



Development and Design of a Culturally Tailored Intervention to Address COVID-19 Disparities Among Latinx Communities Across Oregon

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Oct. 11, 2021 Oregon Public Health Association Virtual Conference



Oregon Latinx residents are disproportionately affected by COVID-19

- May, 2020: Latinx residents were 13% of Oregon population, but 31.7% of COVID-19 cases
- July, 2020: Oregon weekly case rates per 100,000
 - 174.7 for Hispanics
 - 28.1 for non-Hispanic Whites
- August, 2021: Oregon age-adjusted rate ratios

Ethnicity	Cases	Hospitalizations	Deaths
Hispanic	2.1	2.8	2.4
Non-Hispanic	1.0	1.0	1.0



One-size approach to disease prevention & control does *not* fit all

Factors contributing to COVID-19 disparities in Latinx communities:

- Lower rates of health insurance (OHA, 2021)
- Higher rates of poverty and food insecurity (Edwards, 2020)
- Employment as essential workers, language barriers, pre-existing health conditions (Thakur et al., 2020)
- Traumatic stress and mistrust associated with sociopolitical oppression, racism, and anti-immigrant policies (Fortuna et al., 2020; Garcini et al., 2020)

These factors necessitate going beyond existing standard practices.

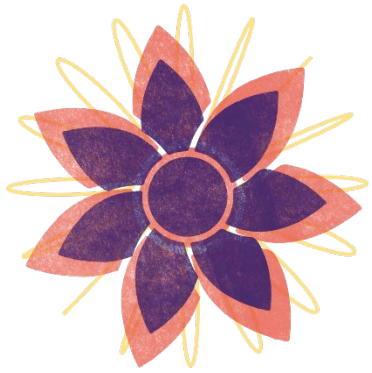


There was a need to...

Rapidly develop and deliver an intervention to increase (1) participation in COVID-19 testing and (2) engagement in prevention behaviors among Oregon Latinx community members.

The development and content of intervention must be:

- Culturally-tailored,
- Trauma-informed, &
- Participatory, that is, informed by community members and professionals with lived experience and/or expertise in serving Latinx communities.



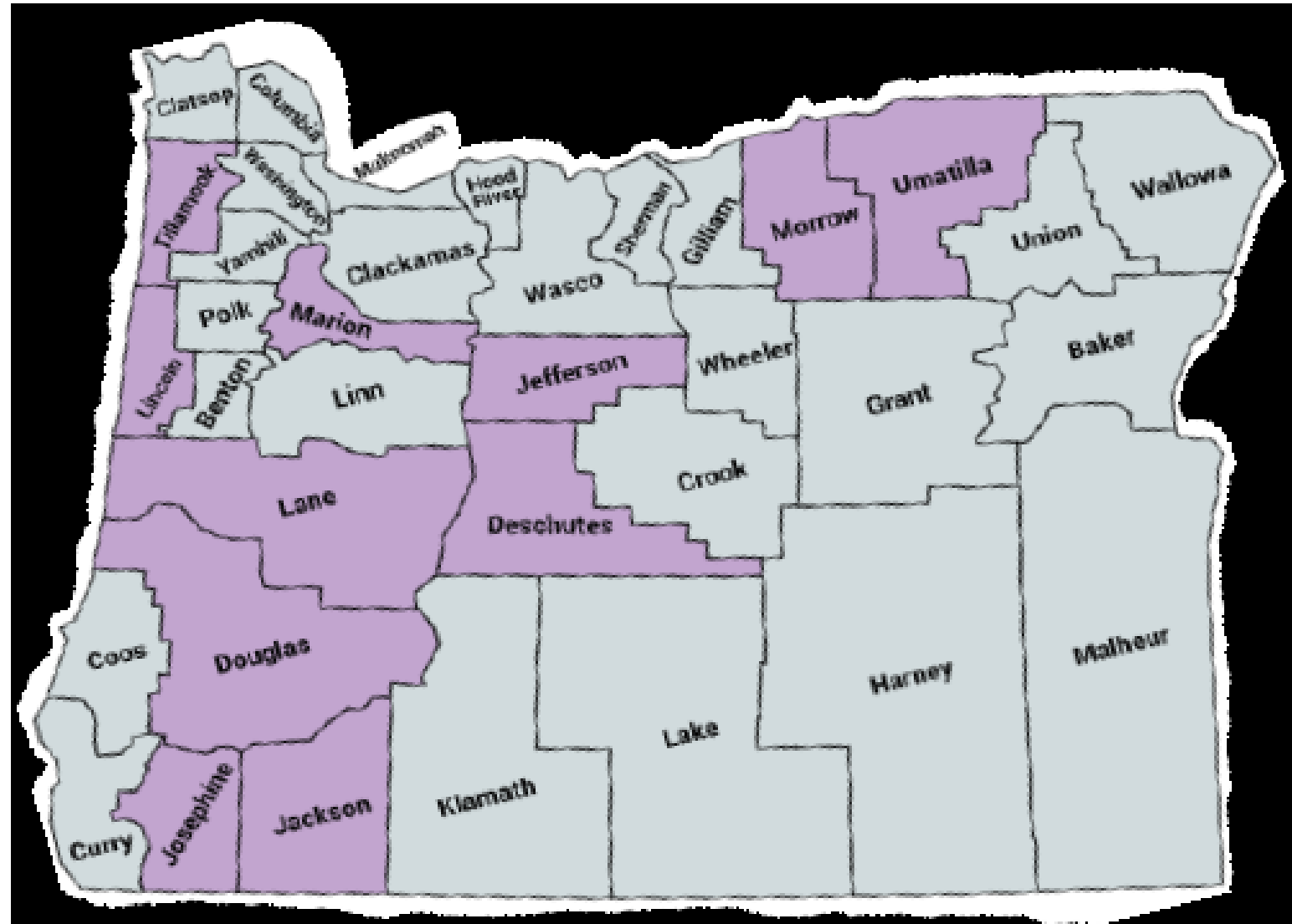
The objectives of this presentation are to:

- 1) Outline the collaborative development of a culturally tailored, trauma-informed COVID-19 prevention intervention for Oregon's Latinx communities;
- 2) Describe the intervention components; &
- 3) Summarize successes & challenges.

Oregon Saludable: Juntos Podemos



- **11 participating counties** in which our testing events occurred





Our team was

Multidisciplinary, multi-sector and spanned the state.
It includes:

- University of Oregon researchers,
- community-based organizations,
- local and state health departments,
- and a Community and Scientific Advisory Board.





Summer 2020 intervention development activities

- **Reviewed scientific literature** on culturally tailored health promotion interventions & recruitment strategies for Latinx individuals
- **Surveyed 67 Latinx residents** attending Lane County COVID-19 testing events
 - Examples: how they heard about the testing event; where they obtain COVID-19 information; reasons for seeking testing; reasons others may not seek testing; among other data.
- **Interviewed 13 leaders** of Lane County community-based organizations serving Latinx residents
 - Examples: messaging, protocols, staff, methods for sharing results.



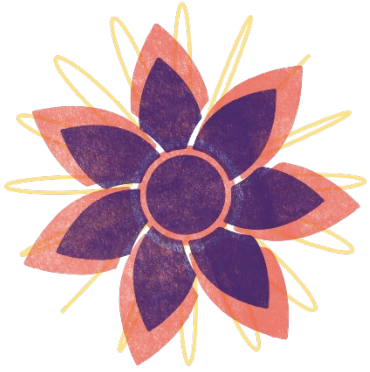
Fall 2020-present: on-going intervention development & refinement activities

- **Public Health and Community Services Team** consultations
 - Conducted weekly meetings with a team of Latinx-serving public health and social services staff.
 - All members were Spanish-English bilingual and Latinx.
- **Community and Scientific Advisory Board** consultations
 - Engaged in bi-monthly meetings with 6 county representatives, a Latinx community researcher, and a chairperson.
- **Interventionist (Promotores) meetings**
 - Facilitated bi-monthly meetings with interventionists across all participating counties.
 - Weekly check-ins with interventionists in each county.



The resulting intervention: Promotores de Salud

- Designed to accompany the SARS-CoV-2 testing events that were randomly assigned to the experimental arm of the larger research study.
- Two main components: **outreach & brief health education**.
 - Reflected culturally-responsive, evidence- and trauma-informed strategies based on intervention development activities.
- Delivered by 19 Promotores who are bilingual, Latinx community members from participating counties.



Outreach Component

Purpose: to advertise the testing events and build relationships with Latinx community members and with predominately Latinx-serving community-based organizations, in order to promote participation in the testing events.

Each Promotor chose their preferred outreach strategies to employ in their county.

- The list of strategies was informed by development activities and collaboratively created by researchers, Promotores, and the partner community-based organizations.



Outreach Materials

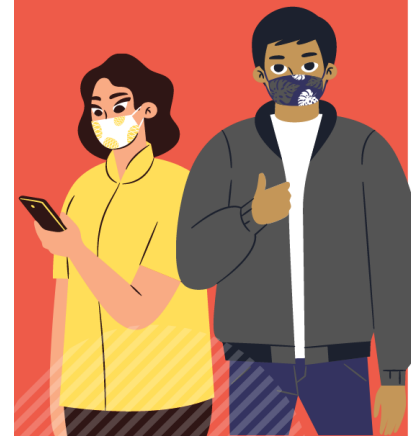
- were culturally tailored
- were revised by community partners
- included Spanish and English
 - flyers,
 - door hangers,
 - radio announcements,
 - WhatsApp messages, &
 - social media messages.
- were circulated among churches, schools, community mental health centers, regional farmworkers union, Mexican markets, among others.

Pruebas de COVID-19

PROTÉGESE Y PROTEGE A LOS DEMÁS

4 MEDIDAS
PARA EVITAR LA
CONTAMINACIÓN Y
TRANSMISIÓN DE
COVID-19

1. HACER PRUEBAS REPETIDAS DE COVID-19
2. EVITE EL CONTACTO Y MANTEGA DISTANCIA
3. CÚBRASE LA BOCA Y LA NARIZ CON UNA MASCARILLA
4. LAVARSE LAS MANOS CON FRECUENCIA



Evento 1 - *Gratis*

1234 Street Ave.
City, ST, 00000
detalles

Evento 2 - *Gratis*

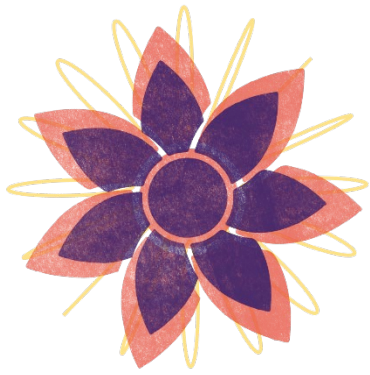
1234 Street Ave.
City, ST, 00000
detalles

Evento 3 - *Gratis*

1234 Street Ave.
City, ST, 00000
detalles

*El estado de inmigración no importa y no se necesita seguro médico!

Para más información, visite
https://www.____.com
facebook @_____
o envía un mensaje de texto
con "SI" a 99999



Brief Health Education Component

Purpose: to promote COVID-19 preventive behaviors and to help sustain testing rates of Latinx community members over time.



4 MEDIDAS

PARA PREVENIR
EL VIRUS Y MANTENER
LA SALUD DE
SU FAMILIA

1. PRUEBAS DE COVID-19

Es muy importante
hacer pruebas
repetidas.

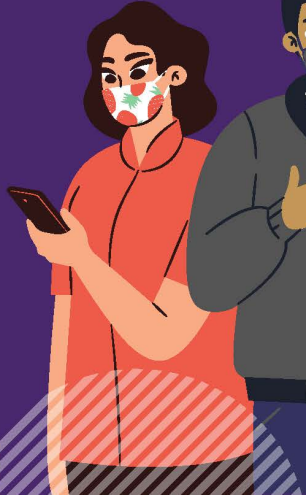


CONDADO

información recopilada de
CDC CENTROS PARA EL CONTROL Y LA
PREVENCIÓN DE ENFERMEDADES
cdc.gov/coronavirus-es

INFORMACION SOBRE COVID-19

CÓMO PROTEGER
PROTEGER A LOS D



2. EVITE EL CONTACTO Y MANTENGA DISTANCIA

La mejor manera de
protegerse contra el virus
COVID-19:

- **quédese en casa tanto como sea posible**
- **evite el contacto cercano con los demás**
- **mantenga una distancia de 6 pies de las personas que no viven en su casa**



3. CÚBRASE LA BOCA Y LA NARIZ CON UNA MASCARILLA

- El objetivo de la mascarilla es proteger a otras personas, en caso de estar infectado.
- Todos deben usar una mascarilla en lugares públicos y cuando están con otras personas que no viven en su hogar
- Siga manteniendo una distancia de aproximadamente 6 pies de las demás personas.

***El uso de la mascarilla no reemplaza el distanciamiento social.

4. LAVARSE LAS MANOS CON FRECUENCIA

Lávese las manos con frecuencia con agua y jabón por al menos 20 segundos, especialmente después de haber estado en un lugar público, o después de sonarse la nariz, toser o estornudar.





Resource Navigation and Support included:

- A list of local and state resources such as
 - food banks,
 - and available financial support for agricultural workers who missed work due to quarantine or testing positive for the virus.
- Informational handouts focused on what to do if they or a family member tests positive.
- Resource lists were customized to the specific county or community where the testing event was held.



Strengths and Successes

- Established collaborative feedback loops with all partners.
 - Community-based organizations, Promotores, Public Health Departments.
- Culturally and linguistically diverse research team.
 - Research team members with similar lived experiences to those we were aiming to serve.
 - Prioritized values of cultural responsiveness and cultural humility.
- Promotores deeply invested in communities and “championed” the intervention.



Strengths and Successes

- Intervention is generalizable to other health behaviors and implementation settings.
 - Training in principles of trauma-informed care and motivational interviewing.
- Knowledge transfer.
 - Intervention training and implementation materials are available and accessible for sustainable use.
 - Current cohort of Promotores have skills and knowledge to train next cohort.



Challenges

- Forming collaborations across entities and persons diverse in values, goals, personal and professional backgrounds, expertise.
 - Connecting via virtual platform only.
 - Short timelines and urgency of pandemic required formation of strong collaborations quickly, with partners with whom we had never collaborated.
- Connecting community members with limited resources.
 - Statewide economic fund ended mid-way through intervention.
- Promotores' comfort with accessing and using technology.
- Environmental issues- rain storms, heat, fires and poor air quality.



Challenges

- Funding restrictions weren't always logical to community partners.
 - Funds not available to support vaccine efforts.
 - Delaying final intervention evaluation analyses until the research study complete seemed inconsistent with promoting of testing.
- Rapidly changing guidelines regarding preventive behaviors.
 - IRB approval required of all changes before implementation.
- Emphasizing value of ongoing testing in context of available vaccines.
- Readiness and capacity of partner community-based organizations to assume responsibility for intervention implementation.
 - Fast pace of project.
 - Community based organizations' resources stretched thin due to pandemic and high community needs.



Conclusions

- University-community research partnerships should be the gold standard.
 - Set up systems to engage partners early and often.
 - Anticipate and proactively address challenges associated with community-based participatory approaches to intervention development, implementation, and evaluation
- Promotor-driven adaptations enhance acceptability.
- Sharing development and intervention details facilitates uptake and replication to optimize public health impact.



Gracias & Thank you

Research reported in this presentation was supported by the National Institute on Drug Abuse of the National Institutes of Health under Award Number P50 DA048756-02S2 (MPIs: Leve, Cresko, DeGarmo). National Institute on Minority Health and Health Disparities (NOT-OD-20-120)

The content is solely the responsibility of the authors and does not necessarily represent the official views of the National Institutes of Health.

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**A special thank you to our
community partners!**



Promotores Training

Promotores | x +

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¡Bienvenidos, Promotores!

Below is your step-by-step guide to completing your training.
All steps **MUST** be completed before attending any event.

STEP 1

[Complete FREE COVID-19 Training Module for Community Health Workers](#) English or Spanish (approx. 1.5 – 2.0 hours)

Email your certificate of completion to [Joaquin Ramos – jramos2@uoregon.edu](mailto:jramos2@uoregon.edu)

STEP 2

[Watch Part 1 of the Promotores de Salud Training video.](#)

[Complete the Knowledge Assessment for Part 1.](#)

STEP 3

[Watch Part 2 of the Promotores de Salud Training video.](#)

[Complete the Knowledge Assessment for Part 2](#)