Share, Trust, Organize, Partner COVID-19 California Alliance: A Community Engaged Collaborative to address COVID-19 Education, Vaccine Trial Participation and Vaccine Acceptability

The STOP COVID-19 California Community Engagement Alliance

**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, vaccine hesitancy, 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 vaccine 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

**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.)


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 knowledge, trial participation, and intent to receive vaccine.

**LOCAL SITE-SPECIFIC ACTIVITIES**
- Assessment of Racial/Ethnic Variations in COVID-19 Vaccine Hesitancy among California Veterans
- COVID-19-Specific Vaccine Suspection 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
- Providing community-based voter registration community outreach for COVID-19 vaccination

- COVID-19 Town Hall on COVID-19 prevention, testing, effective treatments, and vaccine research
- 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 workshops tailored for low-income Latinx and Black/Mixed-Race community residents
- Stay Connected LA: A Public Health Meets the Arts: COVID-19 Campaign in LA Counties
- COVID-19 Vaccine Training for Promotors/CHW on identified critical areas for training, development of training and resources on vaccine trials and vaccine readiness.
- COVID-19 Town Hall on COVID-19 prevention, testing, clinical trials, vaccine readiness
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- ORACLE COVID-19: In partnership with Radó Blikiliq, a community public radio station serving the Central Valley, identify common themes from ongoing call-in segments and intervene through social media, and programs, and evaluate the impact on knowledge, beliefs, attitudes.
- Promoting 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 Suspection 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 risk 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.
- COVID-19-Specific Vaccine Suspection 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 risk 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 strategies
- Community survey to determine community awareness and understanding of the COVID-19, testing, vaccination, and the medical establishment of COVID-19 vaccination 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 Summary**
- **Target Community:** California Veterans Administration Medical Centers across California; County Departments of Health Services and Public Health, Primary & Secondary Schools.
- **Methods:**
  - Community advisory boards
  - Focus groups in multiethnic communities
  - Studios
  - Community advisory boards
- **Population/Communities Reached:**
  - Black/African American
  - Latinx
  - Asian Hawaiian /Pacific Islander
  - Native American/Indigenous
  - South Asian
- **Population/Communities Reached:**
  - 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:**
  - Coordinating Center for Clinician Studies (CCS)
  - National CEAL activities:
    - Information and Communications Working Group
    - Clinical Trial Engagement Working Group
    - Science Communications Working Group
    - Community Engagement in COVID-19 activities:
      - California Health Interview Survey (CHIS) outreach to members of the CHIS identified high risk populations
      - California COVID-19 Survey and CEA activities:
        - Dashboard with estimates for high-risk counties (e.g., Riverside, Merced)
      - CALS Activity:
        - Add COVID to 2021 survey
      - Include new indicators related to discrimination in A/NPI 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 vaccine uptake once there is a COVID-19 vaccine.

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