



PRINCIPAL INVESTIGATORS

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PARTNERSHIPS

Advisory group: Community Advisory Board

Resource sharing w/ community: **14%**¹

Partner Type	Number
Community-based organization	13
Academic	8
Health care	6
Government	5
Individual community member	3
Other/unknown	2
Total	37



FOCUS COMMUNITIES

Underrepresented populations in Mississippi (Black, American Indian/

Alaska Native, Hispanic/Latino, Asian, rural) and youth/young adults



Summary of Activities

COMMUNICATION & EDUCATION

Education

Young Ambassador Training and Statewide Alliance; Junior Disease Detective Program; COVID-19 Data Curation Course; community-based health education and outreach through mobile clinic

Media

Two statewide messaging campaigns – “I Got It” and “It’s Worth a Shot,” led by the Mississippi State Department of Health and Mississippi Public Broadcasting; youth-focused social media campaign led by Young Ambassadors

Virtual/social media

Statewide digital and social campaign led by Mississippi Public Broadcasting; social media and website for young adults

Language

English, Spanish, and Vietnamese

VACCINATIONS

- ≈4,500 vaccinations provided
- >200 vaccination events have been held in 31 Mississippi counties
- Mobile health unit has hosted >50 education and vaccination events in partnership with schools, community-based organizations, health centers, churches, and employers



Summary of Activities

COMMUNITY EDUCATORS

- Young Ambassador Program including training and statewide alliance for young people to engage peers, disseminate accurate information on social media, and participate in webinars
- Young Ambassador Program partners with Historically Black Colleges and Universities
- Six-week community health worker training on COVID-19, clinical trials, and social determinants of health
- Collaborative network of grassroots communication leaders in rural communities across the state

CLINICAL TRIALS RECRUITMENT

- Partner with 14 COVID-19 clinical trials through University of Mississippi Medical Center including RECOVER
- Partner with community-based organizations to host educational and outreach events to encourage participation in clinical trials

RESEARCH & EVALUATION

COMMON SURVEY (CS)	CS1	CS2
Sites submitting data	1	1
Data collection waves	1	1
Sampling strategy	Nonprobability	Nonprobability
Sample size	1,474	494

Representative statewide survey

- Almost 12,000 respondents, focused on vaccine confidence and Long COVID
- Focus population: Hispanic/Latino/x and Black communities

Youth Adults Against COVID-19 study

- Focus groups and surveys with African American young adults (18-29) to understand barriers and opportunities for engaging young people in vaccine and clinical trials education and promotion

Long COVID formative research

- Focus groups and survey to identify long-term symptoms associated with COVID and understand experiences of Black and Latino communities with vaccine and testing equity

Evaluation

- Independent, external evaluation led by the Center for Research Evaluation (CERE) at the University of Mississippi

SOCIAL DETERMINANTS OF HEALTH (SDOH)

- Listening sessions with African American young adults and older adults to identify SDOH related to vaccine and health care access
- Mobile health unit screenings for SDOH, connecting participants with appropriate resources for prevention and clinical care
- Partnerships with federally qualified health centers to screen for SDOH, offer referrals, and connect with community resources

DISSEMINATION

Peer-reviewed

- 4 peer-reviewed publications²

Community

- Mississippi COVID-19 Vaccine Confidence Report
- Long Covid Study

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.

²Hayes T, White W. Relying on Young Ambassadors to bolster COVID-19 study recruitment and participation. *J Public Health Deep South*. 2022;3(2):8. doi:10.55533/2996-6833.1039

Hayes T, Wari E, Udochukwu E, White W. Engaging emerging voices: training minority young adults as change agents in the battle against COVID-19. *Int J Nurs Health Care Res*. 2023;6:1406. doi:10.29011/2688-9501.101406

Mayfield-Johnson S, Funchess T, Anderson-Lewis C, et al. Designing a community engaged training program for African American and Latinx communities on COVID-19 in South Mississippi: results from qualitative focus groups exploring community member perceptions. *J Public Health Deep South*. 2022;3(2):7. doi:10.55533/2996-6833. 1038

Okafor M. Formative research to inform COVID-19 vaccine education in Mississippi. *J Public Health Deep South*. 2022;3(2).