

# Combating COVID-19 through Community Education

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# Overview



Partner  
Organization



Project  
challenges/outcome



Social determinants  
of health impact



Overarching themes

# Partner Organization



- Mission: Improve health and provide hope through sustainable disease prevention, education, and treatment for every life we touch.
- International program established over 50 years ago.
- Esperança's Domestic Program started in 2000 to provide health education and resources to Maricopa County's most at risk and under-served Latino youth, adults, and seniors
- Domestic program has served over 30,000 families.
- Community health educators deliver health education courses in community centers, clinics, schools, and HUD housing.
- Continuing to deliver courses virtually in response to covid -19.

# Overarching themes

## **Screening, testing, treatment, contact tracing**

- Educating community about covid-19 signs and symptoms, steps after exposure, and emergency precautions, vaccine education

## **Self-care & resiliency**

- Maintaining mental, emotional, and physical wellness during a pandemic

## **Investigate the relationship between the social determinants of health and COVID-19**

- Collaborating with an organization that serves multiple vulnerable populations
- Social Vulnerability Index (SVI) in Esperanca's targeted population

# Project Challenges

## **Rapidly evolving covid-19 developments**

- Changing recommendations on masks, school closures, treatment, vaccines
- **Solution:** Multiple evidence-based revisions to curriculum

## **Evolving community needs**

- Community needs changing based on most recent covid-19 developments
- **Solution:** Frequent updates by Esperanca community health educators and domestic program director on status of community needs

## **Covid-19 Misinformation**

- Misinformation spreads fast within close-knit community
- **Solution:** Community members trust Esperanca health educators to provide accurate information

## **In-person health education not possible due to social distancing**

- **Solution:** Education delivered remotely via Zoom

# Project Outcomes

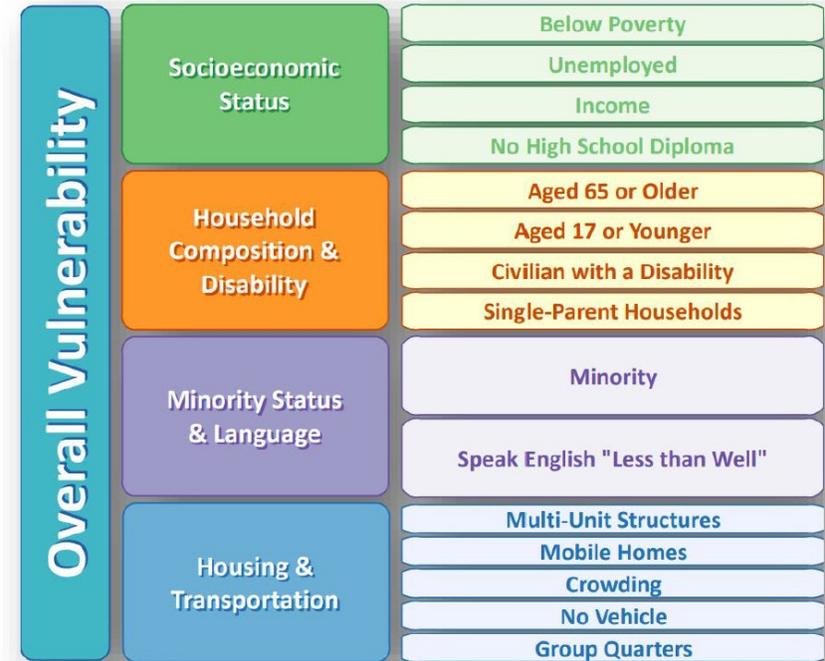
## 1. Creation of culturally competent covid-19 curriculum tailored to the needs of the patient population

- Delivered at HUD senior housing and school districts by Esperanca community health educators
- Available in English and Spanish
- Curriculum contains information on pertinent covid-19 topics:
  - Prevention
  - Emergency precautions if infected
  - Approaches to maintain mental wellness
  - Long-haul covid-19
  - Multisystem inflammatory syndrome in children
  - Medication education
  - Avoiding scams
  - Vaccines

# Project Outcomes

## 2. Mapping of CDC Social Vulnerability Index (SVI)

- Mapped census tracts of school districts served by Esperanca
- SVI data will be incorporated into an application for grant funds to help establish Esperanca as a Point of Distribution (POD) center for the COVID-19 vaccine with goal to improve vaccine uptake within the community
- Data will help target immunizations to census tracts most at need



# Covid-19 and Social Determinants of Health

- Hispanic community experiences over 2x the incidence of covid-19 and over 3x the rate of hospitalization<sup>1</sup>
- Hispanic community disproportionately affected by SDOH<sup>2</sup>
- SDOH impacting community served by Esperanca
  - Prone to occupational exposure to the virus
  - Low wage work without paid sick leave
  - Limited access to health benefits
  - Reliance on public transportation
  - Living in high pollutant neighborhoods
  - **Cultural beliefs about the virus**
  - **Decreased health literacy**
  - **Crowded housing**
  - **Limited access to care**

# Social Determinant of Health Impact

- Cultural beliefs about the virus/decreased health literacy
  - Community health educators leverage their trust within the community to deliver evidence-based culturally appropriate health education
  - Curriculum addresses cultural beliefs and practices common in Hispanic communities
  - Education is targeted to most vulnerable populations
- Improved access to care/Crowded housing
  - SVI data will be used for vaccine POD grant funding
  - Priority will be given to census tracts with increased housing density

# References

1. Selden TM, Berdahl TA. COVID-19 and racial/ethnic disparities in health risk, employment, and household composition. *Health Aff.* 2020;39(9):1624-1632. doi:10.1377/hlthaff.2020.00897A.
2. McNeely CL, Schintler LA, Stabile B. Social determinants and covid-19 disparities: differential pandemic effects and dynamics. *World Med Health Policy.* 2020;12(3):206-217. doi:10.1002/wmh3.370