



Community Engagement

Bridging the Gap: We're in This Together

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March 17, 2022



Community Engagement

WHO has defined community engagement as “a process of developing relationships that enable stakeholders to work together to address health-related issues and promote well-being to achieve positive health impact and outcomes”.

Know Your Audience

- Who are your community members?
 - Working Class
 - Stay at Home Moms/Dads
 - Farmers
 - Students
 - Business Owners
 - Pastors
- Note* Identify the area. It may be beneficial to target one area at a time.





Find out what **THEY** (community members) want

- What can **WE** do to help **YOU** to protect yourself from COVID-19?
- What is their preferred method of communicating
- What questions/concerns they have about COVID and the vaccine
- Not everyone is interested in incentives
- Ask their **WHY?**

Engage!!!

What Can You Do? (Ideas)





Social Media

Contests

- Video Content
- Flyers
- Posters

Example:

Residents in Pima County, Arizona aged 24 and younger were asked to create and submit COVID-19 vaccination promotional videos on social media using the hashtag #VaxTruthChallenge. Video themes include countering COVID-19 vaccine misinformation, highlighting the importance of getting vaccinated, and sharing key vaccine facts. A panel of health department staff, including Pima County residents aged 24 and younger, reviews entries and scores them based on their creativity, potential for impact, ability to reach 12 to 24-year-olds, technical quality, and “viral potential” (i.e., its ability to quickly spread). Winners and runners up receive gift cards valued up to \$1,000 and \$500, respectively.

* It’s important to note that Pima County Health Department (PCHD) asked local youth advisors to help identify strategies most appealing to their peers)

Surveys

- Find out the attitudes and beliefs via survey
 - In person at events or Health Department
 - Mail
 - Email
 - Online
 - Social Media
 - Ask open ended questions; have participants provide feedback at the end of survey

Community members may feel more comfortable giving their opinion if they are anonymous.



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Media Outreach (Radio & Television)

- Commercials on cable television (Tailored to demographic)
- Ads
- Share Positive Stories. SHOW positive outcomes from vaccine
- Connect with local media channels for interviews (News Channel)
- ❖ Virginia's Commissioner Dr. Karen Remley and Dr. Mike Royster (director of the Office of Minority Health Programs) conducted on-air interviews with the Radio One network of three stations targeted to the African-American demographic.
- ❖ More than 200 movie screens in Virginia displayed public service messages about H1N1 before movies

Faith-Based Outreach

Collaborate with churches

Pastors

Revivals

Concert

Health care professionals come out to speak to congregation

(A big plus if they are actual members of church. People want to hear from their peers)

Example: Staffed resource table at Baptist Convention Virginia's Fall Leadership Conference in September

Activities/Events

- Make sure any in-person activities are safe and in compliant with CDC and state COVID-19 guidelines
- Hand Sanitizing Stations
- Outside (preferably)
- Mask requirement or very strong recommendations to wear
- Provide Refreshments
- Have other resources available as well. (One –Stop Shop but focus is COVID-19 Vaccine)

*You want community to trust you and know that we (public health professionals) are also trying to keep them safe, and COVID-19 is NOT a “gimmick”



UV Handwashing Activity

- **Equipment:**
- UV gel
- Soap
- Laminated sheets with good hand washing guide [?]
- 2 UV torches [?]
- Hand sanitizer (optional)
- Hand towels

*UV gel and torch can be purchased at Amazon.com

Set up

Best set up near sinks or can be done in bowls where water supply not available. Plug in UV light boxes. Set out UV gel, soap, good hand washing card guides and hand sanitiser.



Example set up of hand washing activity

UV Handwashing Activity cont.



- **Instructions:**

- Ask attendees to coat their hands with Glo-Germ gel (or volunteers can do this for them while wearing gloves).
- Attendees can look at their hands under the UV light source to see their hands glow. This is the equivalent of bug-covered, 'infected', hands. (They could also shake a friend's hand and let them look at their hand under the UV light source: transmitting infection!)
- Ask 'infected' attendees to wash their hands with soap.
- Attendees are then asked to check how much Glo-Germ gel (infectious, harmful bugs) has been washed off, by looking at their hands under the UV light source. The torches can be used if desired to look closer/easier at specific areas of the hands.
- Give attendees hand sanitizer/alcohol gel at the end to remove any UV gel that may have been missed

UV Handwashing Activity cont.

- May be used to encourage vaccine uptake and promote good hygiene
- Great for ALL ages but may receive best response from school aged children
- Fun, educational, & inexpensive!!!

Follow these five steps every time.

1. **Wet** your hands with clean, running water (warm or cold), turn off the tap, and apply soap.
2. **Lather** your hands by rubbing them together with the soap. Lather the backs of your hands, between your fingers, and under your nails.
3. **Scrub** your hands for at least 20 seconds. Need a timer? Hum the “Happy Birthday” song from beginning to end twice.
4. **Rinse** your hands well under clean, running water.
5. **Dry** your hands using a clean towel or air dry them.



Q & A Forums/Sessions

- Can be virtual (online) via message boards or chat
- Hotlines
- Mail
- Email
- Townhall Meetings

It is important to keep the community informed. They need to hear from YOU!



Pop Up Vaccination Sites/Events

Organize pop-up vaccination sites/events with traditional and nontraditional partners

- Shelters (homelessness and/or domestic violence)
- Rehabilitation Centers
- Hair Salons/Barbershops
- Organizations supporting adults with disabilities and homebound seniors, such as Meals on Wheels.

*Increases vaccine access by eliminating barriers such transportation, schedule conflict and identification.

*Decreases missed opportunities to vaccinate





Partner with Community Health Workers

Community Health Workers (CHWs) are effective in connecting communities to vaccine sites, generating referrals and reaching and supporting people who are experiencing barriers to health care.

- Established relationships with community members
- Trained professional
- Trusted Messenger

Health Education Materials

If or when creating health education materials, ensure the following:

- Message is clear and concise
- Avoid medical jargon
- Does not exceed a sixth grade reading level.

To check the reading level of materials, in your Word document, select Review > Spelling & Grammar. Correct or ignore any spelling or grammar corrections, then Word will open the Readability Statistics window with information about the reading level of your document.

You can also use the Clear Communication Index Guide as a resource for creating health education materials and content

[CDC Clear Communication Index: A Tool for Developing and Assessing CDC Public Communication Products—User Guide](#)

Make it a Community Effort

- Collaborate
- Be creative
- Be genuine
- Be intentional



Reach People Where They Are

Ways Health Departments Can Help Increase COVID-19 Vaccinations



Reach People Where They Live

Reach People Where They Work

Reach People Where They Learn

Reach People Where They Pray

Reach People Where They Play

Reach People Where They Gather

Reach People Through Existing Programs

[Ways Health Departments Can Help Increase COVID-19 Vaccinations | CDC](#)

References

CDC (2021). *Youth in Pima County, Arizona Inspire Community with #VaxTruthChallenge Videos*. Retrieved from <https://www.cdc.gov/vaccines/covid-19/health-departments/features/arizona.html>

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Thank You

- If you have any questions or concerns, please feel free to contact me at danielle.blakely@health.mo.gov

