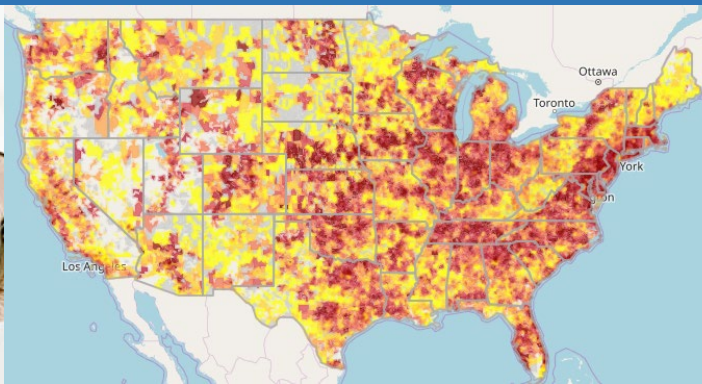


Mesquite TX: Town Hall 4.8.2021

Laura Lee Hall, PhD

President, Center for Sustainable Health Care Quality and Equity



Gary A. Puckrein, PhD, Founding President and CEO

Welcome to the National Minority Quality Forum

Controlling Health Outcomes through Scientific Collaboration

Our Mission



“The National Minority Quality Forum was founded in 1998 to address the critical need for strengthening national and local efforts to use evidence-based, data-driven initiatives to guide programs to eliminate the disproportionate burden of premature death and preventable illness for racial and ethnic minorities and other special populations.”

Center for Sustainable Health Care Quality and Equity

- Vision: Sustainable healthy communities in every zip code.
- Mission: Promote sustainable healthy communities, especially those with diverse and underserved populations, **through the provision of actionable data**, research, and engagement/training of clinicians and community leaders.



The SHC Team: Another WOW



Laura Lee Hall, Ph.D.

President



Kristen Stevens Hobbs,
MPH

Senior Project Manager For Quality
Improvement And Equity



Naomi Oledibe

Public Health Junior Program
Coordinator

A map of Mesquite, Texas, showing various geographic areas shaded in different colors (dark blue, medium blue, light blue, and grey). A red outline highlights a specific region within the city. The map is set against a dark background.

Health Disparities in Mesquite, Texas

New Cases

as of April 08, 2021

+75,038 →

Total Cases 30.92M

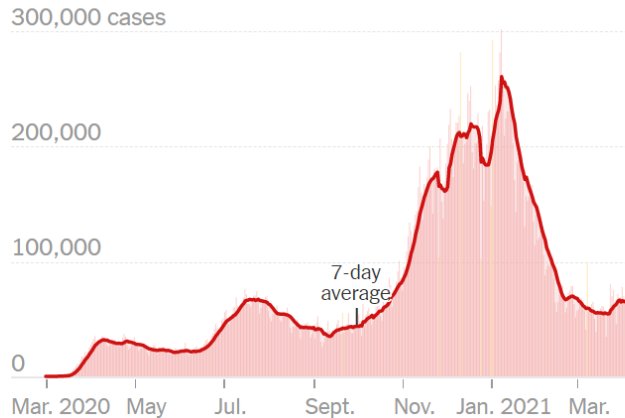


United States

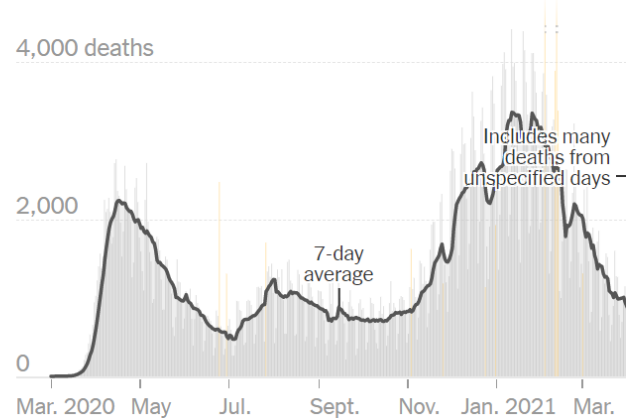
The average number of new cases in the United States reached **65,556** yesterday, a **1 percent increase** from the day before. Since January of last year, at least **1 in 11** people who live in the United States have been infected, and at least **1 in 594** have died.

	ON APRIL 7	DAILY AVG. IN LAST 7 DAYS	PER 100,000	14-DAY CHANGE	TOTAL REPORTED
Cases	73,200	65,556	20	+14% →	30,944,122
Deaths	2,564	730	0.22	-31% →	558,580

New cases





Deaths



Dallas County, Texas



Dallas County is at a high risk level for Covid-19 infections. The average number of new cases in Dallas County was **266** yesterday, **about the same** as the day before. Since January of last year, at least **1 in 9** people who live in Dallas County have been infected, and at least **1 in 676** have died.

	ON APRIL 7	DAILY AVG. IN LAST 7 DAYS	PER 100,000	14-DAY CHANGE	TOTAL REPORTED
Cases	378	266	10	+6% 	293,121
Deaths	2	5	0.17	-60% 	3,896



Kaufman County, Texas

Kaufman County is at a [high risk level](#) for Covid-19 infections. The average number of new cases in Kaufman County fell to **11** yesterday, a **31 percent decrease** from the day before. Since January of last year, at least **1 in 9** people who live in Kaufman County have been infected, and at least **1 in 553** have died.

	ON APRIL 7	DAILY AVG. IN LAST 7 DAYS	PER 100,000	14-DAY CHANGE	TOTAL REPORTED
Cases	5	11	8	-25% 	15,573
Deaths	—	<1	0.31	+50% 	246

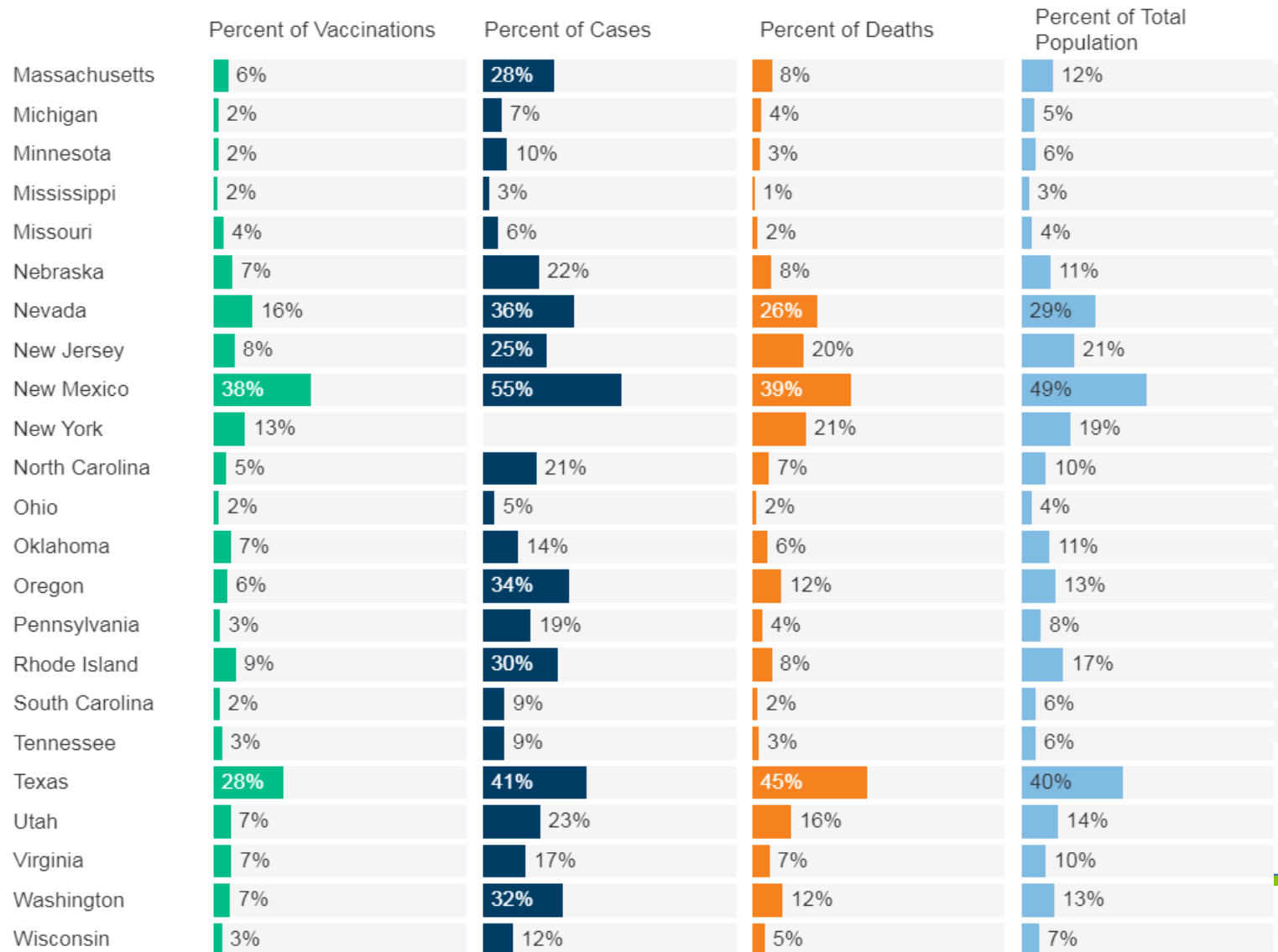
No new deaths were reported in Kaufman County yesterday.

Hispanic People as a Share of COVID-19 Vaccinations, Cases, Deaths, and Total Population, March 29, 2021

Based on vaccinations, cases, and deaths with known race/ethnicity, among states reporting vaccinations by race/ethnicity

Click on the buttons below to see data for the different race/ethnicity groups:

Black **Hispanic** Asian White



Age-Adjusted Death Rate Due to Cancer

Age-Adjusted Death Rate due to Cancer by Race/Ethnicity
County: Kaufman

www.healthyntexas.org

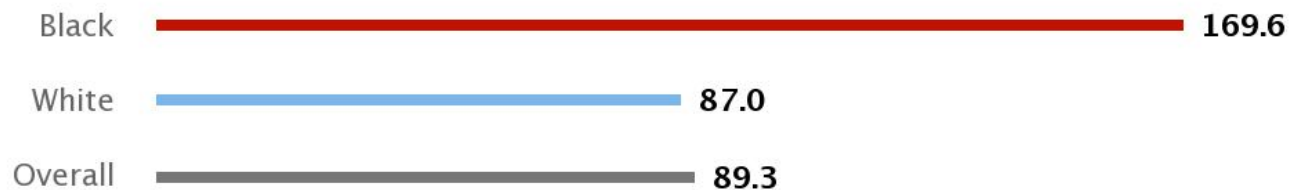


Source: National Cancer Institute (2013–2017)

Prostate Cancer Incidence by Race, Kaufman County

www.healthytexas.org

**Prostate Cancer Incidence Rate by Race/Ethnicity
County: Kaufman**

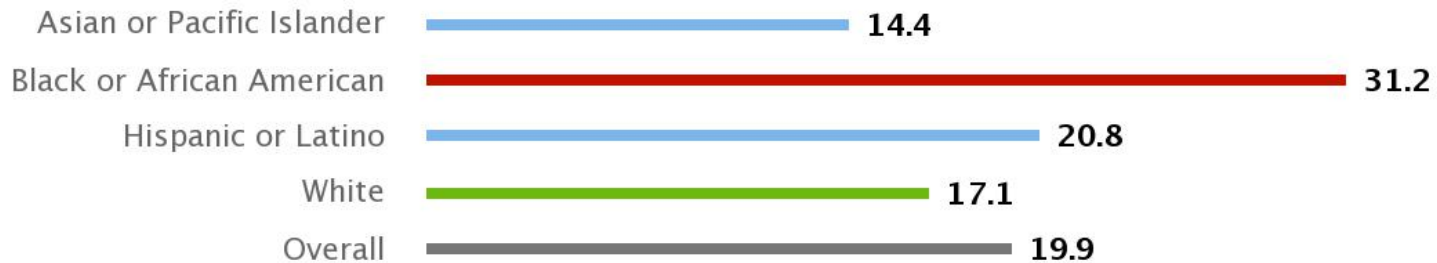


Source: National Cancer Institute (2013–2017)

Diabetes Death Rates in Dallas County

Age-Adjusted Death Rate due to Diabetes by Race/Ethnicity County: Dallas

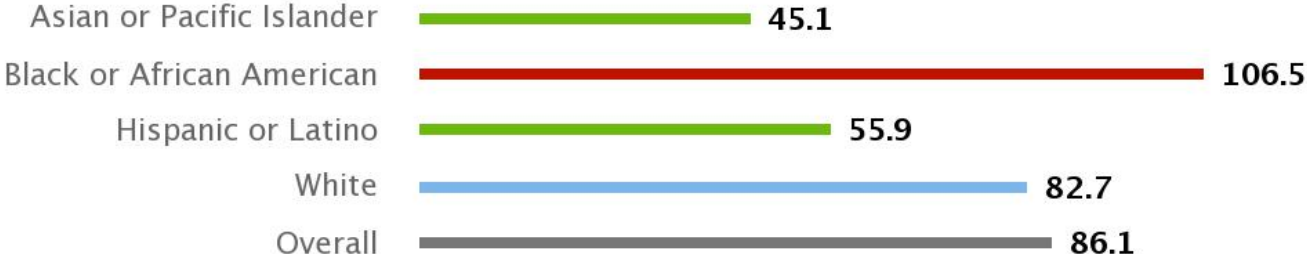
www.healthytexas.org



Source: Centers for Disease Control and Prevention (2017–2019)

Coronary Heart Disease and Death by Race/Ethnicity

Age-Adjusted Death Rate due to Coronary Heart Disease by Race/Ethnicity
County: Dallas www.healthytexas.org

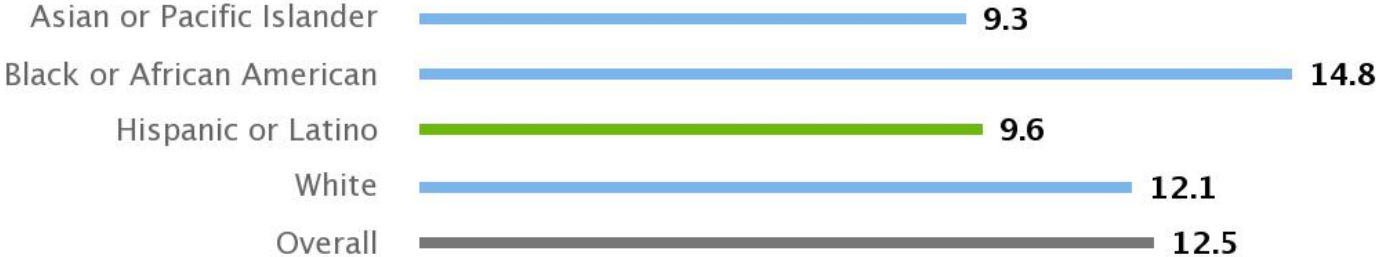


Source: Centers for Disease Control and Prevention (2017–2019)

Death Due to Influenza/Pneumonia by Race/Ethnicity

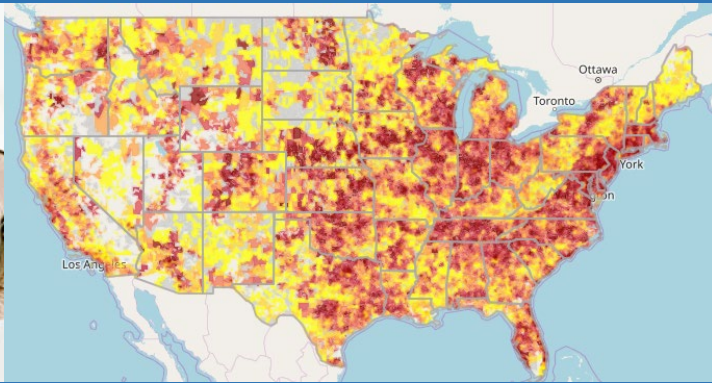
Age-Adjusted Death Rate due to Influenza and Pneumonia by Race/Ethnicity
County: Dallas

www.healthyntexas.org



Source: Centers for Disease Control and Prevention (2017-2019)

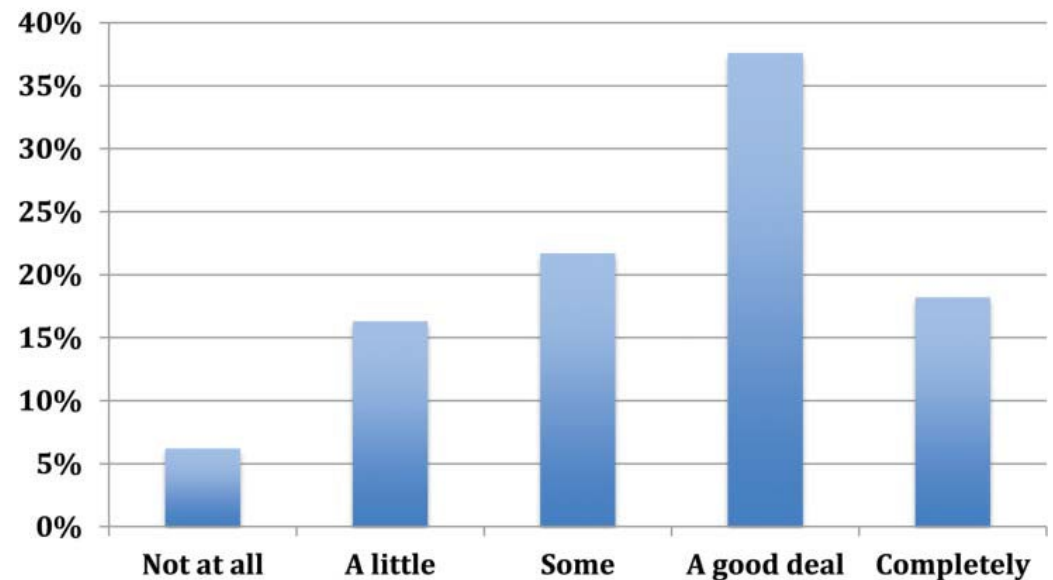
What Can We Do?



HCPs Have the Power

- Blacks more likely to get a flu vaccine from HCP versus pharmacy/other location
- Blacks trust their doctors
- HCP making a strong recommendation can be determinative

How much do you trust your personal doctor when it comes to the flu vaccine?



Quinn SC. African American adults and seasonal influenza vaccination: Changing our approach can move the needle. *Hum Vaccin Immunother.* 2018 Mar 4;14(3):719-723. doi: 10.1080/21645515.2017.1376152. Epub 2017 Nov 17. PMID: 28933619; PMCID: PMC5861789.

Family Members and Communities Also Have the Power

- Just over 36% of African Americans responded that their spouse/partner was somewhat to very influential in their decision, followed closely by children at 36%
- Quinn et al and CDC research show messages focused on the collective good and protecting one's family are effective
- Critically important to reach out to African American families and communities
- Vital to engage community organizations including faith communities, trusted opinion leaders for civic groups, and large organizations such as sororities, fraternities, and others to promote the importance of flu vaccination as a means to protect the broader community

Quinn SC. African American adults and seasonal influenza vaccination: Changing our approach can move the needle. *Hum Vaccin Immunother.* 2018 Mar 4;14(3):719-723. doi: 10.1080/21645515.2017.1376152. Epub 2017 Nov 17. PMID: 28933619; PMCID: PMC5861789.

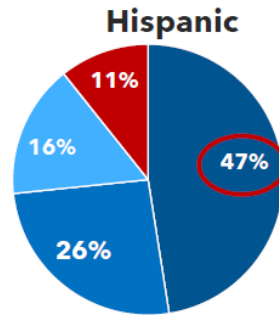
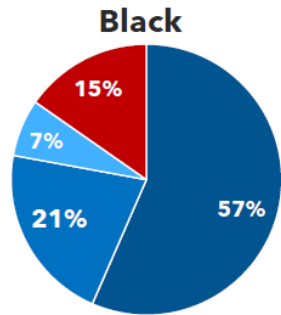
More Education

The National Urban League and The Alliance of National Psychological Associations for Racial and Ethnic Equity Presented by Cornell Belcher — March

COVID NEEDS ASSESSMENT POLL - MARCH 2021

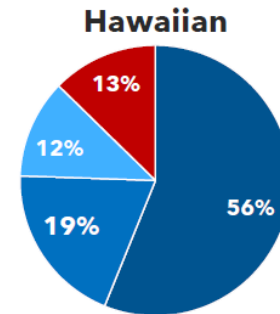
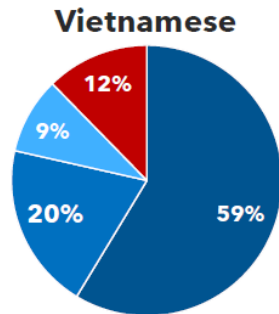
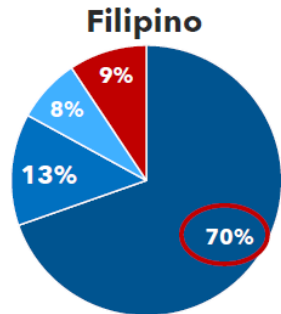
@cornellbelcher

Less than half of Hispanics have heard a lot about the vaccine recently



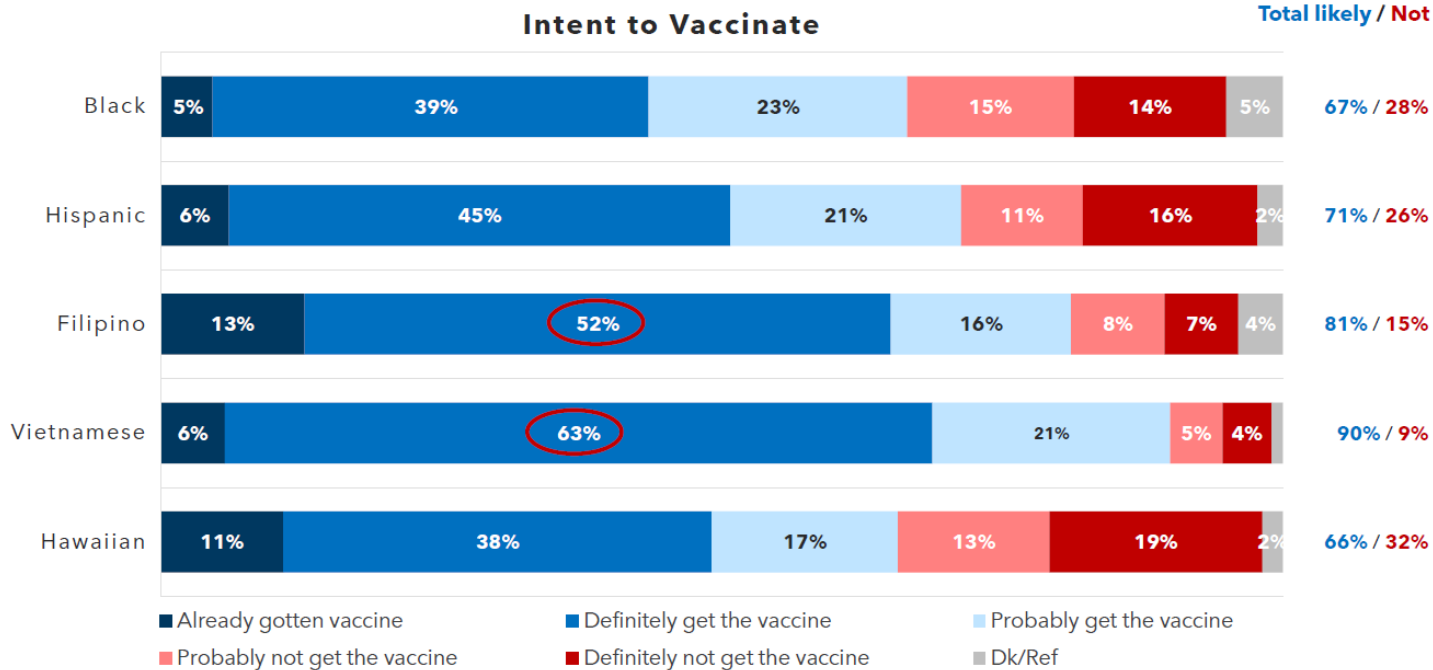
- Yes, a lot
- Yes, some
- Yes, only a little
- No/Dk/Ref

Q16. Have you seen, read or heard anything about the development of the Covid-19 vaccines approved for use? [If yes:] Would you say you've heard a lot, some, or only a little information?



Vaccine Confidence Plus

Strong majorities of POC in our polling are ready to take the vaccine, but intensity lags among African Americans and Hawaiians



Q22. Assuming the covid-19 vaccine were available to you today at no cost to you. Would you...?



The We Got Us Empowerment Project is a Boston-based collective of Black community members, health professional students, and allies dedicated to empowering our communities with education about medical racism, COVID-19, and the vaccine. We also seek to promote public health and to influence policy in order to help keep our communities safe and healthy.

OUR PILLARS

- 1.) **Empowerment Through Education:** Our objective is to bring accurate science information to our community both locally and nationally in an accessible way
- 2.) **Convey Not Convince:** We seek not to convince our communities to get the vaccine but rather to convey the information they need to make the best health decisions for themselves and their community.
- 3.) **Harm Reduction Through Public Health:** We will empower our communities with public health education, PPE, and sanitizing material for the protection of themselves and their community.

OUR COMMUNITY

- **Empowerment Sessions:** In our virtual 1-hour empowerment sessions we discuss medical racism, COVID, the vaccine, and our community in a meaningful way, while also offering a safe space for our community to get their questions and concerns addressed.
Available Nationally
- **In-person community engagement:** Our team is out in the greater-Boston community weekly providing masks, sanitizer, and information about the vaccine at various locations. Check our website for when we'll be in your community!
Available in greater-Boston

OUR WORK

- **Community Collective Directory:** We are creating a national directory of health professionals willing to volunteer their time to serve on panels and join community events related to the vaccine. Health professionals of all disciplines can join on our website!
- **Youth COVID-Commission:** In partnership with Teen Empowerment and Hebrew College we are working with youth activists across Boston to create a youth-driven vaccine information campaign.
- **Research:** Every step of the way our research team is conducting community-informed research to ensure our work is grounded in the needs of our community.

A Shot of Hope for the Left Behind

- 70% of Annapolis residents who had contracted COVID-19 are Hispanic
- Of the more than 12,500 vaccine doses that have been distributed in Annapolis so far, about 260 doses have gone to Hispanic residents, 5,300 doses have gone to white residents and 1,400 to Black residents
- Take Care/Cuidate Annapolis, a health equity outreach program, canvassed Black/Hispanic neighborhoods handing out educational materials and **expansive community survey**
- Of the 331 respondents who self-identified as Hispanic:
 - 70% + said they were **not aware of resources** provided by the city, county or other organizations
 - Almost 90% said they would like to receive more information about such resources
 - **Residents reported little to no information in Spanish and the information** they did get was outdated
 - 13% said they have **little or no access to masks and other equipment.**
- Distributed 4,200 masks, 4,500 kits, including face masks, face shields, hand sanitizer, flyers and a letter explaining COVID-19. Another 120 kits and 300 bilingual “masks are required” signs were given to businesses
- Stays in contact with people during the vaccination push, they set up a text messaging network
- Hopes the infrastructure could remain in place for future health equity work such as flu shot distribution, diabetes and blood pressure screenings, and more.

https://digitaledition.capitalgazette.com/infinity/article_share.aspx?guid=3f212bbb-060b-4a60-95e2-5f1b7e1c184d

THE COVID-19 VACCINE HELPS PROTECT YOU AND OTHERS

A HIGHLY INFECTIOUS RESPIRATORY DISEASE SPREAD THROUGH AEROSOL DROPLETS

CAN SAVE YOUR LIFE!

HELPS YOUR IMMUNE SYSTEM BUILD A DEFENSE ARMY TO FIGHT AGAINST COVID-19



AFTER YOUR VACCINATION YOU MAY EXPERIENCE A FEVER, HEADACHE, TIREDNESS, CHILLS OR SORENESS AT THE INJECTION SITE
THIS IS NORMAL

MISINFORMATION IS EVERYWHERE

KNOW THE FACTS

THE COVID-19 VACCINE

CANNOT GIVE YOU COVID19

CANNOT CHANGE YOUR DNA

CANNOT INCREASE YOUR RISK FOR CONTRACTING COVID

CONTINUE TO WEAR A MASK

IT WILL TAKE ABOUT 2 WEEKS FOR YOUR BODY TO BUILD UP A ROBUST DEFENSE RESPONSE AND



SOME DISEASES & CONDITIONS PUT YOU AT HIGHER RISK OF SEVERE SYMPTOMS OR DEATH IF YOU GET COVID INCLUDING...

★ PREGNANCY

★ ADVANCED AGE

★ OBESITY

AS WELL AS :

HEART CONDITIONS
DIABETES
COPD
CANCER
DOWNS SYNDROME
HIGH BLOOD PRESSURE
AND MORE

IT'S ESPECIALLY IMPORTANT TO GET VACCINATED

WASH YOUR HANDS FREQUENTLY INCLUDING YOUR 3RD HAND... YOUR PHONE



STAY AWAY FROM CROWDED PLACES

EXERCISE & DO HOBBIES THAT LOWER STRESS



DRINK FLUIDS & EAT HEALTHY FOODS



GETTING VACCINATED PROTECTS YOU AND THE PEOPLE AROUND YOU

YOU MAY STILL BECOME INFECTED WITH THE VIRUS BUT BEING VACCINATED CAN LIMIT THE SEVERITY OF THE ILLNESS & PREVENT YOU FROM DYING



★ REMEMBER...

PREVENTION IS BETTER THAN TREATMENT

Sign up: bit.ly/VaccineChampion

Community Champions

Through our work with SHC we are fostering informative, historically and socially contextualized discussions on the origins and driving factors of disproportionate vaccine uptake rates in minority communities.

As a result, community and practice leaders will be better equipped and more comfortable making vaccine recommendations – through social media, public relations, live events – for influenza and COVID-19 to members of their communities.

The awareness plan also involves equipping the DRIVE community and practice leaders, and a wider network of Federally Qualified Health Centers and National Minority Quality Forum's network with digital, social media and print marketing materials that will help them to inform their communities and educate them on COVID-19 and influenza vaccination management.



