

14th European Public Health Conference
Pre-Conference: Beyond the COVID-19 Syndemic:
Lessons Learned for Migrant and Ethnic Minority Health
Virtual Event, November 10th, 2021

Grassroot Approaches & Participatory Research Methods to Reduce COVID-19 Disparities in Immigrant Populations: Lessons from the U.S.

Ana P. Martinez-Donate, PhD

Dornsife School of Public Health, Drexel University, Philadelphia, USA

A CASE STUDY

- A multi-level intervention to reduce COVID-19 disparities affecting Latino immigrants in Philadelphia, USA
- Funded by the National Institutes of Health (R21MD012352)
- A community-academic collaboration based on:
 - Community-based participatory research principles
 - Community resilience theory
 - Social-ecological framework





LATINO IMMIGRANTS IN THE U.S.

Over 20 million individuals

- 1 in 3 of all Latino/Hispanic residents
- 50% of all immigrants in the U.S.

Socio-economic disadvantaged:

- Poverty: 18%
- Lack health insurance: 32%
- Non-citizens: 66%
- Unauthorized: 30%
- Low English proficiency: 64%
- No college degree: 88%
- Discrimination: 41%
- Fear of deportation: 66%

DISPROPORTIONATELY IMPACTED BY COVID-19

HEALTH & FITNESS

Medical expert describes 'historic decimation' of Latinos by COVID-19

Latinos are three times as likely to test positive, five times as likely to be hospitalized, and twice as likely to die from COVID-19 than the national report.

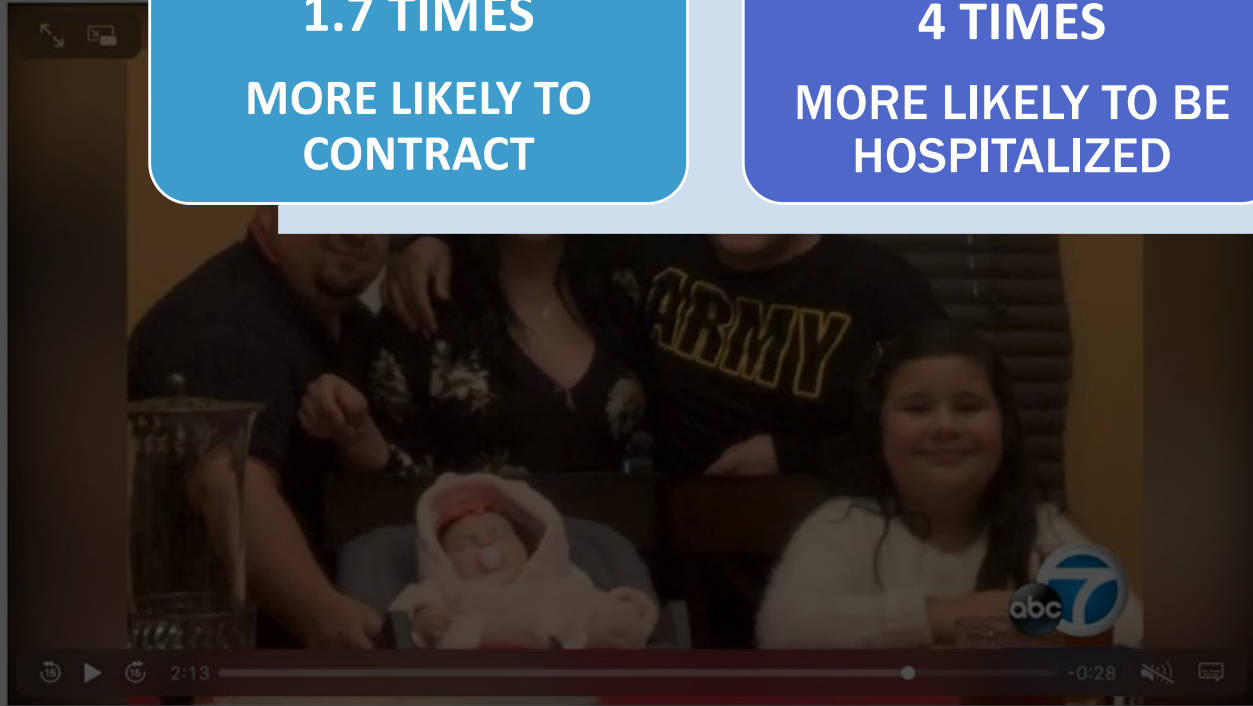
By Anabel Munoz
Thursday, October 15, 2020

For many Latinos in Philadelphia, 'getting sick is just impossible'

**1.7 TIMES
MORE LIKELY TO
CONTRACT**

**4 TIMES
MORE LIKELY TO BE
HOSPITALIZED**

**3 TIMES
MORE LIKELY TO DIE**



A TALE OF GREATER EXPOSURE AND HEIGHTENED VULNERABILITY

Exposure

- Employment in essential jobs
- Unable to social distance or work remotely
- Limited access to protective equipment
- Poverty, limited savings
- Reliance on public transportation
- Multigenerational households

Vulnerability

- Greater diabetes rates
- Lack of health insurance
- Immigration status
- Language barriers
- Discrimination
- Lack of knowledge
- Excluded from economic relief funds
- Lower home ownership rates
- Lower access to Internet

LATINOS IN PHILADELPHIA

- 15% of city's population
 - 15% born in Puerto Rico
 - 20% born outside the U.S.
- Similar socio-economic disadvantage
 - 40% living in poverty
 - Poorest neighborhoods
- Little political representation
 - 44% of residents are Black
 - 34% are non-Hispanic White
- Similar initial COVID-19 disparities

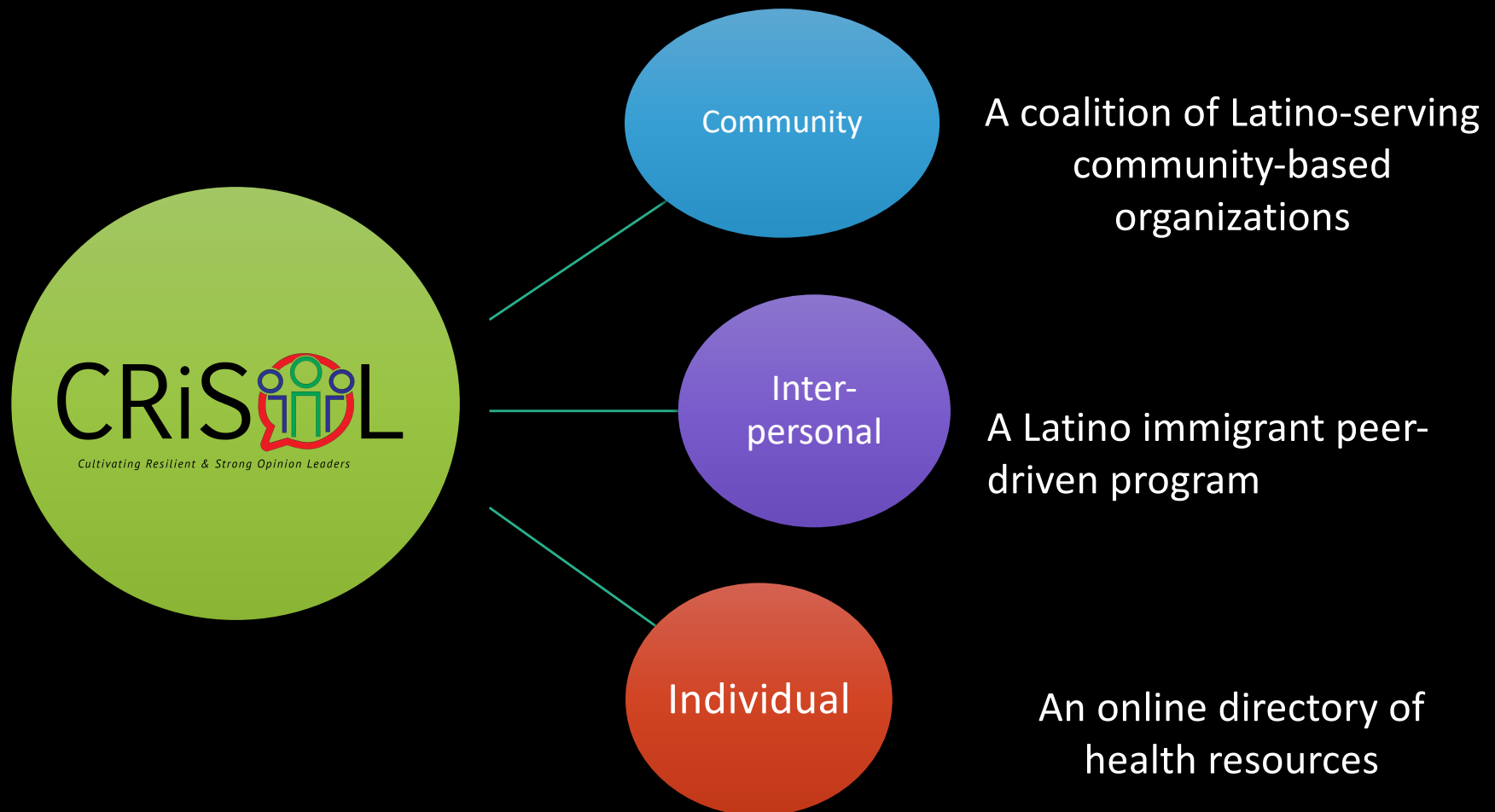




A COMMUNITY- ACADEMIC PARTNERSHIP, SINCE 2017

- Researchers, staff at CBOs, students, community members
- Health disparities affecting Latino immigrants
- Mixed-methods to assess health, healthcare needs, and community assets
- Development and testing of pilot peer-driven intervention

A MULTI-LEVEL, COMMUNITYWIDE INTERVENTION TO MITIGATE THE IMPACT OF COVID-19



A CURATED, ONLINE DIRECTORY OF RESOURCES IN SPANISH

The image shows a screenshot of the CRISOL website, which is a curated online directory of resources in Spanish. The website features a blue header with the CRISOL logo and navigation links. The main content area is divided into several sections, including a welcome message, a section for COVID-19 tests, and a section for various resources. The COVID-19 tests section includes a list of symptoms and a link to a directory of testing sites. The resources section includes links to various services such as substance abuse, economic aid, education, and mental health.

CRISOL
Comunidades Resilientes, Sostenibles y Organizadas por Líderes

PROYECTO CRISOL RECURSOS PARA LA COMUNIDAD LATINO HEALTH COLLECTIVE (LHC)

Bienvenido

El punto de *encuentro* para la comunidad latina

Una comunidad informada

Durante la emergencia global del COVID-19 los servicios brindando apoyo, muchas de manera virtual y algunas de manera presencial para preguntar

Ingrese aquí para descargar material informativo

Aquí encontrará recursos disponibles

- Abuso de Sustancias
- Ayuda Económica
- Educativos
- Aprende Inglés
- Médicos
- Salud Mental

Pruebas de COVID-19

Esta información no sustituye el consejo de un médico. Nuestra organización niega toda garantía o responsabilidad por el uso que usted le dé a esta información.

Para una lista y mapa actualizados de los lugares donde realizarse la prueba visite la web del departamento de salud de la ciudad: <https://www.phila.gov/covid-testing-sites/#/>

Para los eventos semanales de los sitios de prueba móviles de COVID-19 visite: <https://www.phila.gov/the-latest/all-events/?category=Mobile%20testing%20sites%20for%20COVID-19>

¿Debo realizarme la prueba?

Recuerde que si **NO** presenta síntomas no es recomendable que se realice la prueba. Si usted cree haber estado expuesto al virus y no presenta síntomas, permanezca en casa, evite el contacto con otras personas y observe la aparición de cualquier síntoma.

Síntomas a tener en cuenta:

- Tos seca
- Dificultad para respirar (sentir que le falta el aliento/aire)
- Fiebre
- Cansancio

Otros síntomas menos frecuentes:

- Dolores musculares
- Congestión nasal
- Dolor de cabeza
- Dolor de garganta
- Escalofríos
- Pérdida del olfato o gusto
- Diarrea

*Si los síntomas empeoran llame a su doctor o vaya a

USO UN TAPABOCAS para mantener a mi familia seguros

A PEER-DRIVEN PROGRAM



- Based on the Popular Opinion Leader (POL) model
 - Diffusion of innovations theory
 - Freirean & empowerment education
- Trusted community members trained to:
 - Educate peers, dispel myths
 - Modeling healthy behaviors
 - Connect peers to services
 - Bring feedback to organizations
- 2 phases
 - Training – 16-hour virtual training (Asynchronous-synchronous)
 - Homework
 - Community Outreach – 9 months
 - Bi-monthly booster meetings

CRiSOL
Cultivating Resilient & Strong Opinion Leaders

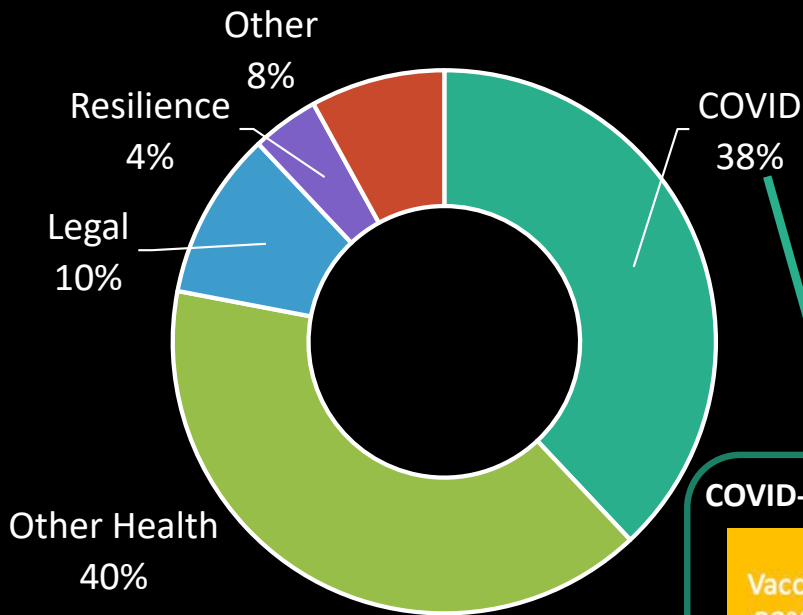
Training & Dissemination

- 14 community leaders trained
 - 16-hour virtual training
 - 93% fidelity
 - 100% attendance
 - 9.6 satisfaction (0-10 scale)
- 11 leaders active over 9-month outreach period
- >8,000 intentional interactions with community members

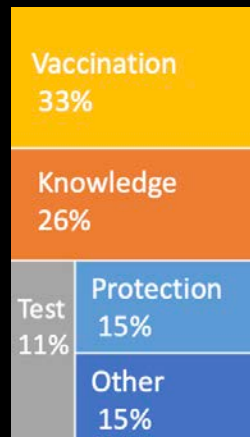
MODULE	CONTENT
1	Covid-19 Information
2	Connecting to Services - Panel with Organization
3	Skills I - Communication, Motivational Interview & Resilience
4	Skills II - Leadership, Professionalism, Research & Ethics

COMMUNITY OUTREACH*

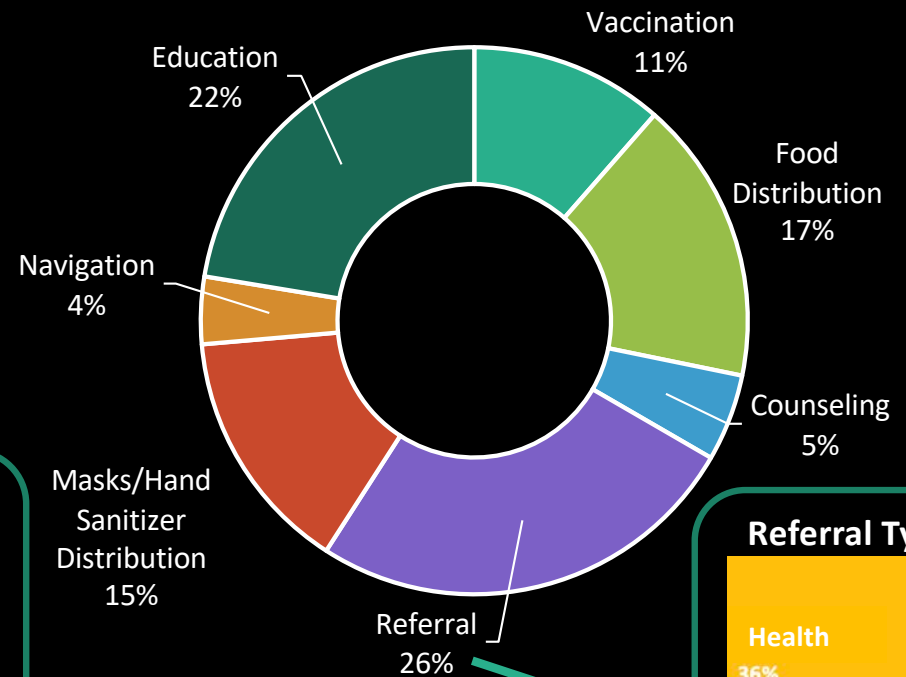
Topics Discussed with Contacts



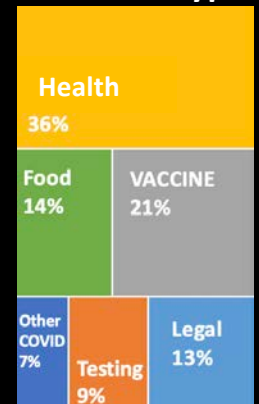
COVID-19 Topics



Help Offered to Contacts



Referral Type



*Preliminary results



A LATINO HEALTH COLLECTIVE

- Latino-serving agencies, city officials, Consulate staff, and others, convened by academic partner
- Regular monthly town hall meetings, starting in April 2020
 - Identifying needs
 - Sharing information and other resources
 - Facilitating dialogue and collaboration
 - Advising and advocating for resource allocation, service design
- Ongoing communication through email listserv

ACTIVITIES AND PRODUCTS

23

town hall meetings

+60

organizations

+150

individuals

Protective equipment for staff

Access to testing supplies and training

Pop up testing sites

Community-based vaccination sites

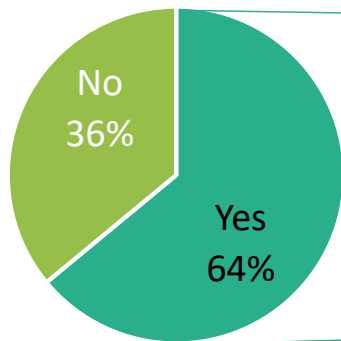
Dissemination of information

Reducing barriers to testing

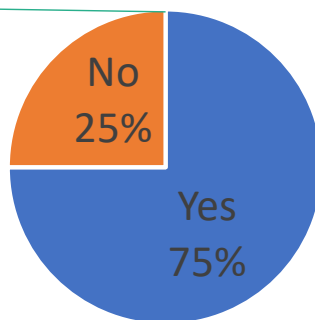
Reducing barriers to vaccination

Recommendations for vaccine equity

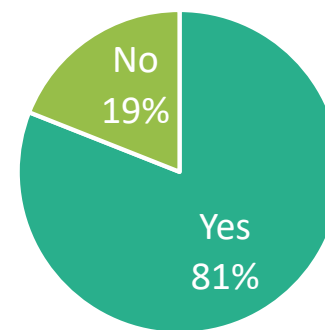
Aware of Latino Health Collective



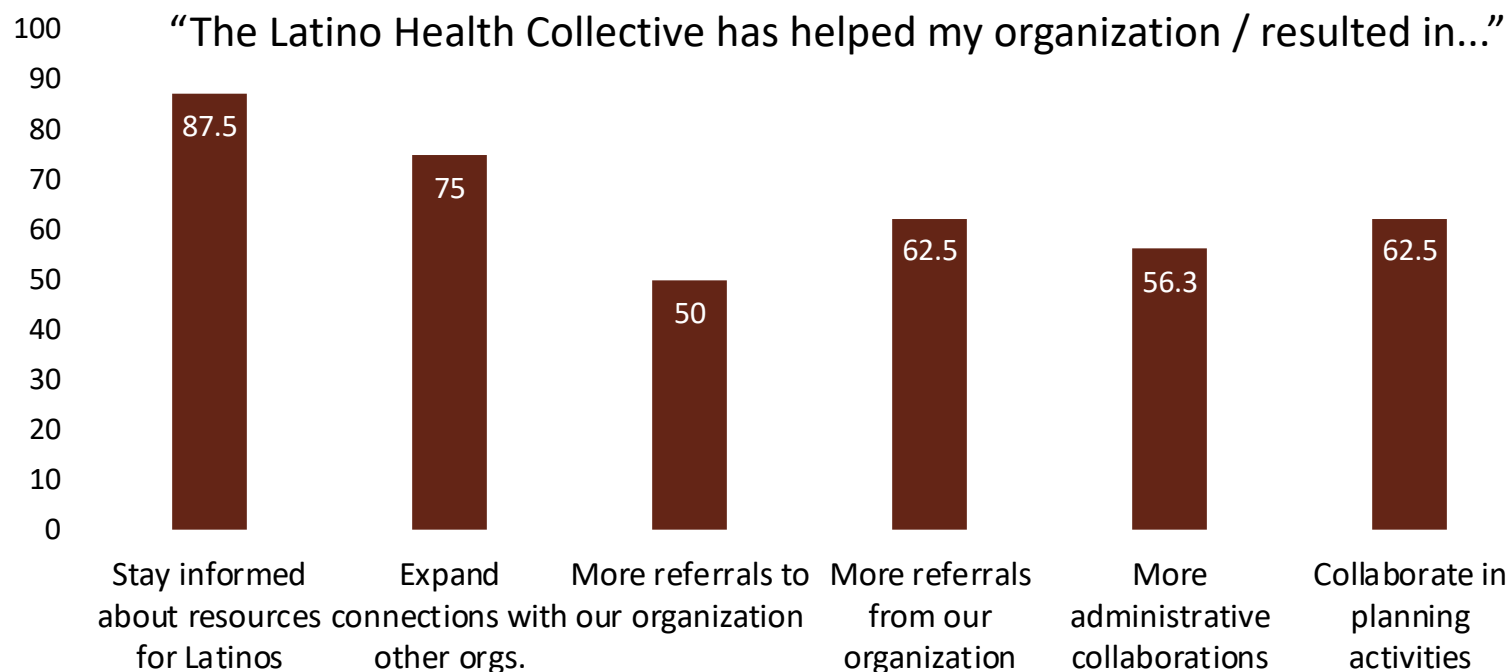
Included in LHC Listserv



Organization participates in LHC



“The Latino Health Collective has helped my organization / resulted in...”

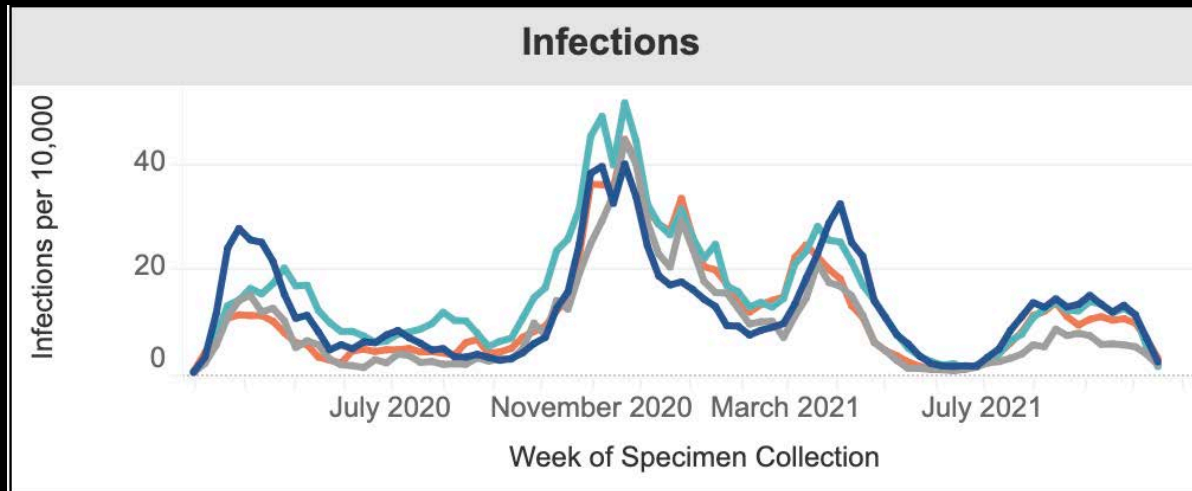


% Completely/somewhat agree

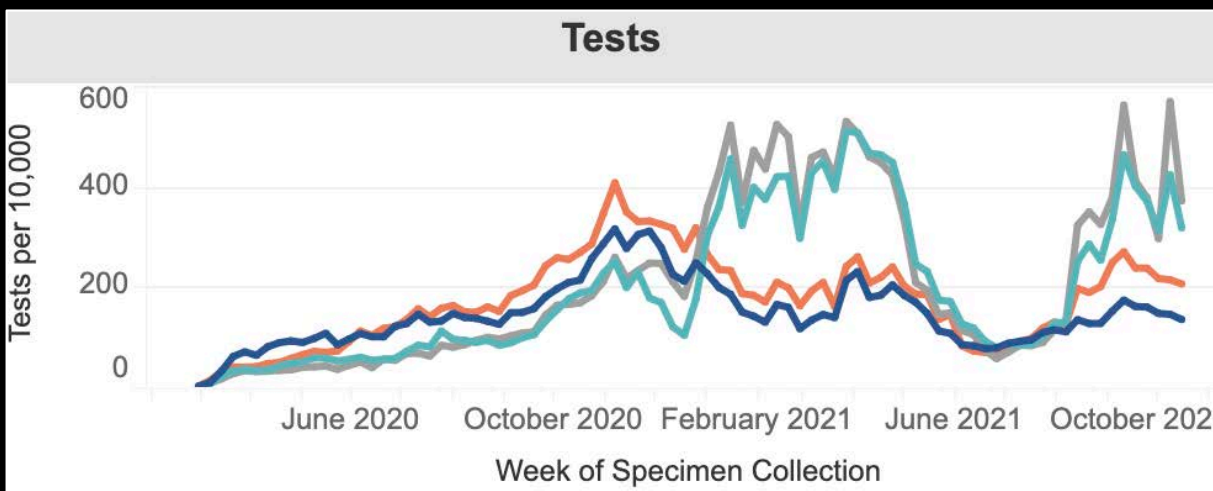
*Preliminary results

HELPING TO CHANGE THE TRENDS

■ African American
 ■ Hispanic
 ■ Asian
 ■ White

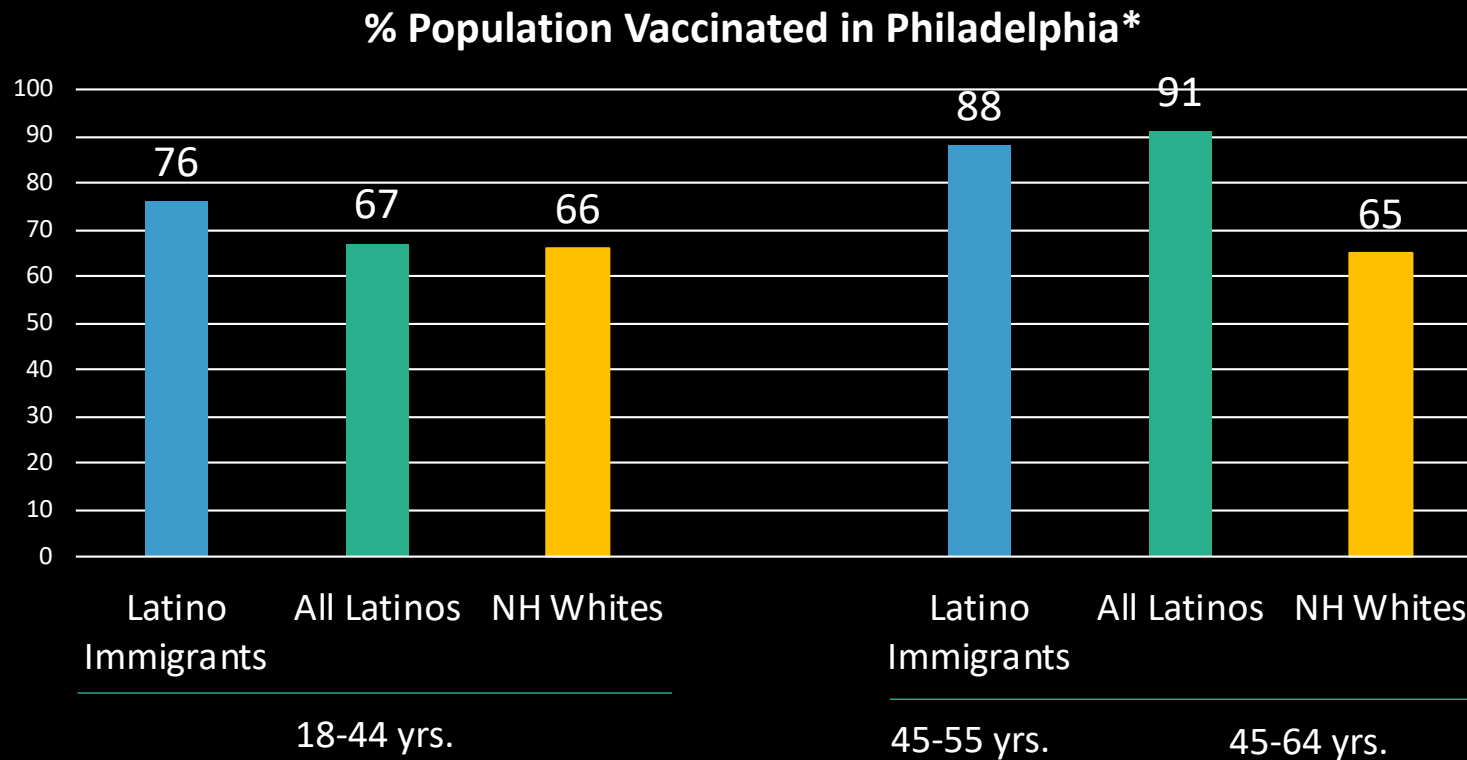


**Rates per 10,000,
 Week of 10/24**
 Hispanic: 4.5
 White: 6.6




Rates per 10,000
 Hispanic: 334.9
 White: 209.1

IMPACT ON COVID-19 VACCINATION RATES



* At least 1 dose of vaccine

CONCLUSION

- Community-based, grassroots responses tailored to local needs can reduce disparities in COVID-19 in ethnic and migrant communities
 - Multiple partners bring different, complementary resources to reduce the gaps
 - Potential for sustainability beyond specific research funding streams
 - A template for future work focused on other health issues
 - More research to further evaluate these approaches is challenging but imperative
- 



Questions?

Thanks to Yoshiaki Yamasaki, Mariana Lazo-Elizondo, Cristina Perez, Claudia Zumaeta-Castillo, Omar Martinez, Haruko Arango-Kautz, and our wonderful team of community leaders!!

For more information, please contact Ana Martinez-Donate at apm78@drexel.edu