A stylized illustration of a diverse group of people of various ethnicities and ages, all wearing face masks. The background is a mix of blue, orange, and pink tones.

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

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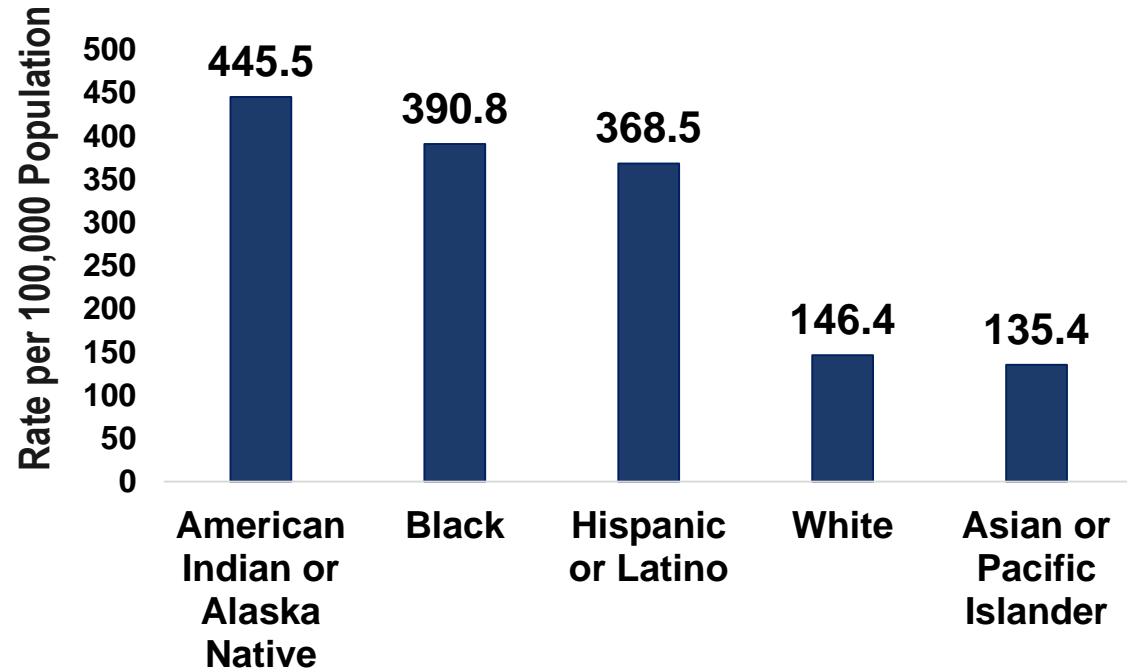
December 10, 2020



National Institutes of Health

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

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

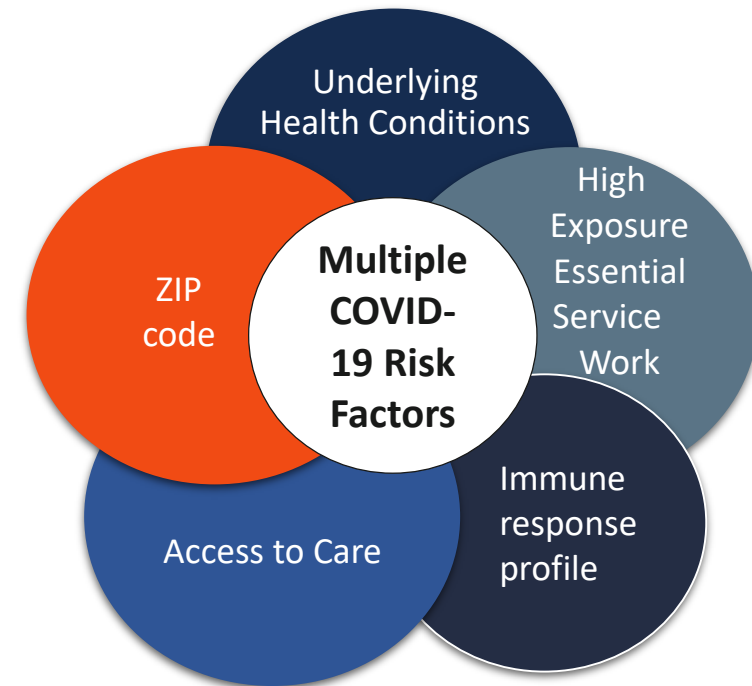


Among some racial and ethnic minority groups, evidence points to higher rates of hospitalization or death from COVID-19 than among non-Hispanic white persons.

COVID-NET

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



CDC, National Center for Health Statistics (NCHS), National Vital Statistics System, 2019;
Yan R, et al., *Science*, 2020.

Addressing a History of Mistrust in Research and Health Care System



“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

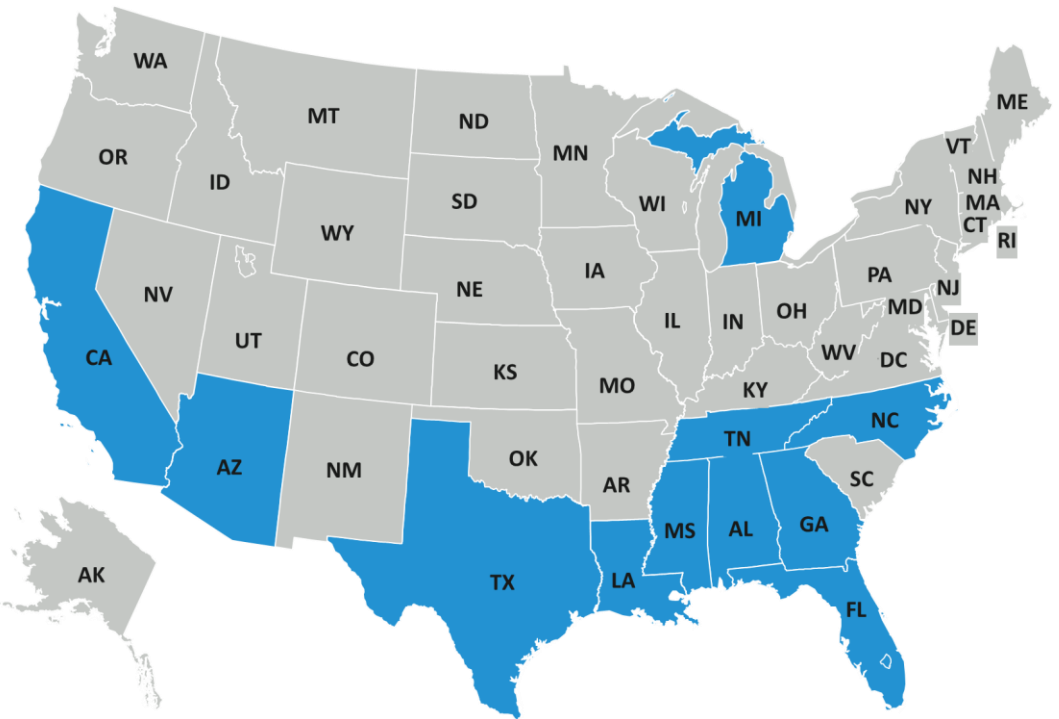
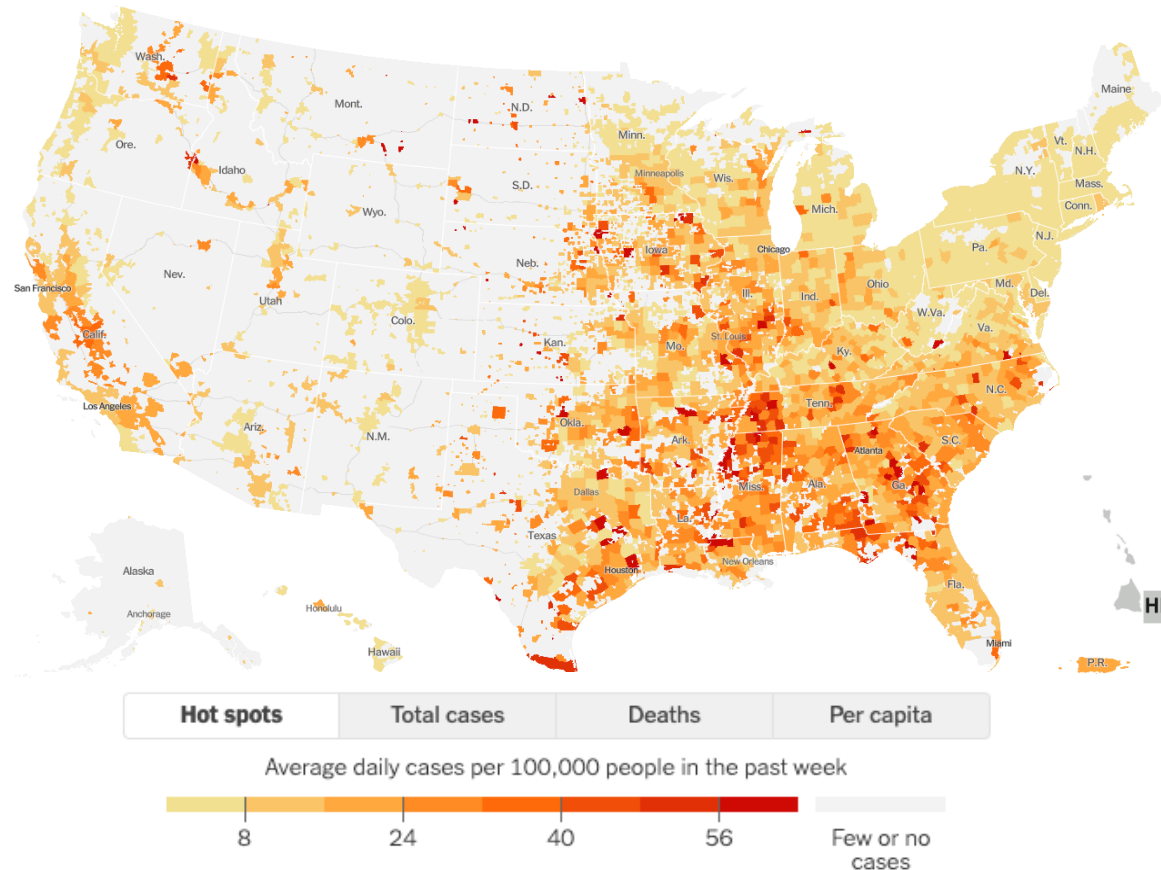
Black adults are much less likely to say they would get a vaccine than other Americans

- 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

Addressing COVID-19 Disparities with Community Engagement



Current 11 NIH CEAL States

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**.
2. **Acknowledge social determinants of health's** role in COVID-19 disparities.
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**

[Communication Resources](#) | [Current Research Studies](#) | [About CEAL](#)



Community Engagement Alliance (CEAL) Against COVID-19 Disparities

In the United States, COVID-19 has taken a greater toll on communities of color.

CEAL focuses on addressing misinformation around COVID-19, engaging trusted partners and messengers in the delivery of accurate information and educating communities on the importance of inclusion in clinical research to overcome COVID-19, and most importantly, health disparities. This is especially important for people unduly burdened by COVID-19 such as **African Americans, Hispanics/Latinos, and American Indians/Alaska Natives**, who account for over half of all reported cases in the United States.

CEAL's research teams also conduct research on the most effective strategies for ensuring inclusion and for engaging, educating and increasing awareness within these groups about vaccine and treatment clinical trials to prevent and treat the disease.



COVID19COMMUNITY.NIH.GOV

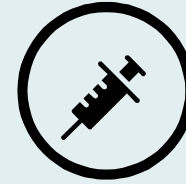
NIH CEAL Program



**Establish Partnerships
within the Community**



**Grow an Understanding
and Trust in Science**



**Accelerate the Uptake
of Beneficial Treatments**

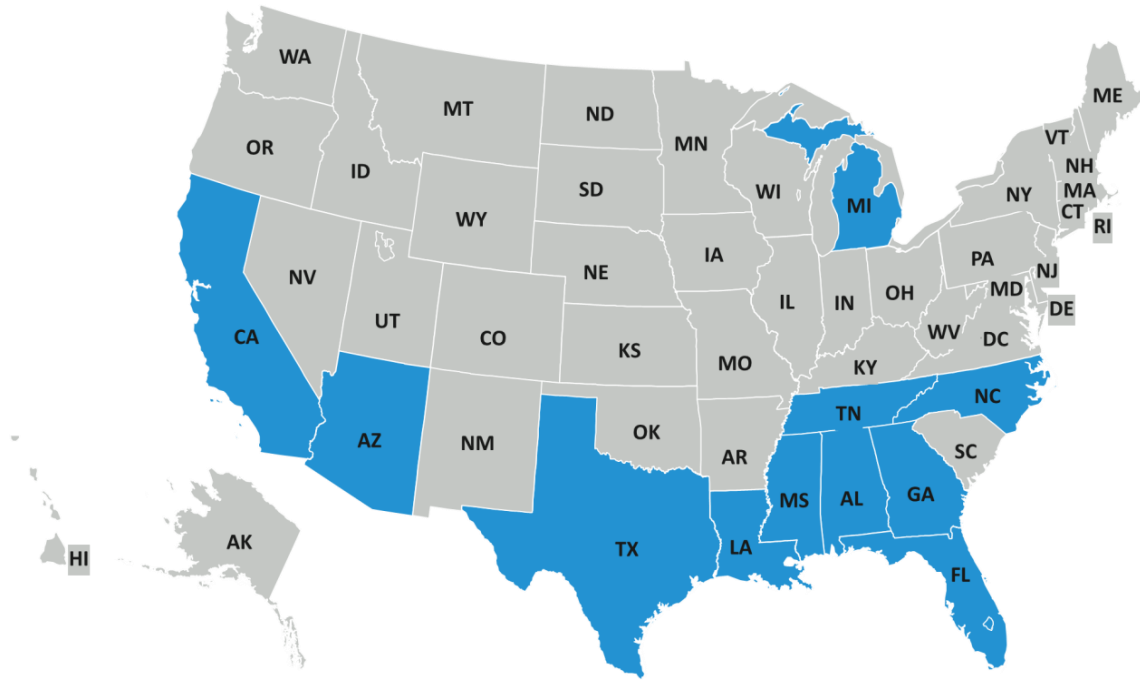


**Address Misinformation
within Communities of
Color**

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

Exemplars: Connecting community leaders and policy makers to reach diverse populations



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





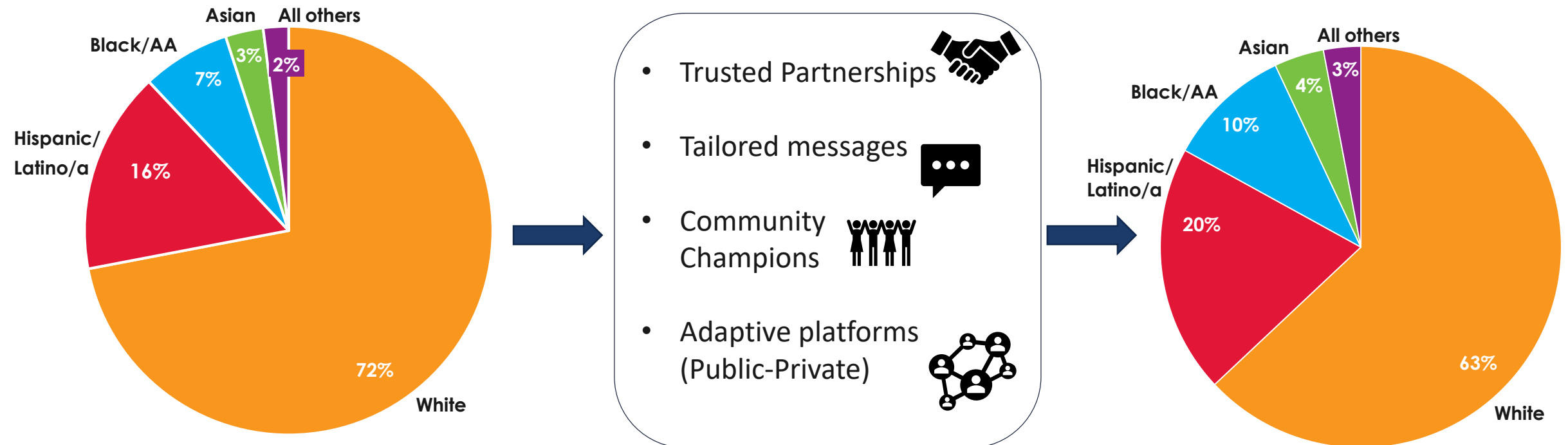
MAKING IT PLAIN

An Ecosystem Fostering Inclusive Participation in COVID-19 Vaccine Trials

Moderna COVE Vaccine Study

COVE Study: Enrollment mid-September

COVE Study: Enrollment late-October



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





Thank You!

