
Community Health Workers and COVID-19

Promotores(as) de Salud y COVID-19

MHP Salud Technical Assistance Call

Llamada de asistencia técnica

October 15, 2020



**OUTCOMES-DRIVEN
EXPERIENCED
INNOVATIVE**

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Introductions/Introducciones

- Name/Nombre
- Title/Título
- Location/Ubicación
- Organization/Organización
- Any specific COVID-related resources or needs?/ ¿Algún recurso o necesidad específica relacionada con COVID?



Technical Assistance Calls

Llamadas de Asistencia Técnica

Promote capacity building among organizations by helping to identify underlying needs and long-term goals that improve service delivery.

Promover el desarrollo de capacidades entre las organizaciones ayudando a identificar las necesidades subyacentes y los objetivos a largo plazo que mejoran la prestación de servicios.

Ask Questions

Hacer Preguntas



Peer Support

Apoyo del Grupo



Resources

Recursos



Community Health Workers (CHWs)

A **CHW** is a frontline public health worker who is a trusted member of and/or has an unusually close understanding of the community served. This trusting relationship enables the worker to serve as a liaison/link/intermediary between health and social services and the community to facilitate access to services and improve the quality and cultural competence of service delivery.

Therefore, CHWs are uniquely equipped to help the community cope with challenges faced due to COVID-19



Promotor(as) de Salud

Un Promotor(a) de Salud es un trabajador(a) de salud pública de primera línea que es un miembro de confianza y/o tiene un conocimiento inusualmente cercano de la comunidad servida. Esta relación de confianza permite al trabajador server de enlace/vínculo/intermediario entre la salud y los servicios sociales y la comunidad para facilitar el acceso a los servicios, y mejorar la calidad y competencia cultural de la prestación de servicios.

Por lo tanto, los Promotor(as) de Salud están equipados(as) de manera única para ayudar a la comunidad a desafiar los retos que presenta COVID-19.



Flu Vaccine / Vacuna contra la influenza

Getting vaccinated against the flu is particularly important given the ongoing COVID-19 pandemic / Vacunarse contra la influenza es más importante que nunca durante la pandemia del COVID-19.

- **When should people get vaccinated? / ¿Cuándo deben vacunarse las personas?**
 - CDC recommends that people get a flu vaccine by the end of October. / CDC recomiendan que las personas se vacunen contra la influenza antes de finales de Octubre

Flu Vaccine / Vacuna contra la influenza

- **Who should get vaccinated? / ¿Quiénes deben vacunarse?**
 - Everyone 6 months and older, unless special condition or allergy / Todas las personas de 6 meses de edad o más deben vacunarse contra la influenza cada temporada con raras excepciones
- **Prioritize high risk individuals / Personas de alto riesgo:**
 - Adults 65 and older / Adultos de 65 años de edad o más.
 - Adults with chronic conditions / Adultos con enfermedades crónicas
 - Pregnant women / Mujeres embarazadas
 - Those living with HIV / Personas con VIH

Source: <https://www.cdc.gov/flu/season/health-care-professionals.htm>

Referencia: <https://espanol.cdc.gov/flu/prevent/vaccinations.htm>

Different Vaccines / Diferentes Vacunas

There are different flu vaccines (flu shot/nasal spray) approved for different groups of people / Diferentes vacunas contra la influenza cuentan con la aprobación para ser usadas en diferentes grupos de personas.

- Flu shots specially approved / Hay vacunas inyectables contra la influenza aprobadas:
 - Children at least 6 months old / Niños de tan solo 6 meses edad
 - Adults 65 and older / Adultos de 65 años de edad o más.
 - Adults with chronic conditions / Adultos con enfermedades crónicas
 - Pregnant women / Mujeres embarazadas

Nasal Spray Vaccine / Vacuna en atomizador nasal

Nasal spray flu vaccine is approved for use in healthy non-pregnant individuals and those who are 2 years through 49 years of age. / La vacuna contra la influenza en atomizador nasal está aprobada para su uso en mujeres que no están embarazadas de entre 2 y 49 años de edad.

People with some conditions should not receive nasal spray /Algunos que no deben recibir La vacuna contra la influenza en atomizador nasal:

- See [CDC Recommendations](#) for full list / por la lista completa de condiciones



Source: <https://www.cdc.gov/flu/season/health-care-professionals.htm>

Referencia: <https://espanol.cdc.gov/flu/prevent/vaccinations.htm>

Educational Resources / Recursos Educativos

Multi-Language Flu Factsheets:

- <https://www.cdc.gov/flu/resource-center/freeresources/multi-language-factsheets.html>

CDC Digital Media Toolkit: 2020-21 Flu Season

- <https://www.cdc.gov/flu/resource-center/toolkit/index.htm>

Herramientas de Comunicación en Español

- <https://www.cdc.gov/flu/resource-center/spanish-communication/index.html>

Promoting Vaccination in the Workplace

- <https://www.cdc.gov/flu/business/promoting-vaccines-workplace.htm>

Promocionar la vacunación en el lugar de trabajo

- <https://espanol.cdc.gov/flu/business/promoting-vaccines-workplace.htm>



Trainings / Entrenamientos

What you need to know about coronavirus (COVID-19) and the role of community health workers (CHWs) in the community:

- <https://cdc.train.org/cdctrain/course/1091230>

Lo que necesita saber sobre el coronavirus (COVID-19) y el papel de los promotores de la salud comunitarios (CHW) en la comunidad:

- <https://cdc.train.org/cdctrain/course/1091232>

Questions? / ¿Preguntas?

Q: How is your **clinic promoting the flu vaccine** among your patients? / ¿Cómo está promoviendo su clínica la vacuna contra la influenza entre sus pacientes?

Answers from health center participants:

- Clinic partnered with local public health nursing facilities for to get training on flu vaccine
- Flu vaccine clinic/outreach at location of work to reach farmworkers (e.g. greenhouse)
- Giving masks to their farmworker population, along with educational materials
- Using public events for outreach/education (e.g. monster truck event)
- Use of technology - use Google Voice/text reminders to follow-up with patients on where they can get the flu vaccine, depending on insurance coverage
- Social media campaign via Facebook page - Posting educational materials weekly about the flu, where to get it, transportation options; information provided in English and Spanish
- Partnering with local school district - parents trust information received from schools
- PSAs on the radio and local news
- Partnering with local church "drive through" (low contact/outdoors) where provide services and educational materials
- Use of App Luma health to send information out to patients; successful for outreach on the census

Questions? / ¿Preguntas?

Q: Is your clinic using Community Health Workers (CHWs) to promote the flu vaccine? / ¿Su clínica está utilizando Promotores(as) de Salud para promover la vacuna contra la influenza?

Answers from health center participants:

- CHWs promoting and pushing flu vaccine with COVID-19 testing.
- CHWs record a video to educate community on why it's important to get the flu vaccine (showing a familiar face disseminate information in a community-friendly manner).
- CHWs using WhatsApp to educate families with videos.

Questions? / ¿Preguntas?

Q: Is your clinic experiencing any **access or outreach challenges** to promoting the flu vaccine? / ¿Su clínica está experimentando algún desafío de acceso o alcance para promover la vacuna contra la influenza?

Answers from health center participants:

- Farmworker patients come from countries where the flu vaccine isn't common; education on what it is and why its importance is vital.
- Outreach obstacles – there are misunderstandings about what the flu vaccine contains and uncertainty/hesitancy to get a vaccine if the COVID-19 vaccine is similar
- Translation of the flu in Spanish language is often used interchangeably with the term for a cold (gripe); this can confuse community members and patients
- **Translation of influenza in Spanish:**
 - La influenza – translation from [CDC](#)
 - La Gripe/gripe estacional – translation from [World Health Organization](#)
 - Use of both la influenza and gripe/gripe estacional – translation from [Health Information Translations](#)

Upcoming Opportunities

Próximas Oportunidades

Diabetes in Special & Vulnerable Populations: A National Learning Series

To continue the national conversation around diabetes and health centers, 14 National Training and Technical Assistance Partners (NTTAPs) are collaborating on a four-part national learning series to engage health centers, PCAs, and Health Center Controlled Networks. **The goal is to increase foundational knowledge of effective strategies to prevent, treat, and manage diabetes among special and vulnerable populations.**

- **Sessions:** Tuesday, October 20, 2020 - Tuesday, November 17, 2020 at 2pm-3pm EST
- **Link to sign-up:** <https://chcdiabetes.org/>

Upcoming Opportunities

Próximas Oportunidades

The **Farmworker Health Network** is hosting a multi-disciplinary Learning Collaborative (LC) aimed to increase the number of health centers that screen for social determinants of health (SDOH) factors affecting migrant and seasonal agricultural workers (MSAWs).

- **Sessions will be offered on Jan 19, 2021- Mar 2, 2021, at 2:00 PM (CST)**
- **Link to sign-up:** https://us02web.zoom.us/webinar/register/WN_imnB5knqRQOVP6fgpA2ziQ

Upcoming TA Calls

Próximas Llamadas de Asistencia Técnica

Strengthening Aging Services for Hispanic Older Adults is holding Virtual Technical Assistance calls on the 3rd Wednesday of every month at 2 pm EST.

- First TA Call is October 21, 2020

COVID-19 and CHWs Virtual Technical Assistance calls on the 3rd Thursday of every month at 3 pm EST.

- Next TA Call: November 19, 2020

Visit here for our TA schedule: <https://mhpsalud.org/how-we-can-help-you/technical-assistance-hours/>

MHP Salud COVID-19 Resources/Recursos

Visit our Bilingual (English/Spanish) Resources:

<https://mhpsalud.org/portfolio/>

Sign-up for our newsletters: <https://mhpsalud.org/log-in/>





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