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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

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
Marilyn Watkins
COVID-19 CoAg CBO Director
CBO Webinar Series
Participants Attending: 11k

![Chart showing webinar participants by webinar number](chart.png)
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

1. Feb 2020
   Developed First bilingual Promotores CHW Trng on COVID

2. Apr 2020
   Launched Bilingual Telehealth Community Navigation Contact Ctr

3. Apr 2020
   "Hablando Entre Nos" Community Engagement-Saturday FB Live

4. Jun 2020
   Developed Bilingual Contract Tracing Trng

5. Jun 2020
   "Behaving Health Community Navigator Bilingual Trng Addressing COVID Anxiety, Depression Stress & Stigma"

6. Aug, 2020
   Developed Bilingual Clinical Trial Navigation Trng

7. Aug, 2020
   Governor’s Proclamation CHW Day in Texas for our annual Conference “Debunking Misinformation, Telebehavioral Navigation, and Vaccine Confidence”

8. Apr 2021
   "Expanding the Role of ‘Preparing for COVID Aftershocks’"

9. Jan 2022
   Launched Vaccination Community Navigator Trng

10. May 2022
    “Hablando Entre Nos” Community Engagement-Saturday FB Live

11. Jun 2022
    Launched Health Fiesta Equity Tour in 6 US cities

Set up 10 Hotlines in Houston, Chicago, Orlando, Atlanta, El Paso, McAllen, Dallas, Ft Worth, San Antonio, San Diego
WHAT WE DO

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

DIVERSE ARRAY OF CLIENTS
TELEHEALTH COMMUNITY NAVIGATION CALL CENTER JAN 17, 2022
COMMUNITY ENGAGEMENT SINCE 1997 CELEBRATING 25TH ANNIVERSARY
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.
• 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.
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
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
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

- 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!