



COVID-19 Community Outreach & Education Initiative

2022 Report

PREPARED BY

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Acknowledgements

We are immensely grateful for the support that allows us to provide community outreach and engagement in the Durham community. With the generous support from Dean Mary Klotman and the School of Medicine, along with Duke Health in providing funding, community organizations were able to extend their efforts to mitigate the impact of COVID-19. Lives have been saved, communities have been changed, and collaborative partnerships have been solidified.

The Duke Clinical and Translational Science Institute (CTSI) Community Engaged Research Initiative provided a kickstart for this effort through the work of LATIN-19 and the African American COVID-19 Taskforce (AACT+). The six funded organizations – Together for Resilient Youth, La Semilia, North Carolina Central University Public Health Department, WNCU Radio, Community Health Coalition, and PEACH Durham – demonstrated a host of innovative programs and initiatives that are models that can be utilized to address health equity and social health needs in the communities we serve. We are thankful to our community-based organizations, city and county officials, researchers, clinicians, neighborhood leaders, and concerned residents who have banded together to execute COVID-19 mitigation efforts in our community.

PROJECT SUMMARY

Communities Overcoming Vaccination Information Distrust (C.O.V.I.D.)

www.chealthc.org

The Community Health Coalition (CHC), under the leadership of Dr. Ruth Phillips, collaborated with the School of Medicine to provide COVID testing events, a social media education campaign, the distribution of personal protective equipment (PPE) to marginalized populations, and virtual education programs to increase confidence in the COVID-19 vaccination. CHC is a long-established community organization that has been addressing health equity for more than 30 years. Their efforts have been successful through strategic community engagement with a special emphasis on developing health promotion and chronic disease management through faith communities, schools, senior housing developments, social media, and research collaborations.

CHC serves as a source for trusted information on health in the African American community.

At a Glance:

11 Vaccination events held

654 PPEs provided

1,786 Vaccinations administered

465 COVID tests administered

22 Outreach and education events held

>3,000 People reached through education and awareness activities

36,262 People reached via social media and education campaign listserv

Community Health Coalition Outcomes and Impact:

4 COVID-19 testing programs/events held

40,630 People served through this grant

~4,000 Food boxes delivered

3,523 People served

Rank (1=highest and 5=lowest) the race and ethnic groups served through this program:

African American/Black – **1**

White – **3**

Hispanic or Latino – **2**

Summary:

CHC organized 11 outreach and education events in Durham and Granville counties, reaching more than 3,000 community members. In partnership with Ottendorf Labs, a COVID-19 testing training was facilitated to support outreach and education strategies for community-based organizations in Durham and surrounding areas that increased testing capacity during the Omicron surge. Eleven community health workers were trained in administering rapid antigen and PCR COVID-19 testing for community outreach events, with 465 tests performed by CHC during the funding period. As a result of conducting 11 vaccination events, CHC delivered COVID-19 vaccines to 1,786 community members and disseminated 654 items of personal protective equipment (PPE), including at-home COVID-19 test kits. Through social media educational videos, virtual education, and vaccine outreach, CHC reached 40,630 citizens, with African Americans being the primary audience. Due to the critical need for access to food during the pandemic, CHC partnered with the Food Bank of Central North Carolina to deliver more than 4,000 boxes of food that included health education materials on preventing COVID-19 and the management of chronic disease and conditions that place African Americans at an increased risk of hospitalization and death resulting from COVID-19.



“Through the Community Health Coalition’s C.O.V.I.D. the initiative, our organization was able to broaden our reach in marginalized communities. Overall, we were able to be a trusted source in the community for information and education around COVID-19 vaccinations, awareness, and testing. Being a community facing organization with a long history of addressing health equity, our greatest impact for this initiative leveraged around building trust and connecting people to needed resources. As we move through the COVID-19 pandemic, CHC will utilize these best practice outreach models to address chronic illnesses such as obesity, diabetes, and high blood pressure. We will continue to look for resources to broaden our reach in the services to provide to the community.”

— Dr. Ruth Phillips, CEO Community Health Coalition

PROJECT SUMMARY

Reaching Unvaccinated Communities Through the Use of Social Data

www.peachdurham.org

Partnership Effort for the Advancement of Children’s Health (PEACH) Durham is an organization working to improve community health and economics by training a sustainable workforce dedicated to reducing environmental hazards in the community. PEACH Reaching Unvaccinated Communities Through the Use of Social Data, funded through the School of Medicine COVID-19 Community Outreach and Engagement Initiative, was created to increase the number of vaccinated citizens in North Carolina with an emphasis on Durham and the Greater Triangle contingent communities. This goal was accomplished through community canvassing by PEACH’s community health workers, provision of sanitation and PPE, and the implementation of vaccination events based on the social vulnerability index in Durham, Person, and Granville counties. Community assessment data through the use of photovoice was initiated to share the intersection between the lived social environment and community health needs.

At a Glance:

3 Vaccination events held

335 PPEs provided

110 Vaccinations administered in Person, Granville, and Durham counties

185 COVID tests administered

>1,500 People reached through education and awareness activities

1 Photovoice community environmental assessment of Person, Durham, and Granville counties organized

PEACH Reaching Unvaccinated Communities Through the Use of Social Data: Outcomes and Impact

3 Outreach and education events or activities held

1,795 People reached through this grant

Rank (1=highest and 5=lowest) the race and ethnic groups served through this program:

African American/Black – **1**

White – **3**

Hispanic or Latino – **2**

Summary:

PEACH organized three COVID-19 outreach events through partnerships with various community-based organizations, including Mt. Zion Baptist Church, Bethesda Elementary School, and Carolina Community Health in Durham, Person, and Granville counties. Along with offering vaccines, COVID-19 testing, and PPE, PEACH also provided lead health education to event attendees. Through their efforts, more than 375 people received COVID-19 education and outreach services, and 335 PPE bags were disseminated. Moreover, 503 individuals were tested, and a total of 110 people were fully vaccinated. Overall, PEACH assisted a total of 1,500 people who were primarily African American and Latinx with this grant.

“PEACH used photovoice as a means of assessing the lived environment in Person, Granville and Durham counties and planning strategies of community engagement to address COVID-19. This project planted the seeds for on-going efforts, as we link neighborhood conditions to how we address health equity, social justice, and housing in the future. It is our desire to continue this work and incorporate the academic research community in establishing educational trainings on lead prevention, the social determinants of health and neighborhood advocacy and empowerment.”

— Leon Holloway, Lead Community Health Worker, PEACH Durham

PROJECT SUMMARY

Reducing Vaccine Hesitancy at a Historically Black College/University

www.nccu.edu

Public health education students from North Carolina Central University (NCCU) received funding to decrease vaccine hesitancy and increase COVID-19 mitigation practices among students on the campus of a Historically Black College and University (HBCU). The goal of this project was to reduce vaccine hesitancy, increase knowledge of COVID-19 vaccines, and increase COVID-19 testing and vaccination rates on an HBCU campus. Participants watched a recorded ethnodrama titled “The Right, Right Now Show” and were given a pre- and post-survey to complete. The student researchers then recorded any changes in participants’ knowledge, attitudes, and behaviors regarding COVID-19.

Reducing Vaccine Hesitancy at a Historically Black College/University: Outcome and Impact:

50 People reached through education and awareness activities

54 People reached via social media campaign

NCCU provided the following:

2 Outreach and education events or activities held

51 People received education and outreach services

Rank (1=highest and 5=lowest) the race and ethnic groups served through this program:

African American/Black – **1**

White – **3**

Hispanic or Latino – **2**

Summary:

Pre-survey data revealed that most of the participants did not trust the government knowing that they must share their personal information in order to get the vaccine. Another common theme among participant responses was the need to better understand how the COVID-19 vaccine works before agreeing to take it. In the post-survey, findings indicated that many participants now understood that the vaccine was effective enough to prevent serious illness or death from COVID-19 variants such as Delta, Omicron, and Lamda. Consequently, most participants responded that they would take the vaccine.

“Survey responses after showing the Ethnodrama via Webex suggested more positive attitudes toward vaccinations but also had its limitations because we could not observe the engagement of the viewers. As a result of this funded initiative and the outcomes of the survey findings on perceptions and attitudes regarding vaccine hesitancy, we will continue to work on reducing vaccine hesitancy with social media campaigns and sponsoring vaccine clinics in the community and on campus. NCCU student organizations will continue this research in the fall, we will be showing the Ethnodrama and comparing it to a standard lecture. We will assess which is more of an effective method in reducing vaccine hesitancy on NCCU’s campus.”

— Jasmine Benner, NCCU Public Health Education Student,
Project Lead for Reducing Vaccine Hesitancy at an HBCU

PROJECT SUMMARY

WNCU Radio COVID-19 Among Black and Latinx Communities

www.wncu.org

Since its debut in August 1995, WNCU, 90.7 FM, licensed to North Carolina Central University (NCCU), has consistently fulfilled its mission to provide quality, culturally appropriate programming to public radio listeners in the Triangle area. The format of this listener-supported public radio station entertains the jazz aficionado, educates the novice jazz listener, and disseminates news and information relative to the community-at-large. WNCU is a 50,000-watt public radio station and an affiliate of NPR, PRI, and Pacifica Radio. WNCU uses radio as a platform to inform, educate, and engage the local Durham community by curating content with diverse perspectives across cultures and generations relative to the COVID-19 pandemic. Content through radio talk shows included “COVID-19 Conversations” with community, research, and faith leaders. The student population at NCCU, faith communities, and community-based organizations from the African American COVID Taskforce (AACT+) were highlighted in “COVID-19 Conversations.” These sessions were recorded and played during the Sunday morning gospel radio show.

At a Glance:

2 Vaccination events held

502 PPEs provided

107 Vaccinations administered

94 COVID tests administered

1,044 People reached through education and awareness activities

36,000 media impressions via social media campaign

WNCU Radio COVID-19 Among Black and Latinx Communities Outcome and Impact:

15 Outreach and education events or activities held

3 COVID-19 testing programs/events held

1,754 People served through this grant

Rank (1=highest and 5=lowest) the race and ethnic groups served through this program:

African American/Black – **1**

White – **3**

Hispanic or Latino – **2**

Summary:

WNCU produced “COVID Conversations” with community leaders working collectively to mitigate COVID-19 in marginalized populations. Featured topics during the funding period included:

- Covid Variants with Dr. Richard Watkins
- Mask Mandates with Dr. Christine Ibukeen
- Empowering Underserved Communities with Elder Sue McLaurin
- Informing Youth About COVID with Dr. Wanda Boone
- Testing in Public Schools with Trish Howard
- Images around COVID with Dr. Delon Canterbury
- What’s Faith Got to Do with COVID-19 with Dr. Angeloe Burch
- What’s Faith Go to Do with COVID-19 with Elder Kimberly Monroe
- What’s Faith Got to Do with COVID-19 Live Radio Roundtable with Elder Blake-Fisher Memorial, Dr. Battle-Ebenezer Missionary Baptist Church, and Dr. Washington

On November 23, 2021, WNCU collaborated with AACT+ to host a live radio roundtable, “What’s Faith Got to Do with COVID-19.” This radio show attracted more than 80 listeners and promoted the upcoming vaccine, testing, and medication giveaway event held at Fischer Memorial on December 2, 2021. More than 1,000 community members received free over-the-counter medications to stock their medicine cabinets during the Omicron surge, COVID-19 testing, vaccinations, eye exams and eyeglasses, winter coats, PPE, and shelf-stable food.

Additionally, a public service announcement campaign, voiced by Dr. Delon Canterbury, aired more than 50 times on WNCU. Dr. Angeloe Burch and Kimberly Monroe of the Interdenominational Ministerial Alliance in Durham were featured in a recorded radio interview addressing the social determinants of health and how faith communities have a critical role to play in empowering community health.



“Through the broadcast of our Jazz and NPR public radio station, we reach 29,000 listeners weekly on air and almost 3,000 listeners weekly online. We hope to continue to partner with AACT+ and the Duke School of Medicine and serve the Black and Latinx Communities in regard to providing scientific, fact-driven information about COVID-19, vaccinations and other post Covid concerns that are ongoing and will impact our communities for the long haul. This project demonstrated that it takes networks of people and organizations to come together to impact health equity.”

— Lakesha Sykes, WNCU Station Manager

PROJECT SUMMARY

Achieving Health Hand in Hand (AHHH)

Together for Resilient Youth (TRY), based in Durham with a national and internal reach, is a champion of change. The COVID-19 pandemic expanded services and allowed TRY to engage with ACCT+ in a more strategic way. Community Health Workers (CHWs) provided PPE, organized testing and vaccine events, delivered vaccine site packets to homeless camps, offered translation services, and assisted with logistics for schools, faith communities, barber and beauty shops, and homeless camps. TRY/AHHH created three culturally appropriate Mask Up Vax Up social media campaigns and engaged CHWs to support community-engaged research initiatives during the pandemic.

At a Glance:

76 Vaccination events held

502 PPEs provided

2,896 Vaccinations administered

2,004 COVID tests administered

6,467 People reached through education and awareness activities

151 Education and awareness events held

70,372 People reached via social media campaign

Achieving Health Hand in Hand (AHHH) Outcomes and Impacts:

1,754 People served through this grant

250 Fresh produce boxes delivered

111,203 People served

Rank (1=highest and 5=lowest) the race and ethnic groups served through this program:

African American/Black - **1**

White - **3**

Hispanic or Latino - **2**



PROJECT SUMMARY

COVID-19: Proyecto de Concientización/ Información Comunitaria

COVID-19: Community Awareness/ Information Project

www.facebook.com/LaSemillaUMC

La Semilla is a new faith community that strives to be present in service with the Hispanic/Latinx community, along with the larger immigrant community in Durham and its surrounding areas. This nonprofit organization stepped in to help the area's Latino population with food and PPE distribution during the pandemic and mobilized community health workers, or "promotoras," to give the community essential information about vaccinations and COVID-19 prevention. The organization also partnered with hospitals and nonprofits, including the Latinx Advocacy Team & Interdisciplinary Network for COVID-19 (Latin-19), to provide vaccination clinics. The core of La Semilla's work is with food assistance, social support, vaccine equity, education regarding the COVID-19 vaccine, and the encouragement of community members to receive the vaccine itself with the grassroots work of trained community health workers.

At a Glance:

28 Vaccination events held

13,895 PPEs provided

3,224 Vaccinations administered

2,324 COVID tests administered

50 People reached through education and awareness activities

7,655 Listeners on Facebook Live

La Semilla COVID-19 Community Awareness/Information Project: Outcome and Impact of Deliverables:

30,336 People received education and outreach services

84 COVID-19 testing programs and events held

Rank (1=highest and 5=lowest) the race and ethnic groups served through this program:

African American/Black – **1**

White – **3**

Hispanic or Latino – **2**



“When La Semilla began collaborating with Latin-19 it was clear to us that the community did not trust health care organizations in our communities. When community health workers began canvassing neighborhoods, going door to door to educate the community about COVID-19 and then being present when the community arrived for COVID-19 testing and vaccinations, we began to see the lack of trust shift to for forming of trusted relationships. From lessons learned from utilizing trusted community members to lead and connect community members to health care resources, we have a model that can address other health equity issues. This model can assist in connecting communities to the resources that they need to thrive and proactively engage in the health care of themselves and their family members. The community health worker model needs more support from local businesses, foundations, and academic medical centers because health care and health equity cannot be addressed in isolation, “it takes a village”.

— Pastor Edgar Vergara Millan, Executive Director of Iglesia La Semilla
