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

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

Featuring Speakers From:

FSRI Family Service of Rhode Island
healthy families · strong communities

CDC Foundation
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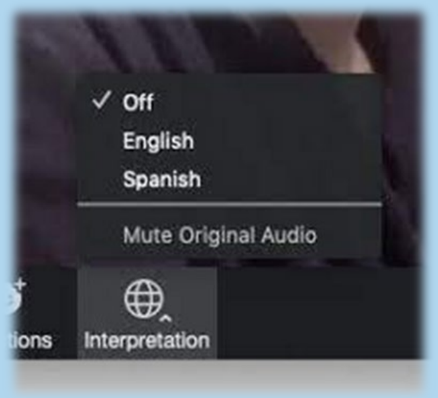
Judson Center

Día de la Mujer Latina y su familia

Language Interpretation
Interpretación del idioma

To listen to this presentation in Spanish, click the globe interpretation icon and select your language.



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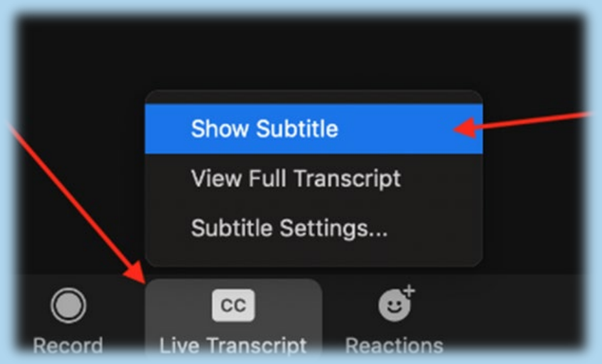

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Housekeeping

Use Zoom chat feature for comments/reactions/links

Click the "Live Transcript" button to enable closed captioning

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

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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

Speakers

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

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Marilyn Watkins

COVID-19 CoAg CBO Director

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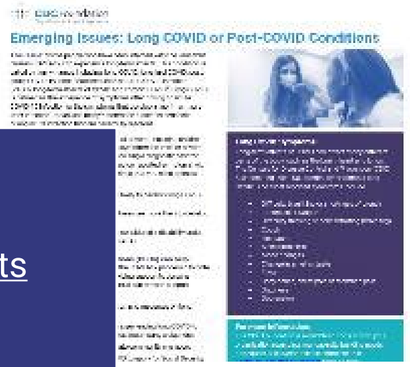
National Communication Resources

Stronger Together Newsletter



Fact Sheets

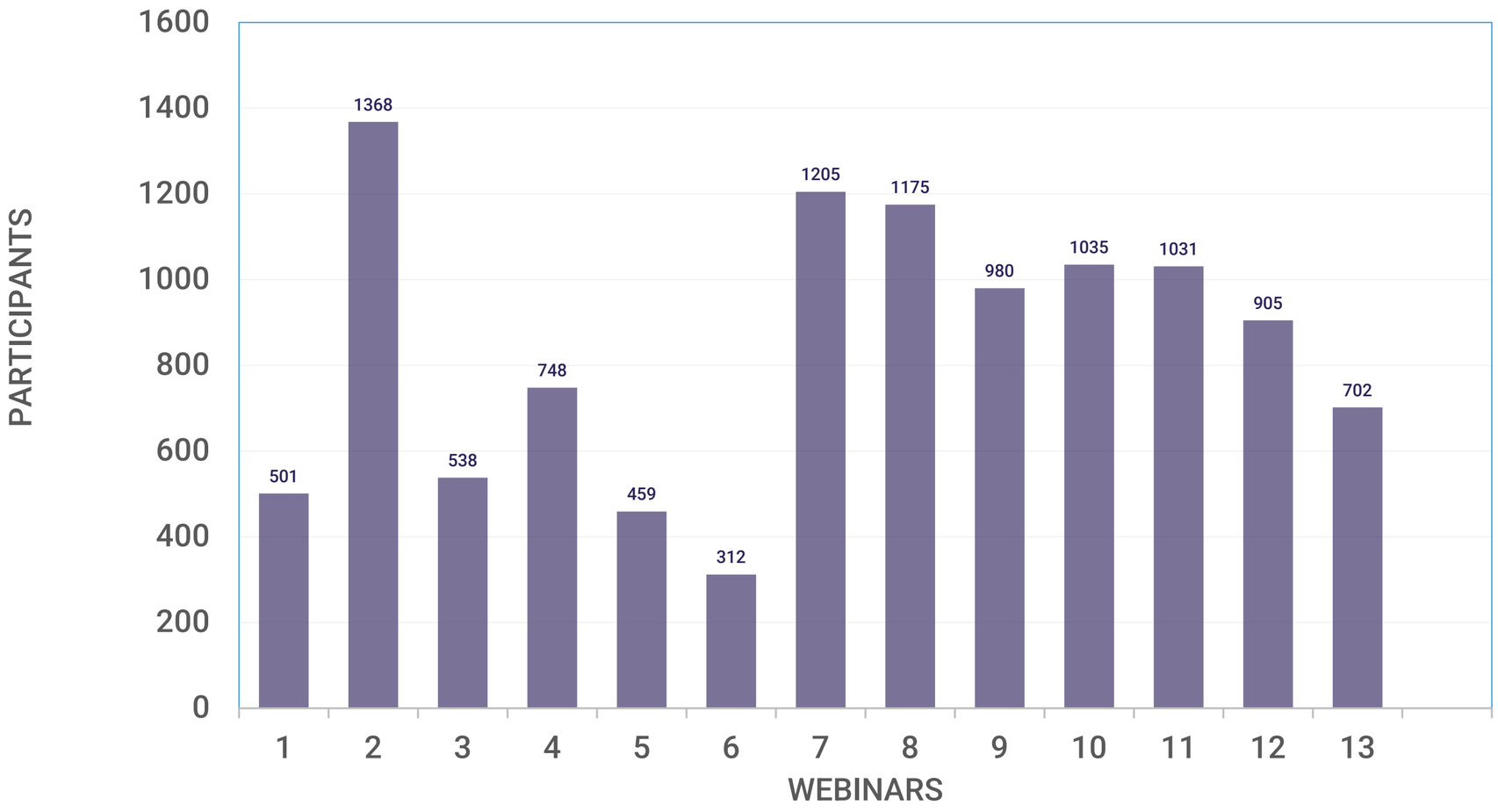
Webinars/
Blog Wrap-ups

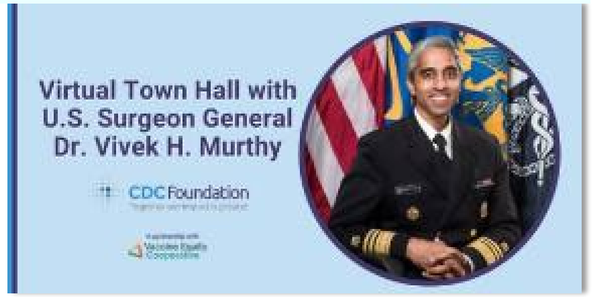
Impact Stories

Resource Pages

CDC Foundation

CBO Webinar Series
Participants Attending: 11k





CDC Foundation

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

CDC Foundation

Dia de la Mujer Latina

Venus Ginés

CEO and Founder

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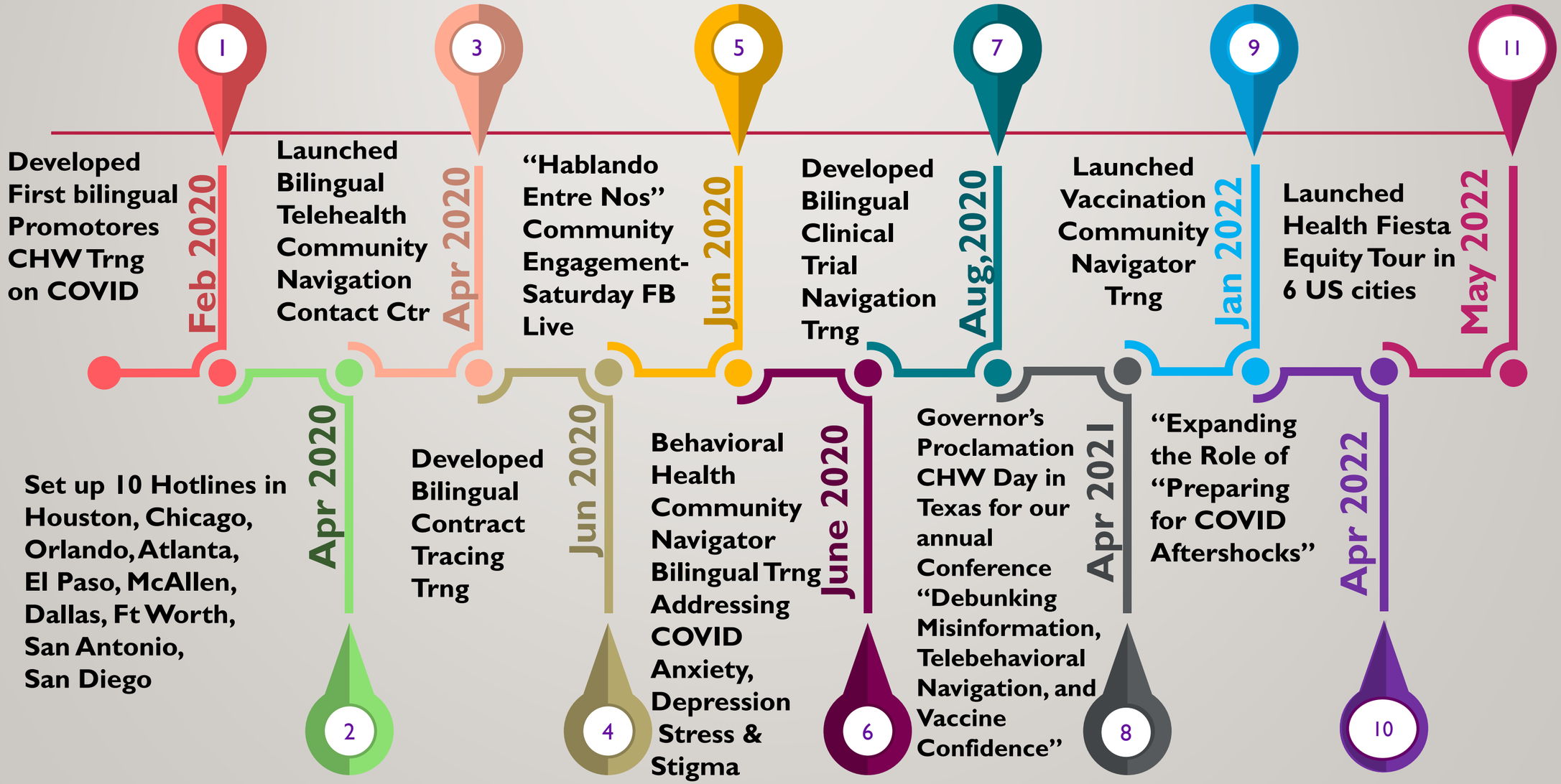
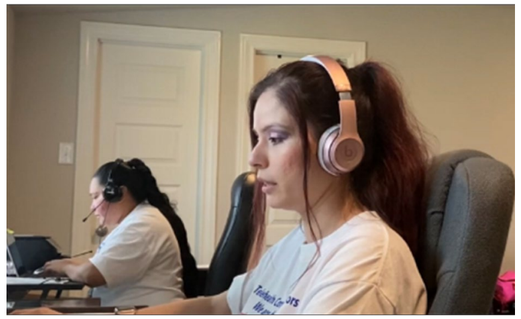
TIMELINE OF DML'S COVID COMMUNITY OUTREACH EXPANDING THE ROLE OF PROMOTORES/COMMUNITY HEALTH WORKERS



WHAT WE DO

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



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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

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COMMITMENT

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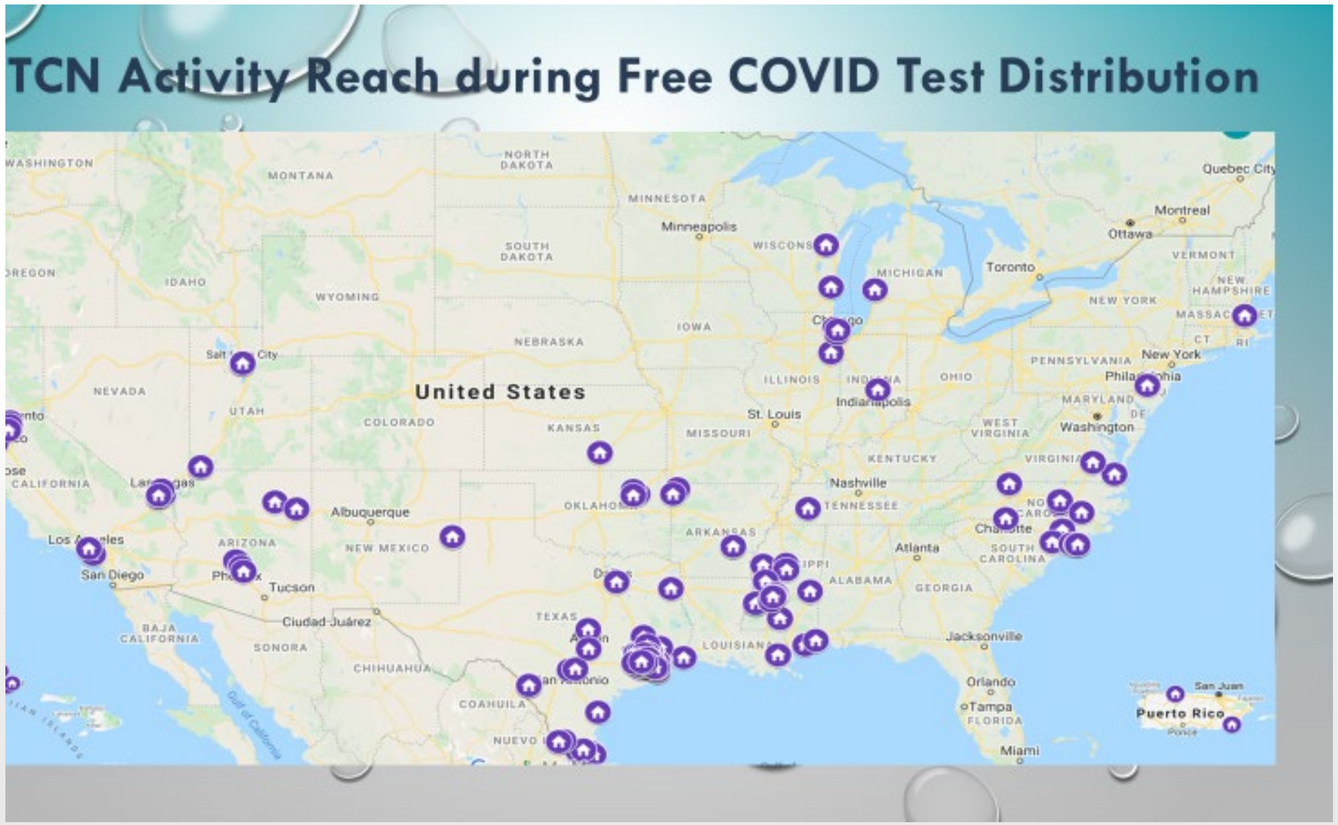
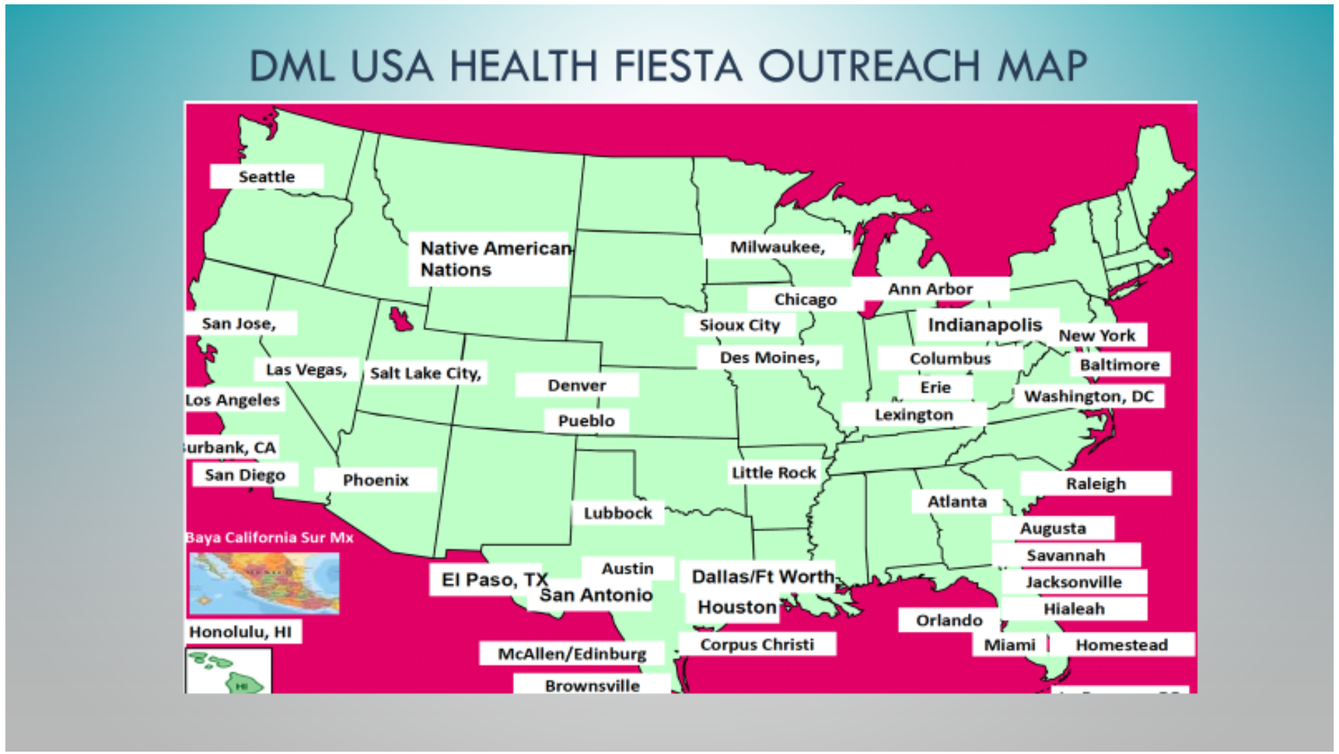
TELEHEALTH COMMUNITY NAVIGATION CALL CENTER JAN 17, 2022



COMMUNITY ENGAGEMENT SINCE 1997 CELEBRATING 25TH ANNIVERSARY



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Judson Center

Khadija Walker-Fobbs

Chief Strategy Officer

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Development Centers
Inspiring Hope...Improving Lives

Practice Transformation Institute

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

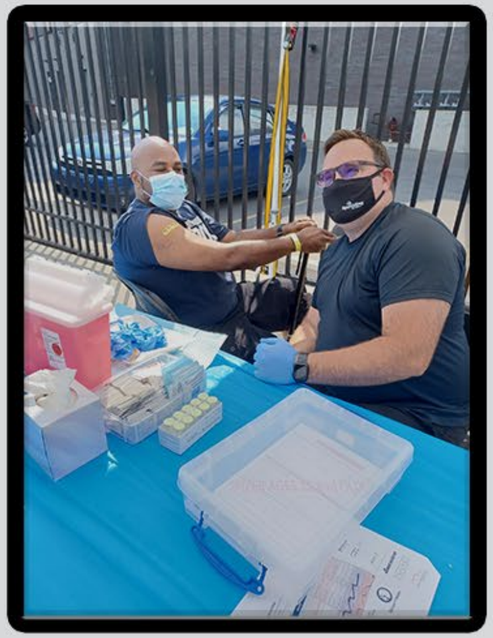
2,522

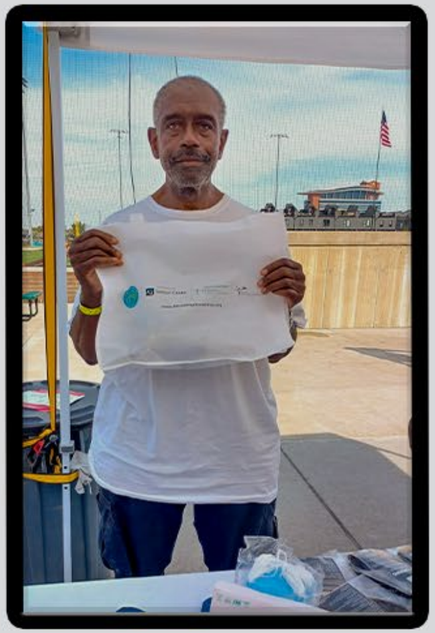
Lessons learned from equity-centered approaches that reached the most vulnerable populations

- 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

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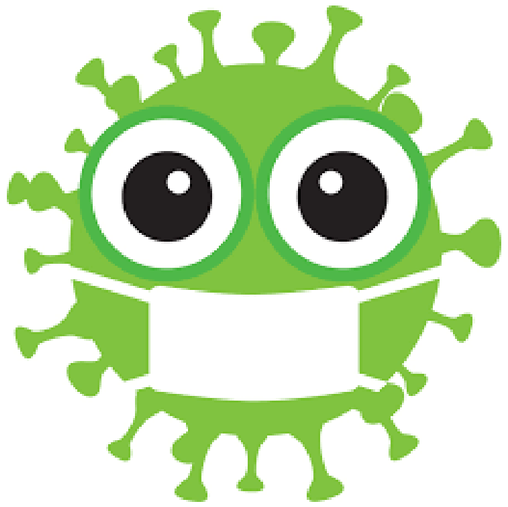

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Family Service
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Thank you to:
CDC Foundation
RI Department of Health
Community Based Partners

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 Respones 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

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!

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