

## BACKGROUND

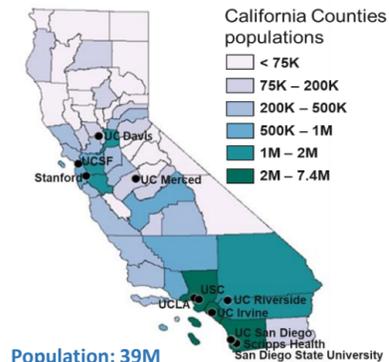
Recognizing the diversity of populations within California and the disproportionate burden of COVID-19 on minority and low income communities, we have formed a statewide community-partnered collaborative funded by the NIH/NHLBI to address disparities in COVID-19 knowledge, awareness, and communication; vaccine trial participation; and vaccine hesitancy and accessibility.

The statewide collaborative, “Share, Trust, Organize, Partner: COVID-19 California Alliance,” or **STOP COVID-19 CA**, was initiated in September 2020, and includes 11 academic institutions and their community partners to reduce misinformation, increase diversity and accessibility of vaccine clinical trials, and promote vaccination uptake once there is a COVID-19 vaccine.

**Other NIH CEAL State Awards:** Alabama, Arizona, California, Florida, Georgia, Louisiana, Mississippi, Missouri, North Carolina, Tennessee, Texas

## STOP COVID-19 CA COLLABORATIVE STRUCTURE

The partnership includes **eight NIH funded CTSAs** and **three Resource Centers in Minority Institutions** in the state and **over 70 community partners** across the state including CBOs, FBOs, advocacy groups, professional organizations, FQHCs, Veterans Administration Medical Centers across California; County Departments of Health Services and Public Health; Primary & Secondary Schools.



**The successful STOP COVID-19 CA application leveraged NIH/NCATS infrastructure provided by the eight CTSAs through:**

- Swift mobilization of an extensive network of academic institutions and community stakeholders
- Administrative expertise and capacity to support submission of a complex application requiring multiple subcontracts
- Over a decade of trusting collaborations between CTSAs and community partners

**Population: 39M**  
COVID-19 Cases: 939K cases  
COVID-19 Mortality: 17,671 deaths  
(as of 11/2/2020)

## COLLABORATIVE AIMS

**In partnership with community stakeholders identify unique barriers and facilitators to:**

- knowledge about COVID-19 risk, testing, and prevention,
- feasibility and acceptability of COVID-19 vaccine trials, and
- uptake of an approved vaccine across high-risk communities in California
  - Examine variation by geography and risk group (race/ethnicity, language, occupation, etc.)

**Co-develop, and examine the effectiveness of, culturally/linguistically tailored strategies** for reducing multilevel barriers to accurate information about COVID-19 and adherence to COVID-19 prevention and testing and participation in COVID-19 clinical trials, and uptake of an approved COVID-19 vaccine.

**Identify best practices for training and deploying academic community-partnered teams** that include “trusted messengers” who will bring culturally tailored, community-relevant information to communities and sectors at high-risk for COVID-19. Examine their impact on i) knowledge, ii) trial participation, and iii) intent to receive vaccine

## LOCAL SITE-SPECIFIC ACTIVITIES



**Coordinating Institution**  
PIs: A. Brown, K. Norris, S. Dubinett



PI: M. AuYoung



PI: L. Goldman Rosas



PI: M. Kipke



PI: S. Aguila-Gaxiola



PIs: D. Sorkin, F. Zaldivar



PIs: N. Stadnick, B. Rabin



PI: K. Grumbach



PI: N. Burke



PI: D. Lo, J. McMullin



PIs: K. Wells, S. Kiene

- Assessment of Racial/Ethnic Variations in COVID-19 Vaccine Hesitancy among California Veterans
- COVID-19-Specific Vaccine Suspicion and Acceptability in Multi-Ethnic Communities in Los Angeles County
- Deliberative Community Engagement methods to assess South Los Angeles residents COVID-19 prevention, testing and/or vaccine acceptability

- Community and stakeholder COVID-19 training development and dissemination
- Provide virtual and in-person knowledge exchange platforms to discuss COVID-19 prevention, testing, effective treatments, and vaccine research

- COVID-19 Vaccine Training for *Promotoras*/CHW on identified critical areas for training, development of training and resources on vaccine trials and vaccine readiness
- COVID-19 Town Halls on COVID-19 prevention, clinical trails, vaccine readiness

- Identify barriers and facilitators of SARS-CoV-2 vaccine uptake in a diverse, medically underserved population from an FQHC in Los Angeles County
- Virtual COVID-19 educational workshop tailored for low-income Latinx and Black/African American communities
- Stay Connected LA: A Public Health Meets the Arts- COVID-19 Campaign in LA

- *ÓRALE COVID-19!*: In partnership with *Radio Bilingüe*, a community public radio station serving the Central Valley, identify common themes from ongoing call-in segments and intervene through PSA's and programs, and evaluate the impact on knowledge, beliefs, attitudes.

- *Promotora* training for community COVID-19 information: train-the-trainer model to help disseminate health-related information and train *promotoras* to conduct community needs assessment and adjust program materials.

- Identifying and Implementing Strategies to Address Multi-Level Barriers to Engagement in COVID-19 Trials in Underserved Communities in Southern California

- COVID-19-Specific Vaccine Suspicion and Acceptability in Multi-Ethnic Communities through focus groups to elicit experiences, beliefs, and knowledge about COVID-19 (e.g., disease etiology, risk, communicability, testing), COVID-19 vaccination, and participation in clinical trials.

- Assessing and mediating the psychological and socioeconomic effects of COVID-19 on indigenous and nonindigenous Latinx in California's Central Valley through a population based longitudinal survey of 1000 indigenous and nonindigenous Latinx.

- Develop, test and compare broad and tailored prevention strategies among high-risk communities through community engagement studios
- Community survey to determine community awareness and understanding of the COVID-19, testing, vaccination, and the medical establishment

- Randomized controlled trial of community health worker delivered intervention for COVID-19 prevention and vaccine trial engagement testing outreach strategies and communications to increase awareness and adaptation of prevention behaviors and engagement vaccine trials and COVID-19 vaccine uptake.

## LOCAL PROJECTS SUMMARY

Local Projects Address: Information Needs | Trial Participation | Vaccine Hesitancy

### Trusted Education/Outreach

- CHWs
- Community organizations
- Local media (Spanish radio)
- Health fairs, town halls, and listening sessions
- Visual arts

### Qualitative Research

- Focus groups in multiethnic communities
- Deliberative community engagement

### Capacity Building

- Training (CHWs, media)
- Education tailored for population

### Community surveys & Needs assessments

- Surveys
- CHIS
- Educational assessment

### Clinical Trial Community Engagement

- Studios
- Community advisory boards
- Recruitment/outreach

### Populations/Communities Reached:

- Black/African American
- Latinx
- Native Hawaiian /Pacific Islander
- Native American/Indigenous
- South Asian
- Essential workers, e.g., farmworkers
- Immigrant
- LGBTQ
- Monolingual Spanish

## STATEWIDE ACTIVITIES

**Working Groups to share best practices and resources and collaborate with National CEAL activities:**

- (Mis)Information and Communications Working Group
- Representative Clinical Trial Participation
- Vaccine Hesitancy and Acceptability

**California Health Interview Survey (CHIS)**

- Conducted in English, Spanish, Cantonese, Mandarin, Korean, Tagalog and Vietnamese
- COVID-19 Survey March to September 2020
- CEAL Activities:
  - Dashboard with estimates for high-risk counties (e.g., Riverside, Merced)
  - Add CDEs to 2021 survey
  - Include new indicators related to discrimination in A/NH/PI populations

**Ethnic Media Outreach**

- Training and resources for varied ethnic media statewide to raise awareness about COVID-19 risk, attitudes/beliefs, clinical trials, and vaccines.

**Community/Academic co-development, tailoring, sharing of interventions**

- CEAL Activities: Develop, conduct, and evaluate the effectiveness of trainings in knowledge, vaccine trial participation, and uptake of an approved vaccine

## NEXT STEPS

Within the 1-year timeframe, the collaborative will work within local site-specific projects, statewide activities, and national workgroups to meet aims. Deliverables include policy recommendations, lessons learned, training materials, and research projects to reduce misinformation, increase diversity and accessibility of COVID-19 vaccine clinical trials, and promote vaccination uptake once there is a COVID-19 vaccine.