

# Engaging for Equity: An Approach to Mitigating Pandemic Impact on the Underserved

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# The Problem....

**We were alerted to flu like symptoms in late December 2019/January 2020.**

**We did not talk about how it was affecting different groups differently – “disparities,” until March or even well into April 2020.**

**Why?**

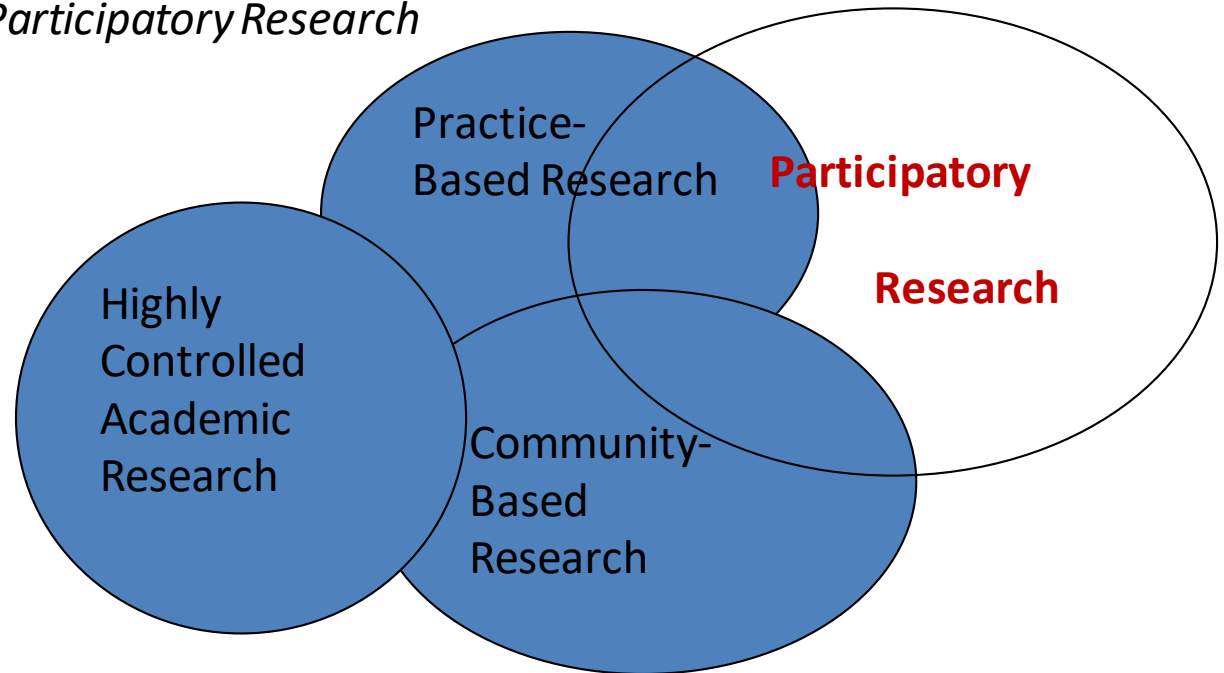
# Why...

To answer this question, we have to understand the orthodoxy in our current thinking....

- Invisibility of the “underserved”
  - “Streetlamp” syndrome
- The “log cabin myth”
  - Individualism: ignore social contextual conditions
- Data absenteeism
- Misunderstanding about “expertise”
- Little attention to the impact of environmental and policy interventions
- Research: Communities as “sites” and residents as “subjects”
- Reliance on top-down approaches

# Typology of Community Research: Context for Engagement

- Community Research
- Community-Based Research
- *Community-Based Participatory Research*



# Engagement: Community-Based Participatory Research

.....is a collaborative approach to research that **equitably** involves, for example, community members, organizational representatives, and researchers in all aspects of the research process. The partners contribute “unique **strengths** and **shared** responsibilities” ..... (Israel, 1998)

Barbara A. Israel, Amy J. Schulz, Edith A. Parker & Adam B. Becker. REVIEW OF COMMUNITY-BASED RESEARCH: Assessing Partnership Approaches to Improve Public Health. Annu. Rev. Public Health. 1998. 19:173–202

# Key Principles of CBPR

- Draw on community **strengths** and **assets** through collaboration with existing community coalitions.
- Critical **role of community partners** in all aspects of research
- Promote a **co-learning** and empowering process
- Disseminate findings and knowledge gained to all partners
- Address health from both **positive** and **ecological** perspectives
- Facilitate **collaborative, equitable involvement** of all partners in all phases of the research

Barbara A. Israel, Amy J. Schulz, Edith A. Parker & Adam B. Becker. REVIEW OF COMMUNITY-BASED RESEARCH: Assessing Partnership Approaches to Improve Public Health. Annu. Rev. Public Health. 1998. 19:173–202

# The Participatory Knowledge Translation Framework

## Key Process Inputs

### Institutionalized Participation

- Ongoing engagement

### Investment in Communities

- Human & social capital, resource sharing

### Knowledge Production and Transfer

## Infrastructure Impacts

### Individual Level

- KT capacity
- Activities
- Facilitators/Constraints

### Organizational Level

- Network Dev.
- Activities
- Facilitators/Constraints

### Community Level

- Community capacity, mobilization

## Long Term Outcomes

### Community Health

- Improve pop health
- Reduce disparities

### System Supports Organizational Level

- Institutionalize KT
- Sustained engagement

### Community Level

- Action to improve health

Execute

Evaluate

Revise

# Key Components

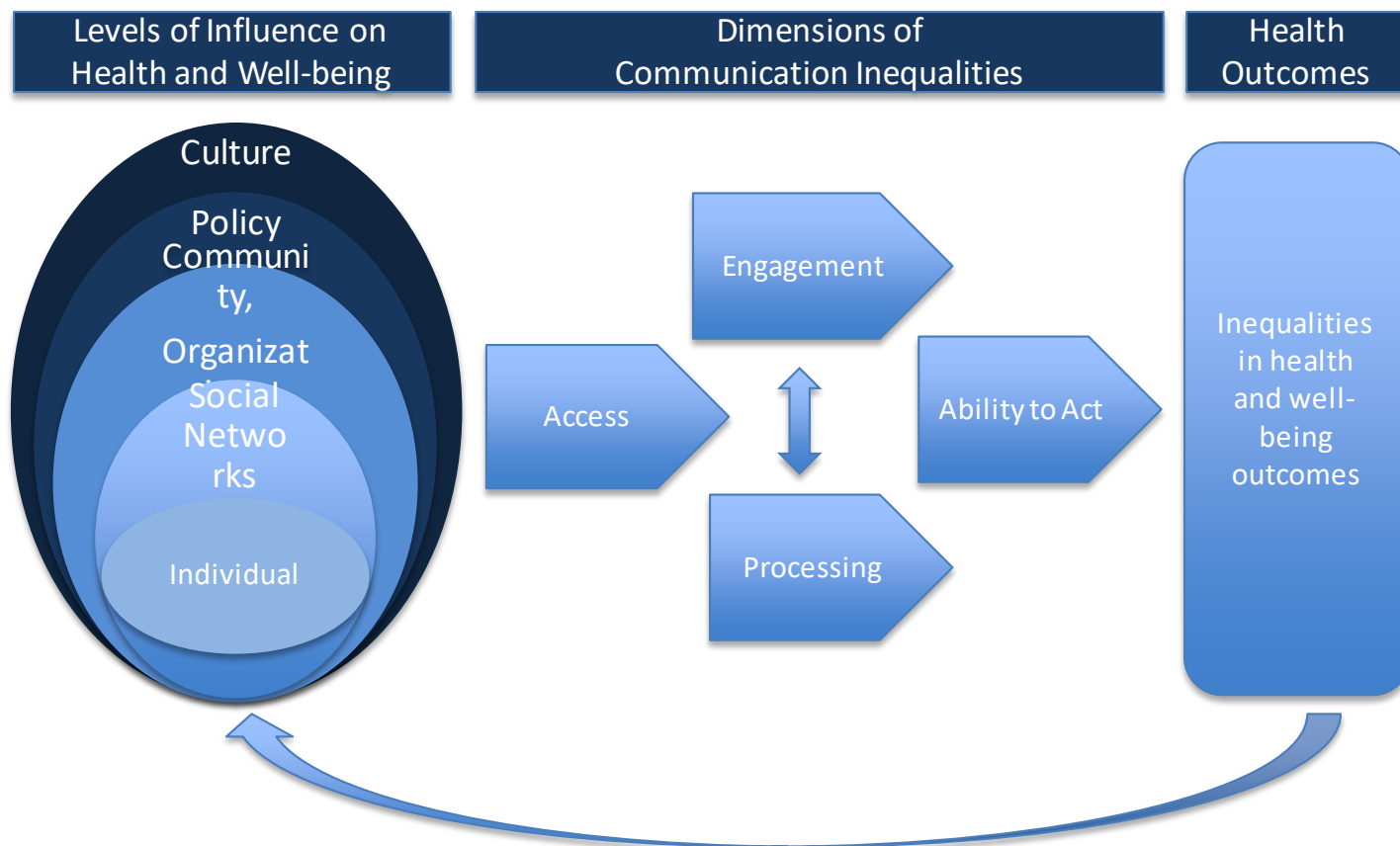
## Major inputs

- Institutionalized participation
  - Allows for engagement of diverse partners
- Investment in communities
  - Opportunities to share resources and build capacity
- Knowledge co-production/transfer
  - Produces and spreads relevant, accessible knowledge to diverse partners
- **Harnesses ecological and systems perspectives**
  - Emphasizes **cycles** within KT process
- **All linked to infrastructure impacts and long-term outcomes**



# Communication Inequalities

- **Communication inequalities** manifest at multiple levels
  - **Macro-Level:** Differences in generation, processing and distribution of health information between different groups and institutions
  - **Individual-Level:** Differences in accessing, processing and using health information → precluding certain groups from taking advantage of the information revolution



**JUL  
2020**

# SOCIAL MEDIA USE AROUND THE WORLD

THE NUMBER OF PEOPLE WHO ACTIVELY USE SOCIAL NETWORKS AND MESSENGER SERVICES

TOTAL NUMBER OF  
ACTIVE SOCIAL  
MEDIA USERS



we  
are  
social

**3.96  
BILLION**

SOCIAL MEDIA  
PENETRATION (USERS  
vs. TOTAL POPULATION \*)



**51%**

ANNUAL GROWTH IN  
THE TOTAL NUMBER OF  
SOCIAL MEDIA USERS



**+10.5%  
+376 MILLION**

TOTAL NUMBER OF SOCIAL  
MEDIA USERS ACCESSING  
VIA MOBILE PHONES



**3.91  
BILLION**

PERCENTAGE OF TOTAL  
SOCIAL MEDIA USERS  
ACCESSING VIA MOBILE



**99%**

58

**SOURCES:** KEPIOS ANALYSIS; SOCIAL MEDIA COMPANY STATEMENTS AND EARNINGS ANNOUNCEMENTS; SOCIAL MEDIA PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; CNNIC; MEDIASCOPE; CAFEBAZAAR (ALL LATEST DATA AVAILABLE IN JULY 2020). **\*NOTES:** PENETRATION FIGURES ARE FOR TOTAL POPULATION, REGARDLESS OF AGE.  
♦ **COMPARABILITY ADVISORY:** SOURCE AND BASE CHANGES.

we  
are  
social

Hootsuite®

**VISWANATH LAB**

HARVARD  
School of Public Health

DANA-FARBER  
CANCER INSTITUTE



[https://www.socialmediatoday.com/user\\_media/diveimage/internet\\_milestone\\_info2.jpg](https://www.socialmediatoday.com/user_media/diveimage/internet_milestone_info2.jpg)



COVID-19



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About 1,520,000,000 results (0.70 seconds)



**National Library of Medicine**  
National Center for Biotechnology Information

Log in

**PubMed.gov**

COVID-19



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[User Guide](#)

Save

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Send to

Sorted by: Best match

Display options

MY NCBI FILTERS

141,878 results

RESULTS BY YEAR



Use COVID-19 filters from PubMed Clinical Queries to refine your search

[Treatment](#) [Mechanism](#) [Transmission](#) [More filters](#)

See more SARS-CoV-2 literature, sequence, and clinical content from NCBI

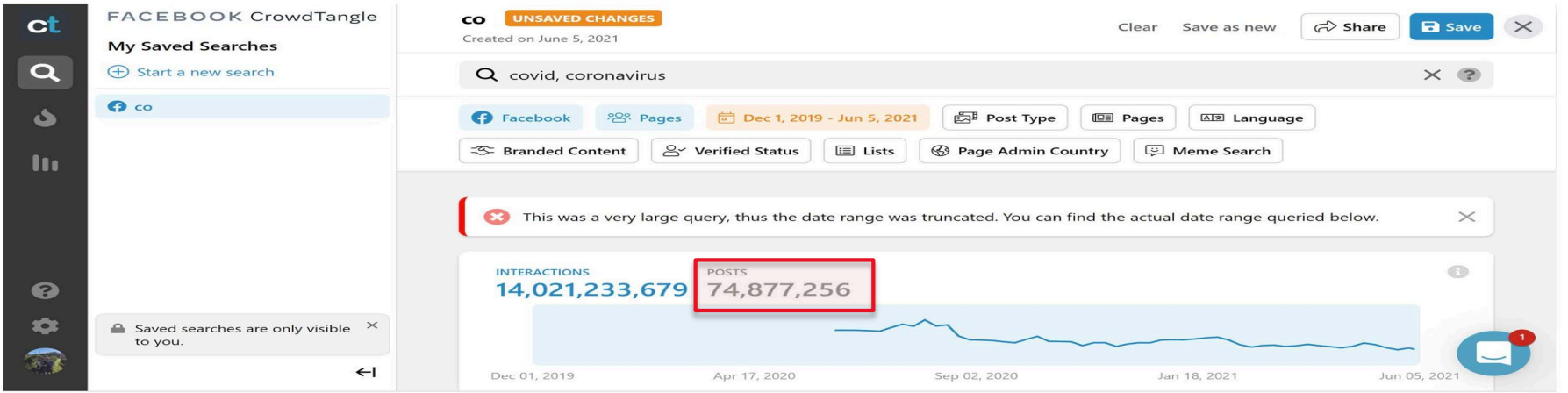


Resolution of **coronavirus** disease 2019 (COVID-19).

Data from Dec 2019 to June 5<sup>th</sup>, 2020



Data from June 6 2020 to June 5 2021



UNSAVED CHANGES

Created on June 5, 2021

Clear Save as new Share Save

covid, coronavirus

Facebook Pages Dec 1, 2019 - Jun 5, 2021 Post Type Pages Language

Branded Content Verified Status Lists Page Admin Country Meme Search

This was a very large query, thus the date range was truncated. You can find the actual date range queried below.

INTERACTIONS

14,021,233,679

POSTS

74,877,256

Dec 01, 2019 Apr 17, 2020 Sep 02, 2020 Jan 18, 2021 Jun 05, 2021

# Twitter

## Statistics Summary (v2.49)

Number of Tweets : 1,549,449,110

Language breakdown of top 10 most prevalent languages :

Language	ISO	No. tweets	% total Tweets
English	en	992,110,473	64.03%
Spanish	es	197,848,137	12.77%
Portuguese	pt	67,787,853	4.37%
French	fr	46,489,632	3.0%
Undefined	und	44,339,531	2.86%
Indonesian	in	41,172,308	2.66%
German	de	27,703,802	1.79%
Japanese	ja	18,440,812	1.19%
Thai	th	17,251,109	1.11%
Italian	it	16,392,297	1.06%



- 1.5 billion tweets!
- January 2020-June 2021
- Research from USC has been scraping tweets and making them publicly available @ <https://github.com/echen102/COVID-19-TweetIDs>

Chen E, Lerman K, Ferrara E. Tracking Social Media Discourse About the COVID-19 Pandemic: Development of a Public Coronavirus Twitter Data Set. *JMIR Public Health Surveill.* 2020;6(2):e19273. Published 2020 May 29. doi:10.2196/19273

# Two key features of this data deluge

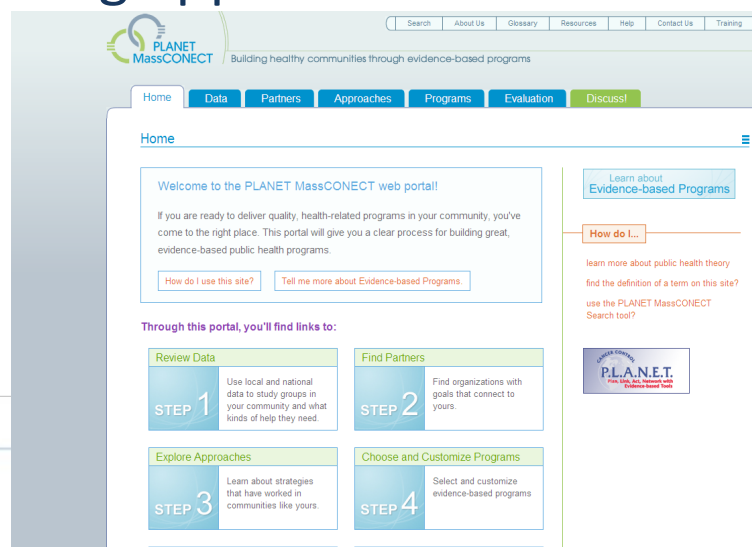
- *Information Deluge.....*
- *Limited or no gatekeeping*





# Viswanath Lab Project Exemplars

- **PLANET MassCONNECT**
  - Developing skills among CBO staff members for a systematic approach to find, adapt, and evaluate EBPs
    - Human capital-built CBO capacity
    - Financial capital-provided pilot grants, financial support
    - Social capital- hosted networking opportunities



- Communication in a crisis
  - Trust
  - Transparency
  - Credibility

## COVID-19 Dashboard

Use our  
step-by-step approach

Find resources

Get help

Sign up for  
a training



Evidence-based programs for healthy communities

### WHAT'S NEW

#### COVID-19 Dashboard

Given the global pandemic, there is an urgent need for reliable information that is technically and scientifically sound and easily understandable. It has become increasingly difficult to separate truth from fiction even though

"Planet MassCONNECT gives you the tools to identify successful evidence-based programs [and] get immediate access to important data... I utilize the website regularly to research evidence-based programs that might work in my community."



**Rev. Albert Whitaker**  
NE Regional Director of Community  
Health Strategies, American Diabetes

## COVID-19 Dashboard

[LEIA EM PORTUGUÊS](#) | [LEER EN ESPAÑOL](#) | [हिंदी में पढ़ें](#)

Welcome to the site. The rapid spread of COVID-19 virus across the globe is affecting millions of people and is at the same time resulting in the spread of information, misinformation (false information spread without malicious intent) and disinformation (false information spread with the intent to deceive). Our intention is not to create additional information but to bring together credible COVID-19 related information that is easy to access, understand and act upon. Here, we try and address how to navigate the large amounts of information and will update this page as more evidence becomes available. Our target audiences are people we have been working with: journalists, non-governmental organizations and members of the communities we are engaging in. Others too may find this useful.

We will regularly expand, modify and update this information. Please visit as often as you can and let us know how this site can be more helpful.



### Vaccines

Frequently Asked Questions and Resources about Vaccines

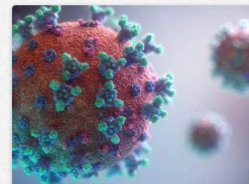
[READ MORE>](#)



### FAQs

Frequently asked questions about COVID-19

[READ MORE>](#)



### Mythbusters

False information about COVID-19 with facts debunking these myths

[READ MORE>](#)



### Infographics and Resources

Infographics and reliable resources for information on COVID-19



### Health and Well-being

Tips to manage stress and promote mental, physical and social well-being



### Data Spotlight

Latest numbers on COVID-19 cases around the world

Search ...

## COVID-19 Dashboard

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Tweets by [@ViswanathLab](#)

**VL** Viswanath Lab  
@ViswanathLab

Dr. @vishplus was interviewed about effectively addressing uncertainty around science, research, and public health information. The full article can be found here: [hsph.harvard.edu/ecpe/how-to-co...](https://hsph.harvard.edu/ecpe/how-to-co...)





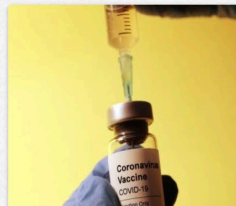
# COVID-19 Panel de Información

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¡Bienvenido!

La rápida propagación del virus COVID-19 (Coronavirus) en todo el mundo está afectando a millones de personas. Esto está resultando en la distribución de información errónea (información falsa propagada sin intención maliciosa) e información engañosa (información falsa propagada con la intención de engañar). Nuestra intención no es crear más información, sino recopilar información correcta sobre el COVID-19 que le sea fácil de acceder, entender y usar. Aquí, le enseñamos/presentamos cómo navegar la gran cantidad de información. Actualizaremos esta página según se disponga de más evidencia. Esta página está dirigida a personas con las que hemos estado trabajando como periodistas, organizaciones no gubernamentales y miembros de las comunidades. Otras personas también pueden encontrar esto útil.

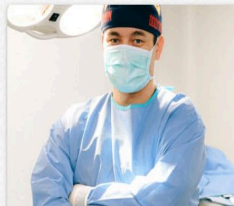
En las próximas semanas ampliaremos, modificaremos y actualizaremos esta información. Por favor, continúe visitando esta página para información actualizada. Háganos saber cómo esta página puede ser más útil.



## Vacunas

Preguntas frecuentes y recursos sobre vacunas

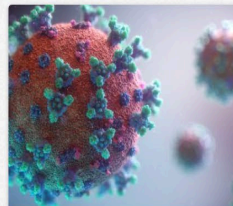
[LEER MÁS>](#)



## Preguntas frecuentes

Preguntas frecuentes sobre COVID-19

[LEER MÁS>](#)



## Mitos vs Hechos

Información falsa sobre COVID-19 con hechos que desacreditan estos mitos

[LEER MÁS>](#)



## Infografías y Recursos



## Salud y Bienestar

Consejos para controlar



## Foco de datos

Los últimos números de

Search ...



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## Twitter Timeline





# Painel de Informações COVID-19

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Bem vindo ao nosso site. A rápida transmissão do COVID-19 ao redor do mundo está afetando milhões de pessoas e ao mesmo tempo está resultando na propagação de informações verdadeiras e falsas, tanto com o intuito malicioso ou não. Nossa intenção não é de criar informações adicionais e sim criar um conjunto de informações oriundas de sites confiáveis sobre COVID-19 que seja de fácil acesso, fácil entendimento e de como agir. Aqui, nós abordamos como navegar grandes quantidades de informações e vamos atualizar a página quando mais evidências estiverem disponíveis. Nossa audiência alvo são pessoas com quem temos trabalhado: jornalistas, organizações não governamentais e membros das comunidades com quem nos engajamos. Esse site também pode ser útil para outras pessoas. Durante as

Próximas semanas nós vamos expandir, modificar e atualizar essas informações. Por favores, acesse o site o máximo possível e nos informe de como esse site pode ser melhorado.



## Vacinas

Perguntas frequentes e recursos sobre vacinas

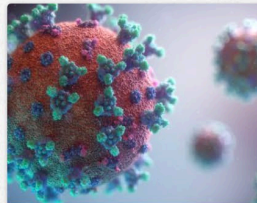
[IR PARA VACINAS>](#)



## Perguntas Frequentes

Perguntas Frequentes sobre COVID-19

[IR PARA PERGUNTAS FREQUENTES>](#)



## Mitos vs. Verdades

Informações incorretas sobre COVID-19 com fatos desmistificando esses mitos

[IR PARA MITOS VS. VERDADES](#)



## Infográficos e Recursos

Infográficos e fontes confiáveis para informações sobre



## Dicas sobre mídias sociais

Como usar as mídias sociais de forma responsável durante o



## Dados em destaque

Últimos dados de casos de COVID-19 no mundo

Search ...



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# Infographics and Resources

Updated on July 22, 2021

In a time of information overload, it is difficult to discern between misinformation, disinformation and credible reliable information. Here, we have made available **infographics** (in English, Spanish Portuguese) that have been developed based on the latest guidelines. These are available for download and circulation for personal or organizational use. To download the infographics, click on the image and it will show in full screen mode. Then, right click on the image and click, "Save image as." This will prompt you to save the image on your computer. We have also collated a region-specific **list of resources** on COVID-19. We will continue to update this list as we vet them.





## COMMUNICATION MATERIALS:


### English:

**COVID-19 Vaccines help slow the spread of the pandemic**

**PROTECT YOURSELF:**  
You cannot get COVID-19 from the COVID-19 vaccine


**PROTECT OTHERS:**  
Even after vaccination, it is important to follow these steps to help protect others in your community:




-  Wear a mask in public
-  Stay 6ft (2m) away from others
-  Wash your hands often
-  Avoid crowds and poorly ventilated spaces



 Call 978-620-3330 (Lawrence) or 211 (MA) to register for the vaccine or get further information 

*COVID-19 Vaccines help slow the spread of the pandemic*

**COVID-19 Mythbusters**


 **The available COVID-19 vaccines are safe and effective.** They were developed following all steps in the usual Food and Drug Administration (FDA) approval process.

- The vaccines do NOT contain a microchip, tracking device, or any electronic components. 
- The vaccines do NOT change your DNA or interact with your DNA in any way. 
- The vaccines do NOT harm fertility (the ability to produce children) for males or females. There is NO evidence of this happening in any vaccine trials. 



 For more information, check the CDC website or call: 978-620-3330 (Lawrence) or 211 (MA) 

*Vaccines are safe and effective*

**COVID-19 Mythbusters**

**People who have already had COVID-19 still need the vaccine** 

You should be vaccinated even if you already had COVID-19—experts do not yet know how long you are protected from getting sick again after recovering.

 For more information, check the CDC website or call: 978-620-3330 (Lawrence) or 211 (MA) 

*Get vaccinated*



## COVID-19 Mythbusters



### The COVID-19 vaccine CANNOT make you sick with COVID-19

None of the COVID-19 vaccines contain the live COVID-19 virus. You cannot get COVID-19 from the COVID-19 vaccine.

You may have some side effects, which are normal signs that your body is building protection.



Common side effects include pain and swelling at the site of injection, and flu-like symptoms such as fever, chills, tiredness and headache. These should go away in a few days.



For more information, check the [CDC website](#) or call: 978-620-3330 (Lawrence) or 211 (MA)



*Vaccine cannot make you sick with COVID-19*

## COVID-19 Mythbusters



### Cupping and coining cannot prevent or cure COVID-19.

There is no evidence that cupping, coining, or other similar traditional medical practices can prevent or cure COVID-19.



For more information, check the [CDC website](#) or call: 978-620-3330 (Lawrence) or 211 (MA)



*Cupping and coining cannot prevent/ cure COVID-19*

## Re-Opening Our Communities: Wearing Masks

Keep in mind that children under 2 and those that have difficulty breathing or cannot remove the mask without help should not wear masks

### Putting on your mask:

Wash your hands with soap for 20 seconds before picking up your mask



Hold masks by the straps, not the part that covers your face



Loop straps over ears. Make sure there are no gaps between the mask and face, covering mouth and nose



Avoid touching mask and face as much as possible



Tie behind the head starting with the top strings and adjust mask, before tying the bottom set behind the neck



### Removing your mask:

Grab hold of ear loops, or loosen the ties at the back of the head, and remove mask without touching your face



Place mask in a small bag or container for washing, or place in a closed garbage container



The CDC recommends wearing cloth face masks to help prevent the spread of the coronavirus to others when talking, coughing, or sneezing. This is important because you could be sick and spread the virus, even if you feel well. Remember, wearing a mask is not a substitute for physical distancing.



*Re-opening our Communities: Putting on and removing your Mask*

## Re-Opening Our Communities: Wearing Masks

Keep in mind that children under 2 and those that have difficulty breathing or cannot remove the mask without help should not wear masks

You can use anything that covers your nose and mouth



### You should wear a mask when:

Going shopping, even if it is a curbside or door pick up



Exercising and you cannot safely maintain 6 feet of distance from those around you



Traveling in public transportation, including Uber and Lyft



Riding in a vehicle with someone who you do not share a household with



The CDC recommends wearing cloth face masks to help prevent the spread of the coronavirus to others when talking, coughing, or sneezing. This is important because you could be sick and spread the virus, even if you feel well. Remember, wearing a mask is not a substitute for physical distancing.



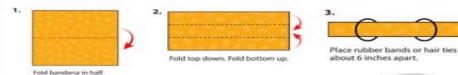
*Re-opening our Communities: When to wear a Mask*

## How to make your own no-sew mask

### What you will need:

- Bandana, old t-shirt, or square cotton cloth (cut approximately 20"x20")
- Rubber bands (or hair ties)
- Scissors (if you are cutting your own cloth)

### Directions:



## Choosing a safe mask





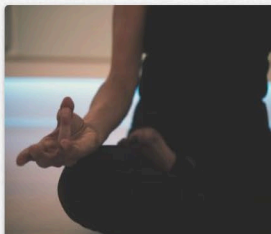
# Health and Well-being during COVID-19

It is difficult to maintain a healthy lifestyle when we are in the middle of a crisis like this. The uncertainty, and worries related to finances, childcare, elderly parents, and job security disrupt our routines, our lifestyles and mental health. The uncertainty about the future, the ceaseless news coverage and constant social media driven flood of messages can increase our sense of anxiety. Stress is a normal response to these types of situations. Stress disturbs our sleeping and eating patterns, leads to irritability or emotional outbursts, low motivation, and changes in use of alcohol or other drugs. Please do not hesitate to seek help if you are experiencing anything like this.\* It is also important to maintain a healthy lifestyle and get back into a routine.

*Here are some tips to manage stress and promote your mental, physical and social well-being.*

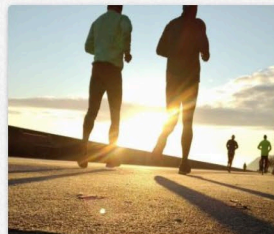
**\*USA:** The [Disaster Distress Helpline](#), 1-800-985-5990, is a 24/7, 365-day-a-year, national hotline dedicated to providing immediate crisis counseling for people who are experiencing emotional distress related to any natural or human-caused disaster, including disease outbreaks like COVID-19. This toll-free, multilingual, and confidential crisis support service is available to all residents in the United States and its territories. Or text TalkWithUs to 66746

**\*India:** A psycho-social toll-free helpline number 08046110007 has been started by the National Institute of Mental Health and Neurosciences (NIMHANS) with the Ministry of Health and Family Welfare.



## Mental Well Being

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## Physical Well Being

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## Social Well Being

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## COVID-19 Dashboard

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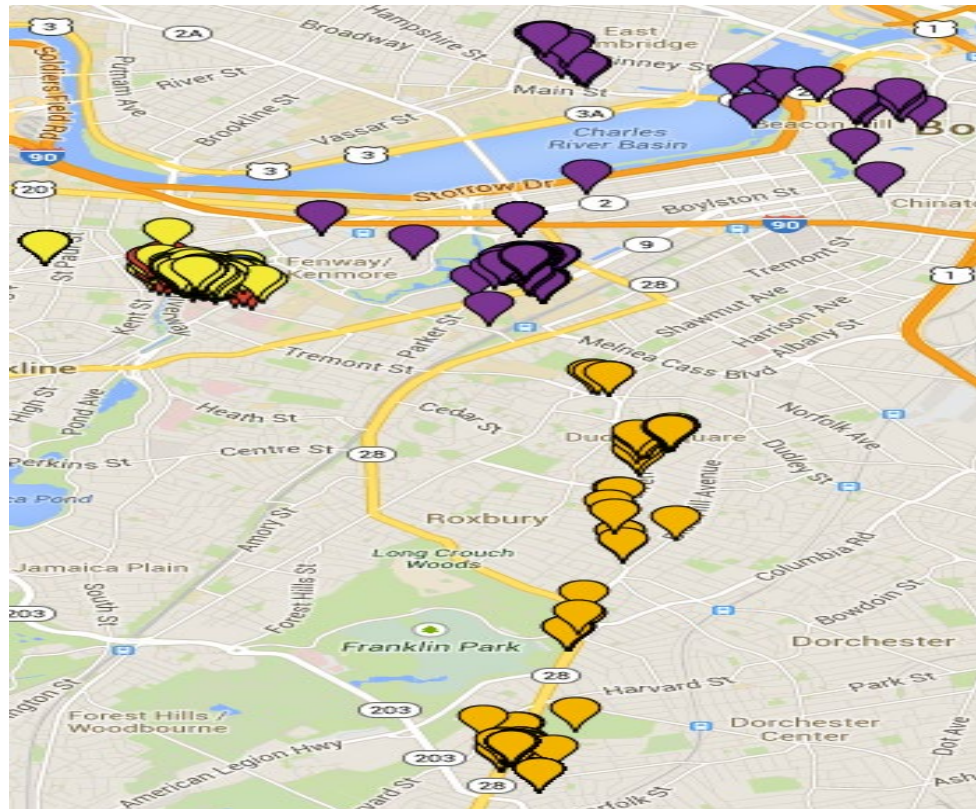


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# Participatory science



# Responsive Feedback

Elderline – 14567

Delhi

Guidance on COVID information asked by the callers

Following are some of the major questions that are being asked by the callers, which the call officers feels that they are not able to provide satisfactory answers. We seek your guidance on the same, to give our caller more satisfactory answer and solutions to their problems.

1. Elderly has taken the 1st dose of Covaxin and wants to take another dose for the same, but he/she is unable to get Covaxin right now in Delhi.
2. I have been vaccinated with both the doses but did not get any an option on Aarogya Setu to download the certificate.
3. Unable to register for vaccination?
4. Elderly have taken 1st dose of vaccination from hospital but have not received any certificate.

Date	Name	Designation	Organisation	Feedback	Next Steps/Comments
05/27/2021	XXXX	Vice President	XXXX Foundation	<p>Dear XXX,</p> <p>Thanks a lot for sharing the toolkit. It is very well compiled. Many congratulations to the Harvard Chan India Research Center &amp; Project Sanchar for this accomplishment. We will certainly share this within our network of stakeholders.</p> <p>Since our wider audience is resource challenged <b>adolescents &amp; their families from the urban slums</b>, I was wondering if there was a way to take the toolkit to them as well. Do you think someone from the center can guide us on what aspects of this toolkit would be more relevant for such adolescents?</p> <p>Also do let us know if there are any plans for the translation of the toolkit in the <b>local Indian languages</b> - only asking it if we are to take some aspects to these adolescents, the vernacular version would be helpful.</p> <p>The above suggestions are only from the perspective of having a larger consumer base for this toolkit and for whom it would be very relevant as well. Having said that, the content is very comprehensive, simple to understand and narrated in an interesting way. Congrats again for this endeavor!!</p> <p>Best Regards,</p>	
05/29/2021	Dr. XXXX	Founder, XXXX	NAME WITH HEID	<p>Dear XXXX</p> <p>Thank you for this...we are initiating on our social media channels..particularly our WhatsApp groups which we use to reach out to people for countering misinformation..</p> <p>Maybe <b>we could speak next week</b> to see what or how else we can add to this effort..</p> <p>Best Wishes, XXXX</p>	

# New alternative approach

- What can be done?
  - Science of message construction
  - Science of Engagement
  - Participatory science; Responsive feedback
- Community strengths and assets
- Build on resilience
- Expertise is diffused; lies in the community too

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