

# Equitable Preparedness for Vulnerable Populations

Session 2 - Deep Dive  
June 3, 2020



**A community health center can serve as an agent of social change, intervening not only in the social determinants of its population's health but also launching a process of structural change that starts to liberate that population through community empowerment from repetitive cycles of poverty and political exclusion.**

**- Dr. Jack Geiger**

*In case of technical difficulties - yours or ours -  
relax!*

*This session will be recorded and available for  
you to share with your team.*

**Please alert Danielle of any  
technical challenges with Webex  
through the chat box feature.**

## About the 2020 SDOH Academy Learning Collaboratives

- **Target Audience:** Staff from health centers, primary care associations, and health center-controlled networks are encouraged to participate.
- **Time Commitment:** Each learning collaborative includes two 90-minute sessions that offer a 60-minute training followed by 30 minutes of office hours, where participants can get coaching and ask specific questions. You can choose to participate in one or both of a collaborative's sessions.
- **Registration:** Use the link at the end of this presentation or in the chat box to register for each session you plan to attend. And yes, you can participate in more than one collaborative!
- **Recordings:** All trainings are recorded and will be available afterward under the "SDOH Trainings" tab on the SDOH Academy website.

# SDOH Academy Faculty



## 2020 Steering Committee



## 2020 Additional Faculty



# SDOH Academy 2020



## *2020 Topics Addressing Social Determinants of Health:*

### **1. Humanizing Your Enabling Services Data for Patient Care**

- February 12 and 26: 2 - 3:30pm Eastern Time

### **2. Fostering a Health Care Workforce Able to Address Current and Emerging Needs**

- March 11 and 25: 2 - 3:30 pm Eastern Time

### **3. Reducing Health Disparities through Community Partnerships**

- April 8 and April 22: 2 - 3:30 pm Eastern Time

### **4. Equitable Preparedness for Vulnerable Populations**

- May 20 and June 3: 2 - 3:30 pm Eastern Time

## SDOH Academy Core Competencies Learning Collaborative Series

1. **Improve Access to Quality Health Care and Services:** Health Centers; PCAs; and HCCNs will develop the capacity to improve access to SDOH services and health needs.
2. **Foster a Health Care Workforce Able to Address Current and Emerging Needs:** Health Centers; PCAs; and HCCNs will understand and build the workforce capacity needed to address SDOH.
3. **Enhance Population Health and Address Health Disparities through Community Partnerships:** Health Centers; PCAs; and HCCNs will understand and build capacity to address SDOH through partnerships and system delivery transformation.
4. **Understand Emerging Issues:** Health Centers; PCAs; and HCCNs will obtain a clearer understanding of issues in relation to SDOH.

# Reducing Health Disparities through Community Partnerships



## Today's Session



**NATIONAL  
NURSE-LED CARE  
CONSORTIUM**  
a PHMC affiliate





# Meet the presenters!



Alex Lipovtsev,  
LCSW



Tina Wright



Marysel Pagan  
Santana, MS, DrPH

## Today's Webinar: Learning Objectives

1. Understand the ways in which emergencies—such as the COVID-19 pandemic—disproportionately affect vulnerable populations;
2. Identify strategies to adequately and equitably prepare for disasters and emergencies in a health center setting; and
3. Discuss interventions to assist patients, families, and communities during emergencies.

## Brief Session Evaluation

- Please complete the brief follow up survey that will be **launched immediately following this session** and also will be emailed to participants.

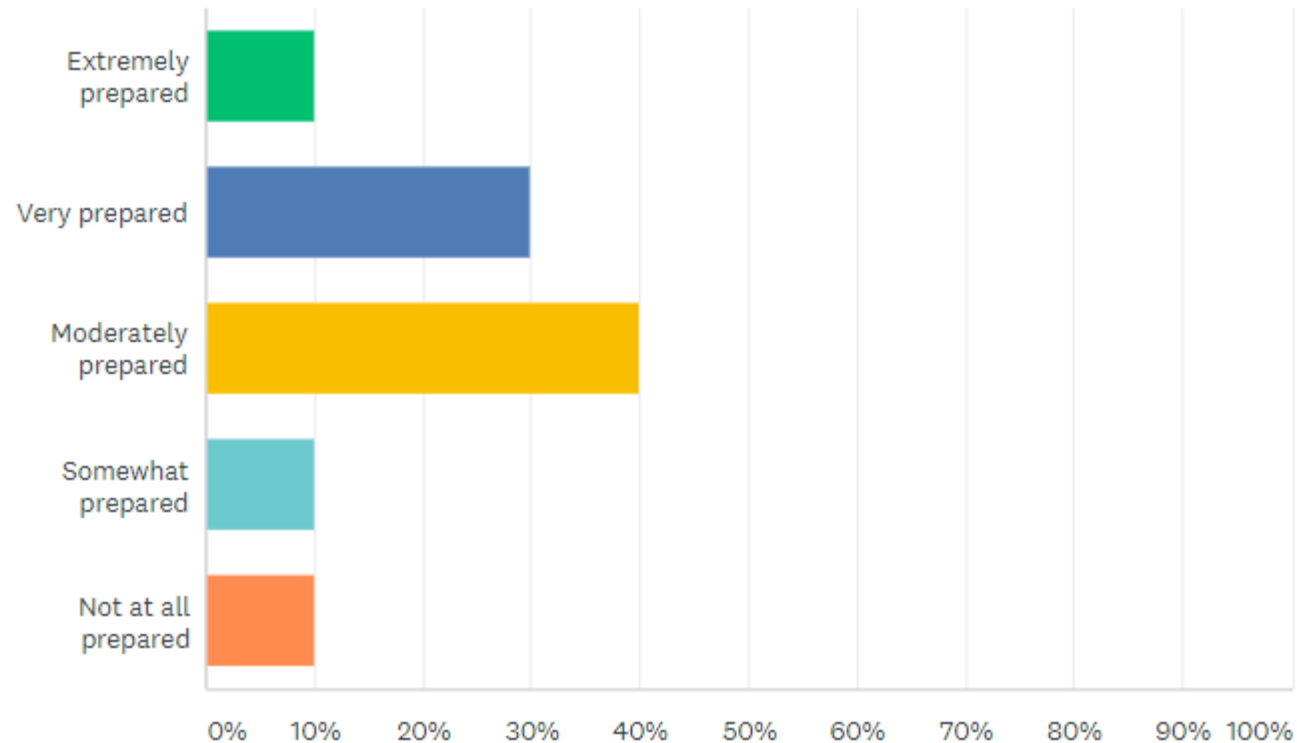


# Pandemic Assessment Results



To what extent was your organization prepared to address SDOH during the COVID-19 pandemic?

Answered: 10 Skipped: 0



## POLL

**To what extent was your organization prepared to address SDOH during the COVID-19 pandemic?**

- Extremely prepared
- Very prepared
- Moderately prepared
- Somewhat prepared
- Not at all prepared

## POLL

**What would have helped you feel more prepared to address SDOH during COVID-19?**

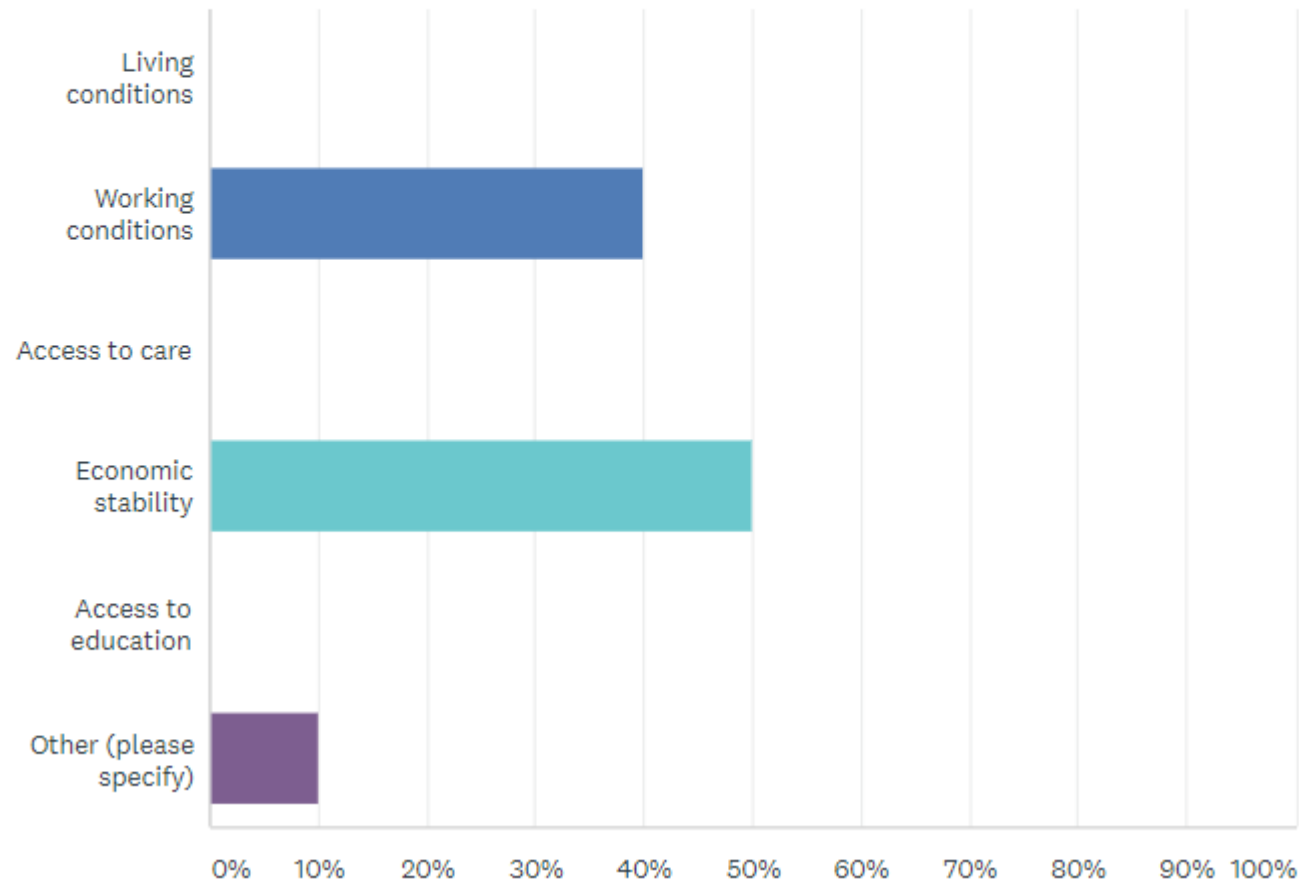
- Increased awareness of community resources
- Regular check-ins about emergency preparedness with staff
- Patient data about working conditions
- Patient data about financial insecurity
- Designated pandemic response staff
- Contingency plans for staff redeployment
- Other (type in chat)

# Pandemic Assessment Results



Which of the following factors have been worsened/exacerbated for your patients and families?

Answered: 10 Skipped: 0



# Pandemic Assessment Results



## **Promising Practices:**

- Weekly community outreach meetings to keep a pulse on the needs of our patients and the community as well as the available services for our patients.
- Daily resource updates
- Providing masks and telehealth appointments
- Giving out phones



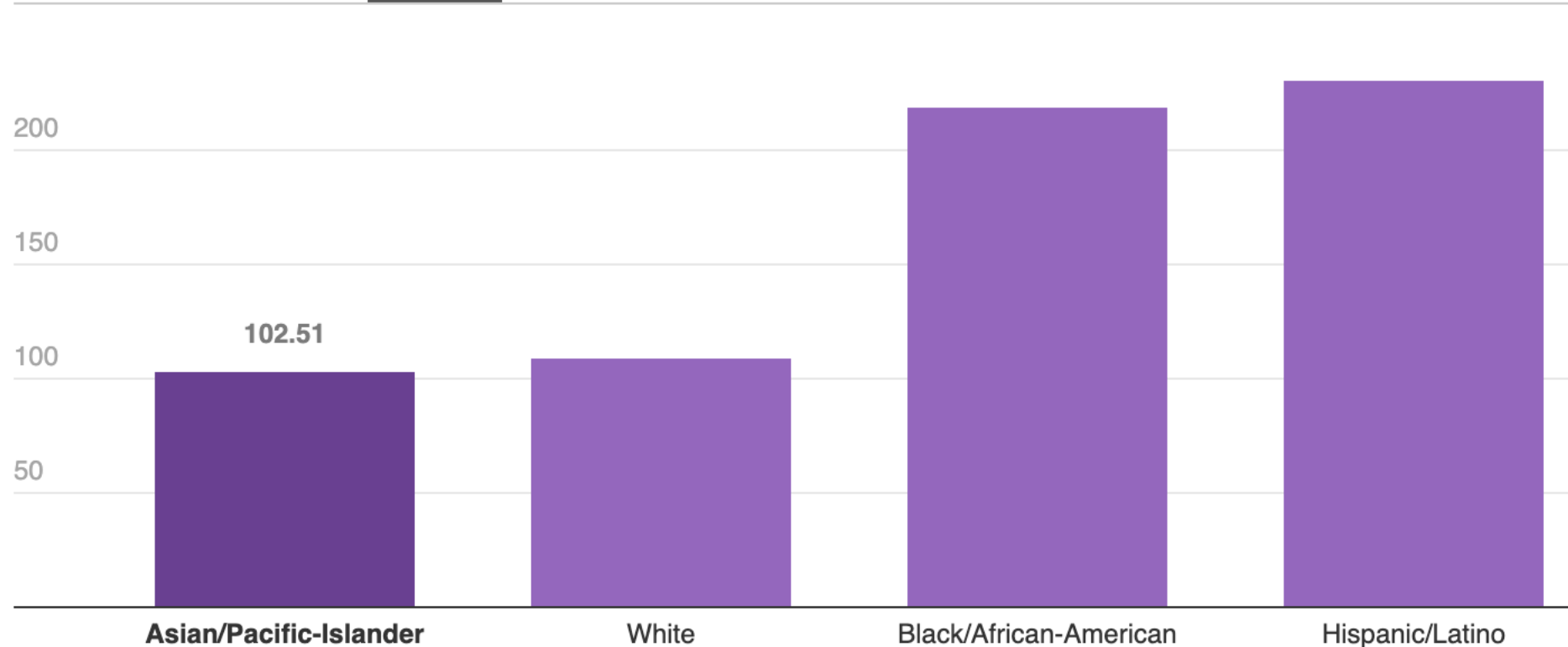
# Pandemic Assessment Results



# Race / Ethnicity in NYC COVID-19 Pandemic Rates

Rate per 100,000 people (age-adjusted)

Cases Hospitalizations **Deaths**

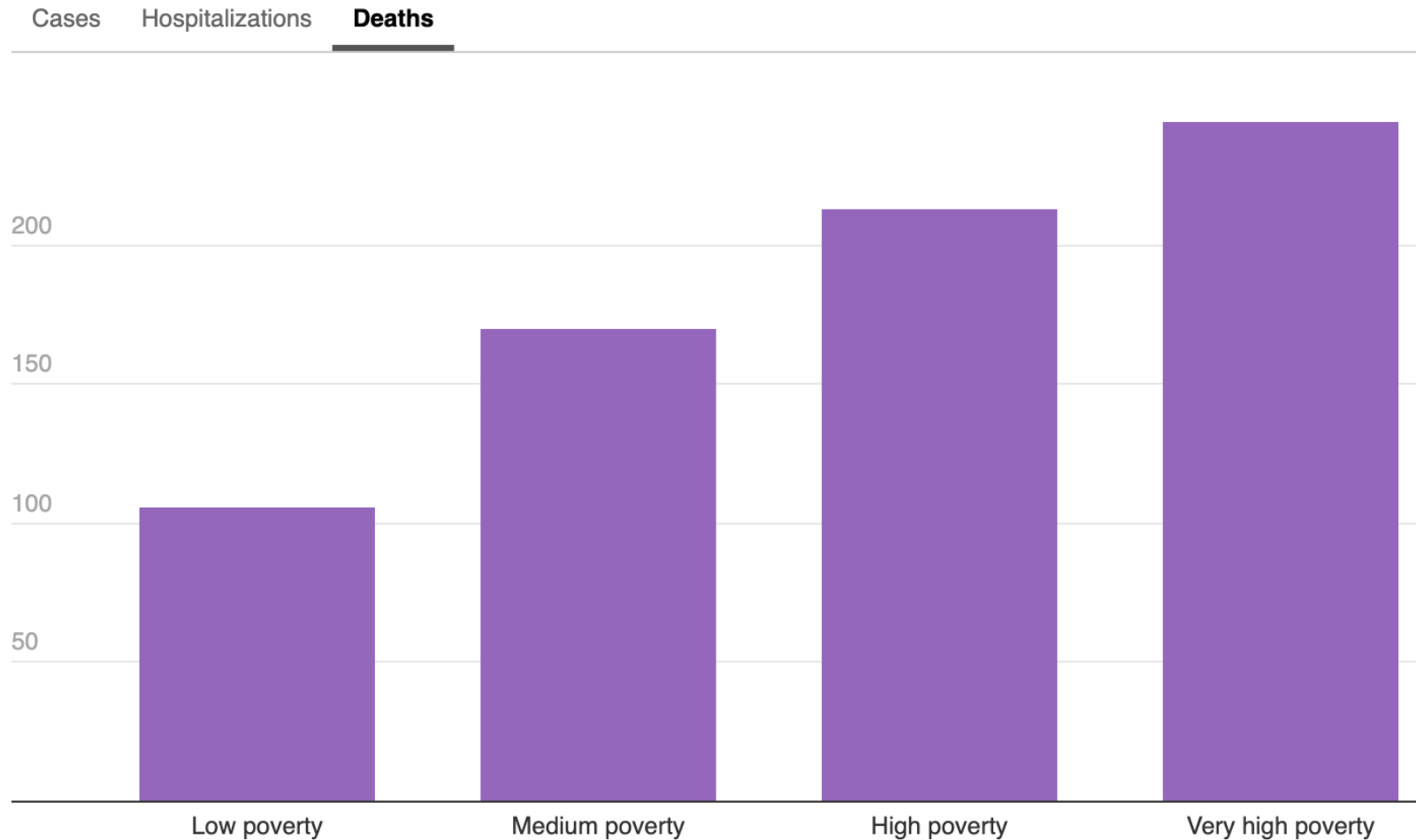


As of June 2, 2020

[Source: NYC DOHMH](#)

# Poverty in NYC COVID-19 Pandemic Rates

Rate per 100,000 people (age-adjusted)

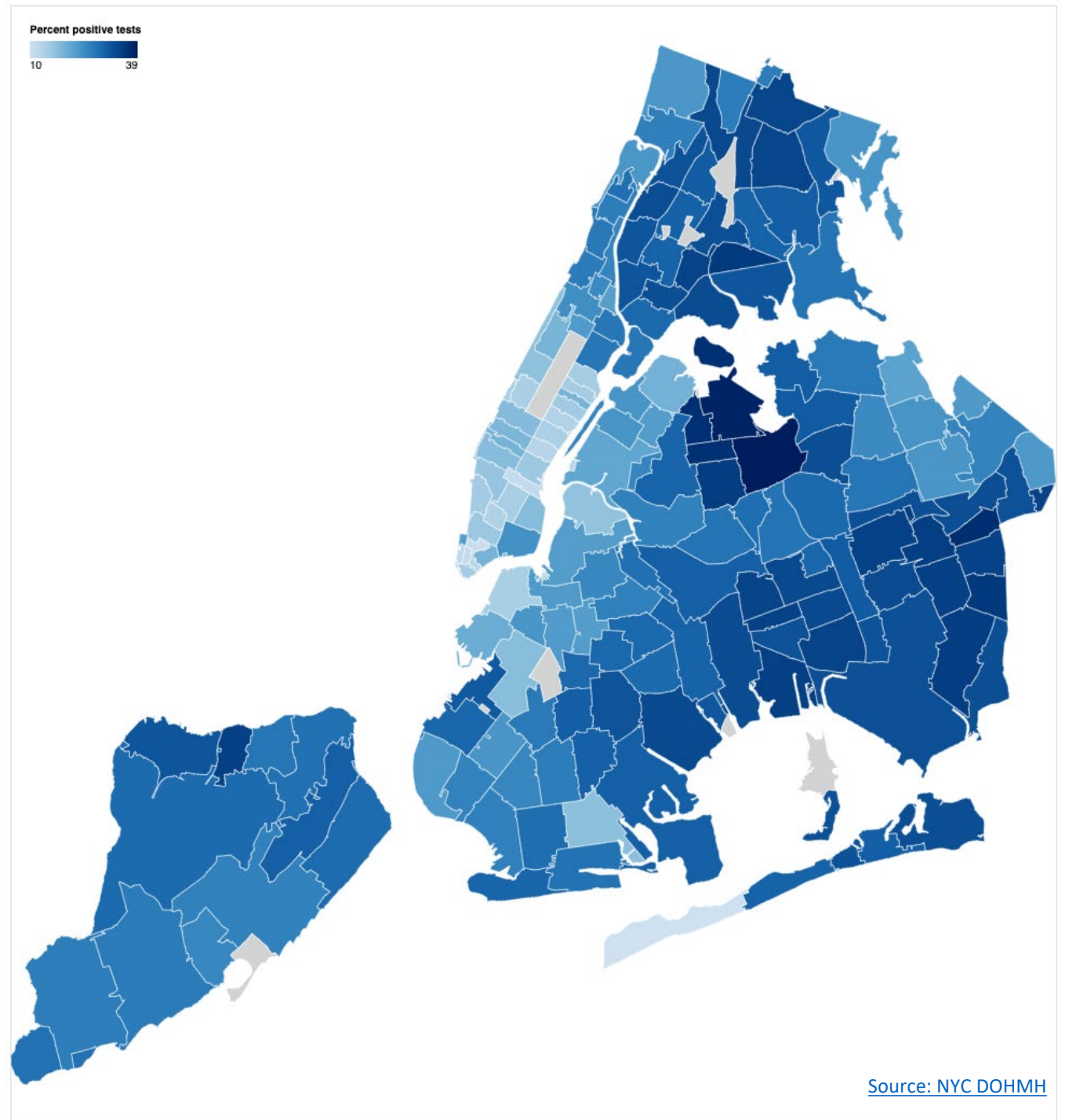


As of June 2, 2020

[Source: NYC DOHMH](#)

# COVID-19 Data by ZIP Code of Residence in NYC

- Percent positive tests

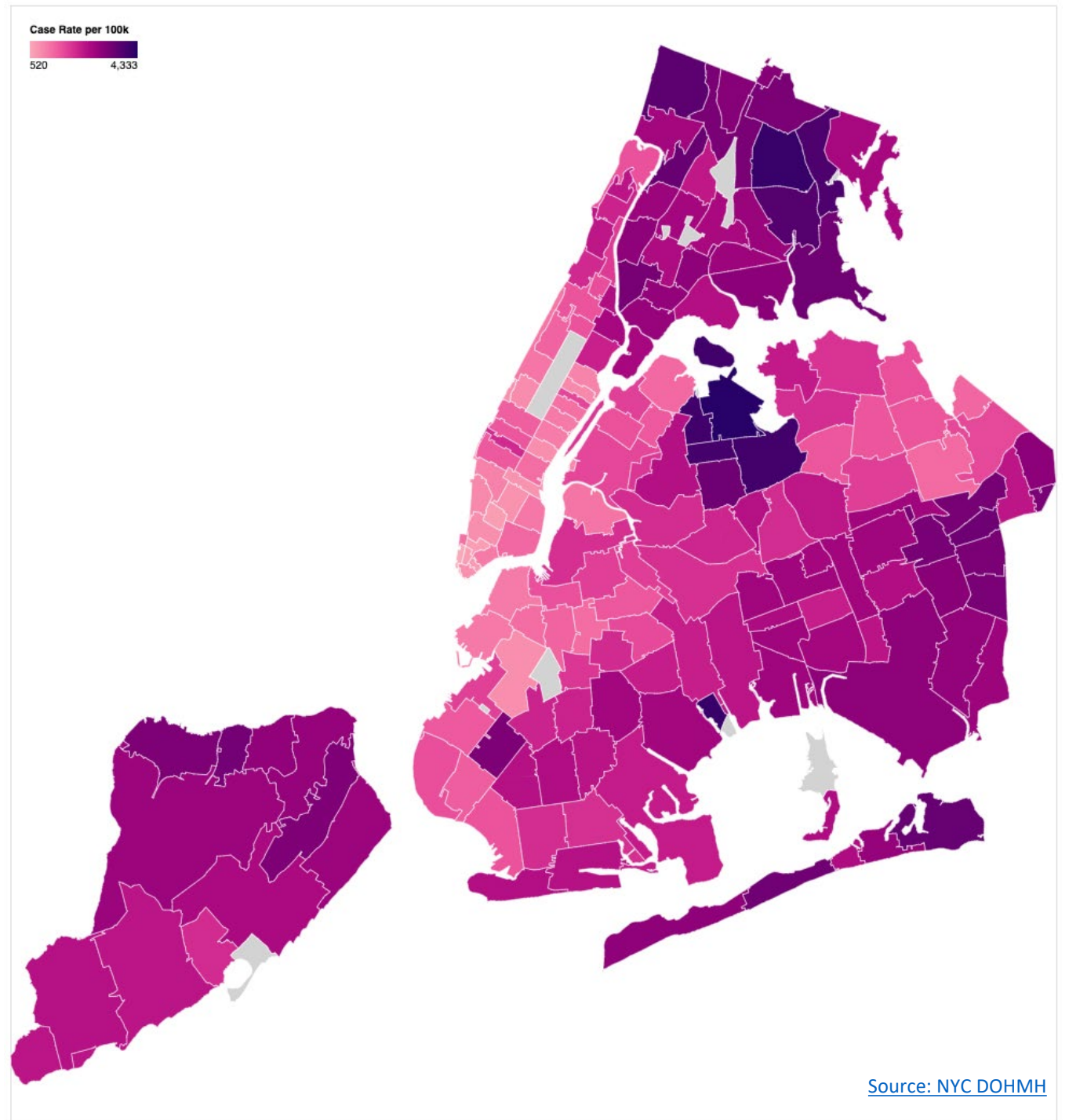


As of June 2, 2020

Source: NYC DOHMH

# COVID-19 Data by ZIP Code of Residence in NYC

- Case rate

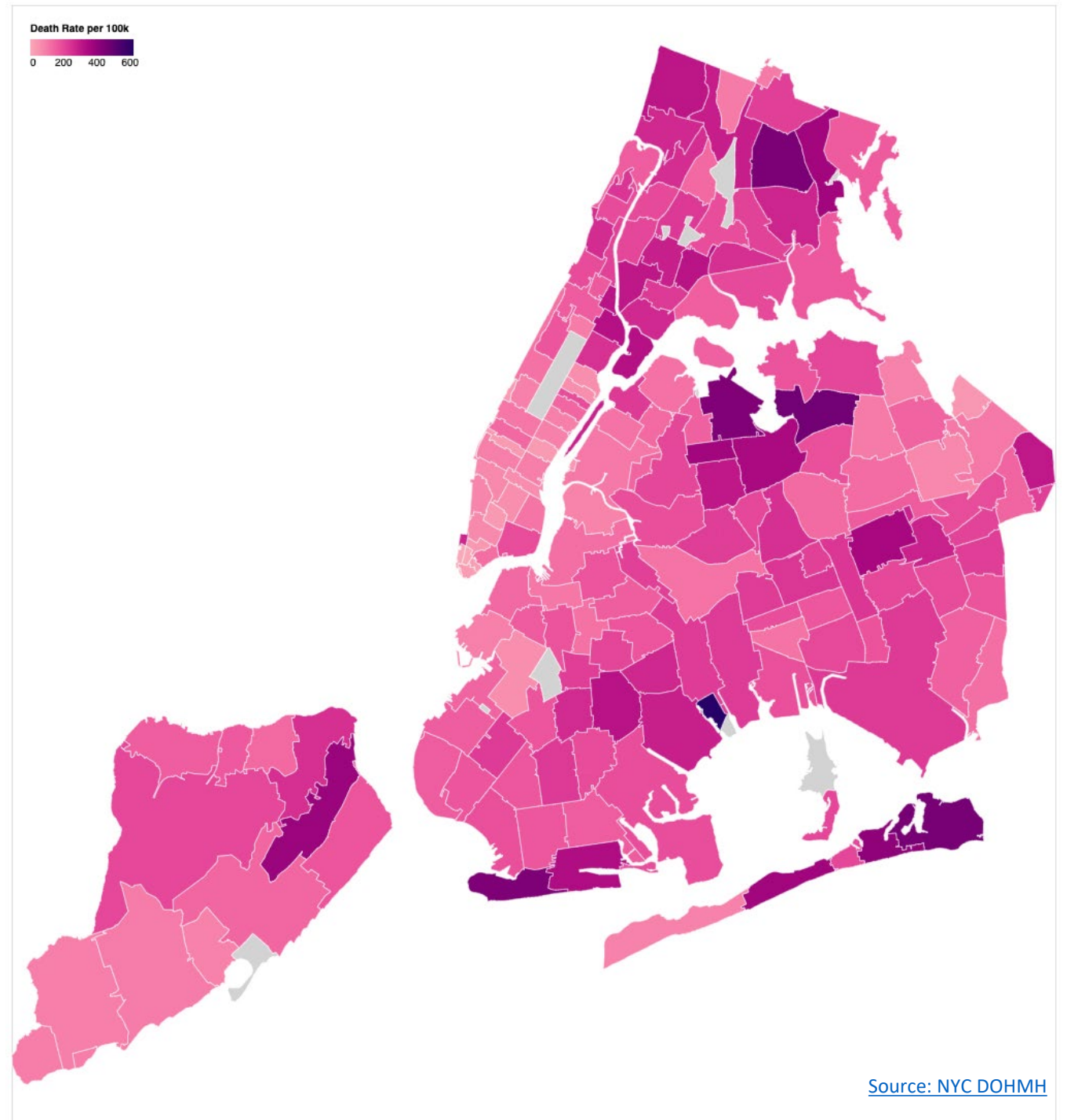


As of June 2, 2020

Source: [NYC DOHMH](#)

# COVID-19 Data by ZIP Code of Residence in NYC

- Death rate



As of June 2, 2020

Source: [NYC DOHMH](#)



# Fatalities by Race/Ethnicity (Non-NYC)

Testing data as of: 6/01/2020 Midnight  
 Testing data last updated on: 6/2/2020  
 (Updated daily before 2 PM)

## Age-Adjusted Rate of Fatality COVID-19 Cases per 100,000 by Race/Ethnicity Group



Data is preliminary. With 99% reporting, below is the breakdown for NYS Excl. NYC.

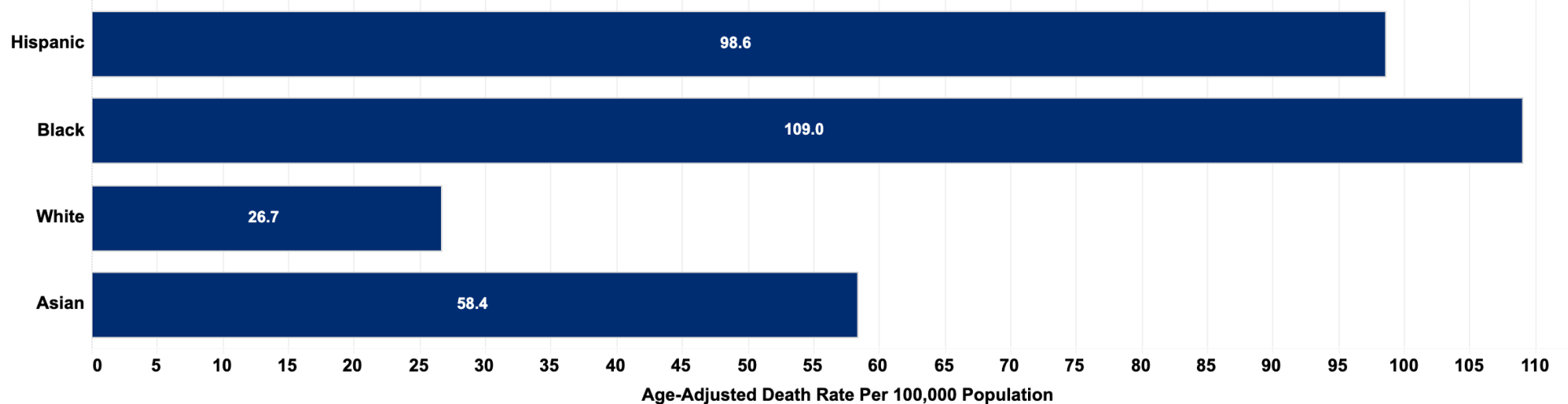
For a complete explanation of age-adjusted rates, click here: <https://www.health.ny.gov/statistics/cancer/registry/age.htm>

**Select Region to See Detail**  
 Currently there is insufficient data to allow county specific tables for remaining counties.

**NYS Excl. NYC**

- Nassau
- Suffolk
- Westchester
- Rockland
- Erie
- Orange
- Monroe
- Dutchess\*
- Onondaga\*
- Albany\*
- Putnam\*
- Ulster\*
- Niagara\*
- Oneida\*
- Schenectady\*
- Columbia\*
- Sullivan\*

### New York State Excluding NYC



| Race/Ethnici.. | Fatality Count | % of Fatalities | Population | Crude Death Rate Per 100,000 Population | Age-Adjusted Death Rate Per 100,000 Population |
|----------------|----------------|-----------------|------------|---|--|
| Black          | 1,041          | 18%             | 2,954,965  | 98.9                                    | 109.0  |
| Hispanic       | 849            | 14%             | 3,754,130  | 65.1                                    | 98.6   |
| Total          | 5,925          | 100%            | 19,542,209 | 53.2                                    | 39.1   |
| Asian          | 254            | 4%              | 1,778,467  | 50.1                                    | 58.4   |
| White          | 3,531          | 60%             | 10,984,149 | 42.9                                    | 26.7   |
| Other          | 250            | 4%              | 70,498     |   |  |

# Tracking the Trends

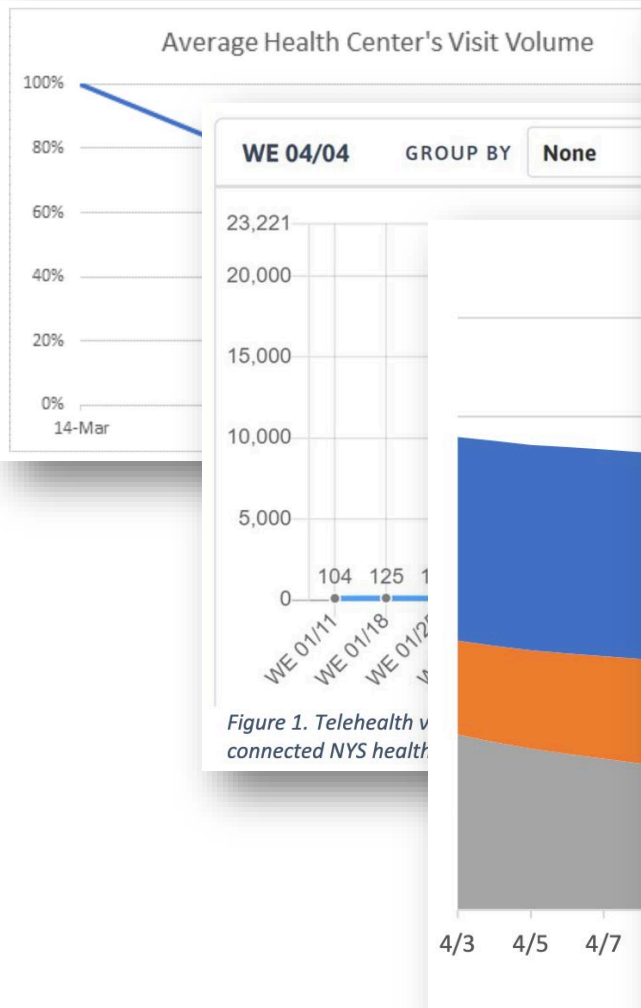
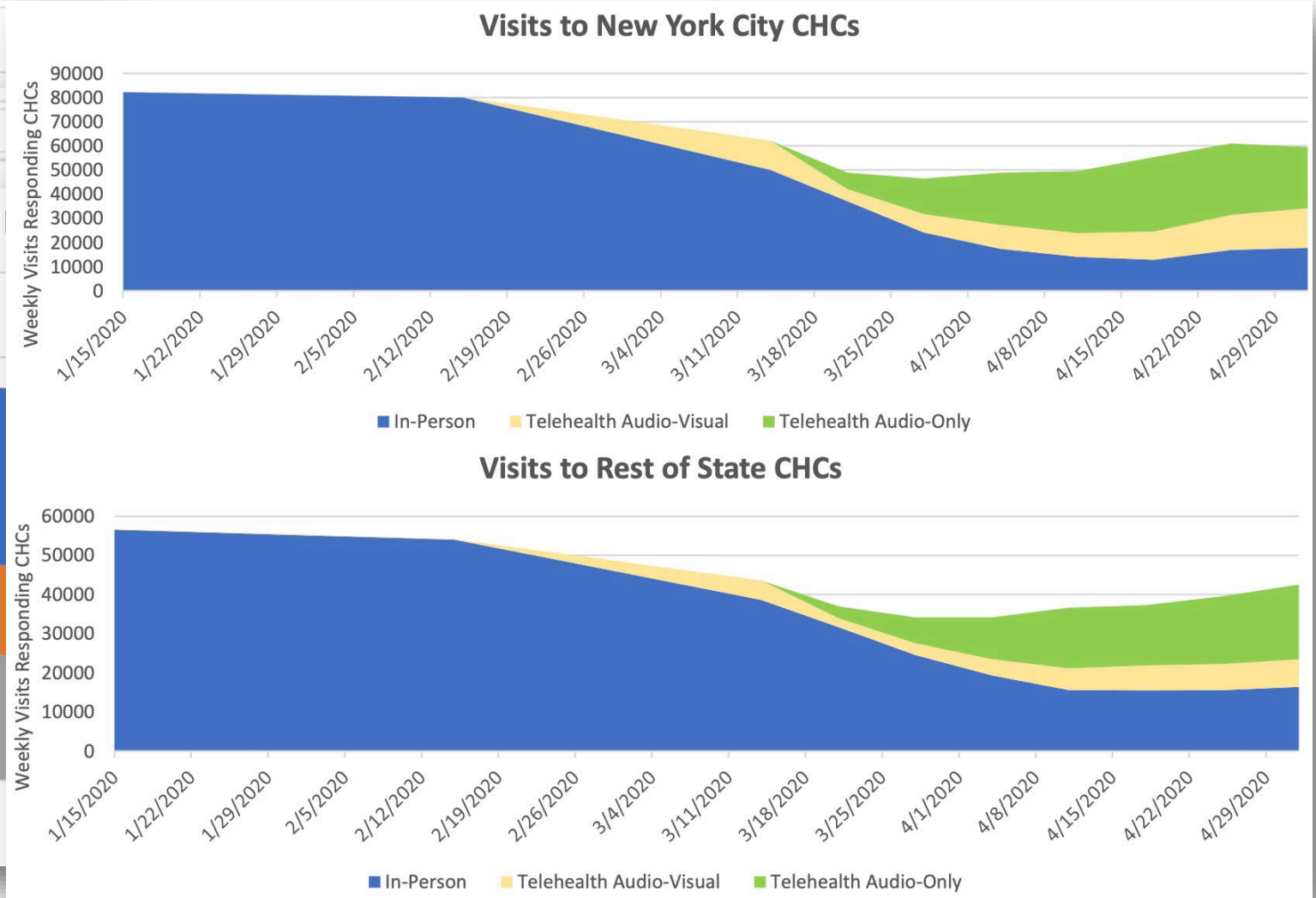


Figure 1. Telehealth v  
connected NYS health





# CHCANYS COVID-19 Survey Results

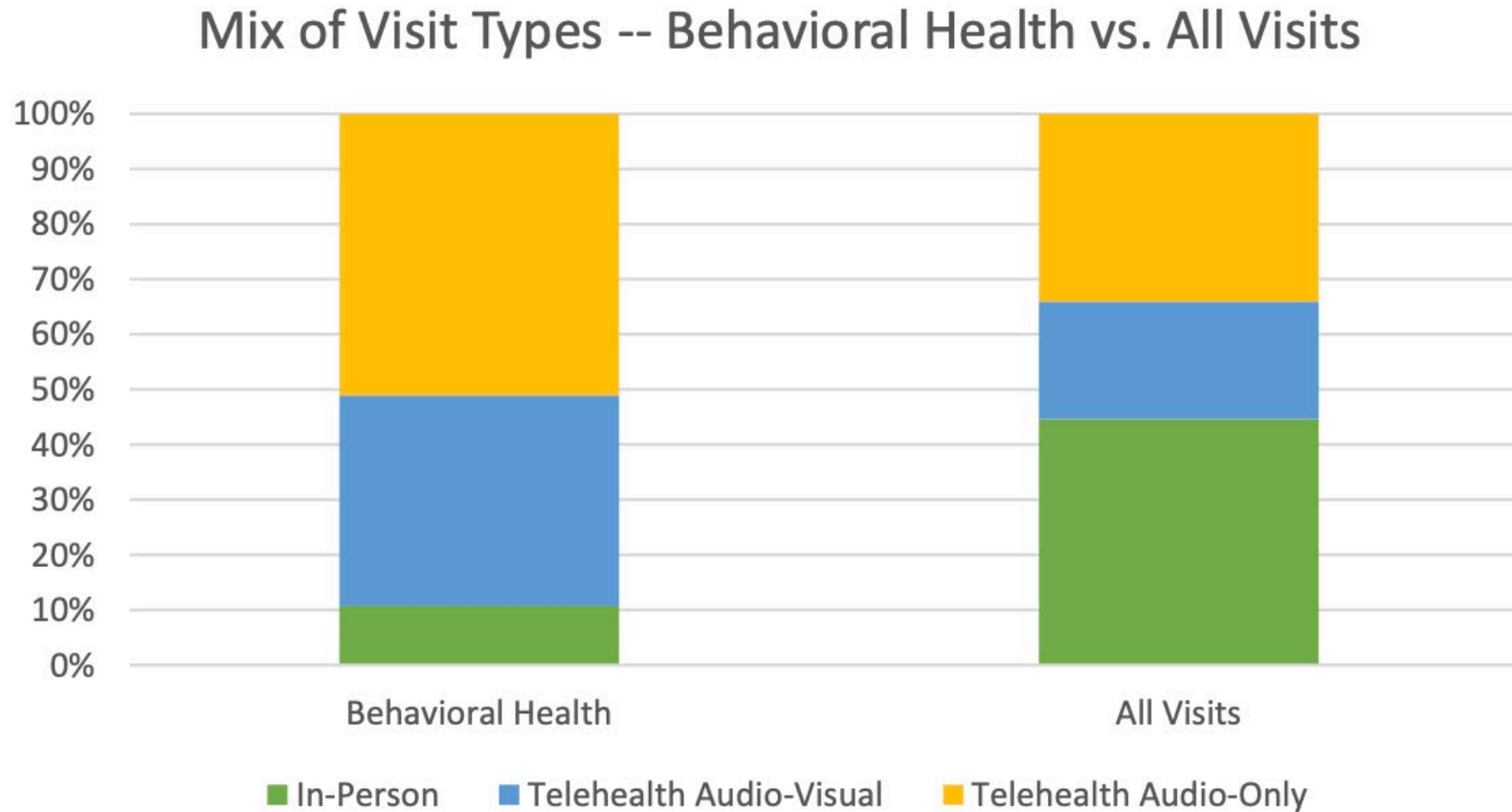
June 1, 2020

**Visits provided via telehealth, especially via the telephone, have become the new normal.**

- 100% of responding CHCs are currently offering virtual visits (either audio-visual or via the telephone).
- Among behavioral health visits, 89% occurred remotely.

# CHCANYS COVID-19 Survey Results

## June 1, 2020



<sup>1</sup>This weekly survey ended on May 31, 2020 had a response rate of 65%.

# CHCANYS COVID-19 Survey Results

June 1, 2020

## **Community Health Centers (CHCs) are looking towards reopening, but challenges remain**

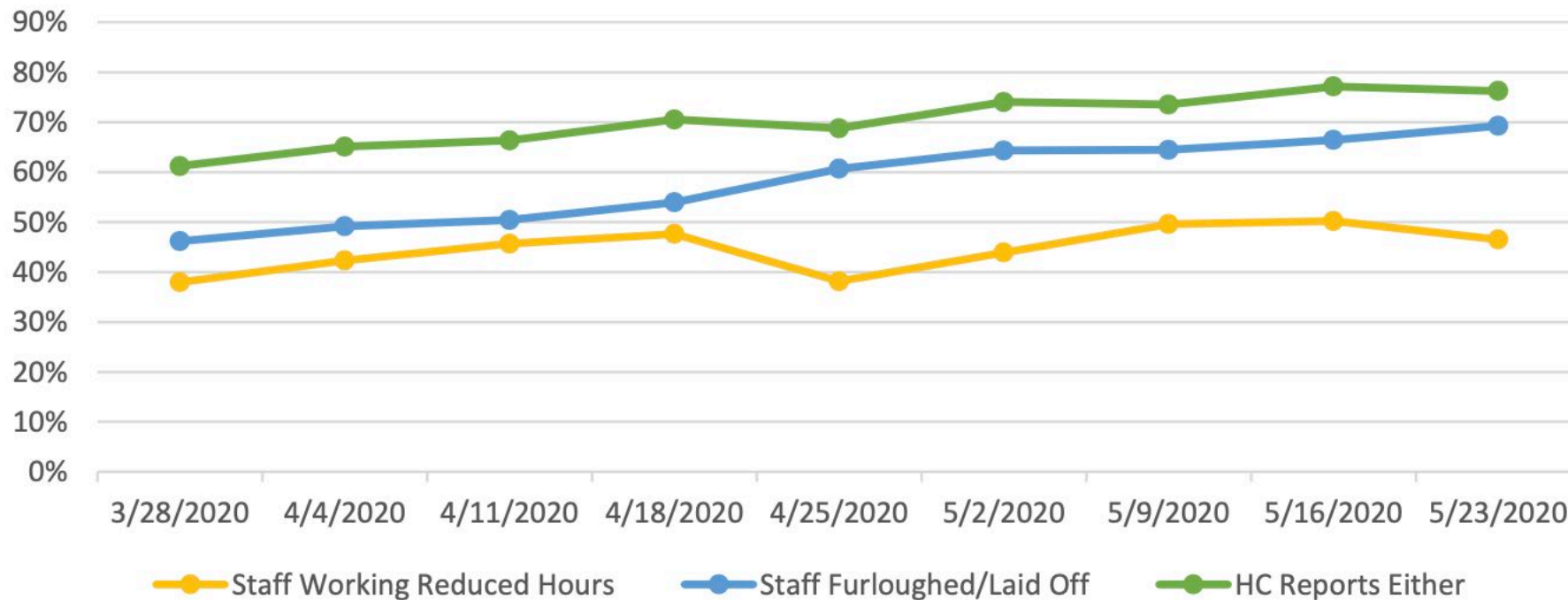
- 73% of responding health centers have temporarily closed at least one health center site
- Among survey respondents, about 48% of sites were closed
  - 93% of school-based health center sites were closed
  - 80% of dental only sites were closed
- 76% of responding CHCs have staff that are currently furloughed, laid off, or working reduced hours
  - 15% of employees from responding CHCs are furloughed or laid off
  - 8% of employees are working reduced hours

<sup>1</sup>This weekly survey ended on May 31, 2020 had a response rate of 65%.

# CHCANYS COVID-19 Survey Results

June 1, 2020

Percent of Health Centers Reporting Furloughs, Lay Offs and/or Staff Working Reduced Hours since March



<sup>1</sup>This weekly survey ended on May 31, 2020 had a response rate of 65%.



FEATURE

# A Shadow Medical Safety Net, Stretched to the Limit

In New York City and around the country, community health centers — which serve vulnerable, hard-to-reach populations — are being strained like never before.



- **‘For many community health centers, dealing with the immediate impact of Covid-19 is drawing down resources at the very moment they need to be making preparations for a more extended public-health crisis.’**
- **‘It’s even more critical that we stay on top of their care now.’**
- **‘Morale has been harder to maintain the longer we have to keep this up.’**

# Trauma-Informed Care (TIC)

## Safety



Ensuring physical and emotional safety

Common areas are welcoming and privacy is respected

## Choice



Individual has choice and control

Individuals are provided a clear and appropriate message about their rights and responsibilities

## Collaboration



### Definitions

Making decisions with the individual and sharing power

### Principles in Practice

Individuals are provided a significant role in planning and evaluating services

## Trustworthiness



Task clarity, consistency, and Interpersonal Boundaries

Respectful and professional boundaries are maintained

## Empowerment



Prioritizing empowerment and skill building

Providing an atmosphere that allows individuals to feel validated and affirmed with each and every contact at the agency

# Health Equity and Addressing Structural Determinants of Health Amongst COVID-19

*June 3, 2020*

*by Tina T. Wright*



# Highlights

- ▶ Data driven equations for advocating for telehealth
- ▶ Advances to share
  - ▶ Keep telehealth
    - ▶ Behavioral health access increased for those unwilling to seek care in person
  - ▶ Work with legislators to advocate for coverage
  - ▶ Outreach and advertisement for patients
- ▶ Public awareness campaign - "New rules, new tools, same great care"

# Data Driven Approach for Addressing COVID-19 Inequities in MA

Task Force on Coronavirus & Equity, March 2020

- a) **Drive equitable, statewide change with *focused policy* recommendations** to combat the ways in which racism, poverty, and xenophobia are exacerbating the inequities in Massachusetts that were extreme even before the COVID-19 outbreak.
- b) **Act together and move quickly in the face of the outbreak**, as communities face unprecedented challenges that are evolving rapidly.
- c) **Ensure that policy proposals are led or supported by communities hardest hit** by COVID-19 and its economic repercussions, including people of color, low-income communities, immigrants, people with disabilities, older adults, people who are incarcerated, and people experiencing homelessness.



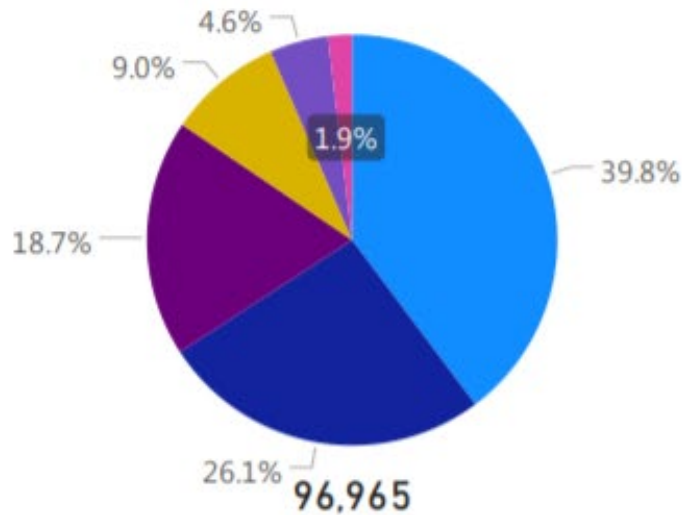
# Cases, Hospitalizations, & Deaths by Race/Ethnicity

The following caveats apply to these data:

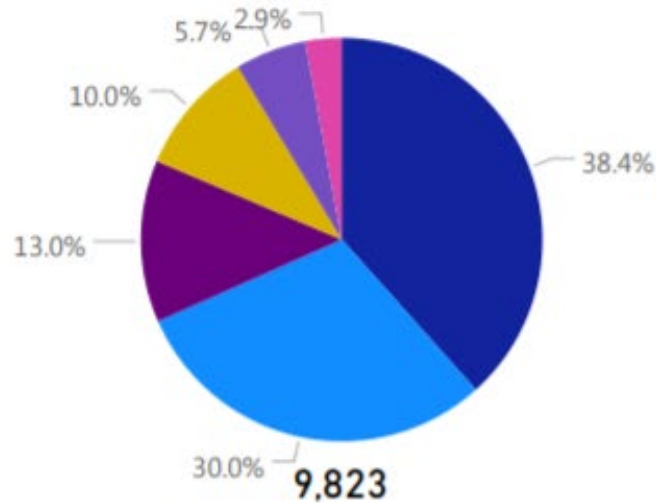
1. Information on race and ethnicity is collected and reported by laboratories, healthcare providers and local boards of health and may or may not reflect self-report by the individual case.
2. If no information is provided by any reporter on a case's race or ethnicity, DPH classifies it as missing.
3. A classification of unknown indicates the reporter did not know the race and ethnicity of the individual, the individual refused to provide information, or that the originating system does not capture the information.
4. Other indicates multiple races or that the originating system does not capture the information.

**Note:** COVID-19 testing is currently conducted by dozens of private labs, hospitals, and other partners and the Department of Public Health is working with these organizations and to improve data reporting by race and ethnicity, to better understand where, and on whom, the burden of illness is falling so the Commonwealth can respond more effectively. On 4/8, the Commissioner of Public Health issued an Order related to collecting complete demographic information for all confirmed and suspected COVID-19 patients.

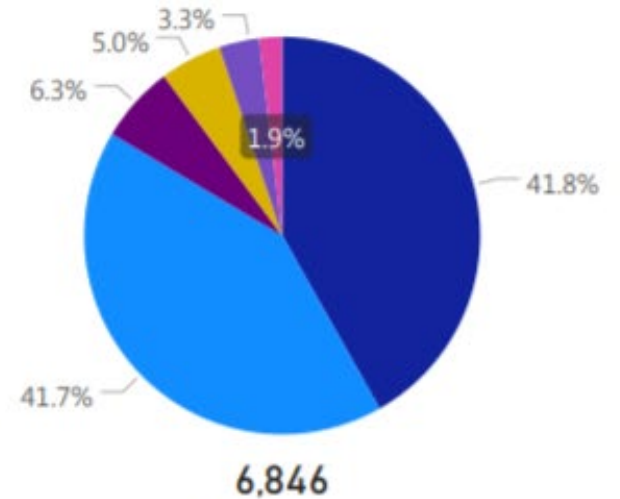
Cases by Race/Ethnicity



Cases Reported as Hospitalized\* by Race/Ethnicity



Deaths by Race/Ethnicity



● Hispanic 
 ● Non-Hispanic Asian 
 ● Non-Hispanic Black/African American 
 ● Non-Hispanic Other 
 ● Non-Hispanic White 
 ● Unknown/Missing

Data Sources: COVID-19 Data provided by the Bureau of Infectious Disease and Laboratory Sciences and the Registry of Vital Records and Statistics; Demographic data on hospitalized patients collected retrospectively; analysis does not include all hospitalized patients and may not add up to data totals from hospital survey; Tables and Figures created by the Office of Population Health.

Note: all data are cumulative and current as of 10:00am on the date at the top of the page; \*Hospitalization refers to status at any point in time, not necessarily the current status of the patient/demographic data on hospitalized patients collected retrospectively; analysis does not include all hospitalized patients and may not add up to data totals from hospital surveys

# Massachusetts (MA) COVID-19 Hotspots

## Coronavirus Disease 2019 (COVID-19) Cases in MA

As of May 27, 2020

Count and Rate (per 100,000) of Confirmed COVID-10 Cases in MA by City/Town,  
January 1, 2020 – May 27, 2020

Penetration Rate Source: UDS Mapper for FQHCs only

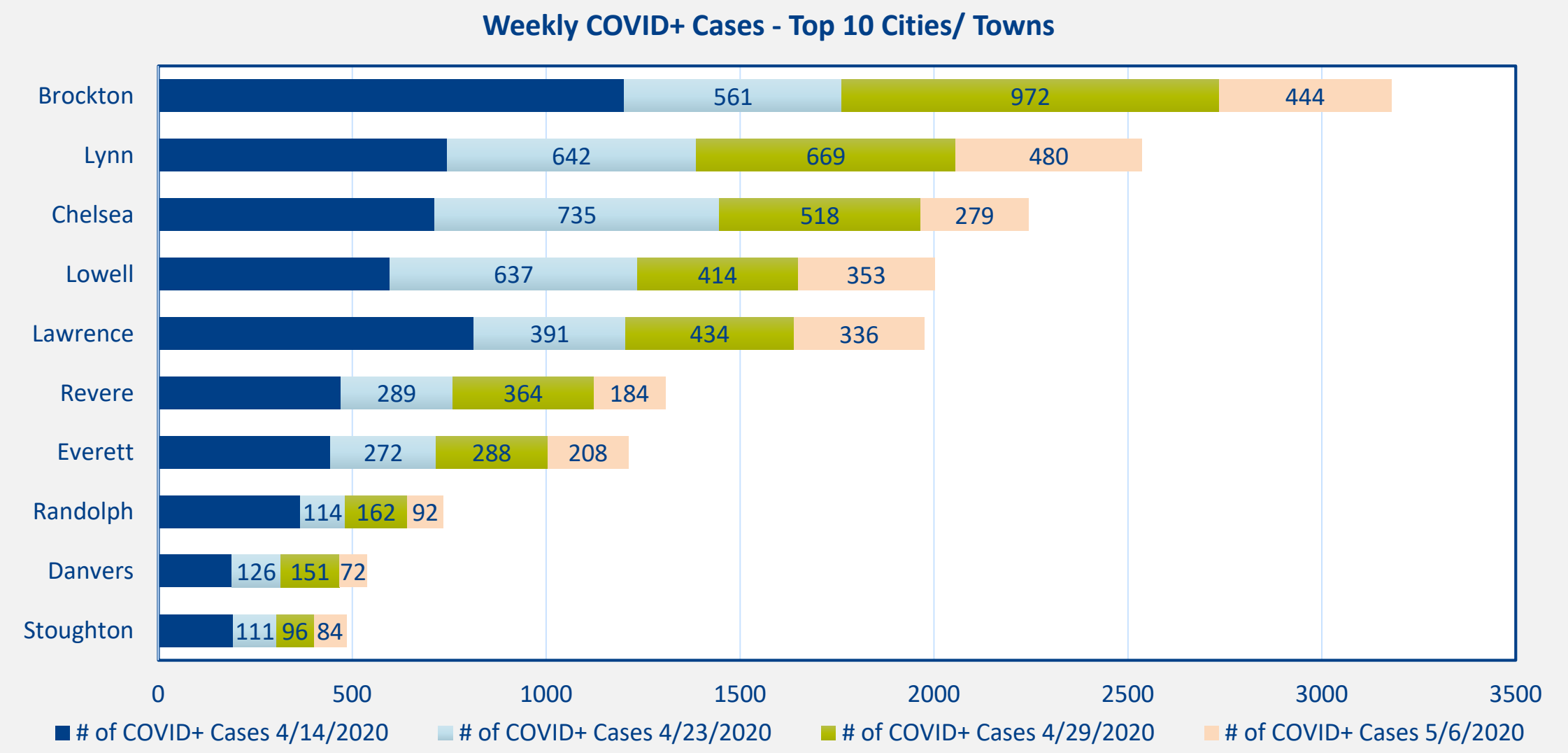
| City/Town   | Positive Count | Positive Rate | Total Persons Tested | Tested Rate | Percent Positivity | Rank Order # (Per Rate) | CHC Physical Location of Site (FQ + HL)?2 | Penetration Rate of Low Income Pop. (FQ Only) | Lead DQHC                                       |
|-------------|----------------|---------------|----------------------|-------------|--------------------|-------------------------|---|---|---|
| Chelsea     | 2713           | 7203.05       | 6742                 | 17900       | 40.2%              | 1                       | Yes                                       | 89%   | EAST BOSTON NEIGHBORHOOD HEALTH CENTER          |
| Brockton    | 3961           | 4031.62       | 13555                | 13797       | 29.2%              | 2                       | Yes                                       | 85%   | BROCKTON NEIGHBORHOOD HEALTH CENTER, INC.       |
| Lawrence    | 2939           | 3333.11       | 10172                | 11536       | 28.9%              | 3                       | Yes                                       | 104%  | GREATER LAWRENCE FAMILY HEALTH CENTER, INC      |
| Lynn        | 3281           | 3251.63       | 10491                | 10397       | 31.3%              | 4                       | Yes                                       | 115%  | LYNN COMMUNITY HEALTH CENTER, INC.              |
| Everett     | 1565           | 3224.38       | 5122                 | 10553       | 30.6%              | 5                       | Yes                                       | 41%   | EAST BOSTON NEIGHBORHOOD HEALTH CENTER          |
| Randolph    | 894            | 2612.58       | 3483                 | 10179       | 25.7%              | 6                       | Yes                                       | 81%   | CODMAN SQUARE HEALTH CENTER                     |
| Revere      | 1582           | 2597          | 5778                 | 9485        | 27.4%              | 7                       | Yes                                       | 87%   | EAST BOSTON NEIGHBORHOOD HEALTH CENTER          |
| Worcester   | 4681           | 2439.69       | 20118                | 10485       | 23.3%              | 8                       | Yes                                       | 37%   | FAMILY HEALTH CENTER OF WORCESTER, INC.         |
| Danvers     | 678            | 2374.3        | 3319                 | 11623       | 20.4%              | 9                       | Yes                                       | 12%   | NORTH SHORE COMMUNITY HEALTH, INC.              |
| Lowell      | 2581           | 2208.65       | 14027                | 12003       | 18.4%              | 10                      | Yes                                       | 67%   | LOWELL COMMUNITY HEALTH CENTER                  |
| Framingham  | 1625           | 2182.2        | 6988                 | 9384        | 23.3%              | 11                      | Yes                                       | 40%   | EDWARD M. KENNEDY COMMUNITY HEALTH CENTER, INC. |
| Marlborough | 918            | 2113.31       | 4181                 | 9625        | 22.0%              | 12                      | Yes                                       | 39%   | EDWARD M. KENNEDY COMMUNITY HEALTH CENTER, INC. |
| Stoughton   | 576            | 2082.61       | 2637                 | 9534        | 21.8%              | 13                      | Yes                                       | 50%   | BROCKTON NEIGHBORHOOD HEALTH CENTER, INC.       |
| Milford     | 609            | 2078.27       | 2809                 | 9586        | 21.7%              | 14                      | Yes                                       | 57%   | EDWARD M. KENNEDY COMMUNITY HEALTH CENTER, INC. |
| Shirley     | 167            | 1981.24       | 2198                 | 26076       | 7.6%               | 15                      | Yes                                       | 11%   | COMMUNITY HEALTH CONNECTIONS, INC.              |
| Braintree   | 777            | 1974.1        | 3213                 | 8163        | 24.2%              | 16                      | Yes                                       | 79%   | SOUTH COVE COMMUNITY HEALTH CTR, INC.           |
| Holyoke     | 804            | 1951.25       | 3139                 | 7618        | 25.6%              | 17                      | Yes                                       | 51%   | HOLYOKE HEALTH CENTER, INC.                     |

### Analytic Team:

Mary Ellen McIntyre, Vice President, Compliance & Special Populations

Mehezbin (Zabin) Munshi, Coordinator, Workforce Data and Business Systems\*\*

# MA Hot Spots Overlapped with CHC UDS data



Source: MA DPH COVID testing, through 5/6/2020; UDS Mapper



# Boston Hot Spots

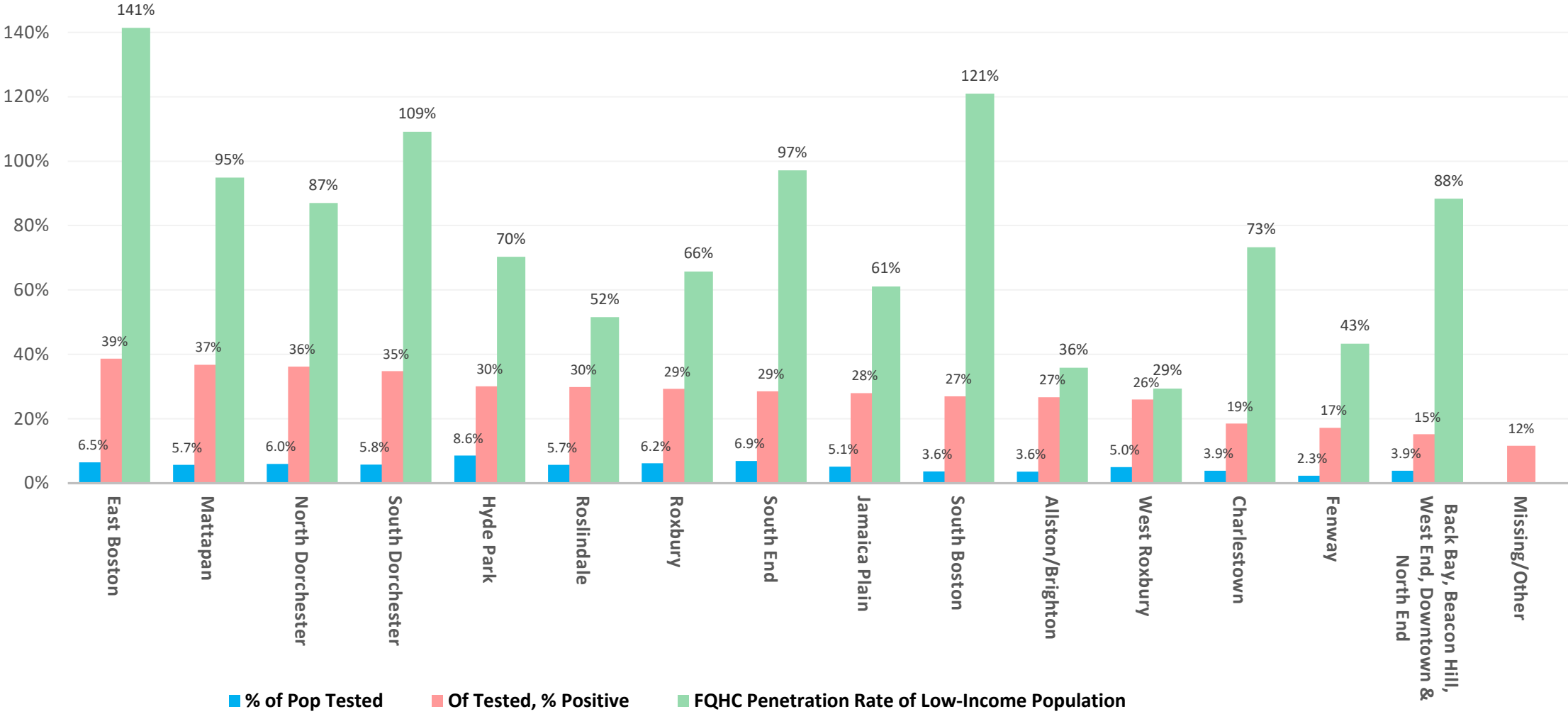
Source: Boston Public Health Commission COVID testing, released weekly (Fridays):  
<https://www.bphc.org/onlinenewsroom/Blog/Lists/Posts/Post.aspx?ID=1282>  
 Source: UDS Mapper for FQHC Penetration Rate  
 Source: Commonwealth of Massachusetts testing sites  
<https://www.mass.gov/doc/ma-covid-19-testing-sites/download>

| Boston Neighborhood                                   | Zip Code(s)  | Total Population | # Tested      | % of Pop Tested | # Positive    | Of Tested, % Positive | Lead FQHC / Share of Patients per UDS   | FQHC Penetration Rate of Low-Income Population | CHC Testing Sites by Zip Code, as of May 4              |
|---|--|------------------|---------------|-----------------|---------------|-----------------------|---|--|---|
| East Boston   | 02128  | 46,927           | 3,053         | 6.5%            | 1,182         | 39%                   | East Boston NHC: 86.3%  | 141%   | East Boston NHC   |
| Mattapan  | 02126  | 29,591           | 1,686         | 5.7%            | 620           | 37%                   | Mattapan CHC: 29.9%<br>Codman Square HC: 24.9%  | 95%  | Mattapan CHC  |
| North Dorchester                                      | 02121, 02125   | 64,277           | 3,865         | 6.0%            | 1,399         | 36%                   | Upham's Corner HC: 24.8%<br>Whittier Street HC: 17.1%<br>Dimock CHC: 13.7%<br>Harvard Street NHC: 13%           | 87%  | Harvard Street NHC<br>Upham's Corner HC                 |
| South Dorchester                                      | 02122, 02124   | 80,880           | 4,661         | 5.8%            | 1,622         | 35%                   | DotHouse Health: 42.6%<br>Codman Square HC: 34.5%   | 109%   | Bowdin Street HC<br>DotHouse Health<br>Codman Square HC |
| Hyde Park   | 02136  | 34,223           | 2,947         | 8.6%            | 887           | 30%                   | Mattapan CHC: 24.8%<br>Codman Square HC: 20.2%  | 70%  |   |
| Roslindale  | 02131  | 33,771           | 1,937         | 5.7%            | 579           | 30%                   | Dimock CHC: 14.9%<br>Whittier Street HC: 13.4%  | 52%  |   |
| Roxbury   | 02119, 02120   | 43,127           | 2,659         | 6.2%            | 779           | 29%                   | Whittier Street HC: 47.2%<br>Dimock CHC: 25.7%  | 66%  | Dimock CHC<br>Whittier Street HC                        |
| South End   | 02111, 02118   | 35,756           | 2,476         | 6.9%            | 706           | 29%                   | South Cove CHC: 72.8%<br>Boston Health Care for Homeless: 28.7%<br>South End CHC: 28.6%                         | 97%  |   |
| Jamaica Plain   | 02130  | 40,377           | 2,073         | 5.1%            | 580           | 28%                   | Fenway CHC: 32.0%   | 61%  |   |
| South Boston  | 02127, 02210   | 40,094           | 1,457         | 3.6%            | 393           | 27%                   | South Boston CHC: 66%, 43.7%<br>Fenway CHC: 26.8%<br>North End WH: 26.8%  | 121%   |   |
| Allston/Brighton                                      | 02134, 0 02163, 2135                                   | 66,585           | 2,397         | 3.6%            | 640           | 27%                   | Charles River CHC: 52.0%, 37.4%<br>Fenway CHC: 23.2%, 22.6%   | 36%  |   |
| West Roxbury  | 02132  | 28,487           | 1,414         | 5.0%            | 368           | 26%                   | Fenway CHC: 23.9%   | 29%  |   |
| Charlestown   | 02129  | 19,414           | 757           | 3.9%            | 140           | 19%                   | North End WH: 52.4%   | 73%  |   |
| Fenway  | 02215, 02115   | 54,727           | 1,278         | 2.3%            | 220           | 17%                   | Fenway CHC: 80.6%, 47.7%  | 43%  |   |
| Back Bay, Beacon Hill, West End, Downtown & North End | 02108, 02114, 02116, 02199, 02222, 02109, 02110, 02113 | 55,698           | 2,168         | 3.9%            | 330           | 15%                   | North End WH: 90.7%<br>Boston Health Care for Homeless: 75.5%<br>Whittier Street HC: 56.9%<br>Fenway CHC: 43.1% | 88%  |   |
| Missing/Other   |  |                  | 1,244         |                 | 144           | 12%                   |   |  |   |
| <b>Boston</b>   |  | <b>673,934</b>   | <b>36,072</b> | <b>5.4%</b>     | <b>10,589</b> | <b>29.4%</b>          |   | <b>78%</b>                                     |   |

Source: Boston Public Health Commission COVID testing, through 5/7/2020; UDS Mapper; Commonwealth of MA testing sites

# Boston Hot Spots

% Population Tested, % of Positive Cases & % HC Penetration Rate of Low-Income Population



Source: Boston Public Health Commission COVID testing, through 5/7/2020; UDS Mapper; Commonwealth of MA testing sites

# Qualitative Reports

- ▶ Incidence and testing: We are facing the highest incidence of COVID-19 in our ... service area and city data show **communities of color are disproportionately impacted by COVID-19**, particularly essential worker populations who live in densely populated neighborhoods, cannot work from home and must use public transportation for work.
- ▶ We continue to increase our testing capacity and strategy. Most recently, using GEO mapping software, **we identified areas where more testing is needed.**



# Data Highlights: 32 FQHCs responded

|  | <i>Patients Tested by race and ethnicity:<sup>2</sup></i> | <i>Patients Tested Positive by race and ethnicity:<sup>2</sup></i> |
|--|---|--|
| White, Non-Hispanic/Latino Patients  | 22.60%  | 10.48%   |
| White, Hispanic/Latino Patients  | 28.89%  | 31.04%   |
| Black/African American, Non-Hispanic/Latino Patients                       | 16.79%  | 17.68%   |
| Black/African American, Hispanic/Latino Patients                           | 4.29%   | 6.71%  |
| Asian Patients <sup>3</sup>  | 2.41%   | 3.55%  |
| American Indian/Alaska Native Patients <sup>3</sup>                        | 0.44%   | 0.67%  |
| Native Hawaiian/Other Pacific Islander Patients <sup>3</sup>               | 0.87%   | 1.11%  |
| Patients with More than one race <sup>3</sup>                              | 4.62%   | 6.04%  |
| Hispanic/Latino Ethnicity Patients (Unreported/Refused to report race)     | 6.89%   | 8.54%  |
| Non-Hispanic/Latino Ethnicity Patients (Unreported/Refused to report race) | 5.99%   | 4.16%  |
| Unreported/Refused to Report Race and Ethnicity                            | 6.20%   | 10.03%   |

<sup>1</sup>Only health centers that responded having COVID-19 testing capacity are included, n=28.

<sup>2</sup>Percentages may not sum to 100% due to rounding to the hundredths.

<sup>3</sup>Includes Hispanic/Latino and Non-Hispanic/Latino.

# Data driven decisions re: SDOH

Formula calculation sources:

- ▶ State released zip code/municipality level data on testing and positive rates
- ▶ UDS mapper for CHC penetration rate
- ▶ Public CHC testing sites
- ▶ US Census data (by neighborhood)
- ▶ HRSA data (not sharable) to drive storytelling and advocacy beyond data points

# Use of the data and telehealth

- ▶ Telehealth use – from 2-3 years to 2-3 weeks!!
- ▶ Telehealth and telephonic rate advocacy for reimbursement
  - ▶ Financial Crisis of CHCs with “stay at home” orders messaging
  - ▶ Medicaid-expansion state, Division of Insurance
- ▶ Success of Behavioral Health via telehealth
  - ▶ Stigma “bypassed”
  - ▶ No show rates – notable decline
- ▶ Still SDOH challenges with telehealth:
  - ▶ Safe private space to conduct encounter
  - ▶ Lack of “Smartphone” with video
  - ▶ Lack of technology use knowhow
  - ▶ Shortage of data “minutes” for telehealth use
  - ▶ Fear and lack of knowledge of technology
- ▶ Average Percent of Health Center Visits Conducted Virtually - 73.21%

# “New rules, new tools. Same Great Care.”

***DON'T PUT YOUR HEALTH ON HOLD.***

- ▶ Literacy tested targeted ads in 7 languages.
- ▶ Targeted ads – channel 5, Facebook ads by zip code and language messaging
- ▶ “We didn’t close... we adapted to the needs of our patients.”



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**Questions?**  
*Thank you.*

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*Preparing for the big “what if...” of  
someday helps us manage everyday.*



# Community Mobilization for emergency management

PUERTO RICO PROMISING PRACTICES

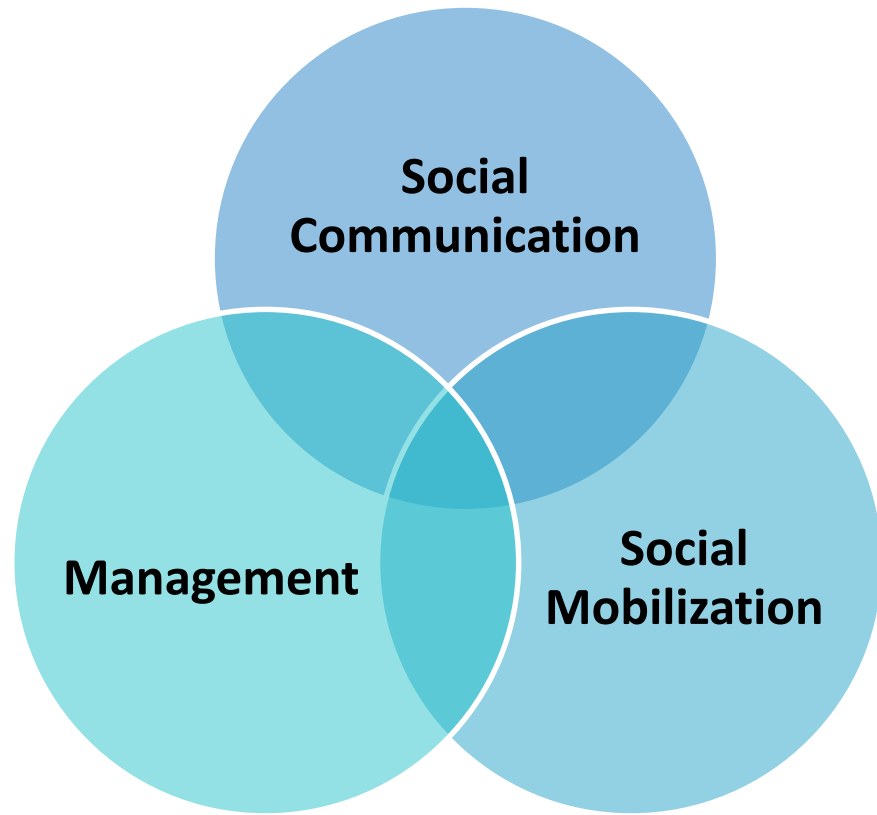
# Objectives

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- Describe the community mobilization model and its integration on emergency preparedness.
- Present the community mobilization project in Puerto Rico and its results.
- Describe of health centers is addressing SDOH in disasters.

# Community Mobilization Model

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Situation Analysis

Stakeholders Identification  
and Mapping

Communication

Planning



# Why is Community Mobilization needed in Emergency Management?

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## History

- Recent experiences with natural disasters and emergencies
  - Government response
  - CHCs response
  - Community response

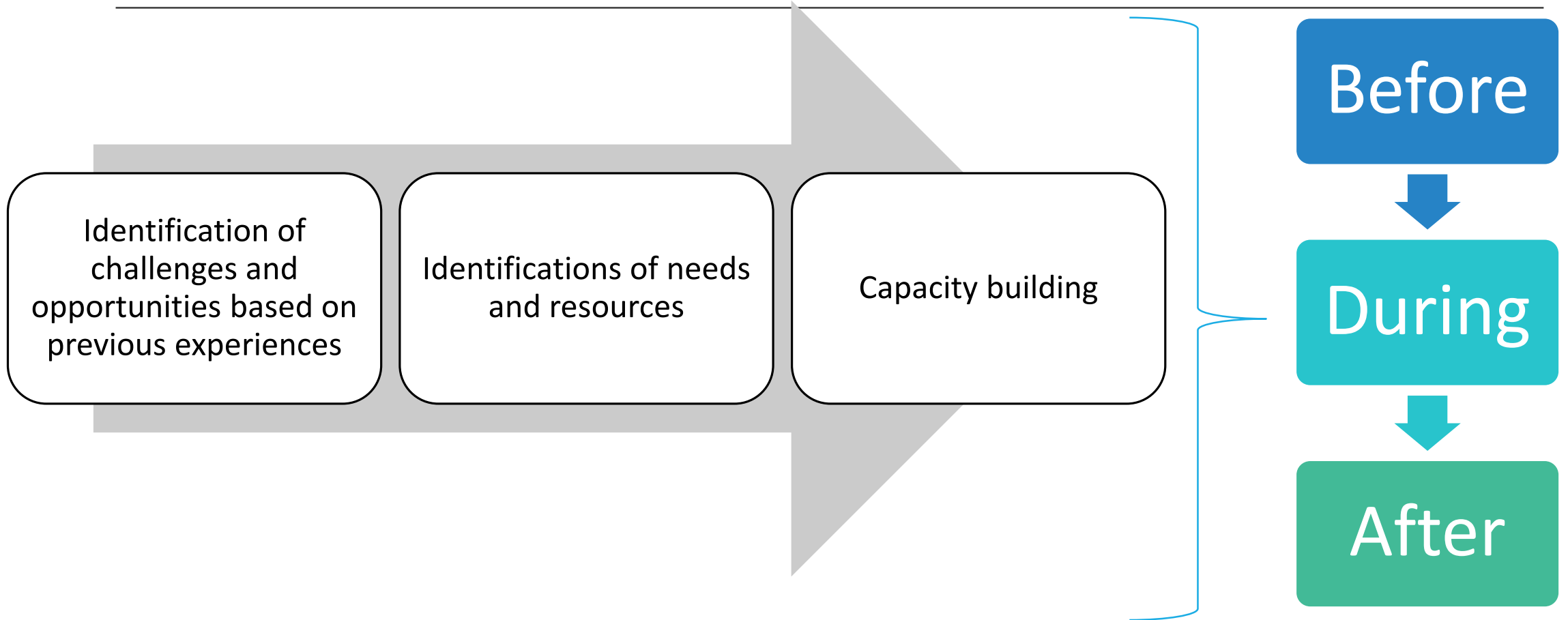
## National Emergency Management Framework

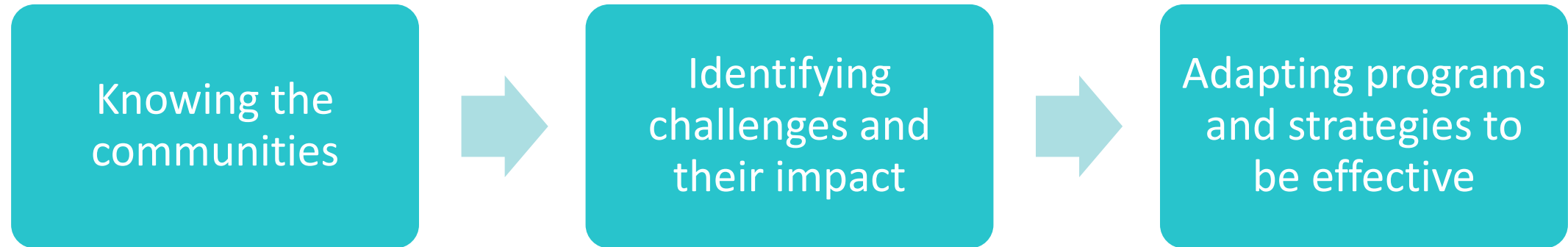
- Limitations and challenges
- “Bottom Up” Approach

## Compliance and Management

- Community Health Centers’ mission
- Direct and indirect benefits for the CHCs

# How do we use Community Mobilization in the Emergency Management?





Where do the community mobilization and the SDOH meet?

## The Role of Community Health Centers in Community Emergency Preparedness

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- Liaison between government response agencies and communities
- Support networks between NGOs and communities
- Sustainability of the plan when integrated to the CHC emergency management plan.



# Community Mobilization Impact

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## COMMUNITY HEALTH CENTER

Operational

Clinical

Programmatic

Human  
Resources

## COMMUNITY

Community  
Empowerment

Development  
and capacity  
building

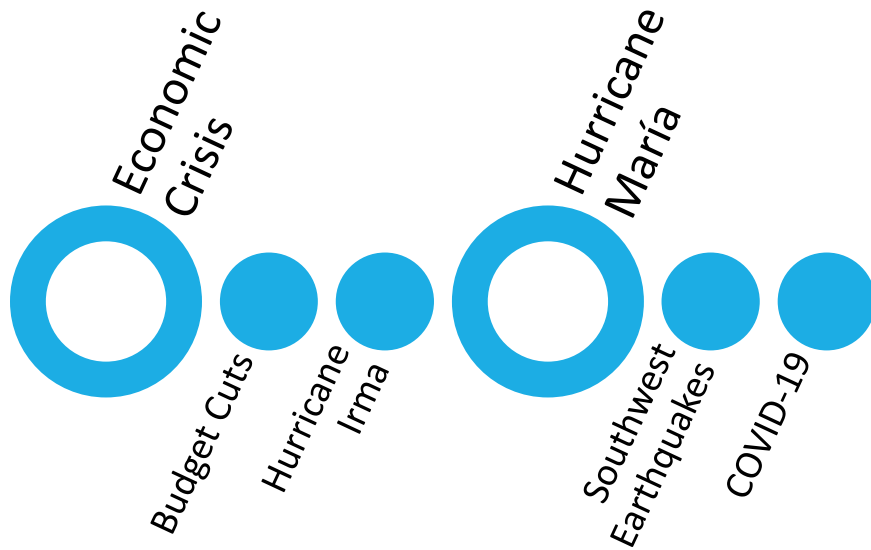
Self-efficacy

Health

# Puerto Rico Promising Practices

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## Background



- Previously disrupted systems and increasing inequalities for low income and rural communities.
- Community Health Centers as the leads in the response.
  - Knowledge of community's needs
  - Previous relationship with community and build trust.
  - Networks (new and old)



# Community Mobilization in Puerto Rico

## Training on

- Emergency management tools and topics
  - Risks assessments
  - SWOT analysis
  - Resources mapping
  - Mental health during emergency
  - Risk communication
- Community Mobilization practice

## CHC and Community Assessment

- ⑩ Identified community
  - Reflected with them on challenges and vulnerabilities before, during and after Hurricane María as a CHC's and as Community
  - Mapped resources for both

## Planning

- Generated an action plan and preparedness framework
- Define actors and plan for response
- Plan for sustainability



# Community Mobilization in Puerto Rico

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- Impact of the first year
  - 3 community preparedness plan
  - 2 community plans integrated on CHC emergency management plan
- Tested during Southwest Earthquakes
  - Quick impact and needs report from Community to CHC
  - Extensive response from organizations on the network
  - Identification of new challenges (shelter infrastructure and housing)
  - Stronger relationship and trust with the CHC
- Implementing during COVID-19
  - 6 communities across the island
  - Current work with farmworker population in the center of the island



## Key Lessons

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Community mobilization and emergency preparedness are continuous processes

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Community networks can improve preparedness and health outcomes during emergencies.

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Community health centers are key institutions to strengthen communities and other organizations relationships.

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Community health worker can serve as the lead in the intersection of community emergency preparedness and CHC preparedness.

# Brief Webinar Evaluation

- Please complete the brief follow up survey that will be launched immediately following this session and also will be emailed to participants through Webex.



*Thank you!*

<https://sdohacademy.com/collaboratives>



# Office Hours



**30**  
*minutes*



*What strategies has your health center used to address SDOH during this pandemic?*



*Which SDOH have been worsened/exacerbated for your patients and families?*



*Has anything changes about  
your community network  
during this time?*



**THANK YOU!!**





# Contact Us



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