



PRINCIPAL INVESTIGATORS

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FOCUS COMMUNITIES

Alabama communities disproportionately affected by COVID-19



PARTNERSHIPS

Advisory groups: Scientific and Community Advisory Board

Resource sharing w/ community: **36%**¹

Partner Type	Number
Community-based organization	6
Academic	4
Health care	4
Government	0
Individual community member	2
Other/unknown	3
Total	19



Summary of Activities

COMMUNICATION & EDUCATION

Education

Partnerships with African American church pastors to provide educational materials; town halls; information sessions; community events; door-to-door canvassing and door hangers; involvement of prominent individuals (e.g., mayor, celebrities) as spokespersons; patient navigators embedded in clinics

Professional Education

Continuing education courses attended by 1,387 pharmacists and 40 health care providers

Media

Local and national media interviews

Virtual/social media

>60,000 emails and social media posts; extensive engagements on Facebook, Instagram, Twitter, LinkedIn, YouTube; website

VACCINATIONS

- ≈800 vaccinations provided
- Mobile van
- Online VOICES of Vaccine map includes videos about why the COVID-19 vaccine is important from real people in 76% of Alabama's counties
- Vaccination sites in partnership with federally qualified health centers, churches, etc.
- Nudge to Vaccination intervention that sends positive and negative messages via social media
- Professional development for Alabama Practice-Based Research Network members to address vaccine hesitancy in clinical setting



Summary of Activities

COMMUNITY EDUCATORS

- Community Outreach and Community Health (COaCH) Corps for community residents (15 recruited; 12 active participants) who receive training and provide outreach at mobile market/van events
- COaCH refresher training to share new COVID-19 information
- Rapid Response Network (RRN) of 31 community leaders and residents to advise on COaCH and other community engagement activities

CLINICAL TRIALS RECRUITMENT

- Collaboration with local RECOVER and RADxUP studies
- Recruitment by Clinical Trial Navigators using databases
- >5,500 individuals contacted, mostly minorities (Hispanics, African Americans)

RESEARCH & EVALUATION

COMMON SURVEY (CS)	CS1	CS2
Sites submitting data	1	1
Data collection waves	2	3
Sampling strategy	Nonprobability	Nonprobability
Sample size	306	603

Community assessment

- Focus groups with urban and rural White, Black, and Latino community members and by vaccination status
- Long COVID focus groups

Intervention research

- Pilot study of Nudge to Vaccination intervention
- Formative research to develop point-of-care COVID-19 testing program in community pharmacies

Evaluation

- Process evaluation

Population health outcomes

- State data on number of people tested and vaccinated and racial disparities

SOCIAL DETERMINANTS OF HEALTH (SDOH)

- Partnered with food banks to distribute COVID-19 educational materials

DISSEMINATION

Peer-reviewed

- 1 total peer-reviewed publication²

¹From Year 2 application budget narrative, actual allocation may be different. Defined as the percent of the project budget allocated to nonacademic organizations (excluding state government), community-based positions, community members, incentives for engagement (not data collection), or community-based resources such as office space, equipment, etc.

²Bateman, LB, Hall, AG, Anderson, WA, et al. Exploring COVID-19 vaccine hesitancy among stakeholders in African American and Latinx communities in the Deep South through the lens of the health belief model. *Am J Health Promot.* 2022;36(2):288–295. doi: 10.1177/08901171211045038