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
Community Updates

Successes?
Challenges?
General updates from the community?
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.
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

- 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

<table>
<thead>
<tr>
<th></th>
<th>Total</th>
<th>Percent</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>High</td>
<td>3017</td>
<td>93.64%</td>
<td>0.53%</td>
</tr>
<tr>
<td>Substantial</td>
<td>114</td>
<td>3.54%</td>
<td>-0.78%</td>
</tr>
<tr>
<td>Moderate</td>
<td>31</td>
<td>0.96%</td>
<td>-0.5%</td>
</tr>
<tr>
<td>Low</td>
<td>58</td>
<td>1.8%</td>
<td>0.71%</td>
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How is community transmission calculated?

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: HEALTH COMMUNICATION FOR HEALTH PROMOTION
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.
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
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

Para mí, vacunación es fortaleza

Para mí, vacunación contra el COVID-19.
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!
<table>
<thead>
<tr>
<th>CONSIDER CHANNELS..</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Community mentioned during Needs Assessment</td>
</tr>
<tr>
<td>• Community did not mention, but staff know are successful</td>
</tr>
<tr>
<td>• Staff are familiar using</td>
</tr>
<tr>
<td>• Staff have time to learn to use, and are relevant</td>
</tr>
<tr>
<td>• Current or potential partners use</td>
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</tbody>
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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

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

- 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


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_blKOOy0FC0wMDJA