



PRINCIPAL INVESTIGATORS

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Community-Campus Partnerships for Health



PARTNERSHIPS

Partner groups: Community Response Teams, Community-Campus Partnerships for Health, Coalition, Equity and Access Taskforce, NC Central University Accord Program
Resource sharing w/ community: **31%**¹

Partner Type	Number
Community-based organization	77
Academic	3
Health care	3
Government	0
Individual community member	2
Other/unknown	7
Total	92



FOCUS COMMUNITIES

Black/African American, Hispanic/Latino, socioeconomically disadvantaged populations, children



Summary of Activities

COMMUNICATION & EDUCATION

Education

Town halls, Evidence Academy, Learn & Share, and Community Conversations webinars; videos, Professional development for primary care providers with NC Area Health Education Center Program; mini-grant outreach events reached 44,750 individuals

Developed children's coloring book in collaboration with local author and illustrator to engage and inform families about COVID-19 and teach children about vaccinations

Spanish language translations and an expansion of language access to reach a more diverse group

Virtual/social media

Social media campaigns using centrally housed digital messages delivered by partners; webinars

Culturally appropriate digital learning aids such as animations and fotonovelas

Generated 120 social/traditional media posts reaching ≈20,000 community members

VACCINATIONS

- >2,000 individuals vaccinated



Summary of Activities

COMMUNITY EDUCATORS

- Community health worker (CHW) COVID-19-related training statewide using Train-the-Trainer
- 50 CHWs trained in the Strong Minds Mental Health training
- CHWs conducted 79 outreach events in English and Spanish reaching >1,700 individuals
- Pastors of African American churches as trusted messengers

CLINICAL TRIALS RECRUITMENT

- Clinical trial videos

RESEARCH & EVALUATION

COMMON SURVEY (CS)	CS1	CS2
Sites submitting data	1	1
Data collection waves	1	2
Sampling strategy	Nonprobability	Nonprobability
Sample size	30	23

Target population

- African American, Native American/American Indian, and Hispanic/Latinx communities

Research

- Provider focus groups
- Coloring book evaluation
- Crowdsourcing research

Evaluation

- Ongoing rapid assessment surveys
- Interviews
- Process and RE-AIM evaluations; formative and effectiveness research for counter-messaging approaches to mass media
- Focus groups with clinicians statewide

SOCIAL DETERMINANTS OF HEALTH (SDOH)

- Mini grants funded by NC CEAL addressed the social determinants addressing health care access and resources

DISSEMINATION

Peer-reviewed

- 0 total peer-reviewed publications

Community

- E-newsletter

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.