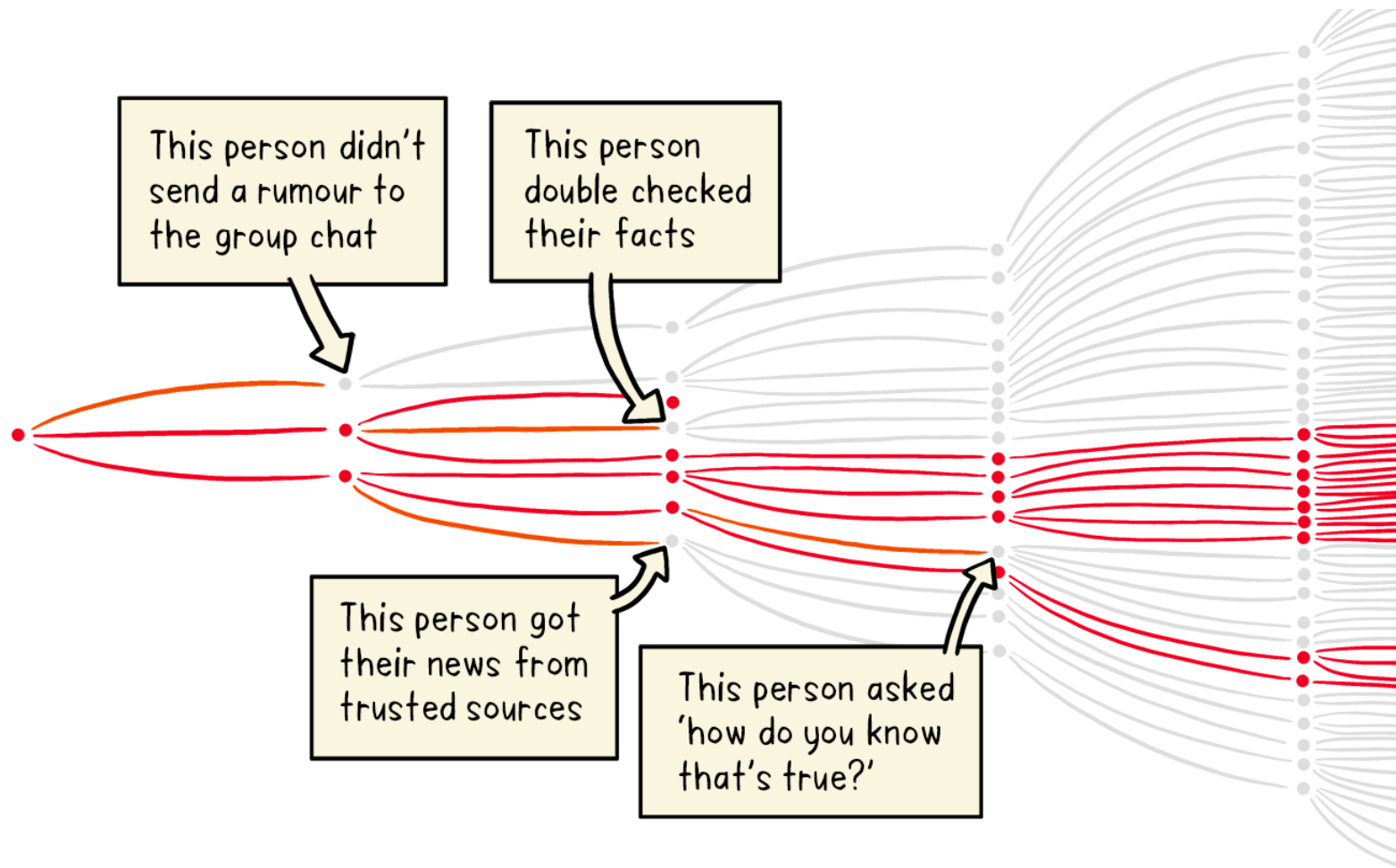
- **MYTH:** COVID-19 doesn't exist – it was invented to control/scare you.
- **MYTH:** The flu vaccine can increase your chance of getting COVID-19.
- **MYTH:** The COVID-19 vaccine can give you COVID-19.
- **MYTH:** The flu vaccine will prevent you from getting COVID-19.
- **MYTH:** The COVID-19 vaccine will insert a government chip into you.
- **MYTH:** The COVID-19 vaccine will be a way to import mind control and "zombie-ism"

Tips for Addressing Myths

- **Listen** first to what people have to say before sharing what you know
- **Introduce** yourself, your organization, and what you do in the community
- **Engage** in conversation rather than just tell people what to do
- **Explain** few, clear and simple messages to the community in the language they prefer and avoid technical terms
- **Ask** questions to check for levels of understanding
- **Be honest** when you don't know something and tell the community you will find an answer and get back to them

Source: [COVID-19 Key Tips and Discussion Points, IFRC, Unicef, WHO](#)





Tell a New Story



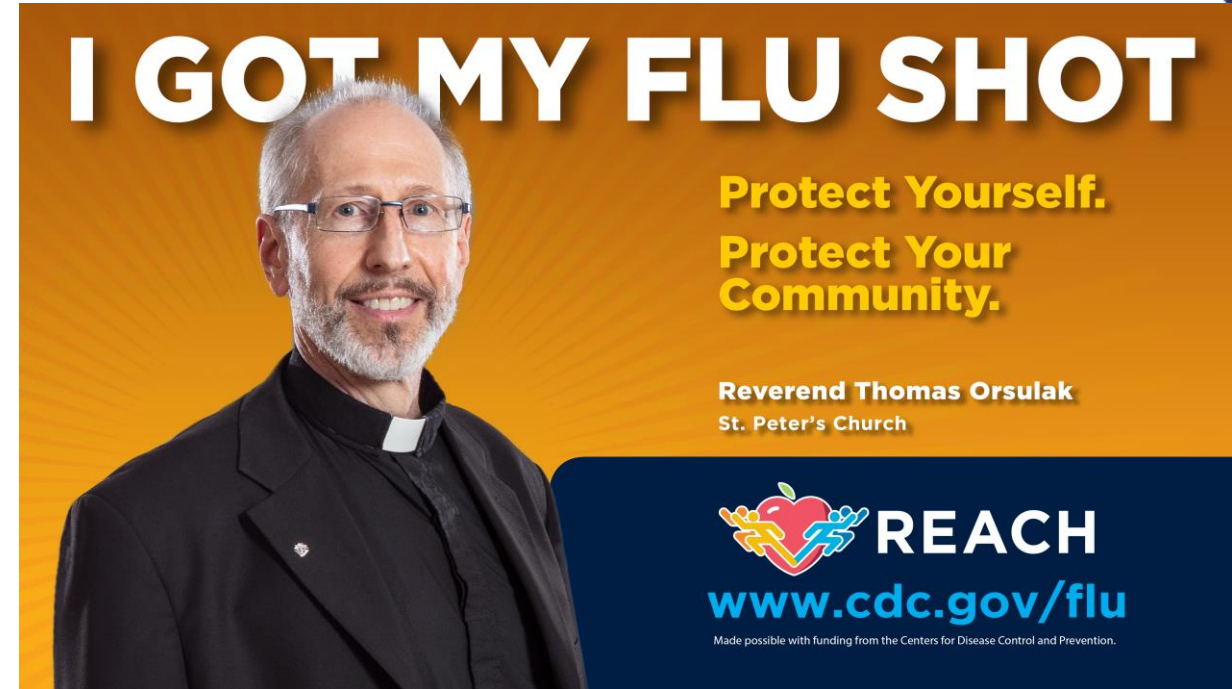
I GOT MY FLU SHOT

**Protect Yourself.
Protect Your
Community.**

Guadalupe Barba
Juntos de Lebanon

 **REACH**
www.cdc.gov/flu


Made possible with funding from the Centers for Disease Control and Prevention.



I GOT MY FLU SHOT

**Protect Yourself.
Protect Your
Community.**

Reverend Thomas Orsulak
St. Peter's Church

 **REACH**
www.cdc.gov/flu

Made possible with funding from the Centers for Disease Control and Prevention.

Penn State REACH: [Flu Vaccine Community Champion Campaign](#)



CDC Resources

- CDC COVID-19 Fact Sheets
 - [English](#)
 - [Spanish](#)
- [Stop the Spread of Rumors](#)
- [Busting Myths and Misconceptions about COVID-19 Vaccination](#)
- [Similarities and Differences between Flu and COVID-19](#)

What you should know about COVID-19 to protect yourself and others

Know about COVID-19

- Coronavirus (COVID-19) is an illness caused by a virus that can spread from person to person.
- The virus that causes COVID-19 is a new coronavirus that has spread throughout the world.
- COVID-19 symptoms can range from mild (or no symptoms) to severe illness.

Know how COVID-19 is spread

- You can become infected by coming into close contact (about 6 feet or two arm lengths) with a person who has COVID-19. COVID-19 is primarily spread from person to person.
- You can become infected from respiratory droplets when an infected person coughs, sneezes, or talks.
- You may also be able to get it by touching a surface or object that has the virus on it, and then by touching your mouth, nose, or eyes.

Protect yourself and others from COVID-19

- There is currently no vaccine to protect against COVID-19. The best way to protect yourself is to avoid being exposed to the virus that causes COVID-19.
- Stay home as much as possible and avoid close contact with others.
- Wear a mask that covers your nose and mouth in public settings.
- Clean and disinfect frequently touched surfaces.
- Wash your hands often with soap and water for at least 20 seconds, or use an alcohol-based hand sanitizer that contains at least 60% alcohol.

Practice social distancing

- Buy groceries and medicine, go to the doctor, and complete banking activities online when possible.
- If you must go in person, stay at least 6 feet away from others and disinfect items you must touch.
- Get deliveries and takeout, and limit in-person contact as much as possible.

Prevent the spread of COVID-19 if you are sick

- Stay home if you are sick, except to get medical care.
- Avoid public transportation, ride-sharing, or taxis.
- Separate yourself from other people and pets in your home.
- There is no specific treatment for COVID-19 but you can seek medical care to help relieve your symptoms.
- If you need medical attention, call ahead.

Know your risk for severe illness

- Everyone is at risk of getting COVID-19.
- Older adults and people of any age who have serious underlying medical conditions may be at higher risk for more severe illness.

[cdc.gov/coronavirus](https://www.cdc.gov/coronavirus)

Lo que usted debe saber acerca del COVID-19 para protegerse a usted y a los demás

Infórmese sobre el COVID-19

- La enfermedad del coronavirus 2019 (COVID-19) es una afección causada por un virus que se puede propagar de persona a persona.
- El virus que causa el COVID-19 es un nuevo coronavirus que se ha propagado por todo el mundo.
- El COVID-19 puede causar desde síntomas leves (o ningún síntoma) hasta casos de enfermedad grave.

Sepa cómo se propaga el COVID-19

- Usted puede infectarse al entrar en contacto cercano (alrededor de 6 pies o 2 metros, o el largo de dos brazos) con una persona que tenga COVID-19. El COVID-19 se propaga principalmente de persona a persona.
- Usted puede infectarse por medio de gotitas respiratorias si una persona infectada tose, estornuda o habla.
- También podría contraer la enfermedad al tocar una superficie o un objeto en los que esté el virus, y luego tocarse la boca, la nariz o los ojos.

Protéjase y proteja a los demás del COVID-19

- En la actualidad no existe una vacuna que proteja contra el COVID-19. La mejor manera de protegerse es evitar la exposición al virus que causa el COVID-19.
- Quélese en casa tanto como sea posible y evite el contacto cercano con los demás.
- En entornos públicos, póngase una mascarilla que le cubra la nariz y la boca.
- Limpie y desinfecte las superficies que se tocan con frecuencia.
- Lávese las manos frecuentemente con agua y jabón por al menos 20 segundos o use un desinfectante de manos que contenga al menos un 60 % de alcohol.

Practique el distanciamiento social

- Cuando sea posible, compre comestibles y medicamentos, consulte al médico y complete actividades bancarias en línea.
- Si tiene que ir en persona, manténgase a una distancia de al menos 6 pies o 2 metros de los demás y desinfecte los objetos que tenga que tocar.
- Pida entregas a domicilio y comidas para llevar, y limite el contacto personal tanto como sea posible.

Si está enfermo, prevenga la propagación del COVID-19

- Quélese en casa si está enfermo, excepto para conseguir atención médica.
- Evite usar servicios de transporte público, vehículos compartidos o taxis.
- Manténgase alejado de otras personas y de las mascotas en su casa.
- No hay un tratamiento específico para el COVID-19, pero puede buscar atención médica para que lo ayuden a aliviar los síntomas.
- Si necesita atención médica, llame antes de ir.

Conozca su riesgo de enfermarse gravemente

- Todos están en riesgo de contraer el COVID-19.
- Los adultos mayores y las personas de cualquier edad que tengan afecciones subyacentes graves podrían tener un mayor riesgo de enfermarse más gravemente.

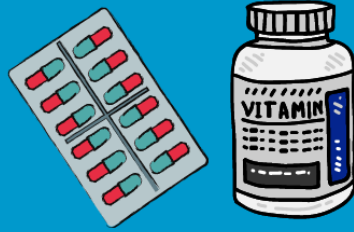
[cdc.gov/coronavirus-es](https://www.cdc.gov/coronavirus-es)

Micronutrients, such as vitamins D and C and zinc, are critical for a well-functioning immune system and play a vital role in promoting health and nutritional well-being.

There is currently no guidance on the use of micronutrient supplements as a treatment of COVID-19.

WHO is coordinating efforts to develop and evaluate medicines to treat COVID-19.

FACT:
Vitamin and mineral supplements cannot cure COVID-19



22 September 2020

 World Health Organization #Coronavirus #COVID19

Hot peppers in your food, though very tasty, cannot prevent or cure COVID-19.

The best way to protect yourself against the new coronavirus is to keep at least 1 metre away from others and to wash your hands frequently and thoroughly. It is also beneficial for your general health to maintain a balanced diet, stay well hydrated, exercise regularly and sleep well.

FACT:
Adding pepper to your soup or other meals **DOES NOT** prevent or cure COVID-19.



27 April 2020

 World Health Organization #Coronavirus #COVID19

World Health Organization

• Coronavirus disease (COVID-19) advice for the public: Myth-busters

- [English](#)
- [Spanish](#)



Community Health Worker Online Training Program for COVID-19

- MCD Public Health Training and Technical Assistance
- [Free online training](#) with a module on myth-busting during COVID-19

COMMUNITY HEALTH WORKER ONLINE TRAINING PROGRAM



Novel Coronavirus COVID-19 Pandemic

This CHW COVID-19 module covers crucial topics including:

- Various roles CHWs can take in combating the spread of the coronavirus
- How to talk with community members about COVID-19
- Disease spread and how to prepare and protect themselves, their family and their homes
- Common symptoms, testing options and how to safely connect clients to health care services
- Steps to take when sick and caring for someone who is sick
- Myths, facts and reducing COVID-19 stigma
- Managing stress, anxiety and how to practice self-care

MCD Public Health
Community Health Worker
Training

Novel Coronavirus COVID-19 Pandemic

Resources

More COVID-19 Rumors

MYTHS Click on each myth below to show the fact.

- Drinking alcohol can protect you against COVID-19.
- The new coronavirus can be transmitted through mosquito bites.
- Taking a hot bath prevents the new coronavirus disease.
- Cold weather and snow can prevent COVID-19.
- Consuming or injecting disinfectants can or will cure COVID-19.

MCD Public Health Training and Technical Assistance

Insight Innovation Impact



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Science Institute





Module 2: Knowledge Check

Scenario

CHW Marla read a post on Facebook today that warned of the dangers of ordering food from Chinese restaurants. The poster, Marla's cousin, cited an unknown source as saying Wuhan Flu was intentionally designed to spread through food in order to infect maximum numbers of Americans.

Do you agree or disagree with the following statements?

1. Marla should block her cousin and ignore the post because it's none of her business what her family posts on Facebook.
2. To help the situation, Marla could send a private message to her cousin with a link from a reliable source about the likelihood of food borne transmission. She can attach the comment "I can see how this might concern you, I was curious about this topic as well!"
3. People perpetuate myths because they have fears and lack of reliable information.



Module 2: Role Play



Myth-Busting

Module Summary



COMMON MYTHS AND
MISCONCEPTIONS



TIPS FOR ADDRESSING
MYTHS



RESOURCES FOR MYTH-
BUSTING



Module 3: Creative Community Engagement Strategies



Creative Community Engagement Strategies

Module Outline

- Review resources for community engagement:
 - Cloud-based Telecommunication Platforms
 - Graphic Medicine
 - Whatsapp
 - Gamification
 - Social Media
 - Telephonic Options
- Discuss tips for adjusting client intake practices



Community Engagement Resources

- There are a variety of creative solutions for staying connected with the community during the COVID-19 pandemic.
- Refer to organization's current use of resources and platforms.
- Discuss potential resources with supervisor/management to understand what is accepted for use.





Cloud-based Telecommunication Platforms

Zoom

- Can be used for virtual meetings, webinars, etc.
- Variety of packages available depending on your organization's needs
- Can be HIPAA compliant (depending on purchase package)
- Special features: Whiteboard, annotations, polls, breakout rooms



Cloud-based Telecommunications Platforms - Tutorials

- [Zoom tutorials](#)
- [BlueJeans tutorials](#)
- [Microsoft Teams tutorials](#)
- [Skype tutorials](#)



Graphic Medicine

- Graphic Medicine is the use of comics and drawings to communicate healthcare concepts and information
 - Humorous, informational, & relatable
- Graphic Medicine Comics
 - [English Blog](#)
 - [Spanish Blog](#)
 - [COVID-19 Comics](#)
- Post cards can inform, engage, and encourage



WhatsApp

- Mobile and Instant messaging, calling, and video chat application
- Commonly used among Hispanic/Latinx populations
- Create community-based groups to disseminate information
- Create virtual care groups between CHWs
- Not HIPAA compliant
- [Tutorial](#) to download and use WhatsApp



Gamification

- Use gaming techniques such as rewards and challenges to engage clients or community members
- Can be done virtually through audio, video, or asynchronous
- Trivia Games and COVID-19 Bingo
 - Kahoot!: <https://kahoot.com> (Requires phone & laptop)
 - Local Radio Station: Quizzes where clients can call in



Social media

- Facebook, YouTube, Instagram, Snapchat, & Twitter - outlets to stay connected with social media users
 - Message community members individually or participate in/create community groups
 - Create events or disseminate updates/information
- Facebook/YouTube live
 - Live broadcasting to share information & reach larger audiences and clients
 - [Creating a live stream for YouTube](#)
 - [English Guide PDF](#)
 - [Spanish Guide PDF](#)
 - [Creating a live stream for Facebook](#)



Telephonic Options



- Phone Tree
 - Reach people with limited access to technology or who aren't likely to engage in digital spaces
 - Call to share simple, clear messages, or to understand what community members need or do not understand
- COVID-19 Hotline
 - Create a hotline to provide individuals with access to correct and localized information in their preferred language
 - Can help address myths, misconceptions, or specific questions that people may be afraid to ask

Source: Community Engagement with Digital and Social Media Platforms, USAID



Client Assessment Intake Processes

- Evaluate pre-COVID-19 assessment tools to ensure accurate and necessary data is being captured
- Pre-COVID-19 phone assessments may not need to be adjusted. Be sure to allow space for additional concerns from clients.
- Pre-COVID-19 in-person assessments should be telephonic if possible. Assess questions to be sure they are appropriate for phone conversation and do not need visual confirmation (ex: show me how you use your inhaler)

Tips for Adjusting Intake Processes

1

Keep questions simple and in plain language

2

Minimize number of questions & let patient know how long the assessment will take

3

Consider using a virtual background with or without a green screen when using platforms like Zoom ([tutorial](#))

4

Consider utilizing mini polls at beginning & end of virtual visits

- Short check for understanding questionnaire or a poll created on Zoom ([tutorial](#))



Module 3: Knowledge Check

Creative Community Engagement Strategies

Module Summary



RESOURCES FOR
COMMUNITY ENGAGEMENT



ADJUSTING CLIENT INTAKE
PRACTICES



PA Certified Community Health Worker (CCHW)



[Pennsylvania Certification
Board Training Accreditation
Application](#)



[CCHW Content Outline &
Standards](#)

Resource Guide

Motivational Interviewing Resources

- [Approaching Clients with Cultural Humility Webinar](#), National Council on Aging
- [Readiness Ruler](#)
- [Decisional Balance Worksheet](#)
- [Motivational Interviewing Network of Trainers \(MINT\)](#)
- [Center for Integrated Primary Care](#), UMass Medical School
- [Kaiser Permanente Brief Negotiation Roadmap Training](#)

Myth-Busting Resources

World Health Organization

- [English Myth-Busting Resources](#)
- [Spanish Myth-Busting Resource](#)

CDC COVID-19 Resources

- [English CDC COVID-19 Fact Sheet](#)
- [Spanish CDC COVID-19 Fact Sheet](#)
- [Stop the Spread of Rumors](#)
- [Busting Myths and Misconceptions about COVID-19 Vaccination](#)
- [Similarities and Differences Between Flu and COVID-19](#)

CHW Online Training Program

- [Free COVID-19 Myth-Busting Module](#)

Community Engagement Resources

Virtual Meeting Platform Tutorials

- [Zoom](#)
 - [Zoom Polls](#)
 - [Virtual Backgrounds](#)
- [BlueJeans](#)
- [Microsoft Teams](#)
- [Skype](#)

Graphic Medicine

- [English Medical Blog Comics](#)
- [Spanish Medical Blog Comics](#)
- [COVID-19 Comics](#)

Gamification

- [Kahoot!](#)

Livestream and Social Media Platforms

- [Youtube Live](#)
- [Facebook Live](#)
- [WhatsApp](#)

Additional Resources

- [American Cancer Society Guidance on Cancer Screening During COVID-19](#)
- [Pennsylvania \(PA\) Certified CHW Information – PA Certification Board Website](#)
- [National Association of CHWs COVID-19 Resource Hub](#)

Training Resource Guide

This project was funded through a Patient-Centered Outcomes Research Institute (PCORI) Eugene Washington PCORI Engagement Award (EAIN 00129).



SPECIAL COVID-19 INFORMATION SESSION

COVID-19 VACCINE: SAFETY & ROLLOUT INFORMATION



COVID-19 Information Session

12/22 12pm EST

COVID-19 VACCINE: SAFETY & ROLLOUT INFORMATION

The Penn State College of Medicine Division of General Internal Medicine invites you to attend an interactive and virtual COVID-19 vaccination information session to address pressing questions about the virus as well as the safety and rollout of a vaccine.

Please join us on Tuesday, December 22, 12 noon EST. Our team of experts will provide updates on the COVID-19 vaccine (different vaccines, testing, and how they work), who is to be immunized first, and offer strategies to weigh the risks/benefits of experiences (particularly holidays). Attendees are encouraged to bring their own questions for our experts.

This information session will be done via video conferencing through zoom, which can be accessed through your phone or at your desk. It will be recorded and available for distribution.

Scan our QR code with your smartphone camera
or register here: <https://qrco.de/COVIDVaccine>

Meet the Experts:

[Andreas N. Achilleos, MD](#)
Assistant Professor of Medicine

[Paul M. Haidet, MD, MPH](#)
Distinguished Professor of Medicine, Humanities, and Public Health Science

[Jonathan J. Nunez, MD](#)
Assistant Professor of Medicine

[Leslie Parent, MD](#)
Professor of Medicine, Microbiology and Immunology



SCAN ME





Questions & Comments





THANK YOU!

References

1. Miller, W. R., & Rollnick, S. (2013). *Motivational interviewing: Helping people change* (3rd ed.). New York, NY: Guilford Press.
2. *COVID-19 Key Tips and Discussion Points*. IFRC, Unicef, World Health Organization. <https://www.unicef.org/media/65926/file/COVID-19:%20Key%20tips%20and%20discussion%20points%20for%20community%20workers%20and%20volunteers.pdf>.
3. *Coronavirus disease (COVID-19) advice for the public: Mythbusters*. World Health Organization. <https://www.who.int/emergencies/diseases/novel-coronavirus-2019/advice-for-public/myth-busters>
4. *Community Engagement with Digital and Social Media Platforms*. USAID.