NIH CEAL: A Community-Centered Response to the Crisis of COVID-19 Disparities

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The COVID-19 Pandemic in the U.S. Disproportionately Affects Communities of Color

Interplay of clinical characteristics and social determinants of health puts minority communities at high risk for COVID-19 complications

- Heart Disease
- Hypertension
- Diabetes
- Lung Disease

**COVID-19-Associated Hospitalization Rates March 7–November 21**

<table>
<thead>
<tr>
<th>Ethnicity</th>
<th>Rate per 100,000 Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>American Indian or Alaska Native</td>
<td>445.5</td>
</tr>
<tr>
<td>Black</td>
<td>390.8</td>
</tr>
<tr>
<td>Hispanic or Latino</td>
<td>368.5</td>
</tr>
<tr>
<td>White</td>
<td>146.4</td>
</tr>
<tr>
<td>Asian or Pacific Islander</td>
<td>135.4</td>
</tr>
</tbody>
</table>

Among some racial and ethnic minority groups, evidence points to higher rates of hospitalization or death from COVID-19 than among non-Hispanic white persons.

CDC, National Center for Health Statistics (NCHS), National Vital Statistics System, 2019;
Black adults are much less likely to say they would get a vaccine than other Americans

- 42% of Black adults (10% increase since Sept.)
- 61% of White adults (9% increase since Sept.)
- 63% of Hispanics (7% increase since Sept.)
- 83% of Asian Americans (11% increase since Sept.)

Trend holds even for those who regularly get a flu vaccine. Of these:

- 33% of Black Adults would not seek COVID-19 vaccine
- 15% of White Adults would not seek COVID-19 vaccine

“Recruiting Black volunteers for vaccine trials during a period of severe mistrust of the federal government and heightened awareness of racial injustice is a formidable task.”

New York Times, October 7, 2020
Addressing COVID-19 Disparities with Community Engagement

**CEAL sites identified by:**
- Disproportionately affected communities
- Leveraging existing community-engaged research in high-risk COVID-19 communities

**Leveraging and expanding engagement by:**
- Focused COVID-19 awareness & education research
- Partnering with Community-based organizations & trusted community partners
NIH Guiding Principles to Combat COVID-19 through Community Engagement

1. Build and sustain **trusting relationships** through **community engagement**.


3. Move at the speed of **TRUST!**

4. Work with **trusted voices** and **trusted messengers** at the national and local levels.

5. **Exhibit agile leadership** and build innovative and strategic **public-private partnerships**

[COVID19COMMUNITY.NIH.GOV]
Establish Partnerships within the Community  
Grow an Understanding and Trust in Science  
Accelerate the Uptake of Beneficial Treatments  
Address Misinformation within Communities of Color

Trans-NIH initiative leading outreach, engagement and inclusive participation efforts in ethnic and racial minority communities disproportionately affected by the COVID-19 pandemic
Fostering, Strengthening and Linking: Unique Partnerships Within Communities

CEAL state team coalitions partner with national and local organizations committed to CEAL’s mission

- **Academic Partners**
- **Community-Based Organizations**
- **Healthcare Centers & Providers**
- **Faith-Based Organizations**
- **State & Local Government Agencies**
- **Pharmacy Networks**
Leveraging Partnerships within the Local Community

Exemplars: Ensuring our partners, organizations, and networks, can rapidly respond to community needs

Community-Based Organizations

Fostering Inclusion: Distribution of vaccine trial fliers and COVID safety practices in English/Spanish to families

Physician Networks

Connecting Networks: Access to over 5,000 physicians of CEAL target populations through the American College of Physicians and other physician networks

Faith-Based Organizations

Engaging and Building Awareness: Providing masks, and information about COVID-19 and vaccine trials to community members during voter registration drive
Creating a Community of Practice Through Collaboration

**Community Needs Assessment:**
Geographically map community touchpoints to promote COVID-19 prevention, mitigation and risk messaging

**Connecting Networks:**
Creating Sustainable infrastructures with community-identified leaders and health worker networks for COVID-19 and health promotion information

**Address Misinformation:**
Co-creating culturally appropriate multilingual digital tool-kits providing accurate and trustworthy information

Exemplars: Connecting community leaders and policy makers to reach diverse populations
Leveraging Local and National Communications Networks

Strengthening communication channels with trusted media outlets and community partners to create credible messages in support of community-engaged research

- Op-eds have launched local media efforts in 11 states
- Radio Media Tours
- Forums with over 90 organizations
- BlackDoctor.org’s live interviews and town halls have reached over 200,000 people
An Ecosystem Fostering Inclusive Participation in COVID-19 Vaccine Trials

Moderna COVE Vaccine Study

COVE Study: Enrollment mid-September

- Trusted Partnerships
- Tailored messages
- Community Champions
- Adaptive platforms (Public-Private)

COVE Study: Enrollment late-October

https://twitter.com/moderna_tx/status/1306605434346917888/photo/1

Circle of Partners:
A Diverse Inclusive Ecosystem Enabling Innovation to Combat COVID-19

Fostering Lasting Community Partnerships to Create a Healthier Future for All
Thank You!