



## PRINCIPAL INVESTIGATORS

Marie Krousel-Wood, M.D.

**Tulane University School of Medicine and School of Public Health and Tropical Medicine**

LaKeisha Williams, Pharm.D.

**Xavier University College of Pharmacy**



## PARTNERSHIPS

Governance group: Steering Committee  
Advisory groups: Community Advisory Board; Advisory Committee

Resource sharing w/ community: **23%**<sup>1</sup>

Partner Type	Number
Community-based organization	36
Academic	7
Health care	14
Government	2
Individual community member	8
Other/unknown	7
<b>Total</b>	<b>74</b>



## FOCUS COMMUNITIES

Orleans, Jefferson, East Baton Rouge, nearby rural parishes, rural areas in North Louisiana



## Summary of Activities

### COMMUNICATION & EDUCATION

#### Education

Town hall series; health fairs; informational and testimonial videos; speaker's bureau; community forums; federally qualified health center (FQHC) health care provider training

#### Media

Earned and paid media campaign with primarily Black subscribers; radio and TV interviews

#### Virtual/social media

Social media campaign with videos; emails; podcasts

#### Message development

- Community-engaged design forums with community partners
- Support from Black-owned communications firm in New Orleans

### VACCINATIONS

- >3,300 vaccinations provided
- Vaccination events with FQHCs faith-based organizations (FBOs), community organizations
- Vaccination events for marginalized populations such as people experiencing homelessness or house loss, sexual and gender minorities, rural populations, and persons with disabilities
- Mobile unit outreach for clinical trials
- Awarded community mini-grants to FBOs and other community partners
- Trained canvassers/phone bankers who scheduled vaccine appointments
- Contributed to decreasing Black-White disparities in vaccine update in Louisiana based on statewide data



## Summary of Activities

### COMMUNITY EDUCATORS

- HALT COVID Ambassadors completed core competency trainings and hosted community engagement events
- Together We Care Community Clinic Connection (TWC4) initiative trains ancillary health care navigators (students, residents, community health workers) to do engagement and education activities in community settings

### CLINICAL TRIALS RECRUITMENT

- Supported minority recruitment for two COVID-19 vaccine trials
- Partner with local RECOVER site for mobile unit trips to rural areas across Louisiana. Information about RECOVER and All of Us was given to rural community members resulting in recruitment of underrepresented groups in clinical trials

### RESEARCH & EVALUATION

COMMON SURVEY (CS)	CS1	CS2
Sites submitting data	1 (all LA CEAL and included over 10 partners)	1
Data collection waves	1	3
Sampling strategy	Nonprobability (3 cohorts), Probability (1 cohort)	Nonprobability
Sample size	1,539	149

#### Community assessment

- Focus groups including some on clinical trials recruitment
- Needs assessment survey (n = 1,539)
- >45 community key informant interviews
- Intervention research: pilot randomized controlled trial of impact of targeted, individual outreach by HALT COVID ambassadors on vaccination rates

#### Formative research

- Survey to assess factors that hinder or facilitate FQHC health care workers' ability to serve as trusted messengers for COVID-19 (472 employees surveyed)
- Data collection to understand relationship between COVID-19 and routine preventive care in FQHCs

#### Capacity building

- Research training for FQHC and local health department staff

### SOCIAL DETERMINANTS OF HEALTH (SDOH)

- Screen and refer for medical homes at COVID-19 testing, vaccination, and other community events

### DISSEMINATION

#### Peer-reviewed

- 0 peer-reviewed publications

<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.