

STRENGTH IN  
UNITY

**NACCHO Learning Collaborative**  
**Week Nine**  
**July 28, 2022**



# AGENDA

## Community Updates

- Rebirth, Inc.
- Haitian Development Center of Delmarva

## COVID-19 Clinical Update

- Dr. Ed Zuroweste

## Capacity Review

- Health Communication for Health Promotion

## Community Discussion

- Monkeypox

## Evaluation Survey

Successes?

Challenges?

General updates from the community?



COMMUNITY UPDATES



# CLINICAL UPDATES

DR. ED ZUROWESTE

JULY 28, 2022

# KNOW YOUR COMMUNITY LEVEL- CDC

In Wicomico County, Maryland, community level is

**Medium.**

- Stay up to date with COVID-19 vaccines.
- Get tested if you have symptoms.
- Consider masking and other precautions.
- Report at home positive tests.

Updated on July 21, 2022

\*Data provided by CDC with updates every Thursday by 8pm ET

\*The [COVID-19 community level](#) is determined by new COVID-19 admissions and inpatient beds metrics, based on the current level of new cases per 100,000 population in the past 7 days.

## WHAT'S A COVID-19 COMMUNITY LEVEL?

- It's a new tool to help communities decide what prevention measures to take based on the latest data
- Every community in the United States is classified as:

### Low

Limited impact on healthcare system, low levels of severe illness

### Medium

Some impact on healthcare system, more people with severe illness

### High

High potential for healthcare system strain; high level of severe illness



[cdc.gov/coronavirus](https://cdc.gov/coronavirus)

# NOVAVAX

- Novavax is a protein-based coronavirus vaccine.
- Different from Pfizer and Moderna's mRNA vaccines, relies on older technology used for years to make other vaccines (flu shots).
- Authorized as a primary series for those who are still unvaccinated.



# BOOSTING WITH NOVAVAX?

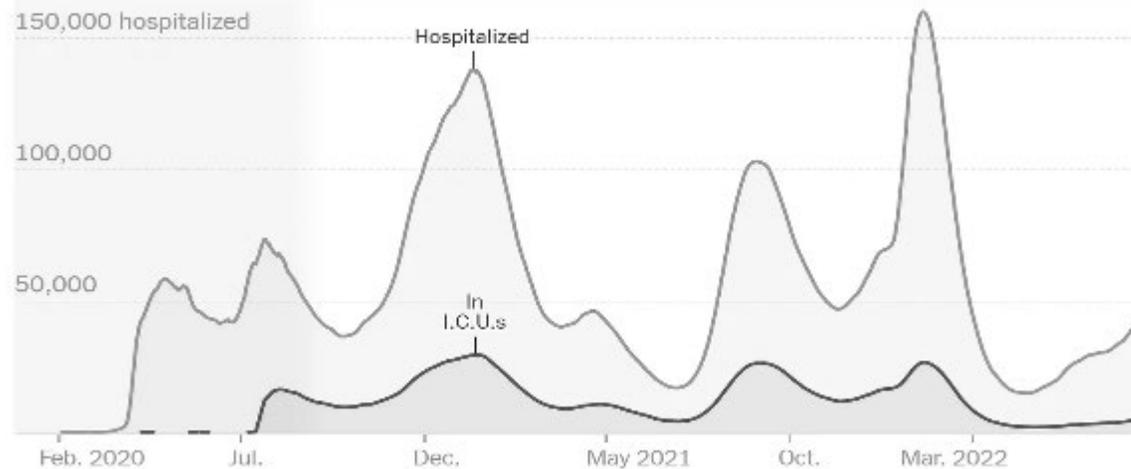
- While current authorization does not recommend Novavax as a booster (yet) it may be an option down the road.
- In trials, the Novavax booster had about the same response as 3 mRNA doses.
- REMINDER: Get boosted now, if eligible. Do not wait for a Novavax booster.



# VARIANT BA.5 UPDATE

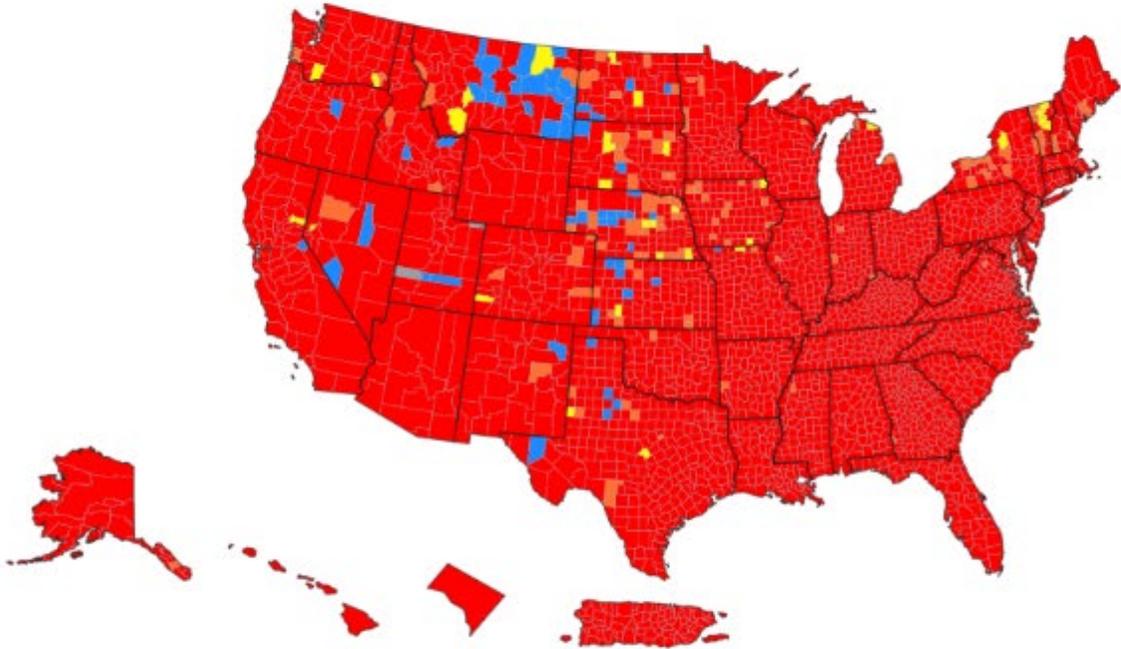
## Covid patients in hospitals and I.C.U.s

Early data may be incomplete.



- We are in the middle of a wave with no sign of cases peaking in the US.
- Omicron BA.5 now accounts for 78% of cases.
- Hospitalizations increasing slowly but ICU admissions (severe COVID-19) remain steady.
- Most people hospitalized are older and unvaccinated or not up-to-date with vaccines.

# Community Transmission of All Counties in US



Community Transmission in US by County

	Total	Percent	% Change
High	3017	93.64%	0.53%
Substantial	114	3.54%	- 0.78%
Moderate	31	0.96%	- 0.5%
Low	58	1.8%	0.71%

[How is community transmission calculated?](#)

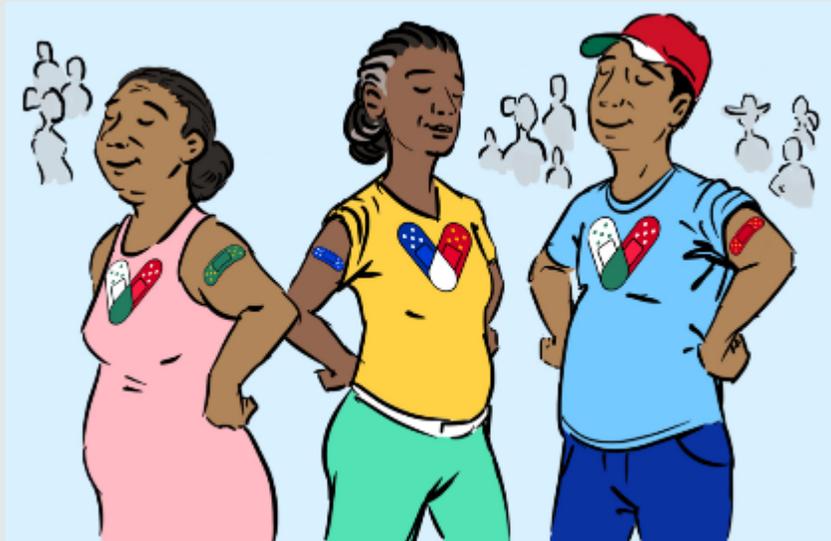
● High ● Substantial ● Moderate ● Low ● No Data

[www.cdc.gov](http://www.cdc.gov): Current 7-days is Wed Jul 20 2022 - Tue Jul 26 2022 for case rate and Mon Jul 18 2022 - Sun Jul 24 2022 for percent positivity.

# WHAT'S THE BOTTOM LINE?

If you don't want to get sick or want to protect the most vulnerable in your community:

- Get Vaccinated/Get Boosted!
- Layer your protection measures!
- If you have symptoms, test!



CAPACITY REVIEW:

H E A L T H

C O M M U N I C A T I O

N F O R H E A L T H

P R O M O T I O N



## What Kind of Communications Campaigns Are We Talking About?

- Hyper-local
- Community-informed
- Strategy-informed
  - Best Practices and Data
- Examples: Local community-based public health, social change, or social action campaigns
  - MCN's NRC-RIM sponsored 'Vaccination Is...' Campaign
- NOT – Mass-communication campaigns
- NOT – Political, marketing, large-scale social movement campaigns, etc.

**OVERALL CAMPAIGN DESIGN GOAL:**  
Reframe misinformation, spread awareness about facts, or persuade opinions through using a **framework** which maximizes impact **by using best practices for culturally and linguistically relevant campaigns.**

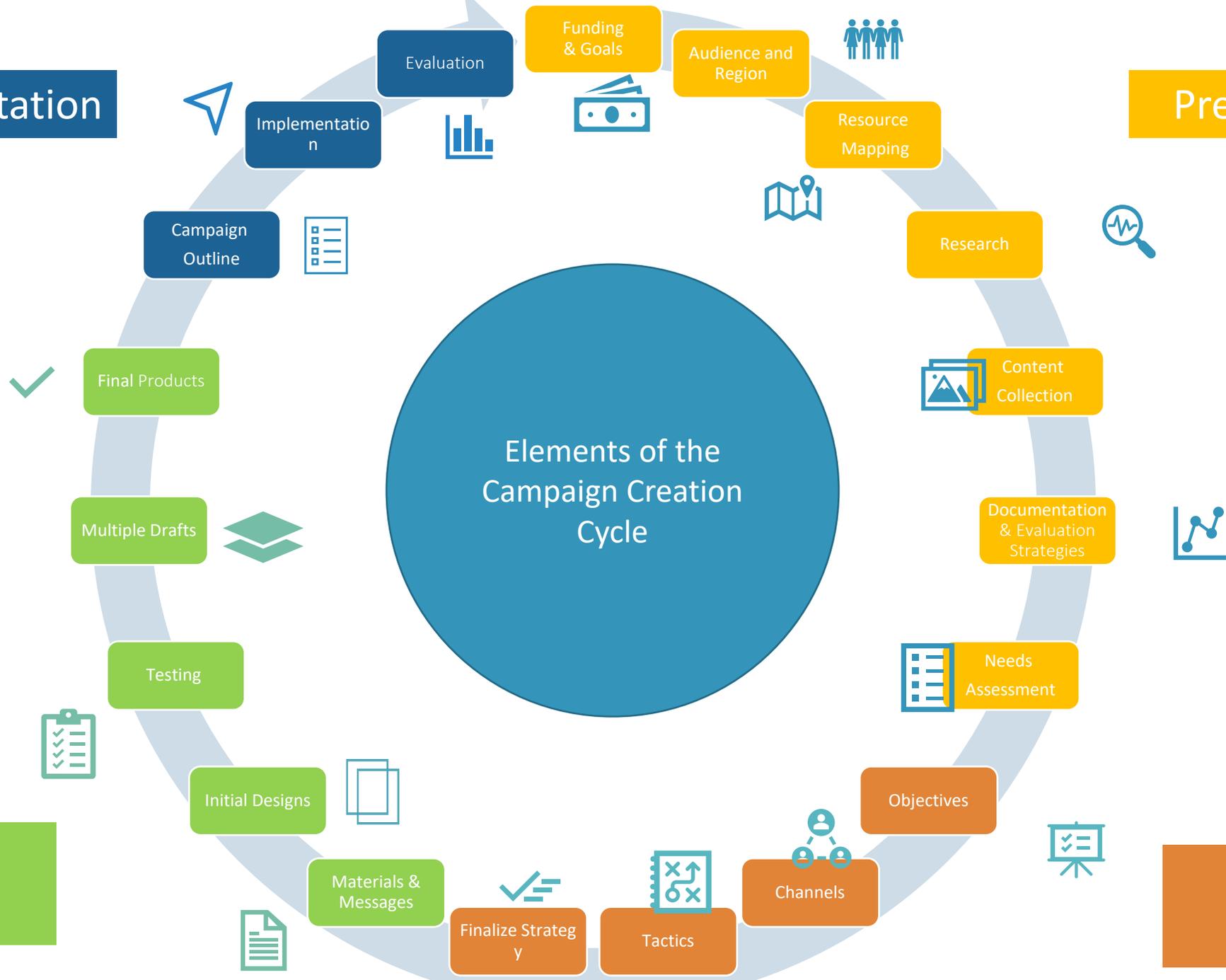
# Elements of the Campaign Creation Cycle

## Implementation

## Pre-Design

## Material Design

## Strategy Design



# Research: Explore Communication Strategies and Materials

## Your Community

- What is already being done
- What is working
- What is not working



## Other Similar Communities

- What is being done
- What is working
- What is not working

# COLLECTION OF PHOTOS AND VIDEOS FOR CAMPAIGN MATERIALS

## Best Practices:

Feature people and environments that look and sound like your target audience and the area they live in.

Testing is critical to ensure relevance.

**VACUNACIÓN ES ESPERANZA**

vacúnate contra el COVID-19

inscríbete aquí  
[www.coronavirus.maryland.gov/pages/vaccine](http://www.coronavirus.maryland.gov/pages/vaccine)

**VACUNACIÓN ES FORTALEZA**

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**PARA MÍ, VACUNACIÓN ES PROTECCIÓN**

COVID-19 • YO ME LA PUSE. VACUNA CONTRA

**PARA MÍ, VACUNACIÓN ES FORTALEZA**

COVID-19 • YO ME LA PUSE. VACUNA CONTRA



# COMMUNICATION CHANNELS



## One-On-One:

- Friends
- Family
- Physicians
- Religious Leaders
- Community Leaders



## Social Media:

- Facebook
- WhatsApp
- Twitter
- Instagram
- TikTok



## Other:

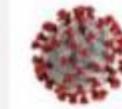
- Flyers
- Newspaper
- TV News Stations
- Radio
- And Many More!

## CONSIDER CHANNELS..

- Community mentioned during Needs Assessment
- Community did not mention, but staff know are successful
- Staff are familiar using
- Staff have time to learn to use, and are relevant
- Current or potential partners use

# COVID-19 Information and Resources

- COVID-19 General Resources
- Farmworkers and Essential Workers
- CDC/OSHA Guidance for Employers and Businesses
- Low-Literacy and Multilingual Resources
- COVID-19 Vaccine Resources
- COVID-19 Resources for Pregnant People
- Respirators and Masks
- Emotional Support
- Tools Against COVID-19 Misinformation
- MCN Policy Statements on COVID-19
- Webinars Related to the COVID-19 Pandemic
- MCN's COVID-19 Blog



## The COVID-19 Pandemic Information and Resources

[leer en español](#)

### Table of Contents

[COVID-19 General Resources](#)

[Farmworkers and Essential Workers](#)

[CDC/OSHA Guidance for Employers and](#)

[Businesses](#)

[Low-Literacy and Multilingual](#)

[Resources](#)

[COVID-19 Vaccine Resources](#)

[COVID-19 Resources for Pregnant](#)

[People](#)

[Respirators and Masks](#)

[Emotional Support](#)

[Tools Against COVID-19](#)

[Misinformation](#)

[MCN Policy Statements on COVID-19](#)

[Webinars Related to the COVID-19](#)

[Pandemic](#)

[MCN's COVID-19 Blog](#)

We at Migrant Clinicians Network have a priority to support both clinicians and the vulnerable patients they serve. MCN continually develops strategies and resources to support health centers, health departments, community groups, and clinicians as they reach out to communities that are often overlooked and give care to patients who might otherwise have nowhere to go. We remain highly concerned for the vulnerable populations that already encounter numerous barriers to health and to care.

**Recommendations are changing every day.** As new data are gathered and research is carried out, our understanding of COVID-19, how it works, how it spreads, and how to prevent it, including vaccines, is refined. Necessarily, our recommendations must adjust. Please continue to review recommendations from the CDC and adjust strategies accordingly.

**To keep up to date, please subscribe to MCN's blog.** On our blog, we regularly update our FAQ: The COVID-19 Vaccine and Migrant, Immigrant, and Food & Farm Worker Patients, available in English and Spanish. Subscribers get notified of new updates. You can also follow MCN on Facebook or Twitter.

MCN Works in Partnership with the National Resource Center for Refugees, Immigrants, and Migrants (NRC-RIM)

Please choose from the categories below for more information and recommended resources.

### COVID-19 General Resources



[VIEW RESOURCES HERE](#)

### Farmworkers and Essential Workers

Immigrant worker and migrant worker populations make up a large portion of the U.S. workforce but are disproportionately impacted by work-related illnesses.

These populations are also prone to facing health disparities due to lack of access to needed health care.



<https://www.migrantclinician.org/COVID-19-pandemic>

# COVID-19 Vaccine Awareness Campaign Resources

The screenshot shows the Migrant Clinicians Network (MCN) website. The header includes navigation links for 'About', 'Explore', 'Connect', and a 'Sign Up' button. The main content area is titled 'COVID-19 Vaccine Awareness Campaign Resources' and features a search bar, a 'Node Type: page' filter, and a 'leer en español' button. Below this is a collage of campaign materials, including a poster with the text 'UNIÓN ES ESPERANZA' and 'VACUNACIÓN ES ESPERANZA'. A paragraph of text describes the resources, mentioning the National Resource Center for Refugees, Immigrants, and Migrants (NRC-RIM) and the availability of materials in Spanish, Haitian Creole, and English. A 'Menu' sidebar on the right lists various health topics, with 'COVID-19' and 'COVID-19 Vaccine Awareness Campaign' highlighted. At the bottom, there are sections for 'Campaign Education Materials' (Print, Social Media, Images, Tools for Implementation) and 'Education', along with a footer for the 'Alianza Nacional de Campesinas: The COVID-19 Community Health Worker Vaccine Learning Collaborative'.

- **Print**
- **Social Media**
- **Images**
- **Tools for Implementation**
- **Education**

<https://www.migrantclinician.org/COVID-19-Vaccine-Awareness-Campaign-Resources>

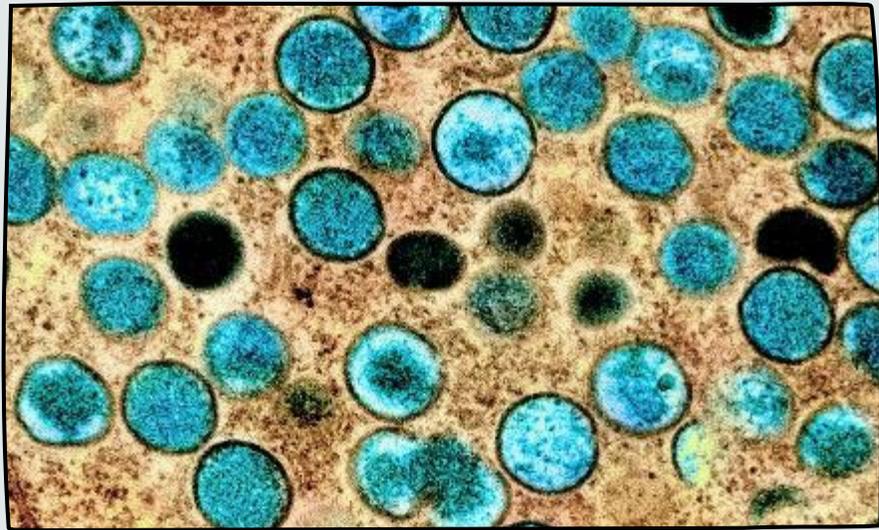
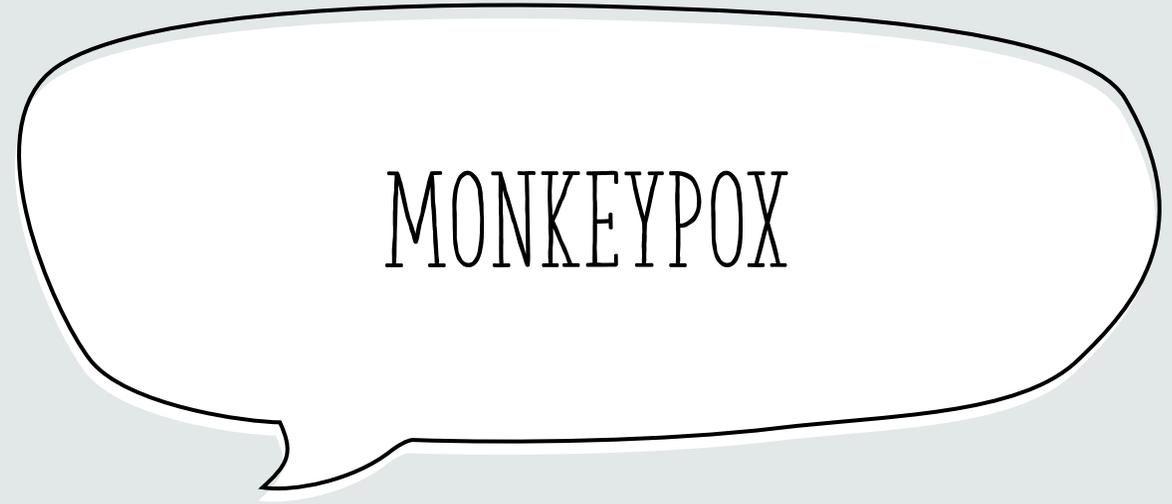


## FAQ: The COVID-19 Vaccine and Migrant, Immigrant, and Food & Farm Worker Patients

<https://www.migrantclinician.org/blog/2022/feb/faq-covid-19-and-migrant-immigrant-and-food-farm-worker-patients.html>

Register for the MCN blog here:

<http://eepurl.com/dut8EX>



1. What questions are your neighbors, acquaintances, or friends asking you about monkeypox?
2. What comments have you heard about monkeypox for which you would like more information?
3. What concerns do you have about monkeypox?

# Monkeypox: Your Questions Answered

**Blog by Dr. Laszlo Madaras**

**Read more at:** <https://www.migrantclinician.org/blog/2022/jul/monkeypox-your-questions-answered.html>

# EVALUATION SURVEY



[https://mcn.iad1.qualtrics.com/jfe/form/SV\\_bKOOy0FC0wMDJA](https://mcn.iad1.qualtrics.com/jfe/form/SV_bKOOy0FC0wMDJA)