

## AUTHORS

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## TITLE

The Stanford COVID-19 Community Education Initiative

## ABSTRACT

The COVID-19 pandemic cut our underserved communities deeply in 2020. In September 2020, Stanford's Health, Education, Engagement and Promotion (HEEP) and Gardner Health Services (GHS) saw an immediate need and started a COVID-19 educational campaign with support from a health equity grant.

The goal was to develop and disseminate accurate information and raise awareness about COVID-19 & vaccines among vulnerable populations, specifically Latinos and Pacific Islanders.

Over 2 years, we

- 1) built partnerships in the community to gather input and
- 2) sought targeted distribution channels. We gathered input from community members, CBOs, media partners like Telemundo, and COVID-19 experts. They guided how we tailored creation and distribution of culturally and linguistically appropriate resources including videos, websites, social media, flyers and posters. We had over 32,000 touchpoints with the community through these channels.

While we were able to distribute the content to address concerns of these communities, we learned this campaign was

- 1) time and resource intensive, and
- 2) too generalized.

We faced time challenges in addressing myths and updating resources quickly to meet the constantly changing COVID-19 landscape. Much of our funding went into developing educational materials that unfortunately still could not address concerns of subpopulations within these two larger communities. Despite these challenges, we fulfilled the needs of both communities and raised awareness that Stanford has a community benefit arm to give back to our community. For future campaigns, we would narrow our target community to tailor content that is culturally relevant to the needs of specified subpopulations.

FUNDER: Health Equity Grant

## COMMUNITY PARTNER

Gardner Health Services

## CATEGORY

Promotion of Health Awareness and Healthcare Access Through Education