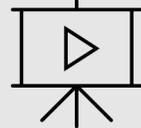
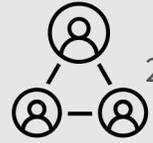
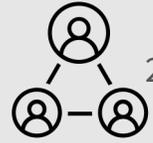




BACKGROUND

In September 2020, Stanford Health Care's Health Education, Engagement and Promotion (HEEP) department received a Health Partners Grant to develop an educational campaign in collaboration with our community partner, Gardner Health Services. The aim was to support the underserved Hispanic and Pacific Islander communities most at risk for COVID-19 in the bay area and California, by developing materials and sharing accurate information about COVID-19 and vaccines.

OUTCOMES

-  6 videos
-  4 Websites
-  47 Social Media Assets across 3 channels
-  28 Flyers & Posters
- 32,808 touchpoints with community members
-  148 partnerships with community-based organizations and subject matter experts

RECOMMENDATIONS

For future campaigns, we would narrow our target community to tailor content that is culturally and linguistically relevant to the needs of specified subpopulations. Our approach for this campaign provided content for the larger Hispanic and Pacific Islander communities, but there are additional concerns and needs within the subpopulations.

PROJECT DESCRIPTION

Over the course of 2 years:

				
Research	Planning	Development	Dissemination	Evaluation
Determine relevant contributing factors for increased impact of COVID-19 on Hispanic and Pacific Islander populations.	Determine message, content, graphics, and dissemination methods/channels.	Translate message and design into animated videos, websites, social media assets, and handouts.	Publish and share animated videos, websites, social media assets, and handouts.	Collect qualitative and quantitative metrics across publication channels and from partners/community-based organizations.

LESSONS LEARNED

While we were able to distribute COVID-19 content to address the concerns of these communities, we learned that this campaign was time and resource intensive, and 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 the Hispanic and Pacific Islander 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.
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