



PRINCIPAL INVESTIGATORS

Erica E. Marsh, M.D., M.S.C.I., FACOG

Barbara Israel, Dr.P.H., M.P.H.

University of Michigan



PARTNERSHIPS

Governance group: Community-Academic Steering Committee with diverse partners from our focus counties

Resource sharing w/ community: **9%**¹

Partner Type	Number
Community-based organization	11
Academic	4
Health care	2
Government	0
Individual community member	0
Other/unknown	1
Total	18



FOCUS COMMUNITIES

Four Michigan counties with highest COVID-19 rates and/or disproportionate burden of low-income and communities of color (Wayne, Genesee, Kent, Washtenaw)



Summary of Activities

COMMUNICATION & EDUCATION

Education

eHealth app with tailored COVID-19 messaging, town halls, community data forums, multimodal community education campaign, coloring book, community-based organization (CBO) Rights trainings, and online CBO Rights manual

Media

Press releases, op-eds, interviews, and news stories

Virtual/social media

Posts to Facebook, Twitter, Instagram; online Community Vaccine Gallery and video testimonials

Language

English, Spanish

Other

Crowdsourcing competition, brief reports, e-newsletters

VACCINATIONS

- Nearly 5,000 vaccinations provided
- With Michigan Primary Care Association, Statewide United Ways and Michigan Department of Health and Human Services (MDHHS), trained community educators, health center staff and community health workers (CHWs) across Michigan provided support on outreach and vaccines at 45 federally qualified health centers
- Communication training to more than 100 community service organizations that did vaccine outreach across the state of Michigan



Summary of Activities

COMMUNITY EDUCATORS

- Online, interactive CHW training course with live-action and animated conversation scenarios for national use

CLINICAL TRIALS RECRUITMENT

- No specific activities

RESEARCH & EVALUATION

COMMON SURVEY (CS)	CS1	CS2
Sites submitting data	1	1
Data collection waves	1	2
Sampling strategy	Nonprobability	Nonprobability
Sample size	2,238	1,898

Community assessment

- ~20 focus groups with African American/Black, Hispanic/Latino, and young adults (18-29 years)
- ~50 key informant interviews; 4 community forums

Longitudinal survey

- Longitudinal survey design in three cities (Detroit, Flint, Ypsilanti) including CS items, survey data deposited at international Inter-university Consortium for Political and Social Research (ICPSR)

Evaluation

- Mixed methods evaluation of Steering Committee as community-based participatory research (CBPR) partnership

Capacity building

- CBPR training for diverse community audiences and companion CBO Rights online manual

SOCIAL DETERMINANTS OF HEALTH (SDOH)

- Collaborate with health departments, community and faith-based organizations to offer vaccinations
- Community forums to disseminate COVID-19 resources, data results, toolkit, and obtain guidance on community priorities in each region

DISSEMINATION

Peer-reviewed

- 0 total peer-reviewed publications

Community

- Multimodal community education campaign, community feedback, interpretation, and input at town halls and regional forums to share/interpret research results, educate, and identify future communication strategies
- Online CHW motivational interviewing training in learning management system and tailored education app
- Research briefs, online CBO Rights manual
- Over 30,000 reached via outreach at MICEAL and special events
- Community-facing multilingual communications Toolkit

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.