

CONNECTING WITH COMMUNITY IN A PUBLIC
HEALTH EMERGENCY



Prevention Research Center
UNIVERSITY OF WISCONSIN-MADISON

A COLLABORATIVE EFFORT OF:



AFRICAN AMERICAN
BREASTFEEDING
NETWORK



Prevention Research Center
UNIVERSITY OF WISCONSIN-MADISON

SWCAP
Southwestern Wisconsin Community Action Program, Inc.



WISCONSIN DEPARTMENT
of HEALTH SERVICES



RISE 
Helping Community & Family Thrive




FUNDING PROVIDED BY:

- UW School of Medicine and Public Health from the Wisconsin Partnership Program through a grant to the UW Institute for Clinical and Translational Research.
- CDC infrastructure grant (U48 DP006383-01, 09/30/2019-10/01/2024) that supports the center and the core research project.
- In addition, we receive annual funding from the SMPH Dean's Office, Office of the Vice Chancellor for Research and Graduate Education, the Departments of OB/Gyn and Pediatrics.



ICTR

UW Institute for Clinical and Translational Research

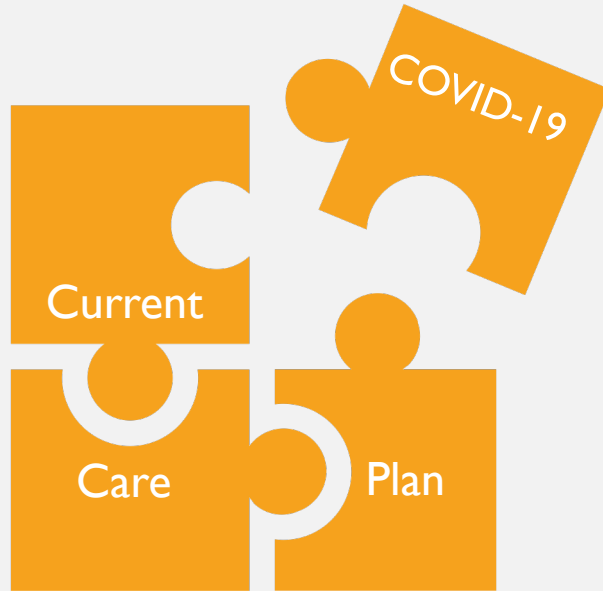


WHAT DO
WE WANT
TO LEARN?

We wanted to understand the key activities needed to design and implement an intervention using community health workers to conduct in-home screening, assist and support families through the pandemic, and ultimately facilitate vaccination

MOST CBPS* WORK UNDER A DEFINED CARE PLAN.

This intervention **adds COVID** to the care plan.



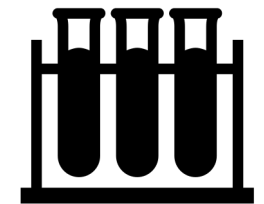
*CBPs = Community-Based Providers, and can include community health workers, home visitors, doulas, and others

OUR TASKS:

1. **Create a new module** (AKA pathway, care plan, protocol) that includes:
 - COVID-19 Education
 - Risk Assessment for client and household
 - Recommendations for client and household
 - Referrals as needed
 - Follow-up
2. **Create training** for CBPs to use the *new* COVID-19 module and support their clients
3. **Create an Action Learning Community** to provide ongoing support, share updates, and connect with Public Health as needed to support the CBPs and keep everyone up-to-date and working in collaboration

PARTICIPANTS WERE ASKED TO:

- Conduct in-home **assessment**
- Provide **education**
- Promote and support **testing**
- Encourage **protective behavior change**
- Assist and support **contact tracing**
- Promote **vaccination**



STEPS

Training

ALC

Evaluation

ALC OVERVIEW

The January ALC included a presentation about COVID vaccines. Nine CHWs attended the session.

The March ALC session included conversations about their experience with the module. Eight CHWs attended the session.

February

January

March

The February ALC included a Q&A with a public health about quarantining and isolation for families. Nine CHWs attended the session.

ALC COMMENTS

” the information was easy to understand”

“ I wish we had more time to share how we are using the module”

” I wish we had this information at the beginning of COVID”

” it was great to listen to the feedback from the other CHWs”

EVALUATION

Surveys

Module data

Action Learning
Community
transcripts

Key informant
interviews

NON-TRADITIONAL ORGANIZATIONS CAN BE RAPIDLY INCLUDED IN A PUBLIC HEALTH RESPONSE



Interviews with leadership at each site and Wisconsin DHS



Ongoing relationships are critical to rapid implementation



A systematic approach that includes financial support for CHWs and CBOs is essential for future public health responses

LESSONS LEARNED

The training combined with the resource library adequately prepared them to include COVID-19 in their work with families

It was easy to add the module to their existing work with families

The ALC was a critical connection for updated information and sharing community needs

THANK YOU!

<https://prc.wisc.edu/chw/>

