

AGENDA

United to Debunk Misinformation in Our Communities

A TOWN HALL ON COVID-19
Thursday, January 14

5:00PM CST - ZOOM OPENS FOR PRESENTERS
5:30PM CST - ZOOM STARTS FOR REGISTRANTS



5:30-5:35
WELCOME

**Jamboor
K. Vishwanatha,
PhD., Principal
Investigator,
Texas CEAL
Consortium**

5:35-5:40
MODERATOR

**Melanie Lawson,
ABC-13 Houston**

5:40-5:50
KEYNOTE

**Hon. Sheila
Jackson-Lee, US
Rep, Harris
County**

5:50-6:00
SPEAKER

**Co Pastor Mia
Wright, The
Fountain of
Praise Church**

6:00-6:10
SPEAKER

**Venus Ginés
Dia de la Mujer
Latina, Inc
"NO MAS/NO MORE:
MISINFORMATION
+MISCOMMUNICATION
=MISTRUST"™**

6:10-6:20
SPEAKER

**Monica Webb
Hooper, Ph.D.,
Deputy Director,
NIMHD "CEAL: A
national community
engagement
initiative against
the Covid-19
pandemic"**

6:20-6:30
SPEAKER

**Peter Hotez, PhD,
Baylor College of
Medicine
"Combating
anti-science and
distrust amid
Covid-19
pandemic"**

Q&A TO FOLLOW

Moderated by
**Melanie Lawson,
ABC-13 Houston**

Welcome!

Questions

Audio has been disabled for attendees. Click on the Q&A button at the bottom of the screen to ask questions. Selected questions will be answered during the Q&A portion of this town hall.

Prefer Spanish?

When available click on the “Interpretation” button on the bottom of your screen to select Spanish.

Closed Captions

Click on the Closed Caption button at the bottom of your screen and click on “Show Subtitles” for captions.

Special Note

This meeting will be recorded. You can submit questions anonymously in the Q&A. For technical support, please email nnlm-scr@unthsc.edu

¡Bienvenidos!

Preguntas

El audio se ha desactivado para los invitados. Haga clic al botón Q&A en la parte inferior de la pantalla para sus preguntas. Las preguntas seleccionadas serán respondidas después de las presentaciones de este evento.

¿Prefiere español?

Cuando esté disponible, haga clic en el botón "Interpretation" en la parte inferior de su pantalla para seleccionar español.

Subtítulos

Haga clic en el botón de subtítulos en la parte inferior de la pantalla y haga clic para subtítulos.

Informe especial

Se grabará esta reunión. Usted puede enviar sus preguntas de forma anónima en el Q&A. Para apoyo técnico, envíe un correo electrónico al nnlm-scr@unthsc.edu



United to Debunk Misinformation in our communities

A town hall on COVID-19

January 14, 2021

Moderator



Melanie Lawson
ABC 13 Houston Anchor



Welcome Address

Dr. Jamboor Vishwanatha, PhD

Principal Investigator, Texas CEAL Consortium

Regents Professor and Vice President

Founding Director, Texas Center for Health Disparities

Principal Investigator, National Research Mentoring Network, Mentorship and Networking Core

Center for Diversity and International Programs

University of North Texas Health Science Center

Fort Worth, Texas USA

jamboor.vishwanatha@unthsc.edu





Texas CEAL Consortium

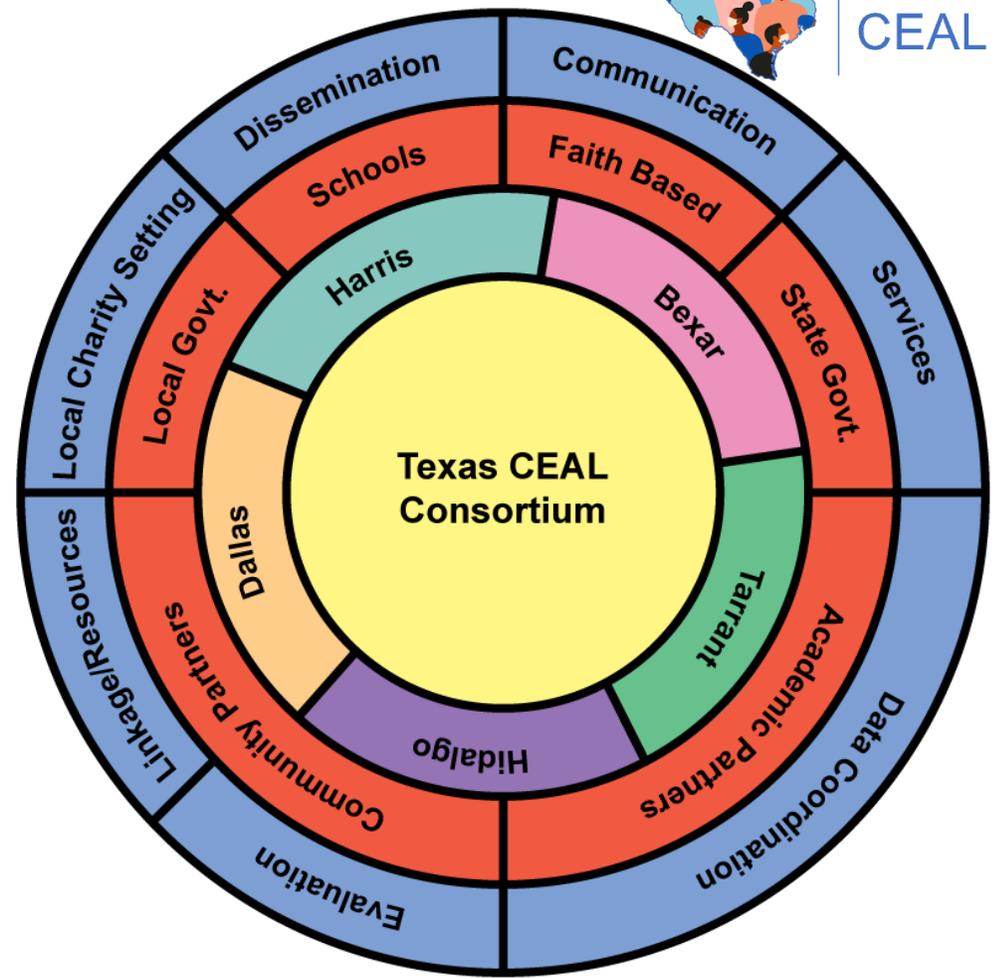


The NIH Community Engagement Alliance Against COVID-19 Disparities (CEAL)

Jamboor K Vishwanatha
Regents Professor and Vice President
UNT Health Science Center
Fort Worth, Texas

Program Goals

To use community-engaged strategies to reduce the burden of Coronavirus Disease 2019 (COVID-19) among disproportionately affected communities across Texas.



ACADEMIC & COMMUNITY PARTNERS

- Texas A&M AgriLife Extension (statewide network serving all 254 Texas counties)
- University of Texas Southwestern
- ❑ Día de la Mujer Latina (CBO partner for CTCN trainings with COVID 19 module)
- ❑ 28 total community partners (includes CBOs, CFOs, HBCUs, FQHCs)

Project Reach

African American, Latino, LGBTQ, low literacy, older, rural and disabled populations

PROJECT LEAD

Dr. Rebecca Seguin-Fowler



Rebecca Seguin-Fowler, PhD, RD, CSCS is Associate Director for Texas A&M AgriLife Research; Chief Scientific Officer for Healthy Texas; and a tenured Associate Professor in the Department of Nutrition. She also serves as Director of Healthy Living for the Texas A&M AgriLife Research and Extension Center in Dallas.



ACADEMIC & COMMUNITY PARTNERS

- University of North Texas Health Science Center at Fort Worth
- Texas Center for Health Disparities
- United Way of Tarrant County
- Tarrant County Public Health
- YMCA of Metropolitan Fort Worth
- DFW CHW Association

Project Reach

Twelve target zip codes identified as primarily non-white and non-Hispanic, disproportionately impacted by COVID-19 (high case and death rates, testing deserts)

Population= 368,653; 61.5% Hispanic, 19% Black/African American, 14% White

PROJECT LEAD Dr, Emily Spence



Dr. Emily Spence is Associate Dean for Community Engagement and Health Equity and Associate Professor in the UNTHSC School of Public Health. She conducts community-based participatory research projects to address health inequities in Tarrant County and leads community engagement and dissemination efforts for the Texas Center for Health Disparities.



ACADEMIC & COMMUNITY PARTNERS

Univ. of Texas Rio Grande Valley

- ▶ School of Social Work
- ▶ School of Medicine, Population Health & Biostatistics
- ▶ School of Medicine, Immunology and Microbiology

Area Health Education Center (AHEC) Program

Operation COVID Shield

RIO GRANDE VALLEY

1,401,299 Persons (5% of Texas' Population)

17% of COVID Deaths Across State

94% Hispanic/Latino

56% between 0-34 years of age

3.5 persons per household

PROJECT LEAD Dr. Luis R. Torres-Hostos



Dr. Torres-Hostos is the Founding Dean of the School of Social Work at UTRGV. The School of Social Work is committed to preparing generalist and advanced professional social workers to meet the needs of a bi-national and multicultural community. The educational emphasis is on social work practice with Latinos considering multicultural competence, ethical practice, knowledge building, and social services that promote social and economic justice.



ACADEMIC & COMMUNITY PARTNERS

- Baylor University Medical Center
 - MD Anderson Cancer Center
 - Univ. of Houston
-
- CANDO Houston
 - Federally Qualified Health Centers
 - Houston area Churches
 - Housing Developments (Acres Homes)
 - Service Organizations in Harris County

PROJECT LEADS



Dr. Bettina Beech, Dr.P.H., M.P.H
Associate Dean for Research
Clinical Professor, Population Health
Department of Health Systems and Population
Health Sciences



Dr. Jasmine Opusunju
Executive Director for CAN DO Houston



Dr. Lorna H. McNeill, PhD, MPH
Cullen Trust Health Care Chair in Health Disparities
Research
Professor and Chair, Department of Health
Disparities Research
Director, Center for Community-Engaged
Translational Research



ACADEMIC & COMMUNITY PARTNERS

- Univ. of Texas Health Center at San Antonio
- Bexar County Health Collaborative
- San Antonio Metropolitan Health District
- Grass roots groups
- Places of worship

PROJECT LEAD Dr. Robert Ferrer



Professor and Vice Chair for Research
Department of Family and Community Medicine
UT Health San Antonio



- Goal 1 – Work with national CEAL partners to identify and distribute common data elements and shared data collection instruments
- Goal 2 - Assist with protocol development for studies and with data collection processes
- Goal 3 – develop and facilitate communication strategies among CEAL groups



Dr. Chris Amos, Baylor College of Medicine
Associate Director of Quantitative Science,
Director for the Institute of Clinical and
Translational Medicine



Presenters

Hon. Sheila Jackson-Lee, US Rep, Harris County





Co-Pastor Mia K. Wright
The Fountain of Praise Church
Houston, Texas

mia@metamorphosis.org



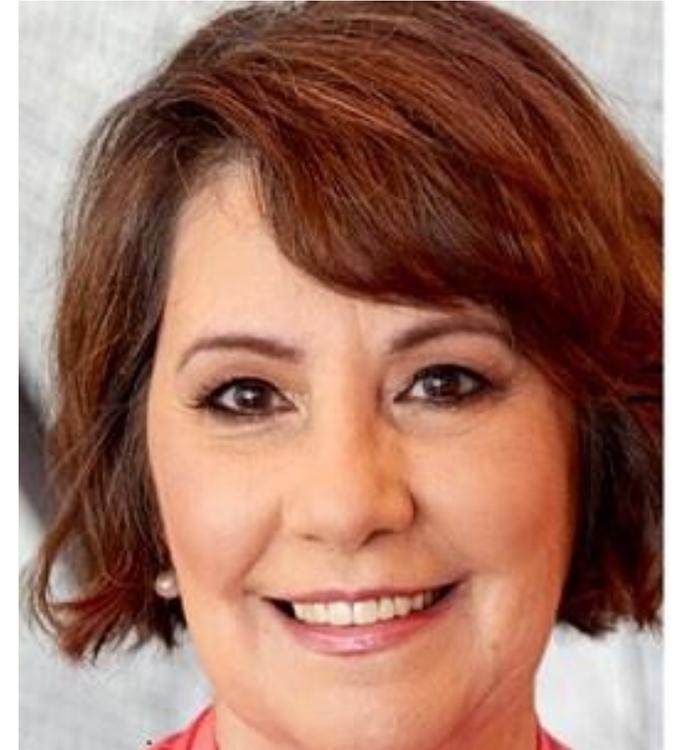
Venus Ginés

President/Founder, Día de la Mujer Latina® Inc

www.diadelamujerlatina.org

venusgines@gmail.com

‘NO MAS/NO MORE: Misinformation+Miscommunication=Mistrust’



Healthcare Providers



Telehealth Community Navigators



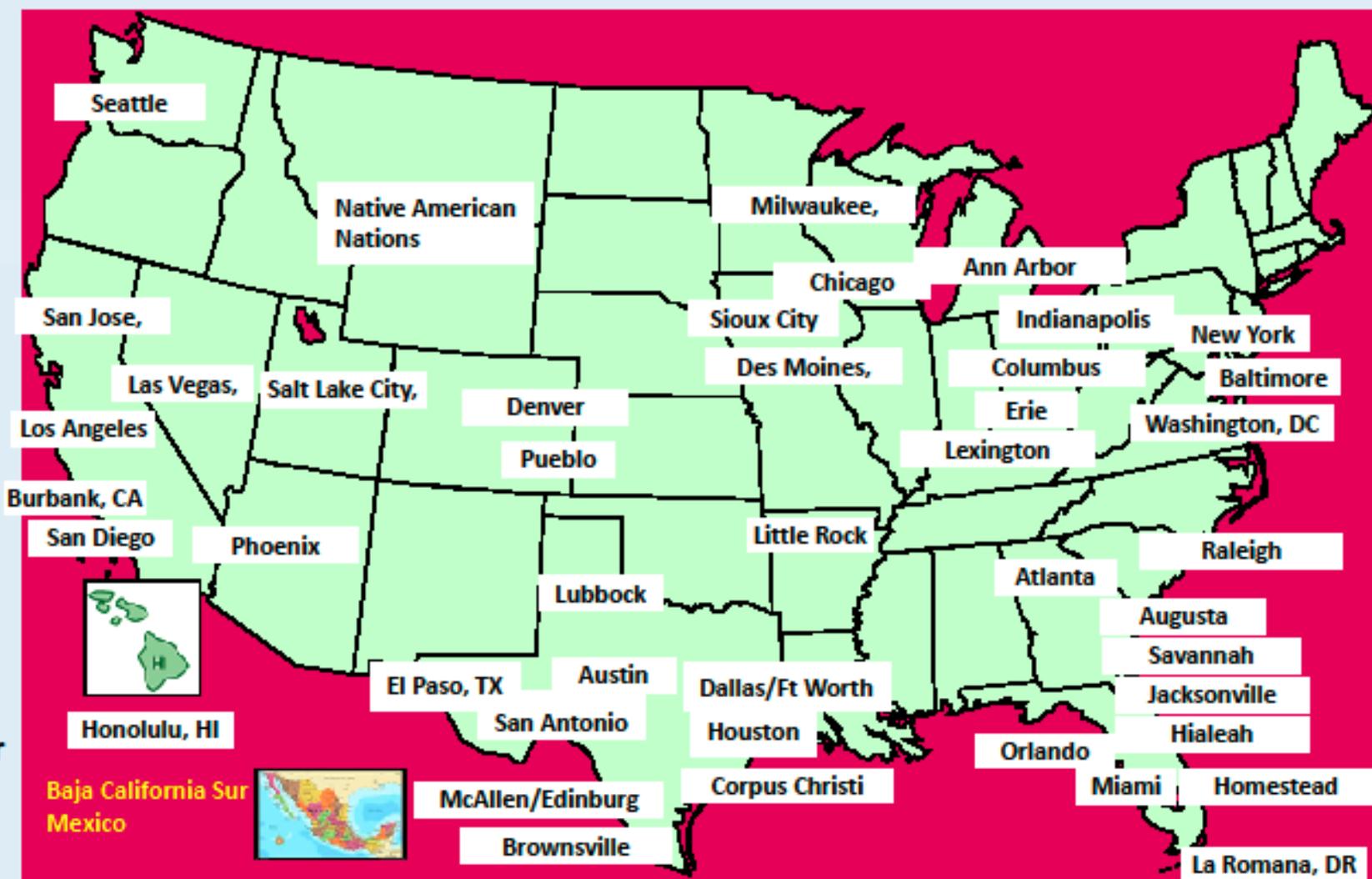
Patient Navigator



Clinical Trial Navigator



The Expanding Roles of Community Health Worker/Promotores



Venus Ginés, MA 281-489-1111
www.diadelamujerlatina.org
president@diadelamujerlatina.org

Behavioral Health Community Navigator



Disaster Recovery



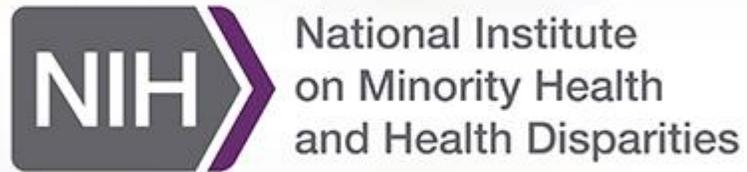
Personal-care



School-based



Monica Webb Hooper, Ph.D.
NIMHD
Office of the Director
Monica.Hooper@nih.gov



“CEAL: A national community engagement initiative against the Covid-19 pandemic.”





CEAL: A National Community Engagement Initiative against the COVID- 19 Pandemic

Monica Webb Hooper, PhD
Deputy Director
**National Institute on Minority
Health and Health Disparities**

United to Debunk Misinformation in our communities; A town hall on COVID-19
Town Hall for the Texas CEAL Consortium
January 14, 2021



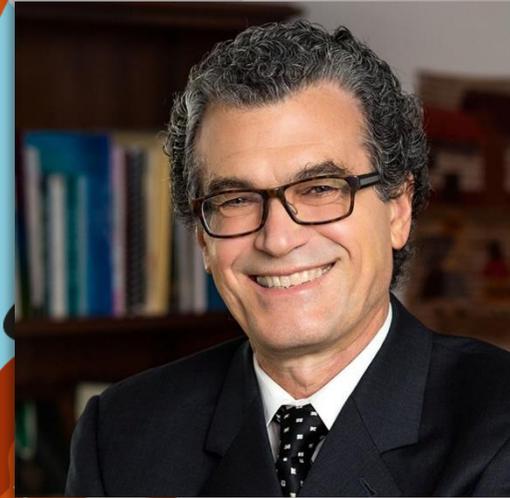
National Institutes of Health

(CEAL) Against COVID-19 Disparities

NIH-Wide Initiative
CEAL Leadership



Gary H. Gibbons, M.D.
Director, National Heart,
Lung, and Blood Institute



Eliseo J. Pérez-Stable, M.D.
Director, National Institute on Minority
Health and Health Disparities



National Institutes of Health

(CEAL) Against COVID-19 Disparities

CEAL Leadership



Monica Webb Hooper, Ph.D.

Deputy Director

National Institute on Minority Health
and Health Disparities



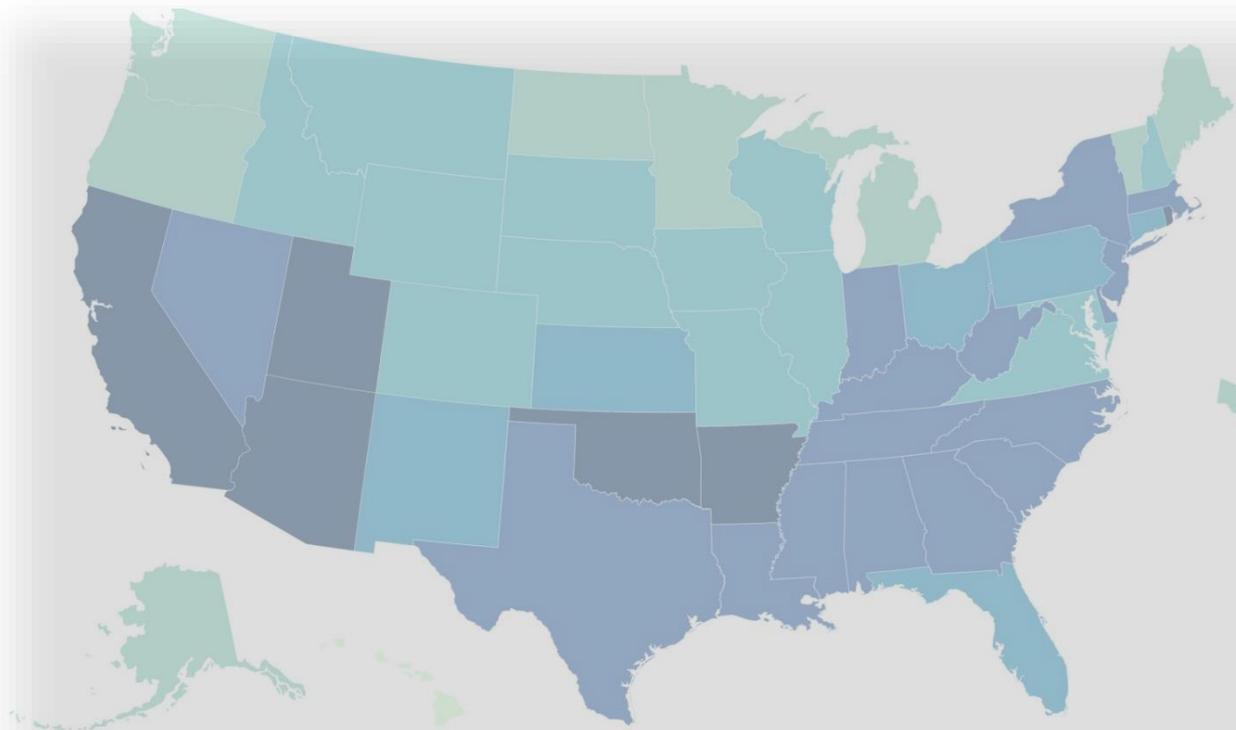
George Mensah, M.D.

Director, Center for Translation Research
and Implementation Science (CTRIS)

National Heart, Lung, and Blood Institute



National Institutes of Health



COVID-19 in the U.S.

Total Cases: > 22.5 million

Total Deaths: > 375 thousand



COVID-19 Cases, Hospitalizations, and Deaths, by Race/Ethnicity

Rate ratios compared to White, Non-Hispanic persons	American Indian or Alaska Native, Non-Hispanic persons	Asian, Non-Hispanic persons	Black or African American, Non-Hispanic persons	Hispanic or Latino persons
Cases ¹	1.8x	0.6x	1.4x	1.7x
Hospitalization ²	4.0x	1.2x	3.7x	4.1x
Death ³	2.6x	1.1x	2.8x	2.8x

Race and ethnicity are risk markers for other underlying conditions that affect health, including socioeconomic status, access to health care, and exposure to the virus related to occupation, e.g., among frontline, essential, and critical infrastructure workers.

How to Slow the Spread of COVID-19



Wear a mask



Stay 6 feet apart



Wash your hands



References on back

[cdc.gov/coronavirus](https://www.cdc.gov/coronavirus)

CS319360-A 11/30/2020

COVID-19 Vaccines and Acceptance



I Won't Be Used as a Guinea Pig for White People'

Mistrust of vaccines runs deep in African-American communities. Against formidable odds, Father Paul Abernathy and his teams are trying to convince residents of Pittsburgh's historic Black neighborhoods to volunteer for trials testing a Covid-19 shot.

“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

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

- 42% of African American/ Black adults (10% increase since Sept.)
- 61% of White adults (9% increase since Sept.)
- 63% of Latinos (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 African American/Black Adults would not seek COVID-19 vaccine
- 5% of White Adults would not seek COVID-19 vaccine





Infodemic



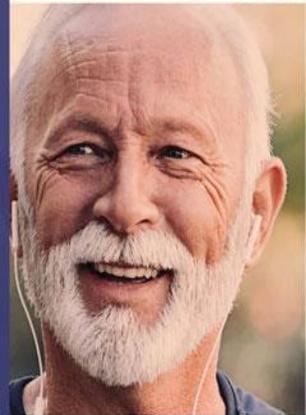
Texas
CEAL

World Health Organization: “**Infodemics** are an excessive amount of information about a problem, which makes it difficult to identify a solution. They can spread misinformation, disinformation and rumors during a health emergency. **Infodemics** can hamper an effective public health response and create confusion and distrust among people.”

— The United Nations Department of Global Communications (DGC), UN.org, 28 Mar. 2020



Community Engagement Alliance (CEAL) Against COVID-19 Disparities



Community Engagement Alliance (CEAL)
Against COVID-19 Disparities

<https://covid19community.nih.gov/>



NIH National Institutes of Health
Community Engagement Alliance
NIH National Institutes of Health

NIH Guiding Principles to Combat COVID-19 through Community Engagement



1. Build and sustain **trusting relationships** through **community engagement**.
2. Addressing **social determinants of health**.
3. Move at the speed of **TRUST!**
4. Work with **trusted voices** and **trusted messengers** at the national and local levels.



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

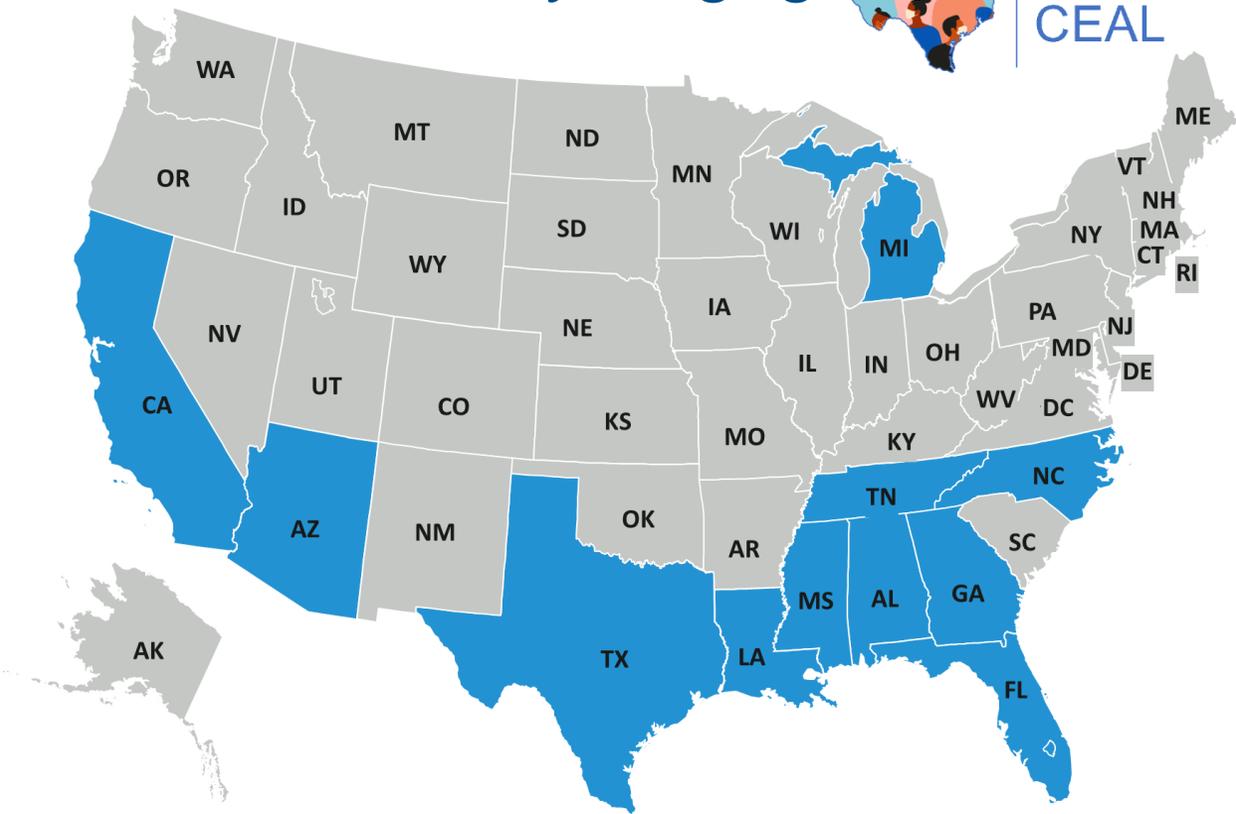
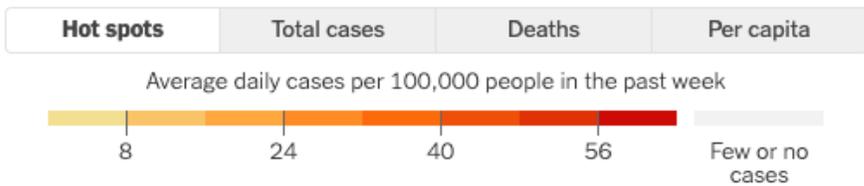
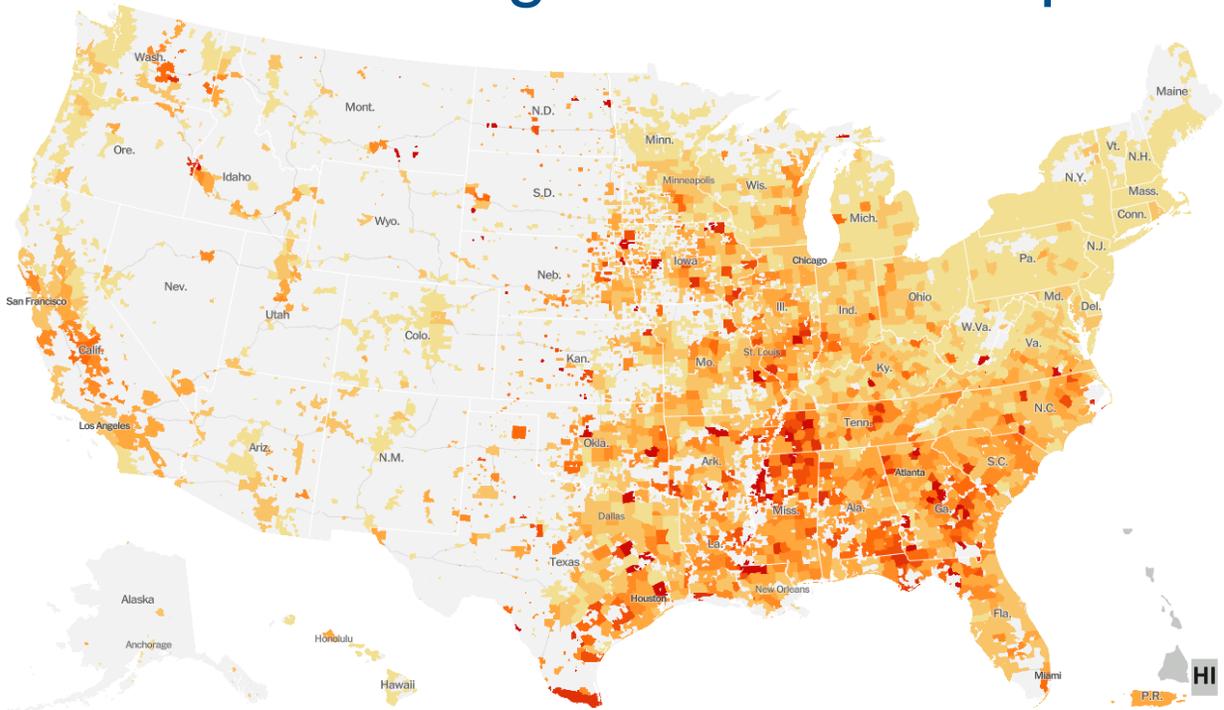
CEAL focuses on addressing misinformation around COVID-19, engaging trusted partners and messengers in the delivery of accurate information and educating communities on the importance of inclusion in clinical research to overcome COVID-19, and most importantly, health disparities. This is especially 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](https://www.nih.gov/community-engagement-alliance)

Addressing COVID-19 Disparities with Community Engagement



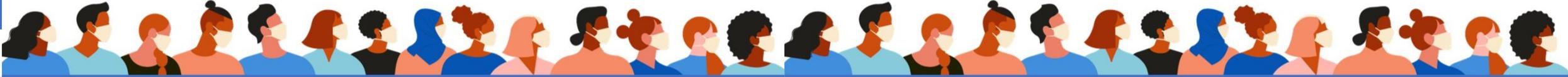
Current 11 NIH CEAL States

CEAL sites identified by:

- Disproportionately affected communities
- Existing community-engaged research

Alabama, Arizona, California, Florida, Georgia, Louisiana, Michigan, Mississippi, North Carolina, Tennessee and Texas

NIH CEAL Initiative



Address Misinformation within Racial/Ethnic Communities

Engage Trusted Voices and Community-Engaged Research Teams

Facilitate Enrollment in COVID-19 Clinical Trials

Invest within the Community

Understand factors that contribute to the disproportionate burden of COVID-19 in underserved communities

Academic Partners

Community-Based Organizations

Healthcare Systems

Faith-Based Organizations

State & Local Government

Pharmacy Networks





Leveraging Partnerships within the Local Community



Texas
CEAL

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



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



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



Engaging and Building Awareness:
Providing masks, and information about COVID-19 and vaccine trials to community members during voter registration drive



CEAL Teams Outreach Progress



Texas
CEAL

METRIC	TOTALS TO DATE	SPECIFIC ACTIVITIES (EXAMPLES)
<p>CEAL outreach staff in direct communication with (potential) participants or community members as part of the CEAL effort</p>	<p>2,369</p>	<ul style="list-style-type: none"> • Text messaging campaigns • COVID-19 educational materials distribution at COVID-19 community testing sites
<p>Program participants or community members who received program COVID-19 educational messages/materials</p>	<p>47,854</p>	<ul style="list-style-type: none"> • Webinars • Symposia • Town halls • Focus groups • Vaccine trial flyer distribution
<p>Communications activities (media programs, community forums or meetings)</p>	<p>2,230</p>	<ul style="list-style-type: none"> • Social media campaigns • Media interviews • Community meetings





Debunking Misinformation



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

MAKING IT PLAIN

A COVID Vaccine & Clinical Trials Town Hall
A conversation with healthcare leaders, organizations and the community



Thursday, October 8, 6:30pm EST



National Heart, Lung, and Blood Institute (NHLBI)
November 23 at 3:53 PM ·
HAPPENING TONIGHT: Tune in at 5 PM EST for a Facebook live with the National Institute on Minority Health and Health Disparities Director, Dr. Eliseo Pérez-Stable.



La Visión News and Dr. Pérez-Stable Discuss the Latino Community and COVID-19

Monday, November 23rd 5:00 - 6:00pm EST

Tune in TODAY via La Visión's Facebook Live!



National Institutes of Health
Community Engagement Alliance



'WEBINAR FOR HEALTH CHAIRS'

COVID-19 VACCINES: DEVELOPMENT, TESTING, OUTREACH AND DISTRIBUTION

Join us to learn more about efforts to support the development and testing of COVID-19 vaccines; inform and engage with the public at large, including African Americans; and ensure vaccine distribution for those most affected by the disease.

WHEN:
October 1, 2020
7:00 - 8:30pm ET

CLICK HERE TO REGISTER
(Registration required to join webinar)

E-mail health@naacpnet.org for more information

SPEAKERS



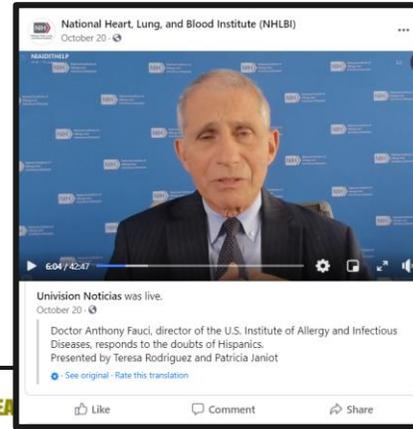
Dr. Shinya Kinoshita
Program Director, Infectious Disease Fellowship Program
Director, Travel and Tropical Disease Clinic
October Clinic Foundation



Dr. Eliseo Pérez-Stable
Director, National Institute on Minority Health and Health Disparities



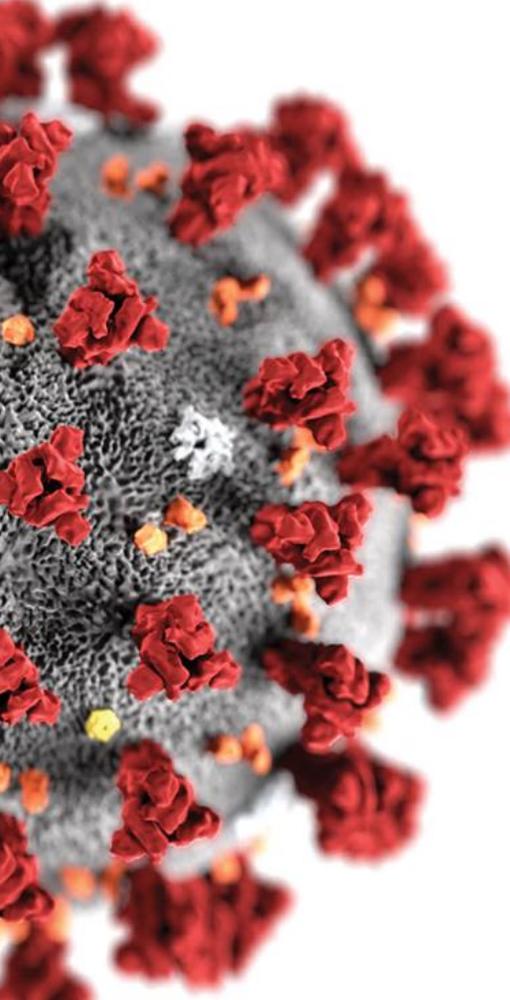
MODERATOR: Dr. Rose Blackborne
Executive Medical Director, Pharmaceutical Product Development
Member, National Health Committee



MEDIA AND DISSEMINATION

- 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

Community Engagement Alliance

- 
- Visit our Community Engagement Alliance (CEAL) Against COVID-19 Disparities website:
<https://covid19community.nih.gov/>
 - Get the latest research information from NIH:
<https://www.nih.gov/coronavirus>
 - Visit the NHLBI COVID-19 webpage for information for researchers, clinicians, general public:
<https://www.nhlbi.nih.gov/coronavirus>
 - Get the latest public health information from CDC:
<https://www.cdc.gov/coronavirus/2019-ncov/cases-updates/cases-in-us.html>
 - **ACTIV:** Learn more about the Accelerating COVID-19 Therapeutic Interventions & Vaccines (ACTIV):
<https://www.nih.gov/research-training/medical-research-initiatives/activ>
 - **RADx:** Learn more about the Rapid Acceleration of Diagnostics (RADx) initiative:
<https://www.nih.gov/research-training/medical-research-initiatives/radx>





Thank You!



NIH National Institutes of Health

Peter Hotez, MD, PhD, FASTMH, FAAP

Dean, [National School of Tropical Medicine](#)

Professor, Departments of Pediatrics, Molecular Virology & Microbiology

Co-Head, Section of Pediatric Tropical Medicine

Health Policy Scholar

Baylor College of Medicine

hotez@bcm.edu



Texas
CEAL



‘Combating anti-science and distrust amid Covid-19 pandemic’





Q & A