

NJ ACTS

Community Engagement Core

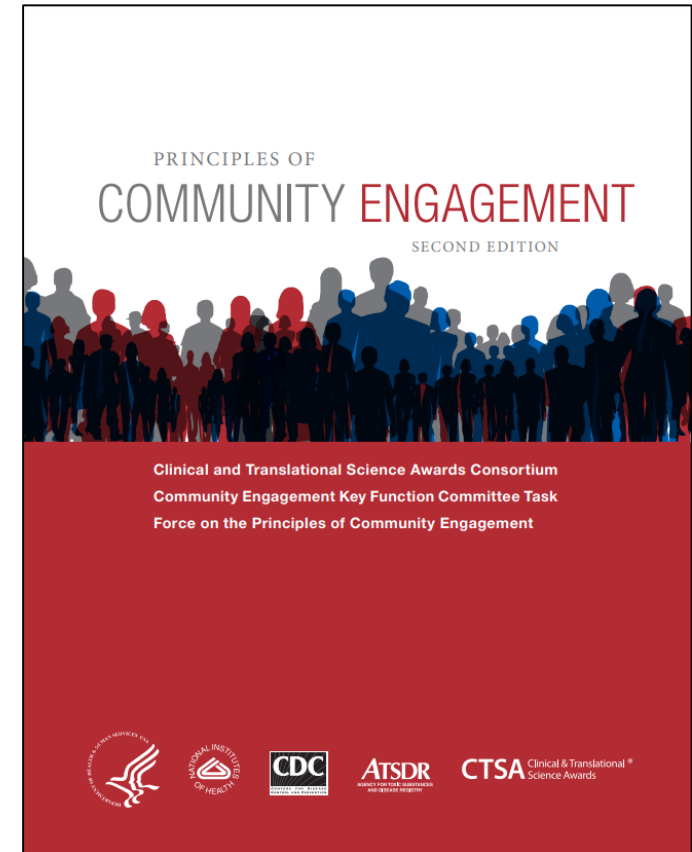
Shawna V. Hudson, Ph.D.

Henry Rutgers Chair, Professor and Research Division Chief
Department of Family Medicine and Community Health
Rutgers Robert Wood Johnson Medical School

Professor of Health Education, Society & Policy
Rutgers School of Public Health

Director of Community Engagement
NJ Alliance for Clinical and Translational Science
<http://njacts.rbhs.rutgers.edu/community>

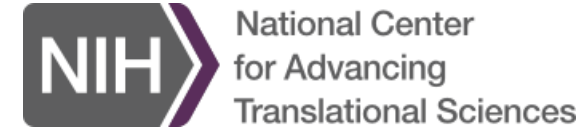
November 12, 2021



https://ncats.nih.gov/ctsa_2011/ch5_v2.html



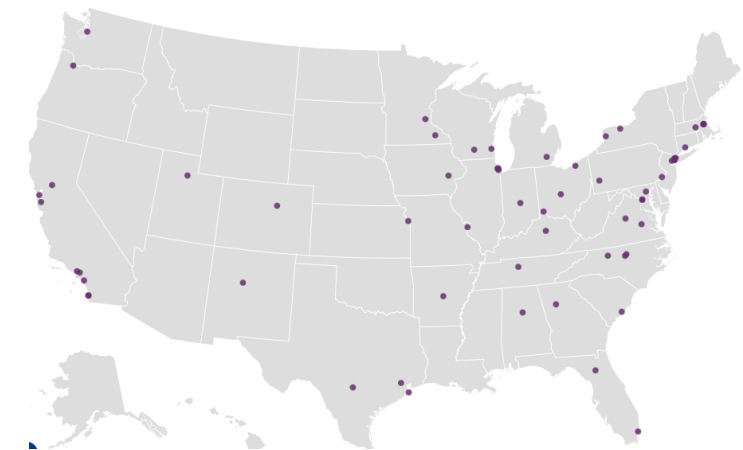
Community Engagement Core



Aim 1: *Engage community stakeholders* in research by providing an infrastructural core portfolio of consultative, training and technical assistance to connect and train New Jersey academic and community partners.

Aim 2: *Facilitate knowledge transfer* to regional and national stakeholders of innovative engagement methods and practices, and disseminate *novel community engagement strategies*.

CTSA Program Hub Directory





Rapid Acceleration of Diagnostics (RADx)



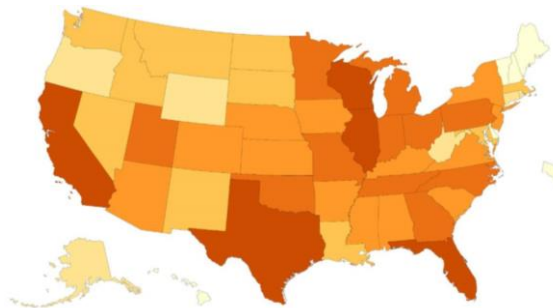
RADxSM Underserved Populations (RADx-UP)

The overarching goal of the RADx-UP initiative is to understand the factors associated with disparities in COVID-19 morbidity and mortality and to lay the foundation to reduce disparities for those underserved and vulnerable populations who are disproportionately affected by, have the highest infection rates of, and/or are most at risk for complications or poor outcomes from the COVID-19 pandemic.

Budget: \$500 Million

<https://radx-up.org/>

**RADx-UP
Round 1
(\$234 million)
32 Awardees
7 CTSA Sites**



Duke University
Medical College of Wisconsin
Ohio State University
Rutgers Biomedical and Health Sciences
University of Kansas Medical Center
University of Texas Health Science Center at Houston
University of Utah



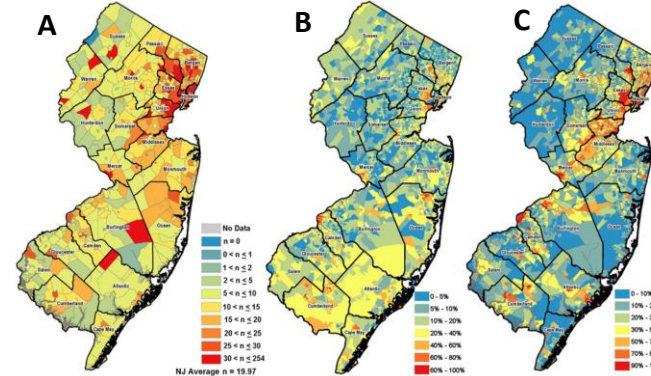
NJacts

NJ HEROES TOO

New Jersey Healthcare Essential Worker Outreach and Education Study - Testing Overlooked Occupations



<http://njacts.rbhs.rutgers.edu/community>
Grant #: UL1 TR003017-02S2



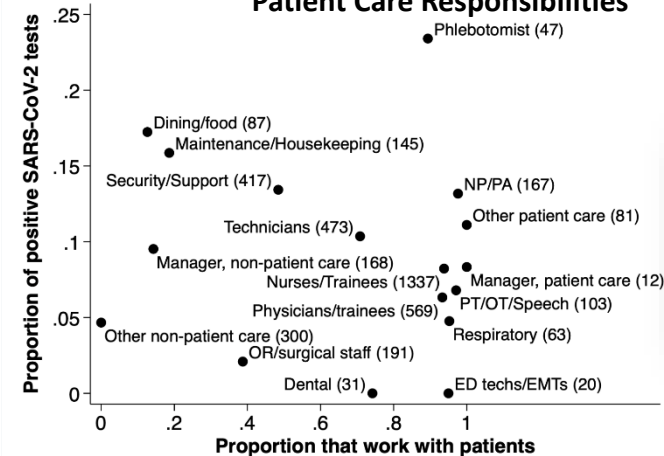
Maps of New Jersey.

Panel A. Rate of Confirmed COVID-19 Cases per 1,000 Population at Municipality Level, 2020 July 23.

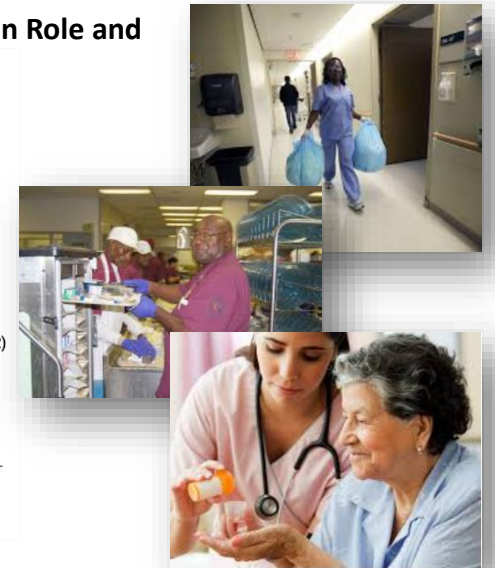
Panel B. Percent of low-income population (<2-times poverty level), 2017.

Panel C. Percent of minority populations, 2017.

Prevalence of SARS-CoV-2 Infection Based on Role and Patient Care Responsibilities



<https://doi.org/10.1093/ofid/ofaa534>





Community Engagement Core

Steering Committee



Benjamin F. Crabtree, PhD

Distinguished Professor, Department of Family Medicine and Community Health Research Division
Rutgers Robert Wood Johnson Medical School



Robert Laumbach MD, MPH, CIH

Associate Professor, Department of Environmental and Occupational Health
Rutgers School of Public Health



Nancy E. Reichman, PhD, MBA

Professor of Pediatrics
Rutgers Robert Wood Johnson Medical School
Visiting Professor, Department of Economics
Princeton University



Karen D'Alonzo, PhD

Associate Professor
Rutgers Division of Nursing Science



Thomas Mackie, PhD, MPH

Associate Professor
Chair of Health Policy and Management
SUNY Downstate



Denise V. Rodgers, MD, FAAFP

Vice Chancellor of Interprofessional Programs, Rutgers Biomedical and Health Sciences
Chair of Interprofessional Education
Professor, Department of Family Medicine and Community Health
Rutgers Robert Wood Johnson Medical School



Diane Hill, PhD

Assistant Chancellor, University Community Partnerships
Rutgers University - Newark



James Geller, PhD

Professor and Associate Dean for Research
Ying Wu College of Computing
New Jersey Institute of Technology



Mariam Merced, MA

Director
Robert Wood Johnson University Hospital
Community Health Promotion Program
RWJ Barnabas Health System



Jaymie Santiago, MS

President
New Brunswick Tomorrow



Trisha Thorne

Director of the Program for Community-Engaged Scholarship (ProCES)
Princeton University



Manny Jimenez, MD, MS, FAAP

Assistant Professor of Pediatrics & Family Medicine and Community Health
Director of Developmental and Behavioral Pediatrics Education
Boggs Center on Developmental Disabilities
Rutgers Robert Wood Johnson Medical School



Dorothy J. Reed

Co-Founder and President
Sister2Sister, Inc



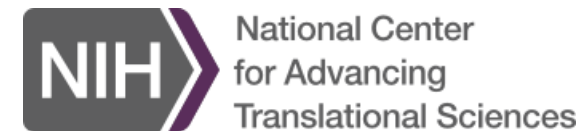
Michael J. Yedidia, PhD, MPH

Research Professor and Senior Medical Sociologist
Rutgers Center for State Health Policy



Community Engagement Core

NJ HEROES TOO PARTNERED COMMUNITY ORGANIZATIONS

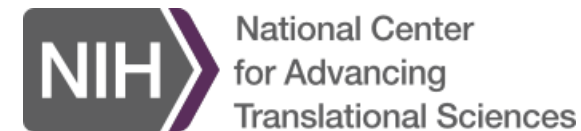


New Jersey Alliance for Clinical and Translational Science



Community Engagement Core

NJ HEROES TOO PARTNERED HEALTHCARE ORGANIZATIONS



Focusing in on Socially Vulnerable Populations

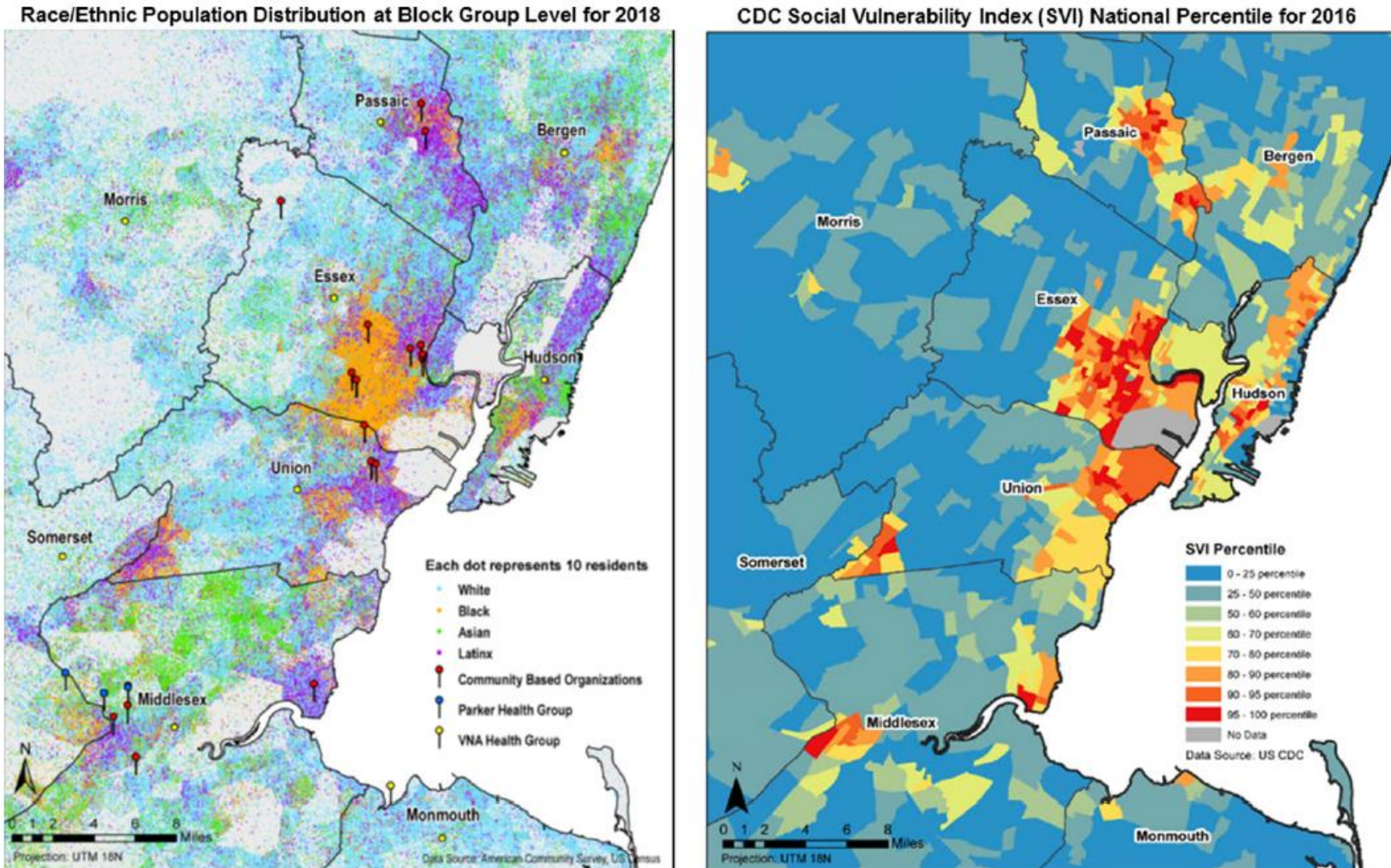


Figure 9. NJ HEROES TOO Counties of Focus displaying racial/ethnic density, poverty and coverage of health organization and community partners.



Aim 1 Overview

Step 1: Outreach Messaging Content Theme Identification using Virtual Community Conversations

- Focus groups and individual interviews with healthcare workers and their family members, community members, and representatives of CBOs and healthcare organizations about optimal materials and messaging for outreach (**N=111, 13 groups and 8 individuals Nov - Jan**)

Step 2: Evaluation of Intervention Components through Stakeholder Review Using Iterative Community Engagement Virtual Salons

- Bring researchers together with community members and healthcare stakeholders to actively participate in cross talk
- Incubate ideas for development of a media campaign and tailoring materials and messaging that are meaningful to HCWs and their families and community participants
- **Bi-weekly sessions with 18 community based and 4 healthcare organizations (~50 participants Jan - March)**
 - Survey/CDE and consent language review
 - Qualitative findings review and member checking
 - Outreach material brainstorm and development
 - COVID variants and conversation with Vault VP of Clinical Operations
 - Aim 2 study flow and procedures review

New Jersey Alliance for Clinical and Translational Science





Aim 1: 1st Paper

NJ HEROES TOO (N=111)

- [NPR/WNYC: https://www.wnyc.org/story/nj-black-latino-residents-embrace-covid-precautions-still-dont-trust-vaccine-study-says/](https://www.wnyc.org/story/nj-black-latino-residents-embrace-covid-precautions-still-dont-trust-vaccine-study-says/)
- [Why Many Black & Hispanic Americans Distrust COVID Vaccines: US News & World Report](#)
- [The pandemic's fatality rate in the US far outweighs the rate of vaccine adverse events The Gothamist quoted Shawna Hudson \(RWJMS\)](#)
- [Black, Latino trust in N.J. public health stops at COVID vaccine, study finds: The Star-Ledger](#)
- [Why Many Black & Hispanic Americans Distrust COVID Vaccines: HealthDay](#)
- [Study: Vaccine Hesitancy Among Black, Latinx Populations: Patch NJ](#)
- [Rutgers Study: Black, Latinx People Still Skeptical About COVID-19 Vaccines: TAPinto](#)
- [NJ Minorities Report Difficulties Getting COVID-19 Tests: Medscape](#)
- [NJ minorities report difficulties getting COVID-19 tests, want more transparency about vaccines: MD Alert](#)
- [Underserved communities concerned about COVID – but skeptical about vaccine: ROI-](#)
- [Why Many Black & Hispanic Americans Distrust COVID Vaccines: Doctor's Lounge](#)
- [Why Many Black & Hispanic Americans Distrust COVID Vaccines: Drugs.com](#)
- [Blacks, Latinx skeptical about COVID-19 vaccine, study says: McKnight's Senior Living](#)



Black and Latinx Community Perspectives on COVID-19 Mitigation Behaviors, Testing, and Vaccines

Manuel E. Jimenez, MD, MS; Zorimar Rivera-Núñez, PhD, MS; Benjamin F. Crabtree, PhD; Diane Hill, PhD; Maria B. Pellerano, MA, MBA, MPH; Donita Devance, MCRP; Myneka Macenat, MPH; Daniel Lima, MSW; Emmanuel Martinez Alcaraz, MD; Jeanne M. Ferrante, MD; Emily S. Barrett, PhD; Martin J. Blaser, MD; Reynold A. Panettieri Jr, MD; Shawna V. Hudson, PhD

Abstract

IMPORTANCE Black and Latinx communities have been disproportionately affected by the COVID-19 pandemic, yet little work has sought to understand their perspectives.

OBJECTIVE To explore the experiences of Black and Latinx communities during the pandemic to better understand their perspectives on COVID-19 mitigation behaviors (eg, mask wearing), testing, and vaccines.

DESIGN, SETTING, AND PARTICIPANTS In this community-engaged qualitative study conducted with 18 community-based organizations and 4 health care organizations between November 19, 2020, and February 5, 2021, in New Jersey counties severely affected by the pandemic, group and individual interviews were used to purposively sample 111 Black and Latinx individuals. A total of 13 group interviews were organized by race/ethnicity and language: 4 English-speaking groups with Black participants (n = 34), 3 Spanish-speaking groups with Latinx participants (n = 24), and 4 English-speaking groups with Black and Latinx participants (n = 36). To understand the views of health care workers from these communities, 2 additional groups (n = 9) were convened and supplemented with individual interviews.

MAIN OUTCOMES AND MEASURES Description of Black and Latinx participants' experiences during the COVID-19 pandemic and their perspectives on mitigation behaviors, testing, and vaccines.

RESULTS The study included 111 participants (87 women [78.4%]; median age, 43 years [range, 18–93 years]). Participants described the devastating effects of the pandemic on themselves, loved ones, and their community. Their experiences were marked by fear, illness, loss, and separation. These experiences motivated intense information seeking, mitigation behaviors, and testing. Nevertheless, vaccine skepticism was high across all groups. Participants did not trust the vaccine development process and wanted clearer information. Black participants expressed that they did not want to be subjects of experiments.

CONCLUSIONS AND RELEVANCE The remaining unknowns about new vaccines need to be acknowledged and described for Black and Latinx communities to make informed decisions. Ultimately, scientists and public officials need to work transparently to address unanswered questions and work collaboratively with trusted community leaders and health professionals to foster partnered approaches, rather than focusing on marketing campaigns, to eliminate vaccine skepticism.

JAMA Network Open. 2021;4(7):e2117074. doi:10.1001/jamanetworkopen.2021.17074

Open Access. This is an open access article distributed under the terms of the [Creative Commons Attribution License](#), which permits unrestricted use, distribution, and reproduction in any medium, provided the original work is properly cited.

Key Points

Question What are the experiences of Black and Latinx communities during the COVID-19 pandemic, and how are these experiences associated with their perspectives on COVID-19 mitigation behaviors, testing, and vaccines?

Findings This community-engaged qualitative study found that fear, illness, and loss experienced during the pandemic motivated information seeking and mitigation behaviors; vaccine skepticism was high, as was demand for clearer information. Among Black participants, racism and medical experimentation were associated with distrust.

Meaning These findings suggest that perspectives on COVID-19 mitigation behaviors, testing, and vaccines among Black and Latinx communities are informed by devastating experiences, and transparent information from public officials is needed to eliminate vaccine skepticism.

+ Supplemental content

Author affiliations and article information are listed at the end of this article.





Aim 2 Overview

We assess uptake of testing comparing two alternative strategies:

1. Recruit vulnerable HCWs as ambassadors who lead engagement of their “spheres of influence” (households/networks)
2. Recruitment through a traditional community outreach approach focused on CBOs. Up to 1000 participants in each study arm will be recruited



We compare the two arms (N=2,000) in terms of:

1. Rate of accrual of study participants
2. Success in testing vulnerable sub-populations of interest (including Black and Latinx participants, children, low-income households, and immigrants)
3. Proportion of participants testing positive
4. Costs of implementing NJ HEROES TOO for healthcare and community organizations

Explore lessons learned about implementation and opportunities for sustainment





Co-created Materials

RADx-UP Supplement



WHAT IS THE NJ HEROES TOO STUDY?



New Jersey Alliance for Clinical and Translational Science



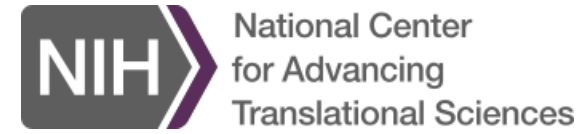
Facilitators and Challenges Encountered

Facilitators

- Significant funding
- A salient health challenge relevant to all stakeholders
- High interest and engagement from academic and community partners
- Transdisciplinary leadership team

Challenges

- Process to engage community and healthcare stakeholders in research
- Institutional procedures related to consultants and subcontracts
- Regulatory mechanisms
- Rapid, real-time analysis and feedback



Thank you!

New Jersey Alliance for Clinical and Translational Science

<http://njacts.rbhs.rutgers.edu>

An NCATS-funded CTSA Hub: UL1 TR003017, KL2 TR003018, TL1 TR00301