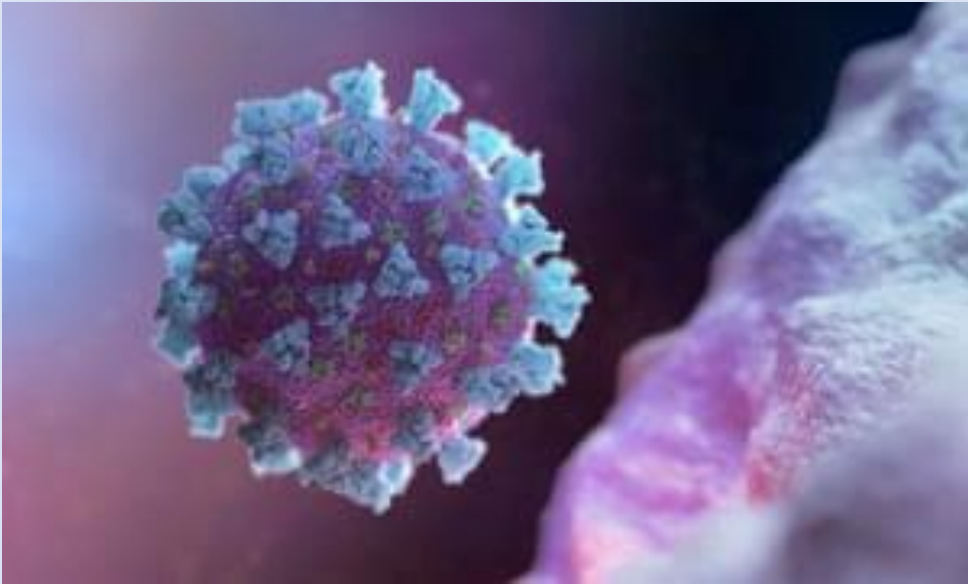




GRAPEVINE HEALTH



COVID-19 and Communities of Color: Implications for Health Literacy

Lisa K. Fitzpatrick, MD, MPH, MPA

Founder, Grapevine Health

June 10, 2020

Overview

- Grapevine Health
- COVID-19 in Washington, DC
- Why the disparity?
- Response and Insights
- Recommendations

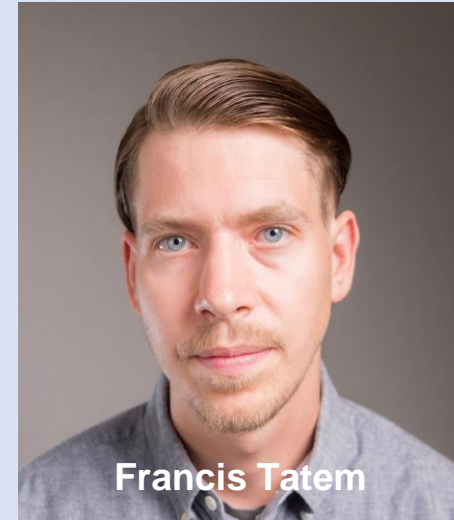
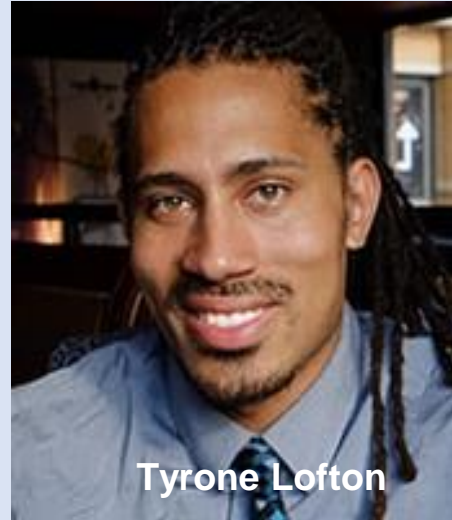
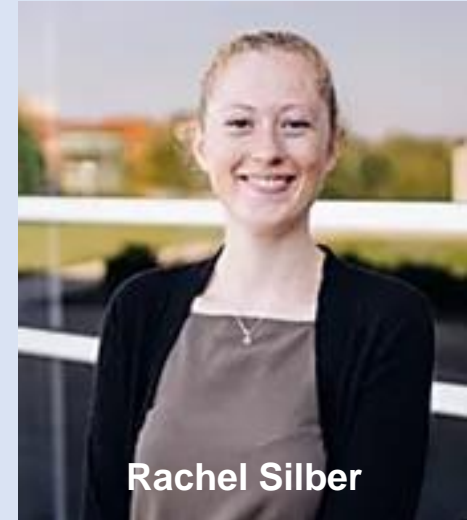
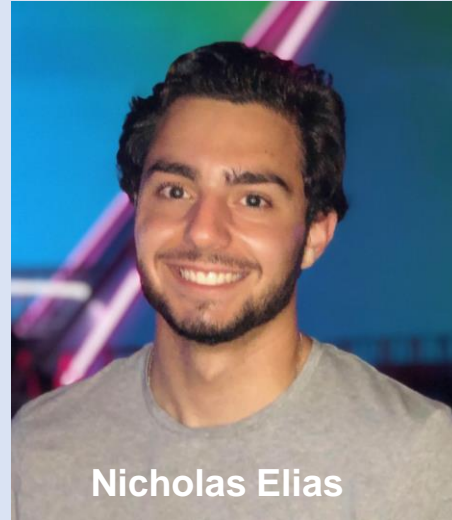


We focus on...

- Earning community trust
- Bridging health communication
 - Community and health systems
 - Patients and doctors
 - Insurers and beneficiaries
- Exploring digital health solutions
- Creating culturally-appropriate health communications
 - Medicaid
 - Underserved communities



Grapevine Health Team



Response and Insights

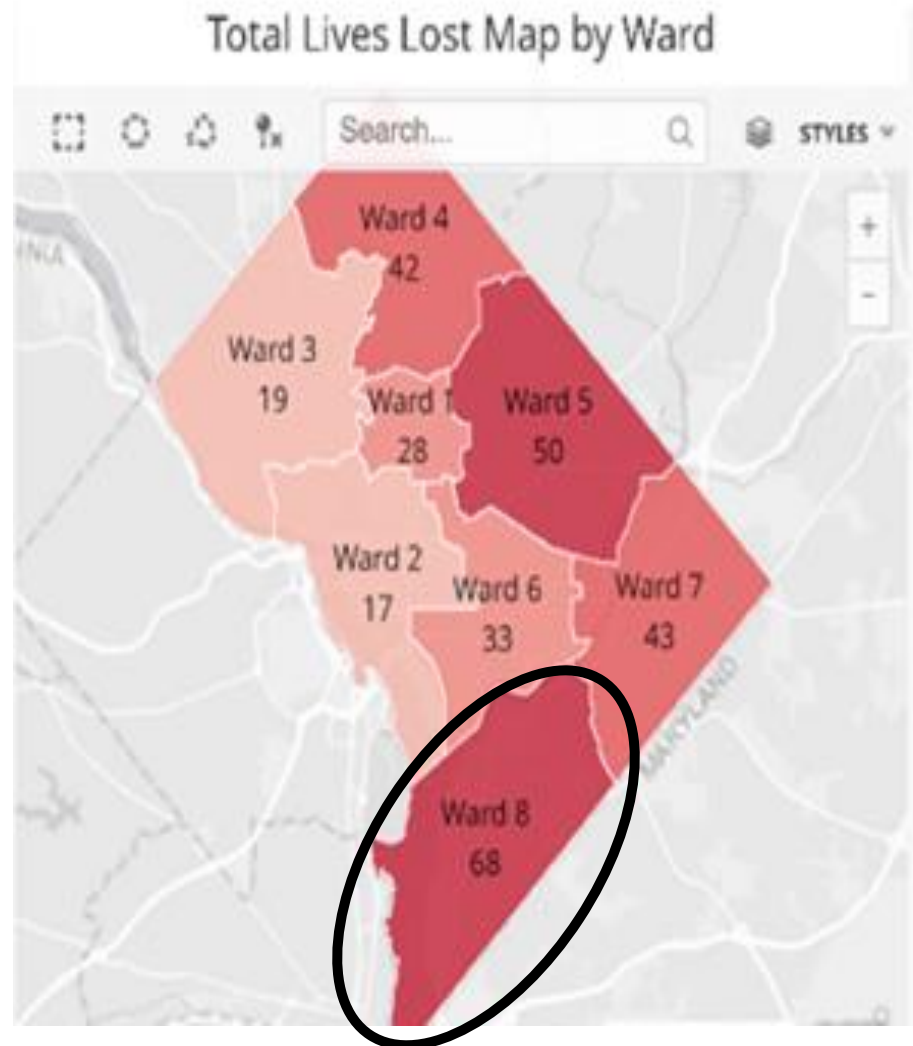


Deaths in Washington, DC

483 deaths*

- 75% black
- 34% nursing homes

- 10% 50-59
- 24% 60-69
- 25% 70-79
- 37% 80-89



What's driving the death disparities?

- Age
- Chronic health conditions
- Distrust in public health guidance
 - Messaging needed for youth and young adults
- Low health literacy
 - Including misinformation

HEALTH EDUCATION SERIES: COVID-19



Dr. Roger A. Mitchell, MD

Join Public Health Expert, Dr. Lisa Fitzpatrick and DC's Chief Medical Examiner, Dr. Roger Mitchell for a conversation on the misinformation and myths surrounding the new coronavirus, COVID-19.

Saturday, June 6 @1pm

Tune in live on The Grapevine Health YouTube page to be a part of the discussion and ask your questions live. You can also send your questions beforehand via email to info@grapevinehealth.co



Dr. Lisa Fitzpatrick, MD, MPH



Where Community and
Family Come First

Far Southeast Family Strengthening
Collaborative



United Planning Organization



Martha's Table

COMMUNITY COVID-19 Q & A SESSION

Got questions about the Rona? Join
us for a COVID-19 Q&A with an
infectious disease doctor.

SUNDAY 5/24 @5PM

Sign up on the Eventbrite link below
<https://www.eventbrite.com/e/community-qa-session-tickets-105857647072>



Dr. Lisa Fitzpatrick,
MD, MPH



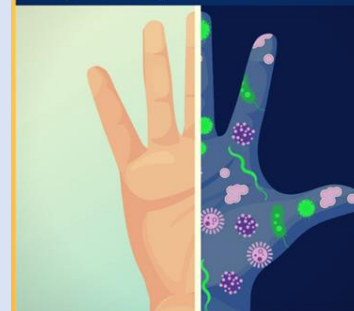
GRAPEVINE HEALTH



Questions about CORONAVIRUS?

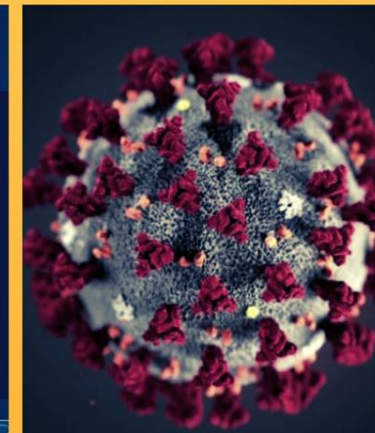
Text our
INFECTIOUS DISEASES
experts @ 202-702-8175

Your hands carry
germs you can't see



Wash your hands

www.cdc.gov/handwashing



Congress Heights Senior Wellness Center



Podcast





[All episodes](#)

Grapevine Health: Health Insights From The Community

Ms. Roney

JUNE 09, 2020 GRAPEVINE



GRAPEVINE
HEALTH



Grapevine Health: Health Insights From The Community

Ms. Roney



00:00 | 18:46

LISTEN ON



SHARE EPISODE



SHOW NOTES

Ms. Roney is an elder of South West Washington, D.C. who has self-quarantined herself for 88 days. Dr. Lisa Fitzpatrick sits down with Ms. Roney to discuss how she is dealing with the COVID-19 pandemic, the death of her stepson to the virus, as well as healthcare inequalities within the community.

Digital health survey



Grapevine Health, founded by Dr. Lisa Fitzpatrick a medical doctor and public health expert, wants to learn about the use of telemedicine during the coronavirus pandemic. Telemedicine includes the use of phones and computers to contact and connect with doctors, nurses and other members of the health care team. For this survey, a video visit refers to a conversation with your healthcare provider by video using your phone or a computer. This survey is short and does not ask for any information that can identify you.

Thank you for helping us understand how the community feels about telemedicine. This information might help ensure the service can be easily available as a health service after the pandemic to those who want it.

Start

press Enter ↵

Digital Health Survey- Select results

- 68% had a televisit via phone or video
- 42% undecided about continuing post pandemic
 - Only 1 person did not like televisit
 - Difficulty using computer
 - Age >70
- What did you like about televisit?
 - Quick
 - Convenient
- When the pandemic is over, would you like to have video visits?
 - Only 1 said definitely
 - 64%, sometimes

COVID-19 misinformation

- Drinking hot water prevents infection
- Transmission linked to 5G cell phone towers
- Black people are immune
 - Early rumor that gained traction
- Virus isn't real



What about health literacy?

- **COVID-19 and coronavirus questions/comments**
 - “How do I know if I have COVID?”
 - What are the symptoms?
 - “Is there a cure?”
 - “I didn’t think [we] could get it?”
 - “It sounds the same as the flu.”
 - Vaccine indecision/hesitancy



Recommendations for Improving COVID-19 health literacy



Design communication for the audience




 American Heart Association.
Don't Die of Doubt™

**Strokes
don't wait
to see if you
feel better.**


Call 9-1-1. Get to the hospital.



 colorofchange

**THE KNOWN SYMPTOMS
OF COVID-19 INCLUDE:**

Muscle aches	Fever
Difficulty breathing	Chills
Loss of taste and/or smell	Muscle aches
Change in bowel movements	Nausea



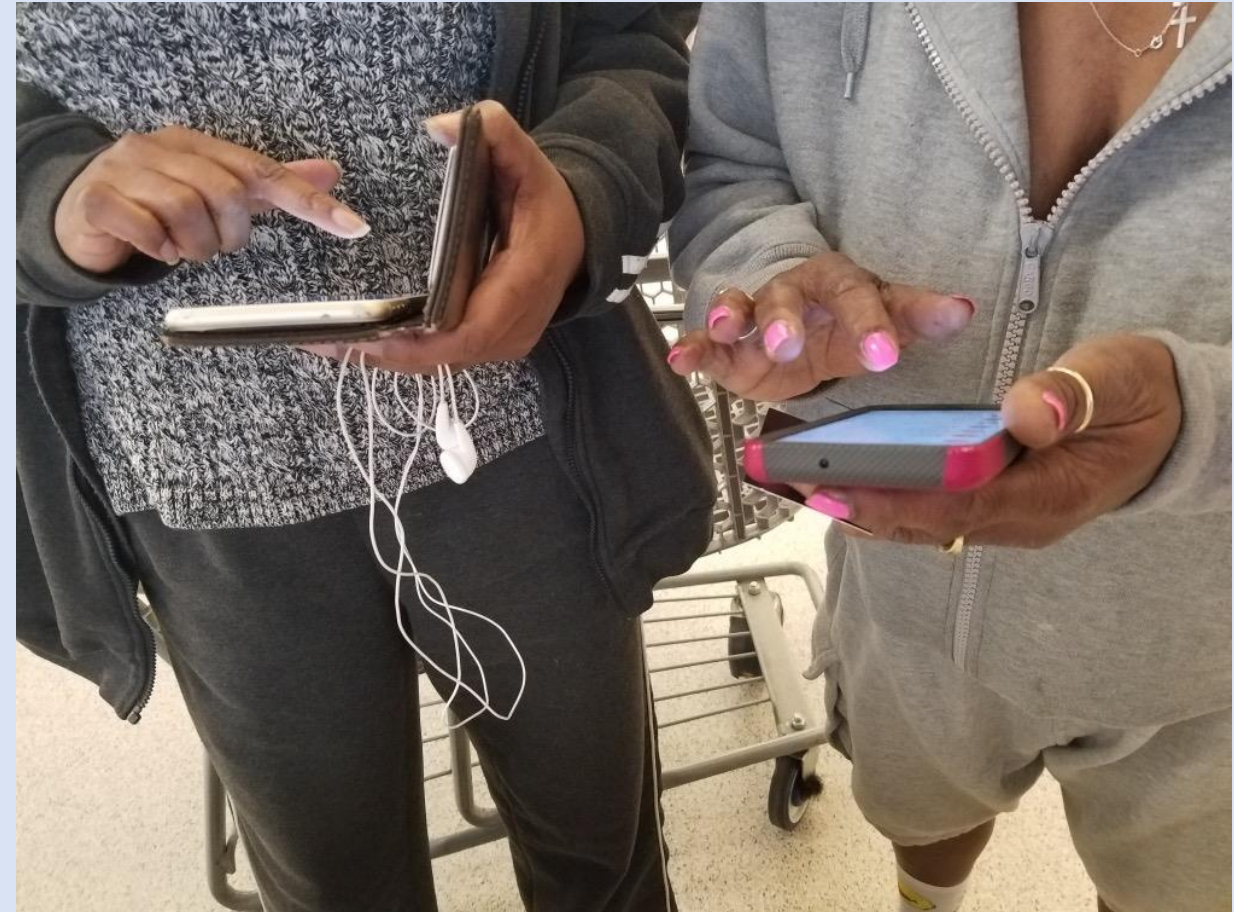
Use visuals

- Understand where and how people choose to learn about health
- Remember a picture is worth a thousand words
- Explore ways to help people understand “how” and “why”



Remember technology can be a resource

- Cell phone ownership is 96%*
 - Tablet ownership also high
- Digital divide is present
 - Desktops
 - Laptops
- Seniors are online too!



Provide support to practice prevention

- “We don’t forget about the poor. We fail to plan for the poor.”

Dionne Bussey-Reeder, CEO
Far Southeast Family and Strengthening Collaborative

- “It’s impossible to practice social distancing if you share a home with one bathroom.”
- “The guidance is to stay home, wash your hands and isolate. This makes the homeless feel it’s impossible to stay safe from the virus.”

Christy Respress, CEO
Pathways to Housing DC





WE

GON'

BE 1 LUV

ALRIGHT

Thank you



- info@grapevinehealth.co
- <https://grapevinehealth.co>