

COVID COMMUNITY EDUCATION SUPPORTED BY WEVAX+

Grant Period: July 1, 2021 through April 30, 2022

BACKGROUND AND TARGET POPULATION

"Ready for Baby" is our education campaign with a significant focus on COVID-19 messaging. In this outreach effort we primarily target Black pregnant persons with evidence-based and culturally affirming education materials.

APPROACH:

Centering messaging around public health concerns and values:

- Vaccinate helps keeping family safe during holiday gatherings
- Impact of COVID infection on the chances of preterm delivery (Prematurity Awareness Month)
- Keeping baby safe (hospital discharge booklet)

PRIORITIZED ACTIVITIES

- **Community outreach** through phone banking, vaccine appointment registration/referrals
- **Hospital discharge booklet** consisting of community health briefs and advocacy support for women (topics: reinforcing basic prevention measures for various situations, including breastfeeding and taking care of newborns)
- **Distributing COVID preparedness bags** and maternity health bags, and at-home tests
- **Online education** (website, social media) - facts gathered around 6 specific topics
- **Mass messaging via ads** (newspapers, radio and social media - Cal Advocate, KVPR)

Precautions to take when you have COVID-19 at home with a newborn and help from a healthy caregiver



Caregivers should wash their hands for at least **20 seconds** before touching newborn



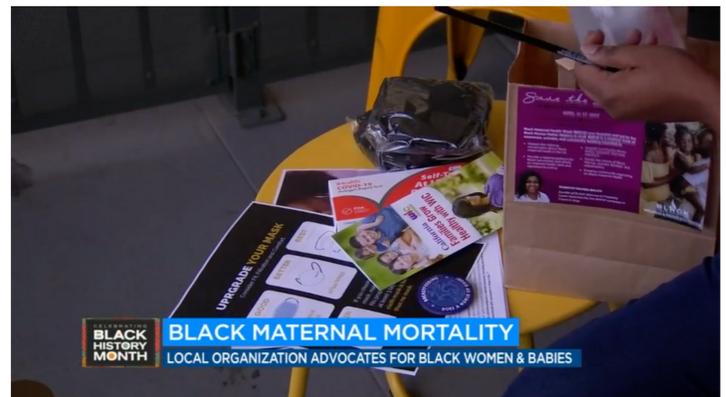
Caregivers **wear a mask when they are within 6 feet** of newborn and near you and baby for the entire quarantine.

Learn the facts! We see that there is lots of confusion, fear and dezinformation about how vaccines were developed, their effectiveness, and the vaccines impact on reproductive health

We have created accessible and engaging materials, such as hospital discharge booklet after delivery, and a Maternal Child Health Guide to share facts and direct the community toward information resources

Valley nonprofit focused on helping Black mothers through pregnancy

abc 11 By Brittany Jacob
Wednesday, February 23, 2022



Taking care of yourself is the first step to **caring for your baby.**



Get vaccinated today!

Talk to your doctor about the **benefits of getting a COVID vaccine** and your annual flu shot today!

Visit our website:
www.BLACKwpc.org/covid

LEARNINGS

- **Health briefs and guides that are culturally affirming** in both visuals and language can engage women regardless of vaccination status
- **Conversations about vaccinations need to come after** and be coupled with comprehensive health education
- **Input from the community, especially from women,** showed that COVID skepticism is not the core factor behind vaccine hesitancy
- **Black women place their trust in prevention methods** (sanitizing, masks), natural remedies (vitamins, immune boosting) because they fear potential side effects, it's impact on pregnancy, and breastfeeding. Education around these topics should need more emphasis

NEXT STEPS/ FUTURE APPROACH:

- **Increasing health literacy in the community that builds on the expertise of women** of their own bodies in the community is the starting point
- **Diversification of health and wellness education (incorporating other components – blood pressure checkup, dietary guidance) and adding COVID education as one of the components is an approach we attempt to follow**
- **Utilizing mobile unit to reach pregnant populations** with these comprehensive mother & baby health education opportunities
- **Stronger physician engagement and utilizing waiting rooms** and wait time for community education (posters, brochures, coloring books for children, promotional materials, etc.)



PHONE BANKING PARTNER:

Cultural Brokers Inc.

To download our resources, visit:
<https://www.blackwpc.org/>

We**VAX**+

PREMATURITY AWARENESS ISN'T ENOUGH **BUT IT'S A START**

Babies born before 37 weeks are considered **preterm and are more likely to die** before their first birthday.

Decrease your risk of preterm birth by **protecting yourself** against COVID-19 infection. The risk of preterm birth is **160 percent higher** among pregnant persons infected with COVID-19.