

Community-Defined Measures to Bridge Health Equity Gaps for COVID-19: Small Town and Rural Needs

Investigators

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Project Summary

The COVID -19 pandemic highlighted the importance of high-quality communications which are key to addressing health inequities experienced in Black or African American and Hispanic or Latino communities, specifically in rural small towns. Advancing health equity in COVID-19 clinical trials and related mitigation strategies requires activities informed by community-guided research on barriers and facilitators, as well as active and authentic partnerships with historically underrepresented communities. Through a collaboration with the Southern Maryland Community-Engaged Research partnerships, this study plans to co-develop an equity-focused toolkit of practical strategies and resources to promote planning for incorporation of health equity in COVID-19 clinical trials research (e.g., long COVID-19); strategies to counter misinformation/disinformation about science/research; and methods for greater engagement with communities.

Populations Served: Black or African American and Hispanic or Latino

Goals/Aims:

- To delineate which COVID-19-related factors impact health equity for rural and small-town Black or African American and Hispanic or Latino residents in Southern Maryland.
- To co-design health equity-focused principles guided by community-engaged research partnerships to recognize and address misinformation/disinformation, and to foster COVID-19 research participation and engage with community and faith-based organizations.
- To co-develop a toolkit to facilitate equity-focused COVID-19 clinical trials recruitment, retention, and implementation of protocols with strategies to counter misinformation/disinformation about science and research as well as identify methods for greater engagement with Black or African American and Hispanic or Latino rural and small-town communities.

Publications/Abstracts/Posters, etc.

- Manuscript in preparation.