



## PRINCIPAL INVESTIGATORS

Tabia Henry Akintobi, Ph.D., M.P.H.  
**Morehouse School of Medicine**

Robert Bednarczyk, Ph.D.  
**Emory University**

Sedessie Spivey, D.B.A.  
**DeKalb County Board of Health**

David Williams, M.D.  
**Southside Medical Center**



## FOCUS COMMUNITIES

Black/African American; Hispanic/Latino; children and adolescents; socioeconomically disadvantaged, underserved rural, urban



## PARTNERSHIPS

Advisory groups: Georgia CEAL Community Coalition Board  
 Resource sharing w/ community: **30%**<sup>1</sup>

Partner Type	Number
Community-based organization	19
Academic	3
Health care	3
Government	2
Individual community member	2
Other/unknown	37
<b>Total</b>	<b>66</b>



## Summary of Activities

### COMMUNICATION & EDUCATION

#### Education

7-module course for lay health ministers; 2 lay health minister training cohorts with >50 participants; mis/disinformation ambassador training targeting parents and caregivers; public service announcement with Georgia Head Start on youth vaccinations; 6 COVID-19 educational town halls; 6 COVID-19 handouts developed

#### Media

Billboards; bus and bus shelter advertisements; local and national media interviews

#### Virtual/social media

Mobile website pop-up ads; hashtag campaigns; social media misinformation response system

### VACCINATIONS

- >49,000 vaccinations provided
- Secondary data analyses to identify zip codes with highest COVID-19 and lowest vaccination rates
- MSM Vaccine Trial Unit (VTU) COVID-19 vaccine/booster clinics
- Mobile vaccination units and vaccine rallies through partnership with the DeKalb County Board of Health
- Multiple partnerships and collaborations to make COVID-19 vaccinations more accessible to K-12 students, staff, and parents



## Summary of Activities

### COMMUNITY EDUCATORS

- Roughly 50 lay health advisors in churches
- One Georgia CEAL community health worker

### CLINICAL TRIALS RECRUITMENT

- Collaborations with RECOVER, RADx-UP Diabetes, and multiple COVID-19 vaccine trials
- 170 enrolled in Novavax trial, 60% African American, 8% Hispanic/Latino
- VTU enrolled >300 subjects from minority and diverse populations in various COVID-19 trials

### RESEARCH & EVALUATION

COMMON SURVEY (CS)	CS1	CS2
Sites submitting data	1	1
Data collection waves	1	1
Sampling strategy	Nonprobability/Probability	Nonprobability/Probability
Sample size	2,082	2,458

#### Community assessment

- 10 focus groups
- 7 key informant interviews plus 9 key informant and 19 community interviews focused on diabetes
- Pediatric provider network surveys
- Population: Black/African American and Hispanic/Latino(a) communities

#### Population health data

- Spatial analyses of relationships between school district practices and COVID-19 cases

#### Social media research

- Formative research and machine learning to design social media intervention
- Social media monitoring data

### SOCIAL DETERMINANTS OF HEALTH (SDOH)

- Vaccinations at Mexican Consulate supported by Hispanic/Latino leaders and funders
- Georgia CEAL Team and Community Coalition Board members serving as community and patient representatives for the RECOVER Initiative

### DISSEMINATION

#### Peer-reviewed

- 1 total peer-reviewed publication<sup>2</sup>

## DISSEMINATION (cont.)

### Community

- Health equity dashboard
- Social media monitoring dashboard for community partners
- GA CEAL Survey 1 Community Brief

<sup>1</sup>From 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.

<sup>2</sup>Henry Akintobi T, Quarells RC, Bednarczyk RA, et al. Community-centered assessment to inform pandemic response in Georgia (US). *Int J Environ Res Public Health*. 2023;20(9):5741. doi:10.3390/ijerph20095741