



Project Findings: Communicating COVID-19 Information with at-risk Somali, Latino, and Hmong Elders





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AGENDA

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Q & A

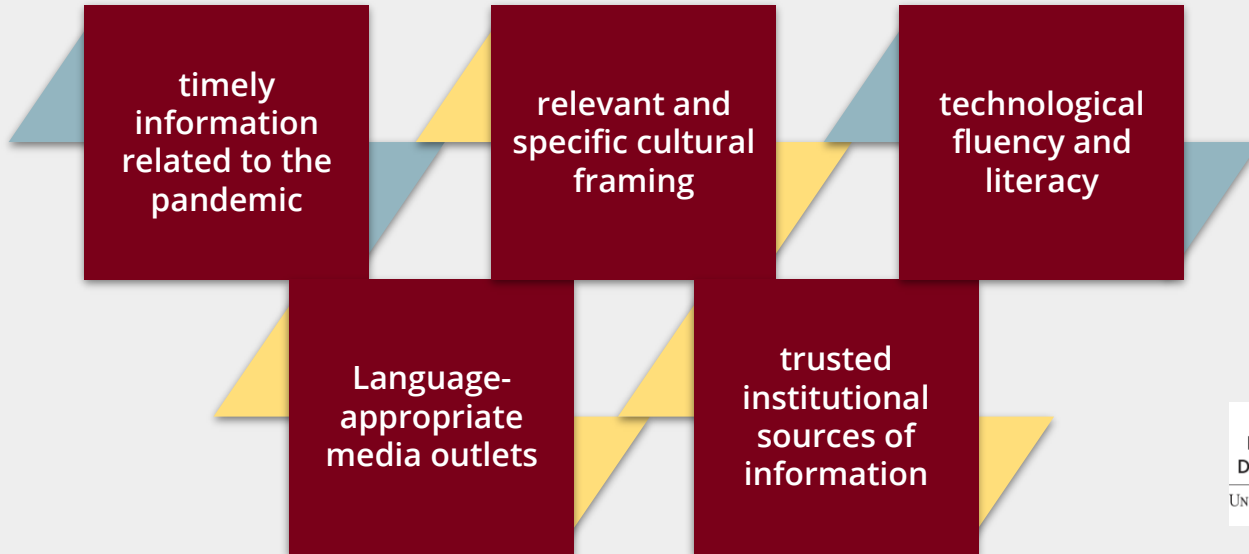




BACKGROUND

Somali, Latino, and Hmong elders are at increased risk of severe illness due to COVID-19.

This population may have limited access to:





OBJECTIVES

1. To share short, culturally- and linguistically-specific messages about preventing the spread of COVID-19 with Somali, Hmong, and Latino elder patients at CUHCC.
2. To learn about these elder patient preferences for health messaging from CUHCC.





PARTNERSHIPS



Islamic
Civic
Society of
America





CUHCC'S ROLE





CUHCC'S ROLE





CUHCC'S ROLE



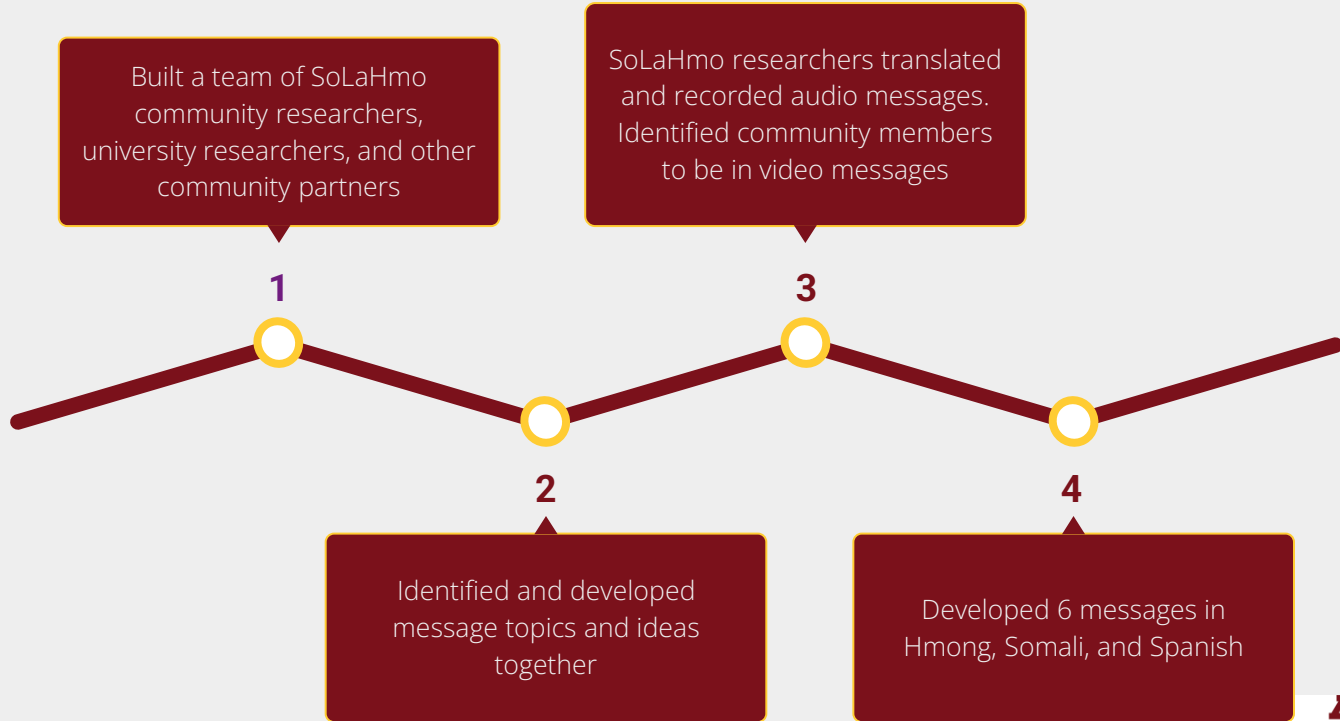


METHODS



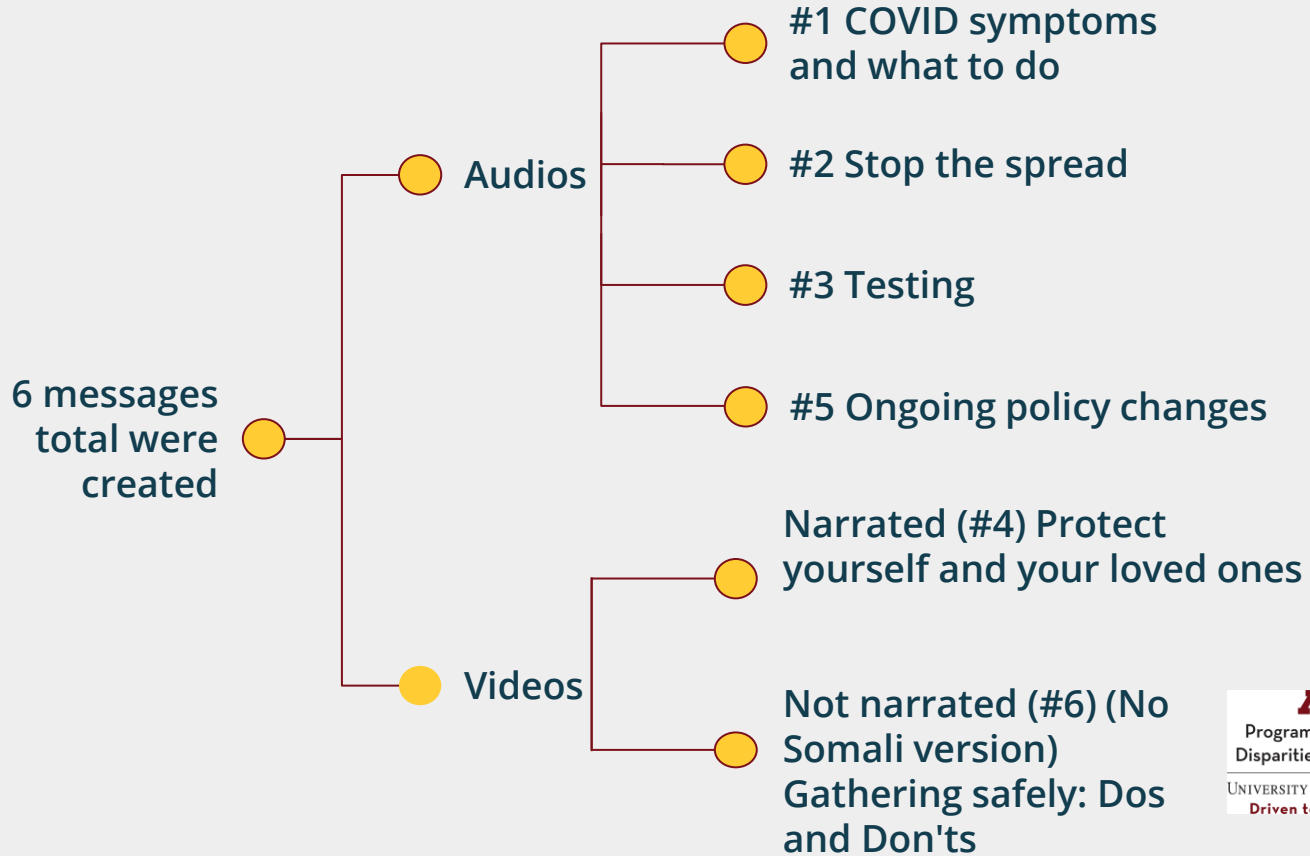


MESSAGE DEVELOPMENT





MESSAGES





[Videos on CUHCC website](#)



MESSAGE DELIVERY





PARTICIPANT DATA



Table 1. Demographics of message recipients who were interviewed

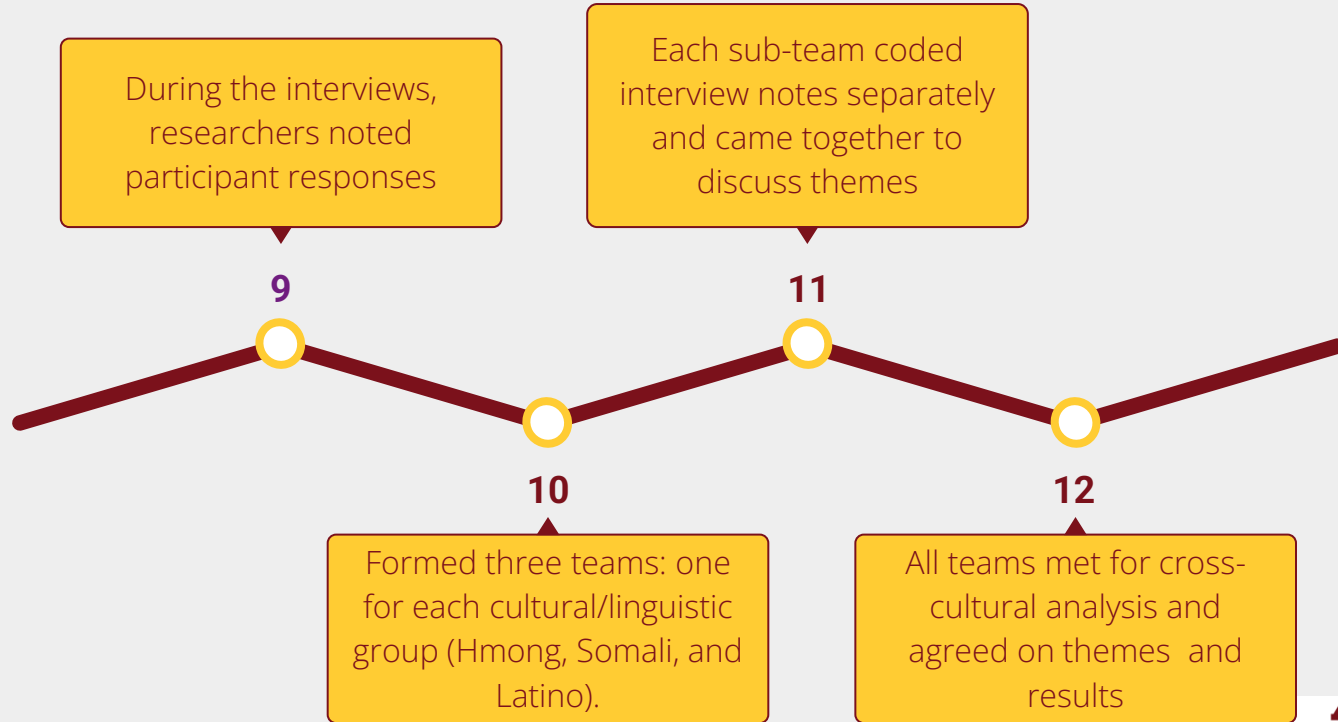
	All (n=47)	Hmong (n=10)	Latino/Latina/ Latinx (n=27)	Somali (n=10)
Gender				
Female	55.3%	60.0%	59.3%	40.0%
Male	44.7%	40.0%	40.7%	60.0%
Average age				
	47.9	59.3	43.1	48.0
Technology in home				
Computer	12.8%	50.0%	3.7%	0.0%
Cell phone	97.9%	90.0%	100.0%	100.0%
Is this cell phone a smartphone?	83.0%	70.0%	92.6%	70.0%
Do you have a data plan for this phone?	76.6%	60.0%	88.9%	60.0%
Type of computer(s) at home				
Desktop	12.8%	20.0%	14.8%	0.0%
Tablet/iPad	10.6%	30.0%	7.4%	0.0%
Access to Wifi or internet				
	80.9%	70.0%	88.9%	70.0%
Technology regularly used				
Cell phone or smartphone	89.4%	80.0%	96.3%	80.0%
Computer or tablet/iPad	2.1%	10.0%	0.0%	0.0%
Technology used with assistance of family member				
Cell phone or smartphone	93.6%	90.0%	96.3%	90.0%
Computer or tablet/iPad	4.3%	20.0%	0.0%	0.0%

Participants who saw the messages were interviewed with open-ended questions (Table 1).

- 97% has access to cell phone
 - 83% has access to smartphone
 - 89% regularly use phones
- 80% has access to wifi/internet
- 93% use phones with family assistance



ANALYSIS PROCESS





RESULTS

1



Latino: "Culturally this message makes me feel identified with the characters because they seem Latinos, like me... The people are like me-- no TV actors" (12)

2



Hmong: "[I already] don't like going out to [the] store and social gatherings generally. [I use a] mask when going out. When kids visit, they would talk from outside instead of coming in." (38)

3



Somali: "It was a good video. I understood it very well. ... It was short and straight to the point... I prefer visual messages since I concentrate better. And I learn better when I see/watch things." (716)



PREFERENCES

**Preferred
phone calls
instead of
text
messages**

Latino: "I don't like to receive [text] messages because I don't trust in them. I think they are fraud and I'm afraid to open them because I'm an old man and I barely write and read." (9(10))





PREFERENCES

Challenges with technology access

Latino: "I would like to get shorter videos with only one message per video for example one video just talking about washing hands, other about sanitizing and other more about social distance... if the videos are short, it will be easy to receive them in my cell." (17)





RECOMMENDATIONS

1

Utilize a participatory approach to messaging

2

Create messages that reinforce prior knowledge and focus on behavioral change

3

Identify your audience's access to technology and preferences





Thank you, CUHCC!



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Questions?



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