



PRINCIPAL INVESTIGATOR

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PARTNERSHIPS

Advisory group: Community Leadership Team

Resource sharing w/ community: **10%**¹

Partner Type	Number
Community-based organization	13
Academic	3
Health care	11
Government	10
Individual community member	0
Other/unknown	4
Total	41



FOCUS COMMUNITIES

African American populations in St. Louis, especially people experiencing homelessness, immigrants, parents, men <50 years, renters



Summary of Activities

COMMUNICATION & EDUCATION

Education

In-home self-test instructions; COVID-19 Vaccine Card Holds and Conversation Cards intervention; door-to-door canvassing and door-hangers; community messenger countermessaging intervention; community partner health information responses

Virtual/social media

iHeard produces a public-facing dashboard and sends a weekly alert email to community partners highlighting top findings and priorities, accurate health information, and local resources to support a community-wide response, in addition, we create ready-to-share media assets that can be distributed by community partners and trusted local messengers

VACCINATIONS

- 257 newly vaccinated community members completed the exit survey about vaccine card holders and conversation cards at the vaccination site
- Approximately 900 vaccinations observed at community-based vaccination events with partners such as libraries, churches, community centers
- Targeted vaccination activities based on zip code-level data to reach areas with low vaccination rates
- In-home testing and vaccination for home-bound, low-income African American older adults in meal delivery program
- Support and funding for community organizations and agencies to engage their African American clients about vaccination



Summary of Activities

COMMUNITY EDUCATORS

- 38 trusted community leaders were recruited as community messengers and provided with a library of accurate information assets by the CEAL team that discussed the COVID-19 vaccine and other health information assets. Community messengers are invited to share these assets with their networks.

CLINICAL TRIALS RECRUITMENT

- Research Hub website listing current local and national COVID-19 studies
- Research study navigator to provide information, answer questions, and reach out to research investigators
- Advertisement through printed shared materials, community events, and community partners

RESEARCH & EVALUATION

COMMON SURVEY (CS)	CS1	CS2
Sites submitting data	N/A	1
Data collection waves	N/A	1
Sampling strategy	N/A	Nonprobability
Sample size	N/A	165

Health information surveillance

- *iHeard* St. Louis: panel of >200 community members and frontline workers reported health information weekly for >95 weeks with >90% retention

Evaluation

- Vaccine card holders/conversation cards
- Community messengers
- Community Co-Creation Panel
- Engaging families affected by Long COVID
- COVID-19 self-test kit acceptance and vaccination status among older adults
- Digital equity initiative for older adults
- *iHeard*

Message development

- Audience research and message testing with Black youth and young adults with St. Louis Story Stickers
- Newly vaccinated community members received a vaccine card holder with business card-size conversation cards to help them talk to unvaccinated family or friends about getting vaccinated
- Community Co-Creation Panel of LGBTQIA+ young adults and professionals who work with LGBTQIA+ youth in St. Louis who participated in a 6-month-long design process created a conversation tool for teens and adults to connect about gender, identity, and sexuality
- Message testing with patients with Long COVID to develop, edit, and design Long COVID information resources

SOCIAL DETERMINANTS OF HEALTH (SDOH)

- Coordinate and host routine meetings with local public health officials to discuss strategies to respond to emerging health needs in St. Louis

DISSEMINATION

Peer-reviewed

- 1 total peer-reviewed publication²

Community

- Weekly health information survey findings are added to the public dashboard within 72 hours of survey close each week
- Action reports for partners from Story Stitches message testing
- Two-way communication with community partners through regular meetings to jointly develop project and quickly share findings to inform future programs

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.

²Kreuter MW, Garg R, Marsh A, et al. Intention to vaccinate children for COVID-19: a segmentation analysis among Medicaid parents in Florida. *Prev Med.* 2022; 156:106959. doi:10.1016/j.ypmed.2022.106959