

EDUCATION, ENGAGEMENT, AND OUTREACH DURING A PANDEMIC

Focused Outreach for Community Health Workers

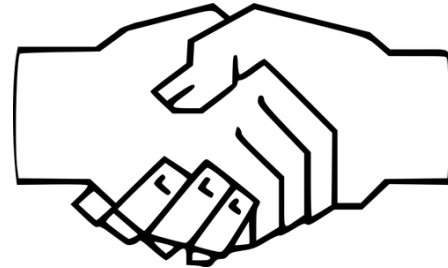


Learning Objectives

- Participants will be able to understand, identify, summarize, and implement educational components related to COVID-19 to conduct outreach in targeted areas of Palm Beach County.
- Participants will develop and implement engagement strategies for conducting outreach.
- Participants will construct and implement the components of an outreach plan tailored to working with targeted populations during COVID-19.

Ground Rules

- Video on (as much as possible, please)
- Mute yourself to limit background noise
- Allow one person to speak at a time
- Raise hand or use chat box if you have questions or something to add
- Come back from breaks on time



Icebreaker

Tell us your name,
organization, and...



what do you bring to this work?

Overview of COVID-19

- COVID-19 (coronavirus) is an illness caused by a virus that can spread from person to person.
- The virus that causes COVID–19 is a new coronavirus that has spread throughout the world.
- COVID-19 symptoms can range from mild (or no symptoms) to severe.

Symptoms of COVID-19

People with COVID-19 have had a wide range of symptoms reported – ranging from mild symptoms to severe illness. Symptoms may appear **2-14 days after exposure to the virus**. People with these symptoms may have COVID-19:

- Fever or chills
- Cough
- Shortness of breath or difficulty breathing
- Fatigue
- Muscle or body aches
- Headache
- New loss of taste or smell
- Sore throat
- Congestion or runny nose
- Nausea or vomiting
- Diarrhea
- Other

This list does not include all possible symptoms. CDC will continue to update this list as we learn more about COVID-19.

Life-Threatening Symptoms of COVID-19

- Bluish lips or face
- Severe and constant pain or pressure in the chest
- Extreme difficulty breathing (such as gasping for air or being unable to talk without catching your breath)
- Severe and constant dizziness or lightheadedness
- Unconscious or very difficult to wake up
- Slurred speech or difficulty speaking (new/worsening)
- Seizures
- Signs of low blood pressure (too weak to stand, light headed, feeling cold, pale, clammy skin)

Introduction to Project

What we're doing:

Utilize the Community Health Worker (CHW) model to provide a wide range of COVID-19 related services, all designed to mitigate the negative effects, and resulting disparities, of this epidemic on our community's health, safety and quality of life.

- **Provide Education**
- **Conduct Linkage**
- **Facilitate Access**

Our Impact

Assisting Contact Tracers in their efforts to reduce the spread of COVID-19 in Palm Beach County:

- Mitigate negative impacts and disparities due to COVID-19
- Link vulnerable populations to services (health care, human, social)
- Assist individuals navigate the health and social systems
- Ensure appropriate treatment and support is received
- Leverage resources to bring services to individuals and communities that wouldn't otherwise be able to access them.

What can we do today to get you prepared?

Community Partners



What is a Community Health Worker?

a frontline worker who is a trusted member of and/or has an unusually close understanding of the community served.

Serves as a liaison/link/intermediary between health/social services and the community to facilitate access to services and improve the quality and cultural competence of service delivery.

Roles of CHWs

- Screening and health education
- Outreach, enrollment, and information agents
- Extension of care delivery teams
- Patient navigators
- Community organizers



What CHWs will be doing

Working *with* the community

- Go where the people are
- Minimize barriers
- Share resources

Making adjustments as needed, with input from the community

- Sub-populations affected
- Emerging challenges and needs
- What's working (and what's not)

What CHWs Will Not Be Doing

- Providing COVID-19 testing
- Contact tracing
- Clinical care



Providing Education During COVID-19

Target Audience



Target ZIP Codes

33403 - Lake Park

33408 - Juno Beach/North Palm Beach

33410 - Palm Beach Gardens

33418 - Palm Beach Gardens/Riviera

33458 - Jupiter

33469 - Tequesta

33477 - Jupiter

33478 - Jupiter

Who is your community?

What brings you to this work?

Your why?

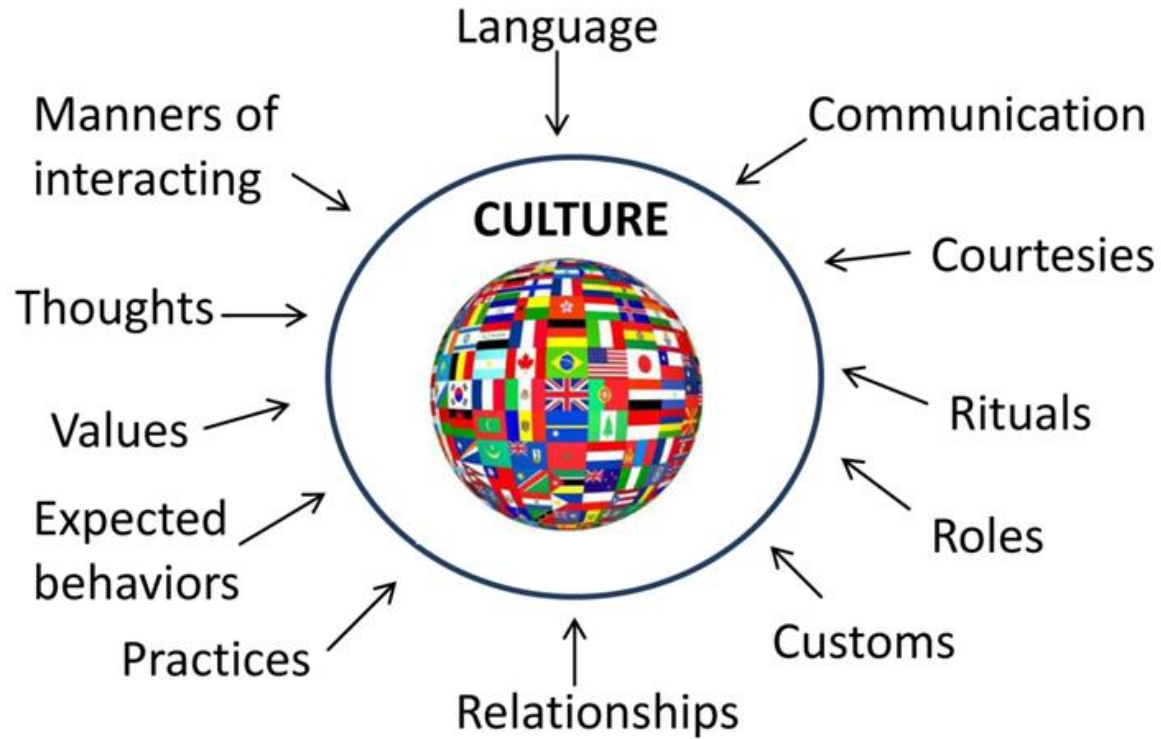
Target Audience Considerations



- Cultural norms
- Language spoken
- Geographically
- Health literacy levels
- Trust voices (community ‘champions’)
- Best time/day to reach
- Preferred channels of communication
 - Printed materials, e.g. flyers
 - Social media
 - Radio
 - Newspaper
 - Community boards



What is Culture?



What are other examples of culture?

Health Literacy

“The degree to which an individual has the capacity to obtain, communicate, process, and understand basic health information and services to make appropriate decisions.”

Tasks that require health literacy:

- Access health care services
- Analyze relative risks and benefits
- Calculate dosages
- Communicate with healthcare providers
- Evaluate information for credibility and quality
- Interpret test results
- Locate health information



Health Education

Any combination of learning experiences designed to help individuals and communities improve their health, by increasing their knowledge or influencing their attitudes.



*Diabetes Self-Management Workshop
Okeechobee, FL*

Lake Okeechobee Rural Health Network

Health Education ≠ Outreach

Health Education

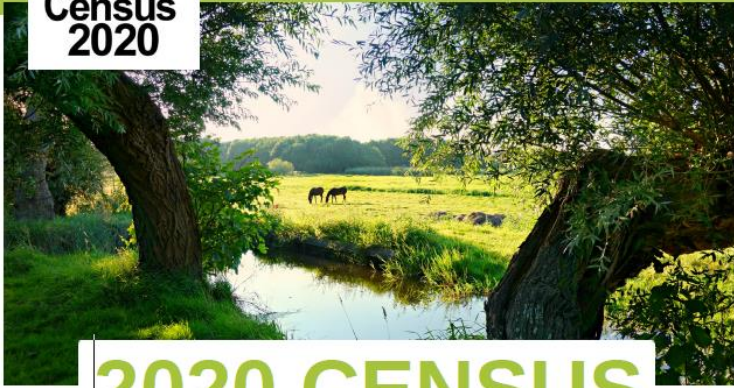
- *Share* information
 - Flyers
 - Presentations
 - Group or single
 - Carrying information

Outreach

- *Identify* those in need
 - Sign-ups
 - Make appointment
 - Just-in-time response
 - Carrying a message

Education via Flyers

- Consider font size
- Simple to understand, concise, call to action
- Focus on images/icons to convey messages
- Always include contact information (including website & social media)
- Be cautious with colors (consider color-blindness/sensitivity)
- What does *your audience* want to know?



2020 CENSUS

RURAL COUNTS IN SOUTHEAST FLORIDA

The 2020 Census statistics will assist municipal, state, and federal lawmakers make decisions about how billions of dollars in public funds are allocated over the next ten years for health care, (hospitals, Medicare and Medicaid) roads and bridges, schools, emergency services, and more.



Business

Determine where to open new business, hire employees, + more.



Roads & Transit

Highway planning and construction, grants for buses and other public transit systems.



Education

Title IX funding, Head Start, college and adult education grants, and more.



Food

National School Lunch Program, Supplemental Nutritional Assistance Program (SNAP)

LORHN is a 2020 Census partner aiming to increase the response rate in rural Palm Beach and Martin Counties. Partner with us to help share information and increase access to devices and WiFi to respond to the online questionnaire.

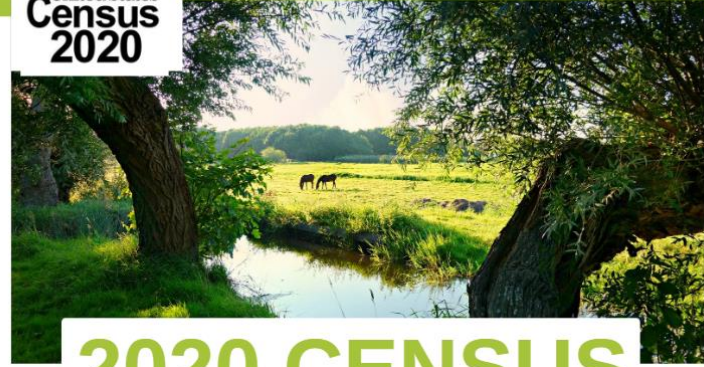


www.lorhn.org
561-557-9273

www.my2020census.gov

Shape
your future
START HERE >

United States
**Census
2020**



2020 CENSUS

RURAL COUNTS IN SOUTHEAST FLORIDA



The 2020 Census statistics will assist municipal, state, and federal lawmakers make decisions about how billions of dollars in public funds are allocated over the next ten years.

My2020Census.gov | 844-330-2020 | Mail In



Business



Childcare



Roads & Transit



Healthcare



Education



Housing



Food



Senior Services



Your responses are safe and secure. Under Title 13, your information cannot be shared and is only used for statistical purposes to determine population needs.



www.lorhn.org
561-557-9273

www.my2020census.gov

Shape
your future
START HERE >

United States
**Census
2020**

Education via Presentations

- Consider font size and spacing
- Use images
- Icebreaker for introductions (if feasible)
- Incorporate videos, activities, engagement (when feasible)
- Speak up; speak slowly and clearly
- Give time for questions
- Hands-on when possible
- What is the *why? What do I get out of participating?*

Channels of Communication



- Phone/Text
- Social Media
- Flyers
- CommunityPartners
- Community Based Organizations
- Faith-based organizations
- Government
- Mail
- Internet
- Where people shop and hang out
- Home delivery services
- Mobile apps
- Community boards
- Newspaper, magazines
- Radio

Sharing Information & Resources

Always use trusted sources

Florida Department of Health	flhealthcovid19.gov
U.S. Center for Disease Control & Prevention (CDC)	cdc.gov/coronavirus
Palm Beach County Community Services	discover.pbcgov.org/coronavirus
National Association of Community Health Workers (NACHW)	nachw.org/covid-19-resources/
Partners In Health	pih.org
Southeast Telehealth Resource Center	setrc.us

Government source - .gov | Education source - .edu

Information to ‘carry’

- COVID-19 testing sites
- COVID-19 prevention
- Safety nets for health care (e.g., FQHC, free clinics)
- 2-1-1 Guides (English, Spanish, Creole)
- Food banks and distribution schedules
- Unemployment application
- Health insurance options (e.g., Marketplace, Medicaid, KidCare)

CombatCOVID PBC

Mobile app that alerts you if you've been in contact with someone that reports a positive test.

FREE Download



Accessing Information

- Develop a relationship/point of contact for referring organizations
- Maintain a rolodex/guide of resources and contact people
- Share flyers, brochures, etc.
 - Always ask someone for information/literature if you're asking them to share for you too
- Create a 'bookmark' list of applications and resources you may need to access often
- Check regularly for COVID-19 updates; join appropriate mailing lists
- Search for resource guides or directories from other organizations, e.g. health councils, coalitions, hospitals, other large organizations.

BREAK

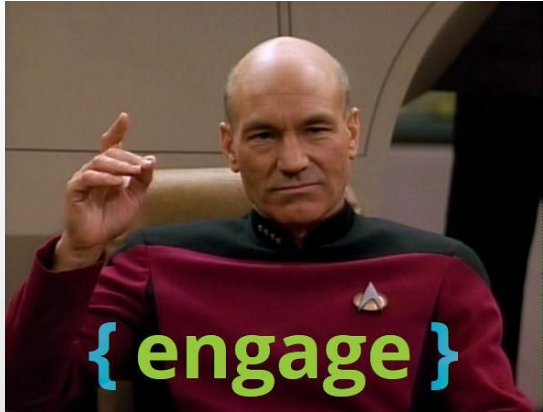


Engaging Consumers During COVID-19

en·gage·ment

/in 'gājmənt, en 'gājmənt/

1. a formal agreement to get married.
2. an arrangement to do something or go somewhere at a fixed time.



Synonyms:

Commitment

Assurance

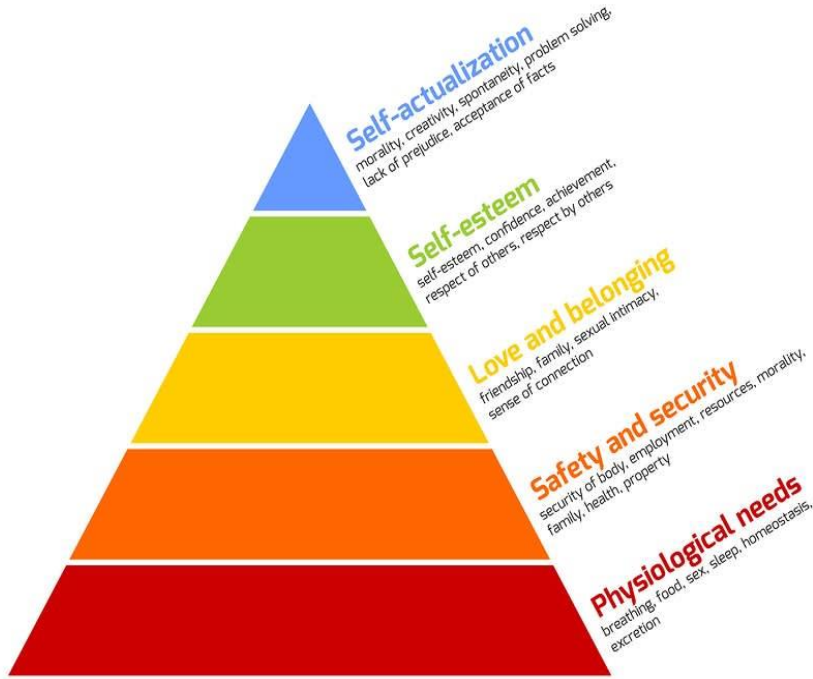
Obligation

Undertaking

Bond

Vow

Engagement 101



- Respect them & their time
- They may be ill
- They may have lost a family member or friend due to COVID-19
- Validate people where they are
- People want to know what's in it for them (WIFM)
- People bring prior experience and knowledge with them
- People enjoy speaking too
- People have preferences and prejudices that may not be overcome in a one-shot meeting.

Engagement - COVID-19 Myths



Centers for Disease Control

<https://www.cdc.gov/coronavirus/2019-ncov/daily-life-coping/share-facts.html>

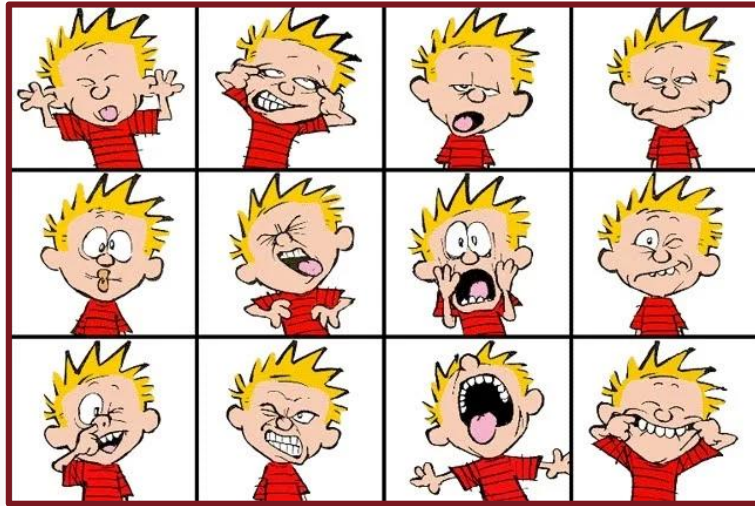
World Health Organization Coronavirus disease (COVID-19) advice for the public: Mythbusters
<https://www.who.int/emergencies/diseases/novel-coronavirus-2019/advice-for-public/myth-busters>

Challenges for Consumers & CHWs Outreach During COVID-19

- Stigma/shame
- Isolation
- Loss and grief
- Loss of companionship during illness
- Difficulty of providing human touch and empathy
- Anxiety/Depression/Panic Attacks
- Fear of transmission
- Uncertainty of lack of knowledge and knowing what is true
- Inadequate clinical tools, effective treatment, or a vaccine
- Social Media overload
- Trauma/Abuse/Domestic Violence
- Working Conditions – heat, PPE, exposure to COVID-19
- Risk to your own family
- Our own cultural and linguistic competence
- Hierarchy of needs is the priority
- Trust
- Confidentiality
- Underlying physical health or mental health conditions
- Finding hard to reach populations
- Immigration status/fear
- Healthcare access/coverage
- Lack of a primary health care provider

Engagement 201

Nonverbal Communication



Facial Expressions

Gestures

Paralinguistics

Body Language

Posture

Proxemics

Eye Gaze

Haptics

Appearance

Artifacts

60-80% non verbal 10% spoken 10% tone

Engagement with Individuals

- Empathy
 - **Cognitive empathy:** to know how the other person feels and what they might be thinking.
 - **Emotional empathy:** you actually “feel” physically along with the other person, as though their emotions were contagious
 - **Compassionate empathy, or empathic concern:** you not only understand a person’s predicament and feel with them, but are spontaneously moved to help, if needed.

Engagement 301

Community/Group Engagement

- Look around you - know your audience and surroundings.
- Pay attention to your body language.
- Do not think your message does not resonate with the receiver.
- Be consistent in your messaging in person and media.
- If you speak to a larger audience or one on one:
 - Hold your shoulders back, head high, speak clearly and in a volume which reflects where you are speaking.
 - Monotone is boring - Tone, pitch and speed matter.

Knowing Your Community

What do you know about the community you will be serving?

- Demographics (race, ethnicity, language, age, etc.)
- Geographics
- Trusted voices (potential partners)
- Strengths
- Challenges & needs
- Preferred channels of communication



Engagement: Knowing Key Assets



01

Local Residents

Skills, experiences, passions, culture, capacities and willingness to contribute

02

Local voluntary clubs, associations or networks

Athletic, cultural, social, faith-based, groups powered by volunteer members

03

Local Institutions

Schools, libraries, parks, police station, business, nonprofits

04

Physical assets

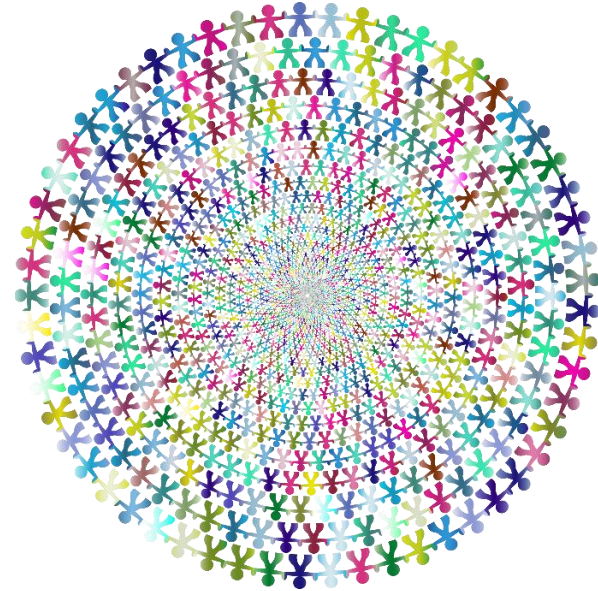
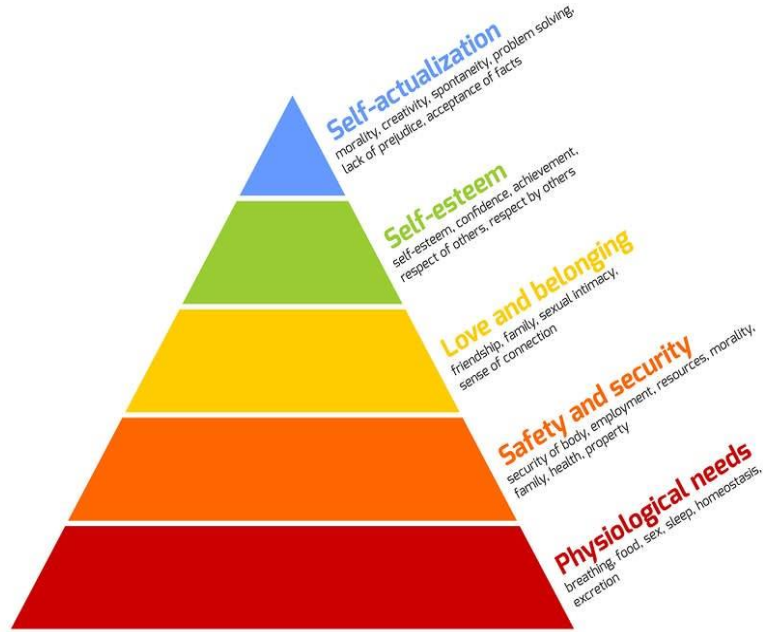
Land, buildings, transportation

05

Economic Assets

What people are producing/consuming, businesses, informal exchanges, bartering relationships

Wrap Up – Engagement During COVID-19



BREAK



Outreach During COVID-19

Mary's Story

Mary, a single mother of three, worked as an office administrative assistant at a nursing home and was the breadwinner of the family. Due to being immunocompromised and for the safety of her young children, Mary decided to take leave for COVID-19 when she found out a resident was contracted COVID-19. Days had passed when Mary had received a call from her supervisor who said they had to let her go. Mary's world crashed. She did not know what to do or who to seek help from. She was confused and unaware of how to access resources. She felt helpless. She reached out to a Community Health Worker for further guidance.

How can we help Mary?

Ways to help

- Reassure, but do not overpromise!
 - Comforting and reassuring a consumer that you will do your best to help her navigate and find resources that can assist them will ease them to talk to you about their needs.
 - We can only navigate and link resources for the client. Do not state that they will be receiving something if you aren't entirely sure.
- Link to resources by reaching out to your community partners and trusted voices
 - Rental Assistance- Palm Beach County Community Resources
 - Food Stamps- Florida Department of Children and Families
 - Unemployment- Florida Department of Economic Opportunity
 - Medical Assistance-Community Health Center, MyClinic

Trusted Voices

- Family
- Friends
- Neighbors
- Landlords
- Faith Based Leaders
- Physicians
- Teachers/Coaches
- Community Partners/Organizations
- Librarians



Social Media



- Engage yourself with groups and promote your work
 - Virtual Fairs
 - Community Meetings via Zoom
 - Utilize social media platforms to host live chats with consumers
 - Follow other organization pages
 - Share in large groups (ex. 'Jupiter Moms', barter/sell, news, etc.)



P.L.A.N. Your Outreach

- Preparation
- Location
- Audience
- Needs



SMART Goals



Outreach Planning Template

Strategy/Task	Responsible Party	Timeline	Expected Outcome	Measurement	Status/Progress
<i>Educate target zip code about COVID-19</i>	<i>Ashnika</i>	<i>Weekly</i>	<i>Target audience is informed about COVID and how to prevent the spread, i.e. wear a mask, social distance, handwash, isolate and quarantine when appropriate.</i>	<ul style="list-style-type: none"> • <i>Number of materials shared</i> • <i>Partner list created</i> • <i>Events/meetings attended</i> • <i>Presentations provided</i> 	
<i>Find and connect 'Patients Under Investigation' (PUIs) with Contact Tracer</i>	<i>Tiffany</i>	<i>As needed</i>	<i>Locate PUI and connect them with Contact Tracer for assessment, guidance, linkage to resources and information</i>	<ul style="list-style-type: none"> • <i>Number of patients found and linked with Contact Tracer</i> 	

Your turn!

Thank You

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