



# A Jackson County Prevention Health Services and Community Mobilization Initiative

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UNIVERSITY OF MISSOURI-KANSAS CITY

# UMKC Community Health Research Groups: What We Do

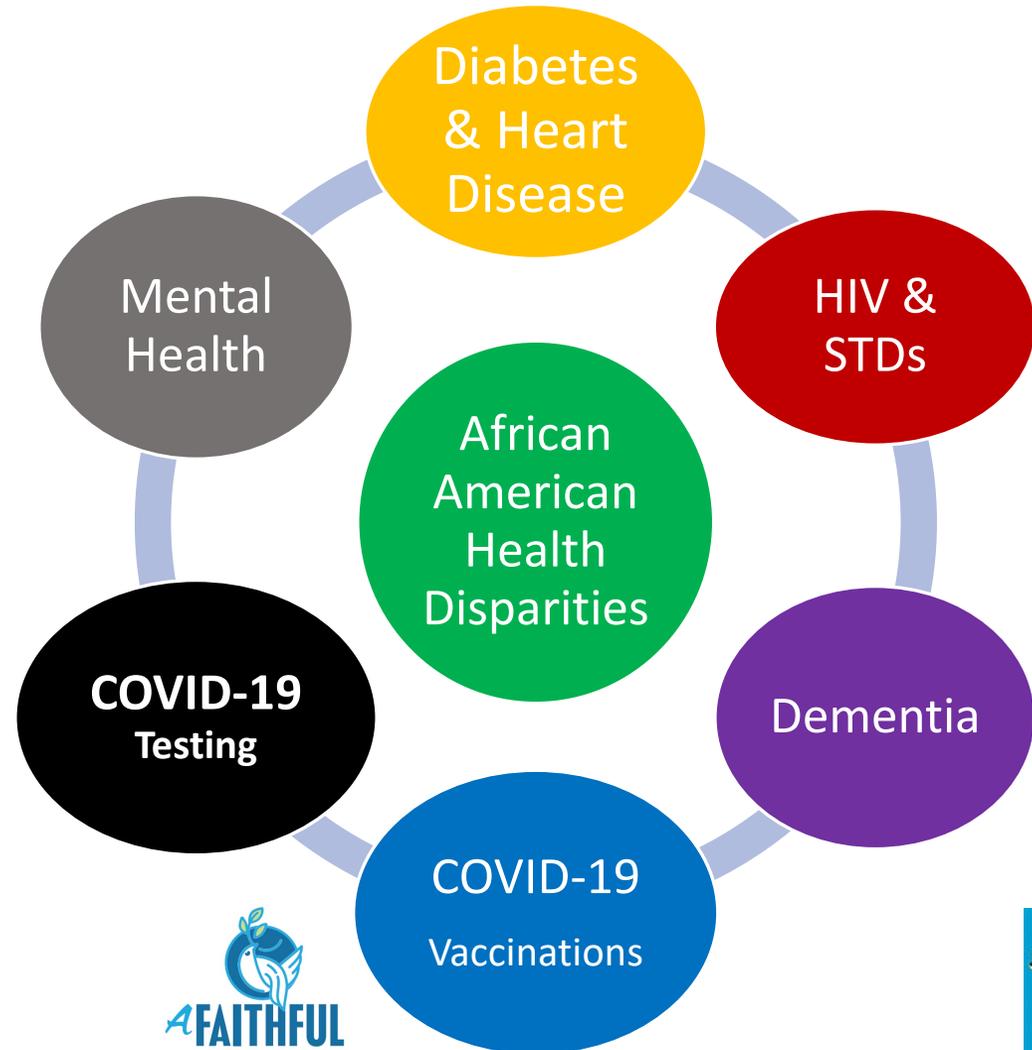
KC FAITH



Clergy Response Network



Community-Engaged Research



Funded amount: \$5 million  
Funding period:  
6/1/2021-12/31/2021



## Primary Goals:

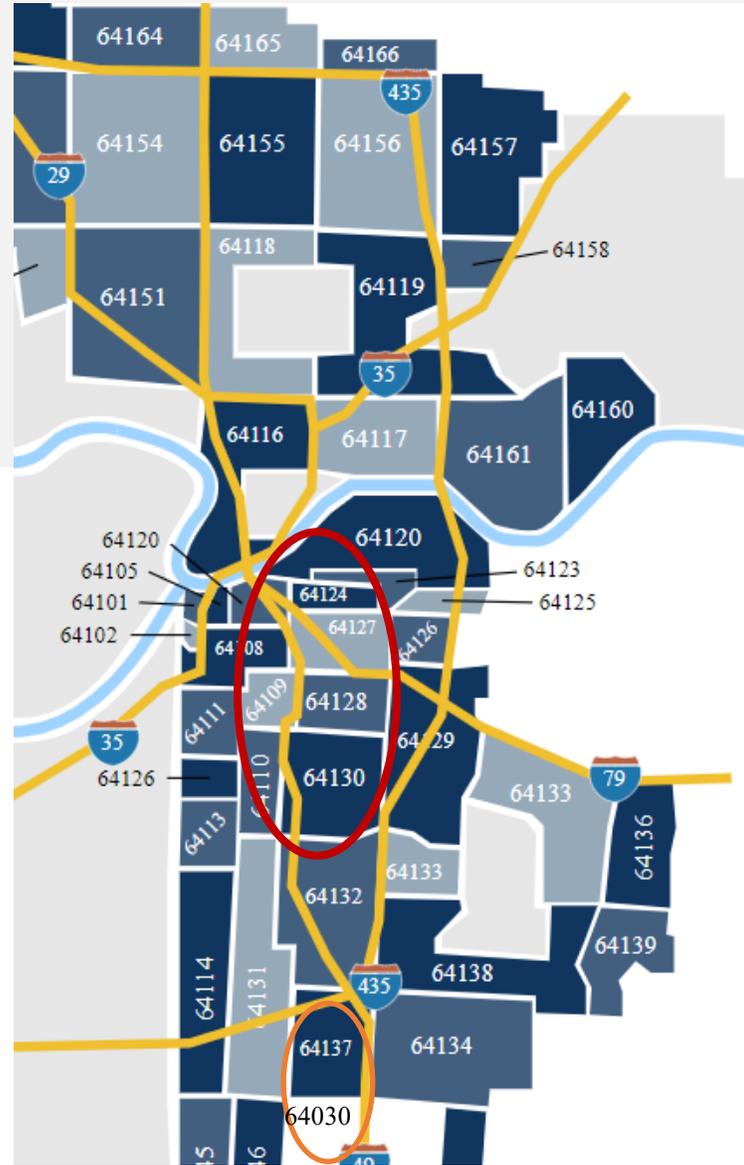
1. Increase reach of COVID-19 vaccinations and access to health services
2. Build a community-health-academic infrastructure to address health disparities across 4 sectors in the Eastside (business, faith, youth, neighborhoods)



# WHERE?

## SOCIAL VULNERABILITY & LOW COVID-19 VACCINATION RATES

- Vulnerable Zip Codes
- **64106**
- **64109**
- **64127**
- **64128**
- **64129**
- **64130**



# Equipping Community Influencers to Encourage COVID-19 Vaccinations and Use of Health Services



**Churches**



**Neighborhood Associations**



**Youth Organizations**



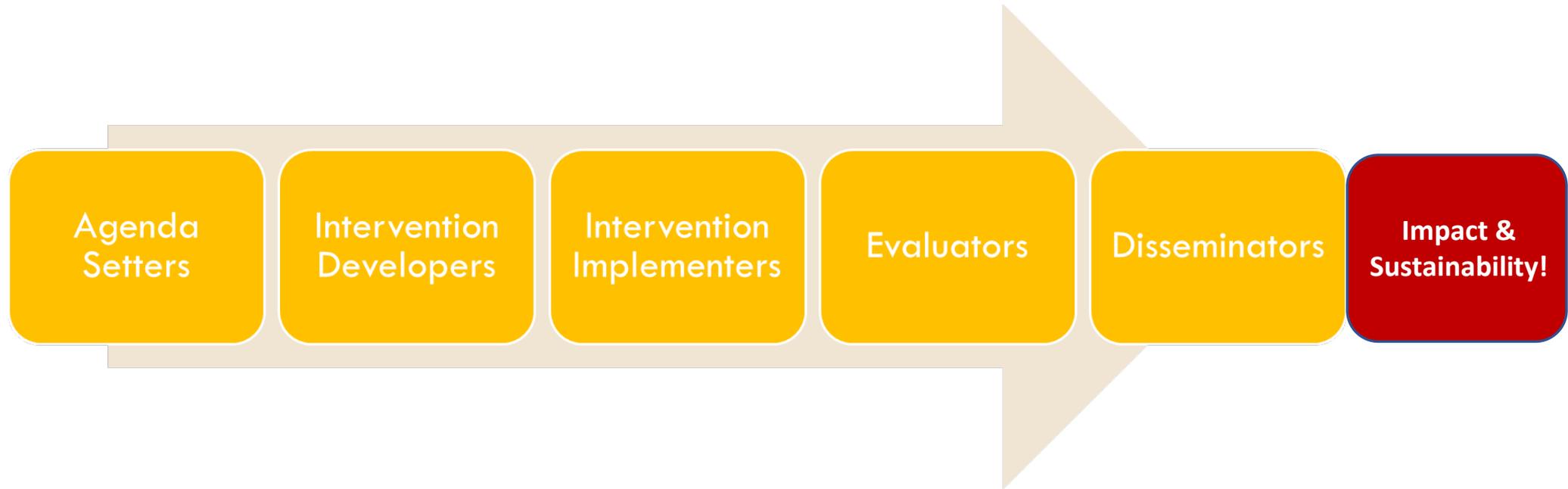
**Businesses**



# Community Engagement Approach

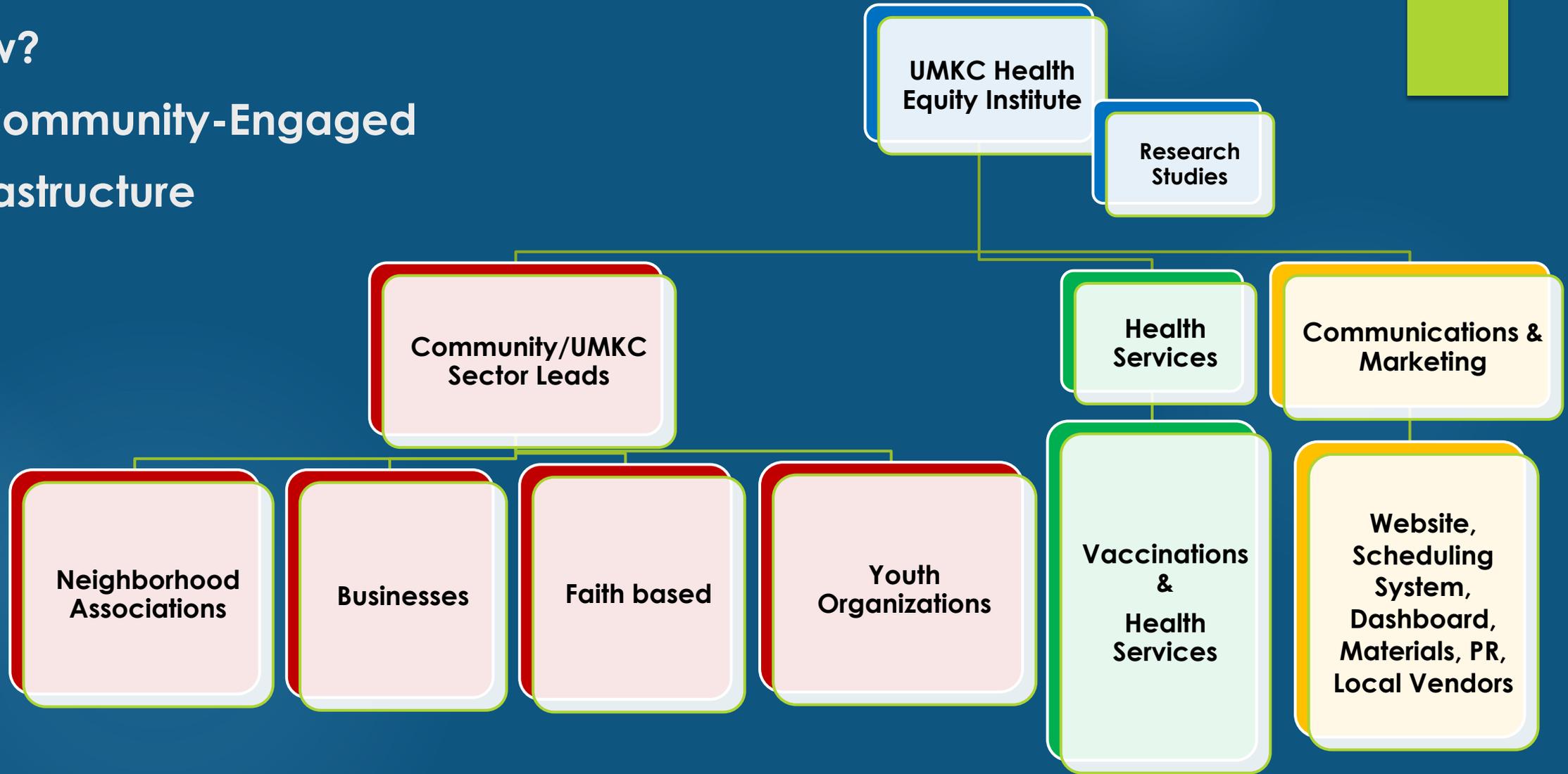
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Engaging the Eastside Community Across All Phases of the Work



# How?

## A Community-Engaged Infrastructure



Over 60 community partners across 4 sectors!



Dina Newman, Center  
for Neighborhoods



LaMonica Upton, Center  
for Neighborhoods



Minister Gregg Wilson,  
Community Engagement  
Outreach Liaison



Cash Wilson,  
Community Engagement  
Outreach Liaison

# Neighborhood Sector

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Denise Dean, UMKC School of  
Nursing and Health Studies



Amanda Grimes, UMKC School of  
Nursing and Health Studies



Monique Johnston, Youth  
Ambassadors of KC

# Youth Sector

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Maria Myers, Source Link  
UMKC Innovation Center



Daniel Smith, The Porter House KC

# Business Sector

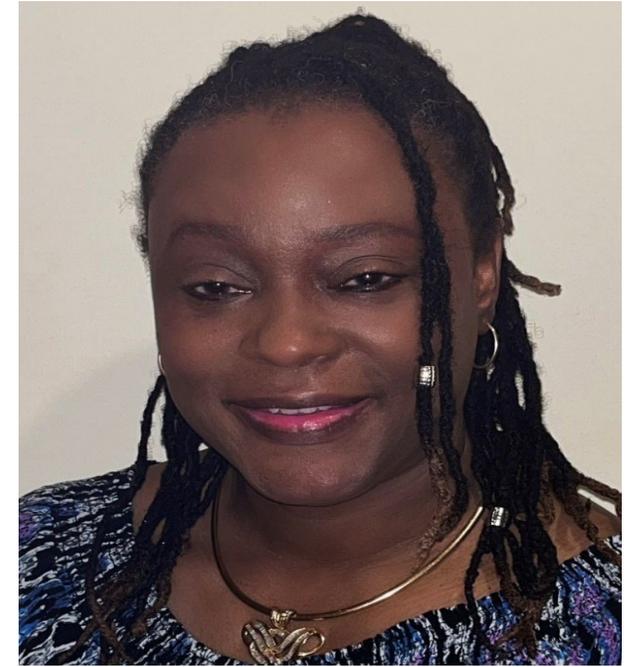
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Carole Bowe Thompson, UMKC  
Community Health Research Group



Rev. Eric Williams, Calvary Temple  
Baptist Church



Leah Banks, Calvary Community  
Outreach Network

# Faith Sector

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# SPECIAL THANKS TO OUR COMMUNITY PARTNERS:

Heart of the City Neighborhood Association  
Ivanhoe Neighborhood Council  
Coachlight Square Homes Association  
Boston Heights/Mt. Hope  
Santa Fe Area Council  
Key Coalition Inc.  
East 23rd Street PAC Neighborhood Association  
Blue Hills Neighborhood Association  
Paseo West Neighborhood Association  
Vineyard Neighborhood Association  
Washington Wheatley Neighborhood  
Wendell Phillips Neighborhood Association  
Eastwood Hills Community Association Inc.  
Second Baptist Church  
Victorious Life Church  
Heart of God  
Victory Temple Church  
Bethel Family Worship Center  
aSTEAM Village  
Mt. Sinai Missionary Baptist Church  
Sunlight MBC  
Heaven Sent Outreach Ministries  
Pleasant Green MBC  
Rhema Church  
Pleasant Green MBC  
Morning Star Baptist Church  
Youth Ambassadors KC  
Apostolic Church of God  
Mattie Rhodes  
Jewish Vocational Center

Centennial UMC  
Memorial Church International  
Boone Tabernacle COGIC  
Harris Park  
ArtsTech  
W.E.B. DuBois Learning Center  
HYPE: Helping Youth Plan For Excellence  
DeLaSalle Center  
Boys & Girls Club Thornberry Unit  
Boys & Girls Club J&D Wagner  
Operation Breakthrough  
YMCA Linwood  
Guadalupe Centers High School  
Hogan High School  
Morning Star Baptist Church  
CHES Inc.  
KC Daiquiri Shop  
Reconciliation Services  
KBCC Inc dba Heartland Black  
Chamber of Commerce  
Aya Coffee and Books  
Ruby Jean's Juicery  
One Pair LLC  
The Amethyst Place  
The Prospect KC  
180V Barber Shop  
CHES Inc.  
Aya Coffee and Books  
Troostapalooza



## And Health Partners

University Health

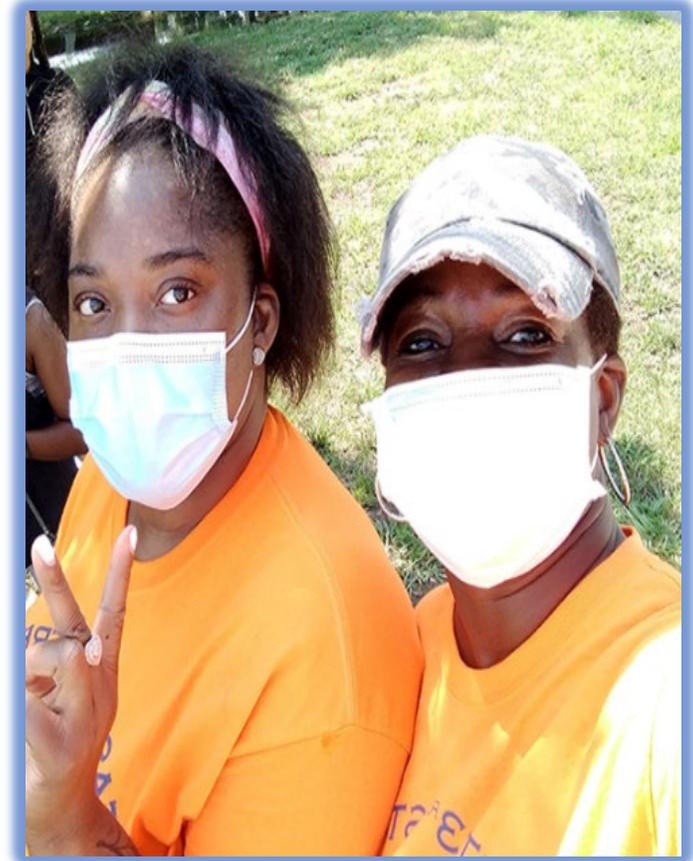
Children's Mercy Kansas City

Black Health Care Coalition

# 160 Community Health Liaisons!

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- Handed out flyers
- Attended community meetings
- Talked to friends and family
- Hung door hangers
- Did call blasts
- Posted on social media
- Coordinated OHKCE events
- Showed up and showed out!



# Sample of OHKCE Materials

**Our Healthy KC Eastside**

FUNDED BY 

**COVID-19 MYTHS & FACTS**

Getting immunized against COVID-19 will keep most people from getting sick. Even in a rare case where one does catch the virus, a vaccine will likely prevent you from becoming seriously ill. Check the other side to learn more details on Myths and Facts.

**PROTECT THE EASTSIDE**  
MAKE YOUR PLAN TO GET VACCINATED TODAY

MAKE YOUR PLAN TO GET VACCINATED TODAY  
call (816) 404-CARE or visit [healthykceastside.org](http://healthykceastside.org)

MYTHS	FACTS
<b>MYTH:</b> Getting the COVID-19 vaccine gives you COVID-19.	<b>FACT:</b> No, it's not possible to get COVID-19 from the current FDA-authorized vaccines.
<b>MYTH:</b> The COVID-19 vaccine was developed too fast, making it unsafe for the public.	<b>FACT:</b> Medical professionals began developing vaccines for COVID-19 in 2020, based on decades of research on how immune responses and vaccines work.
<b>MYTH:</b> The COVID-19 vaccine enters your cells and changes your DNA.	<b>FACT:</b> There is no virus in the vaccine, instead it contains Messenger RNA that "teaches" our bodies how to fight COVID-19.
<b>MYTH:</b> The COVID-19 vaccine gives you immunity instantly.	<b>FACT:</b> Our bodies need two weeks to learn how to fight COVID-19 after getting both doses of the vaccine.
<b>MYTH:</b> The COVID-19 vaccine is only provided to people who have health insurance.	<b>FACT:</b> COVID-19 vaccines are being provided free of charge. Learn more at <a href="http://www.fda.gov/qa/qa012120">www.fda.gov/qa/qa012120</a>

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**PROTECT THE Eastside** | JOIN THE SQUAD! HERO IMMUNITY

FUNDED BY 



MAKE YOUR PLAN TO GET VACCINATED TODAY  
call (816) 404-CARE or visit [healthykceastside.org](http://healthykceastside.org)

**PROTECT THE SQUAD! WITH HERD IMMUNITY**

**What is herd immunity?**  
Herd immunity occurs when a large portion of a community (or herd) becomes immune to a disease, making the spread of disease from person to person. As a result, the whole community becomes better protected.

- 70% of us need to be vaccinated to achieve a healthy community.
- With more people getting vaccinated, the less COVID is spread.
- The less COVID is spread, we'll have less people in hospitals and less sick people in our community.
- Once we have herd immunity we can ditch those masks!



MAKE YOUR PLAN TO GET VACCINATED TODAY  
call (816) 404-CARE or visit [healthykceastside.org](http://healthykceastside.org)

**PROTECT THE Eastside**

**Our Healthy KC Eastside**

FUNDED BY 



**COVID BLOCKER**

MAKE YOUR PLAN TO GET VACCINATED TODAY  
call (816) 404-CARE or visit [healthykceastside.org](http://healthykceastside.org)

**VACCINE = COVID BLOCKER**

**Our Healthy KC Eastside**

**Vaccine Benefits**

- COVID-19 vaccine is both safe and effective in children ages 12 and older.
- COVID-19 Vaccine protects kids from severe illness.
- The more people who get vaccinated the closer we get to back to normal.
- A very small number of people may experience allergic reactions to the vaccine.
- The shot is over in a blink of an eye! You'll feel a quick pinch and then all done.
- Once vaccinated your family and friends are on the road to be better protected.



MAKE YOUR PLAN TO GET VACCINATED TODAY  
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**TALKING POINTS**

**Our Healthy KC Eastside**

FUNDED BY 

**HERD THE WORLD!**

REMEMBER, TO THE VIRUS, THERE ARE NO CREDS, NO PONS - ONLY ONE BIG HERO.

Herd immunity occurs when a large portion of a community (or herd) becomes immune to a disease, making the spread of disease from person to person. As a result, the whole community becomes better protected.

**WE NEED 70% OF THE "HERD" TO GET THE VACCINE.**

**GET VACCINATED FOR THE FAM!**

**LET'S PUT THAT VIRUS ON ICE!**

**PROTECT THE BLOCK!**

MAKE YOUR PLAN TO GET VACCINATED TODAY  
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**Our Healthy KC Eastside**

FUNDED BY 



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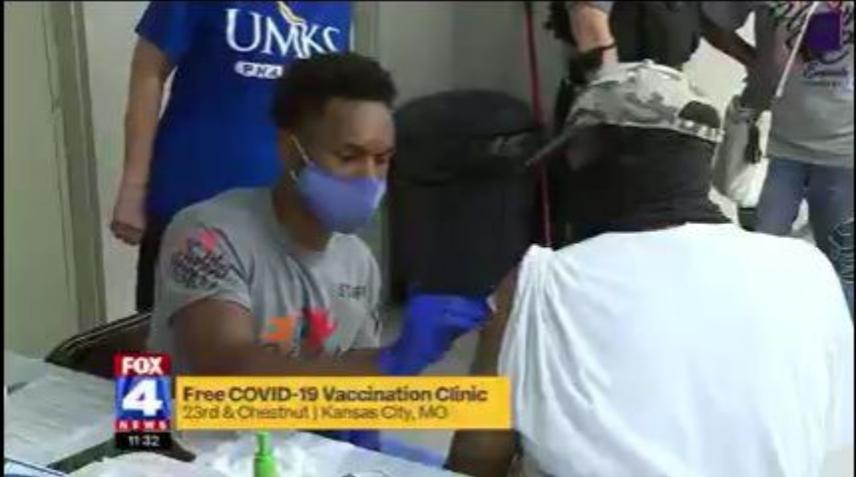
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# Engaged Community Partners and Community Health Liaisons



Completed thousands of entries on their implementation activities in online database system

# Vaccinations Given

# 12,942



\$50 for 1<sup>st</sup> shot



“A friend told me they were having this event. I’d been on the fence for 6 months, but I have a new grandbaby. I care about myself, but this wasn’t all about me. It’s about keeping my [grandbaby] safe.”





### Top 3 Community Clinic events

1. KC Daiquiri Shop at Happy Foods: 61 people vaccinated
2. Guadeloupe High School: 59 people vaccinated
3. Morning Star Missionary Baptist Church: 57 vaccinated

# Health Services Provided

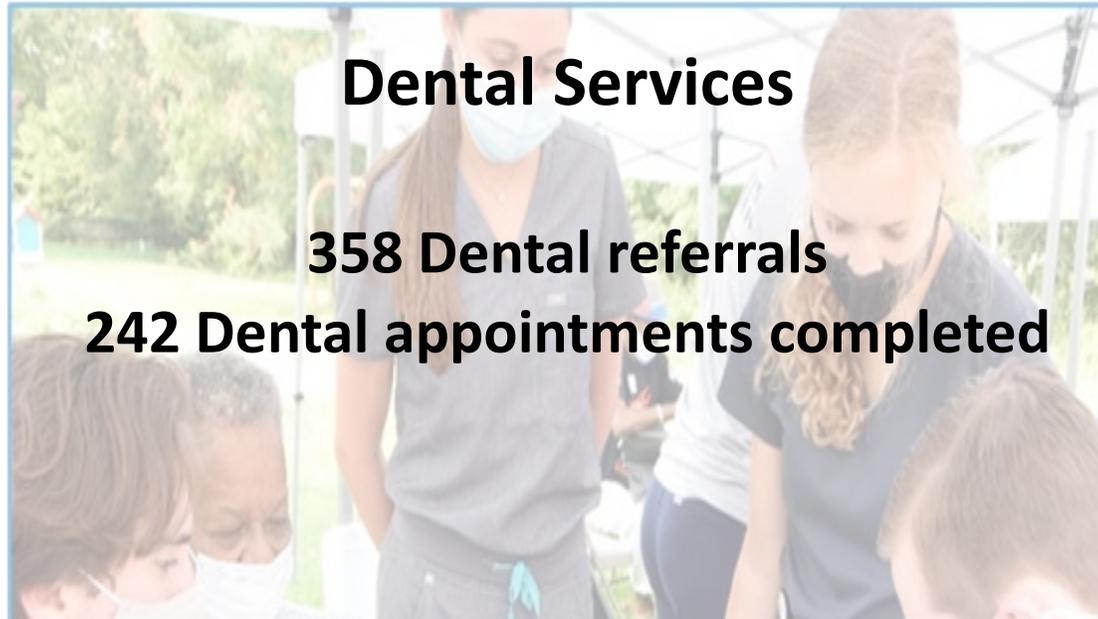
# 4,152

Blood pressures, blood glucose screening, mental health screenings, dental assessments, linkage to care

“I just need to get my sugar checked. I’m doing good but glad I can get this done here.”

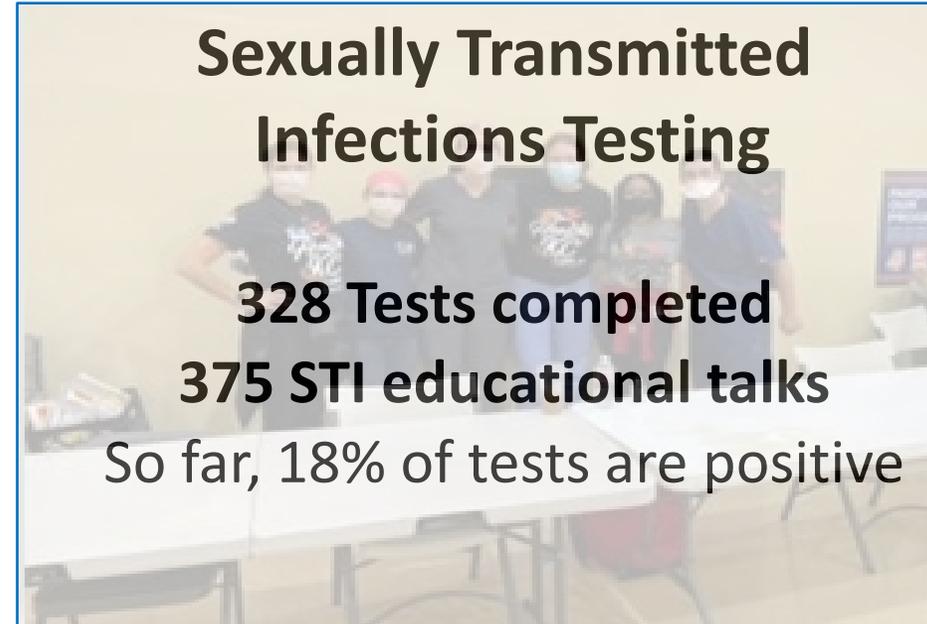


# Highlights on Health Screening Services



“Holy crap!!! I want to freaking cry!!! You have no idea how much this means to me!!! I’m so excited to start over, you have no idea!! Thank you!!!”

-OHKCE dental patient



“One of my favorite moments was a real discussion with a newly divorced 60 something woman about safe sex practices and ways to reduce her risk. She expressed she hasn't this talk with her doctor, and she felt empowered to ask questions and take charge of her health.”

-Dr. Stefanie Ellison, UMKC School of Medicine

# How Services Delivered? Many Volunteers!!!

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Health Providers



Faculty



Students



Nearly 300 student volunteers!

# Survey on Health Beliefs and Behaviors

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3,496

Surveys Completed



# Survey Participant Characteristics (N=3,496)

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-81% African American

-59% Females

-16% Hospitalized due to COVID-19

**-77% Would use health services at the community-based vaccination location**

## Why Vaccinated?

-78% Wanted to keep family safe

-60% Wanted to keep self safe

**-51% Wanted to keep community safe**

## Health

**-24% postponed medical care since pandemic**

-49% Saw dentist in past year

-30% Hypertension

-21% Depression

-13% Diabetes



# Participants and Social Determinants of Health

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## Social Determinants:

- 40% Did not have enough food in past year
- 32% Lost income since pandemic started
- 24% Challenges with transportation
- 9% Had challenges getting to vaccination site
- 77% Believed people should wear masks as mandated by government



# OHKCE Community Forum

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**121 Attendees** (Community health liaisons, community partners, health, and researchers)

-OHKCE successes, findings, Eastside vaccination rates

-12 Focus groups

-Health priorities

- **Diabetes, high blood pressure, and mental health**

-Needed strategies and programs

- Health education and literacy including support in finding doctors and resources to cover costs

- Nutrition and exercise

- Access to/trust with healthcare systems and reduction of healthcare costs



## Lessons Learned

The Community Engagement matters!

**Increasing capacity to co-locate health services in community and medical settings is critical to closing health disparities.**

**People will use health services provided in community-clinics.**

Ex. Young man vaccinated after talking to pharmacist

Double benefit – uptake of services and data collection on health behaviors.

Community partners need to get paid – and fed!

Celebrate progress!!

# What Comes Next? From OHKCE to OHJC

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## **Preventive Health Services:**

- COVID-19 and chronic diseases
  - Vaccinations and health screenings
- Cancer
  - Cancer screenings and referrals
- Diabetes
  - Evidence-based Lifestyle change programs
- Infant mortality
  - Evidence-based Early reproductive services

# Vaccinations, Health Screenings, and Other Healthcare Services

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## Vaccinations

- COVID-19
- Flu



Goal: 5,000 vaccinations

## Health Screenings

- Blood pressure
- Blood glucose
- Mental health
- Dental assessments  
(and treatment)
- Sexually transmitted infections

Goal: 2,000 Units of health services

## -Cancer screenings

- Colon
- Oral
- HPV
- Mammograms

## -Broadband Internet Services



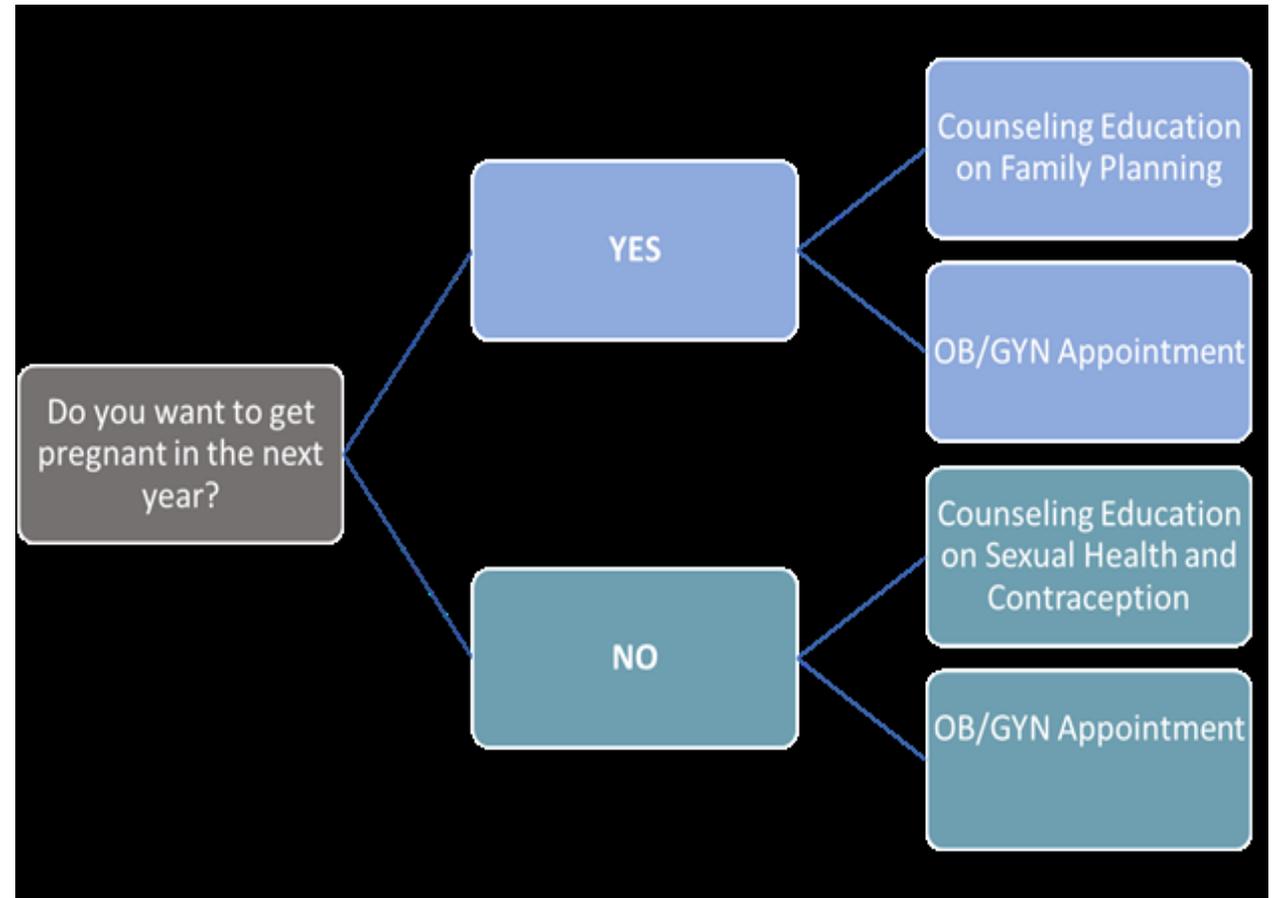
# Infant Mortality

## Reproductive age women:

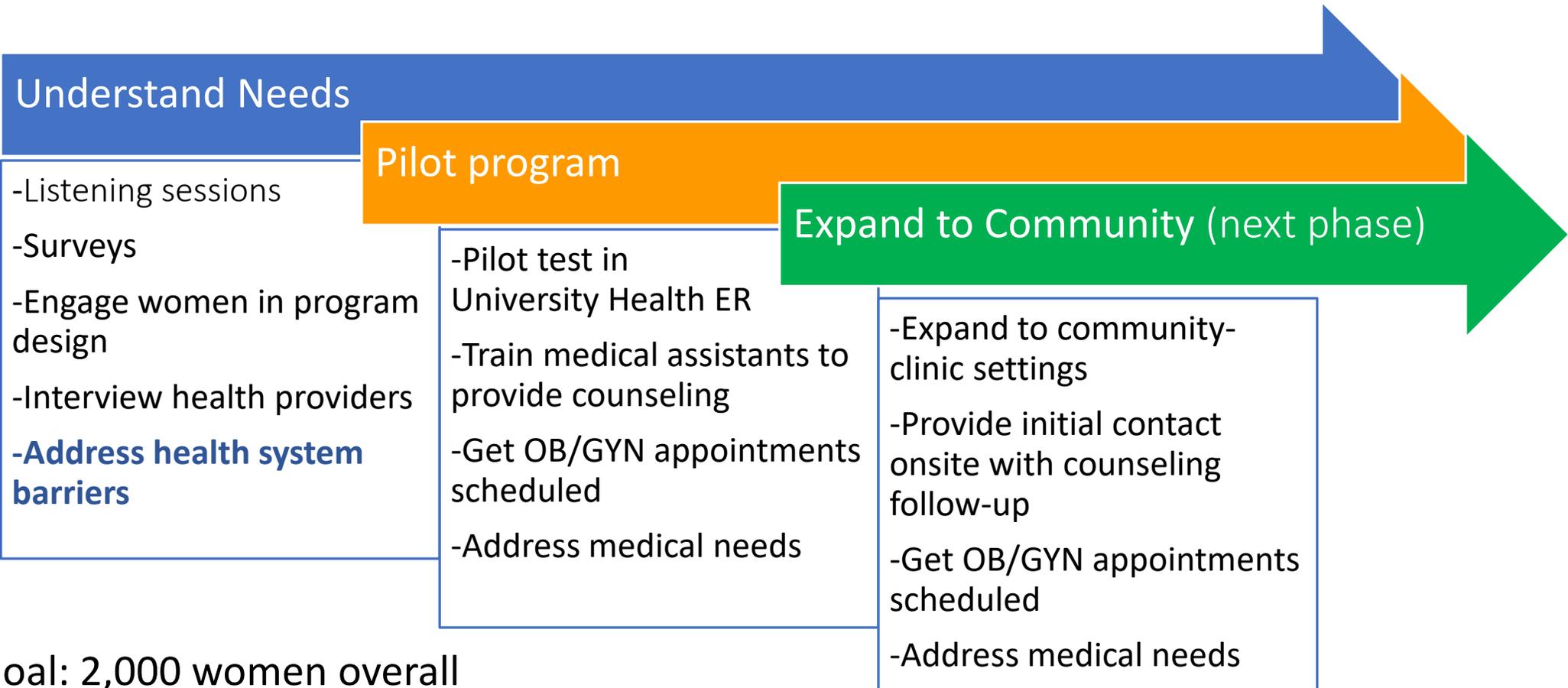
- Early prevention
- Early decision-making
- Support
- Access to Care

## Asking 1 Question:

***DO YOU WANT TO BE PREGNANT  
IN THE NEXT YEAR?***



# Infant Mortality Program: We CARE-KC



Goal: 2,000 women overall

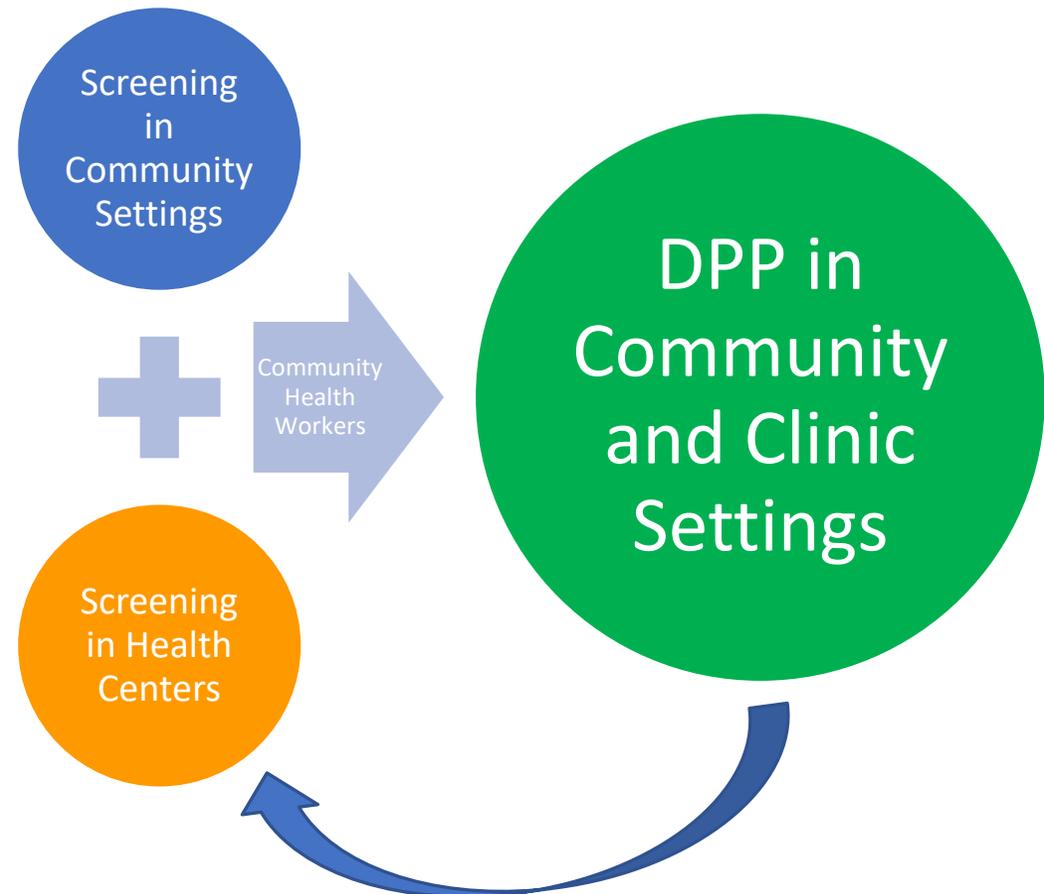
# Diabetes Prevention Program

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## Need for Diabetes Prevention Programs

- High rates of prediabetes
- Early screening with at-risk persons
- Access to free diabetes prevention programs in trusted clinic and community spaces
- Tailored for special populations
- Support from community health workers

Goal: 1,500 prediabetic persons



# Expand and Sustain the Project

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## Geographic and Organization Expansion

- Go beyond initial zip codes
- Include more community organizations
  - Especially youth organizations
  - Spanish speaking
  - Refugee

## Sustainability: Generating Resources and Leveraging Partnerships

- Grant funding
- Reimbursements
- Systems changes
- Trainee workforce



# Thank You!!

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