Using Community Engagement to Adapt Implementation Science Methods in a Faith Setting:

The Community Engaged Risk Communications (CERC) Project

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Harnessing Implementation Science to Promote Health Equity
RTI Implementation Science Form
19 November 2020

THE IMPACT CENTER
WORD TABERNACLE CHURCH

IMPLEMENTATION SCIENCE

WT
WE THRIVE

UNC GILLINGS SCHOOL OF GLOBAL PUBLIC HEALTH

UNC THE NORTH CAROLINA TRANSLATIONAL & CLINICAL SCIENCES INSTITUTE

Acknowledgments

- **Our COVID-19 CERC Research Team**
  - **Word Tabernacle Church**
    - Pastor James D. Gailliard
    - Monica Taylor, PhD, MPH
    - Pastor Stephanie Battle
    - Christy Arnold, MSN, RN
    - Jada Gailliard
  - **UNC Gillings SPH**
    - Rohit Ramaswamy, PhD (PHLP)
    - Leah Frerichs, PhD (HPM)
    - Maya Wright, MPH (EPID)
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Resource Partners

Risk of COVID-19 in Rural Communities

- **Increase in COVID-19 rates in rural communities**
  - 46 million in the U.S.
  - 2.2 million in NC (21% of the population)
- **Potentially higher risk of severe illness from COVID-19**
  - Older
  - High rates of chronic disease independent of age
  - 9% higher prevalence of disabilities than urban populations
  - 1 in 12 adults with 3+ disabilities (24% higher than urban areas)
- **Higher burden in communities of color**
  - Hospitalization admission rates
    - Blacks: 28% NC; 41% ENC
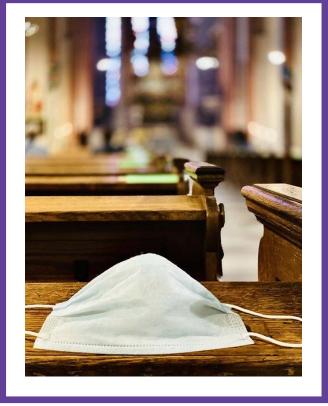   - Whites: 54% NC; 52% ENC

COVID-19 Community Engaged Risk Communication (CERC) Project

Community Engagement in the Faith-Based Organization Network (FBON): From Practice to Research
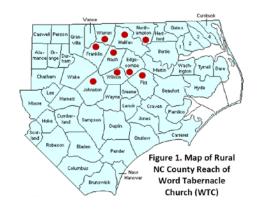
2014	2018	2019	2019	2019	2020	2020
Developed Network Priorities	Secured Seed Funds and Created and Engaged Steering Committee	Launched Inaugural FBON Workshop for the 5-County Network	Conduct 60-Day Follow-up Visits	Leadership Council Formed	Presentations and Webinar Series Launched	Submit COVID19 Grant for Research

Unintended Consequences

Work presented at a local rural conference and accepted for a national conference

Council launched a 5- County Ministers' Alliance of over 100 pastors as a result of FBON

Partnership evolved the Triad Pastors Network; joint COVID-19 teleconferences launched

Funded; press releases, presentations, and increased funding opportunities; WTC groomed to be risk communication hub for the Network

Purpose

*To develop effective, sustainable strategies for promoting rapid, **remote** risk communication strategies for novel coronavirus (COVID-19) and future public health emergencies, by leveraging the **power of social connections** within rural, Black faith communities.*

Project Period: July 2020 – June 2021

Figure 1. Map of Rural NC County Reach of Word Tabernacle Church (WTC)

COVID-19 CERC Aims

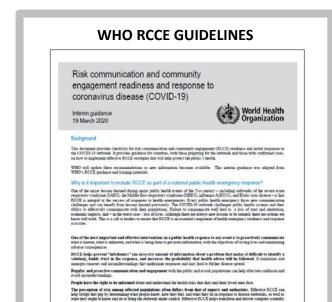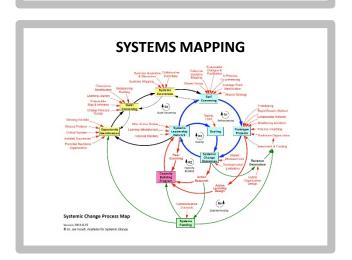|	
Identify	**Aim 1:** Identify the drivers of trust and social cohesion in rural Black faith communities
Design and Test	**Aim 2:** Design and test remote COVID-19 risk communication strategies for appropriateness, acceptability, and effectiveness
Assemble and Disseminate	**Aim 3:** Assemble and disseminate promising strategies into intervention packages for scale up

Study Frameworks

- Risk Communication and Community Engagement (RCCE) WHO Guidelines in Response to COVID-19

- Systems Mapping

- Human-Centered Design

- RE-AIM Framework
  - Reach, Effectiveness, Adoption, Implementation, and Maintenance

https://www.who.int/publications/i/item/risk-communication-and-community-engagement-readiness-and-initial-response-for-novel-coronaviruses
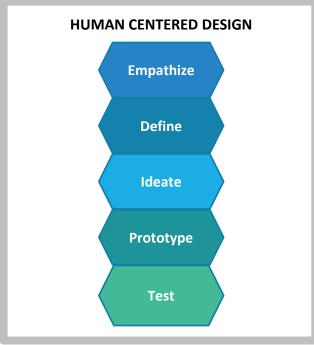
https://www.re-aim.org/about/what-is-re-aim/

https://www.interaction-design.org/literature/article/5-stages-in-the-design-thinking-process

https://www.academyforchange.org/systems-maps/

WHO RCCE GUIDELINES

RE-AIM

SYSTEMS MAPPING

HUMAN CENTERED DESIGN

Using CE to Adapt Implementation Science Methods in a Faith Setting – CERC Study

8

CE Activities and Approaches (Aim 1)

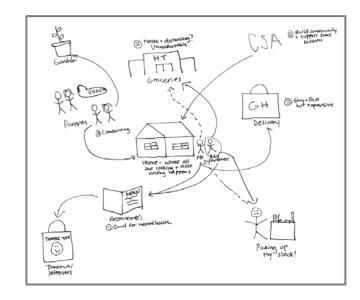- **Weekly Team Meetings**
  - Coordinated Discussions
    - UNC Team
    - WTC Team
    - Co-PIs
    - Full Team
- **Systems Mapping – Oct-Nov2020**
  - Rich picture toolkit – WTC social connections
  - Rich picture focus groups with sample of members
    - Care leaders
    - Ministerial leaders
    - High-tech
    - High-touch/low-tech

Deeply collaborative approach in all aspects of project activity, through a human centered design lens

Toolkit Example: Rich Picture on Obtaining Food for Self and Family

CE Adaptations: Systems Mapping (Aim 1)

- **Designed remote data collection strategies**
  - High-Tech: Electronic toolkit delivery; Zoom communications
  - High-Touch: Curbside toolkit delivery and data retrieval; phone calls
    - Apprehension to drawing → modified to a storytelling group rich picture design (no curbside)

- **Focus group-specific orientations by the WTC Team**
  - Orientation prior to the focus group session (Zoom or phone)
  - Purpose of project and value to WTC
  - Translation of information in rich picture toolkit
  - Trusted messengers: WTC orientation + UNC focus group facilitator

- **Planned use of recordings, individual and group rich pictures to create the combined map**

Summary and Next Steps

- **Summary**

  - The **assets within faith communities** are unique and essential for building and maintaining trust in rural settings.

  - The **collaborative relationship** that led to the COVID-19 CERC project evolved from an effort to jointly build capacity to promote health through faith leaders in rural communities.

  - **Flexibility** within a rigorous human centered design approach is important in conducting implementation science in this faith setting.

- **Next Steps**

Dec2020	Create and validate combined map
Jan-Apr2021	Develop and test high-tech high-touch/low-tech communication strategies
May-Jun2021	Package and disseminate findings

Thank You!

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