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

**PHDR:** Michele Allen - Nikil Badey - Maiyia Kasouaher - Annette Nicolai - Rebekah Pratt - Maria Scanlan

**CUHCC:** Sara Bolnick - Calla Brown - Roli Dwivedi - Kate Pappas - Cuong Pham - Elizabeth Rogers - Veronica Schmitz

**SoLaHmo:** Kulthum Abdikeir - Rodolfo Batres - Pilar de la Parra - Naima Dhore - Luis Ortega - Shannon Pergament - Hibak Roble - Bai Vue - Serena Xiong - Kang Vang

**WellShare:** Michelle Heerey - Mike Van Keulen - Laura Sanka

**Islamic Civil Society of America:** Wali Dirie - Sharif Mohamed
Somali, Latino, and Hmong elders are at increased risk of severe illness due to COVID-19.

This population may have limited access to:

- timely information related to the pandemic
- relevant and specific cultural framing
- technological fluency and literacy
- Language-appropriate media outlets
- trusted institutional sources of information
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

WellShare International™

SoLaHmo

Community University Health Care Center
Established partnership with community

Clinic is a trusted source of information

Established patient communication methods
Established partnership with community
Clinic is a trusted source of information
Established Patient communication methods
CUHCC’s ROLE

- Established partnership with community
- Clinic is a trusted source of information
- Established patient communication methods
METHODS

MESSAGE DEVELOPMENT

MESSAGE DELIVERY

DATA ANALYSIS
1. Identified and developed message topics and ideas together.

2. Developed 6 messages in Hmong, Somali, and Spanish.

3. SoLaHmo researchers translated and recorded audio messages. Identified community members to be in video messages.

4. Built a team of SoLaHmo community researchers, university researchers, and other community partners.
6 messages total were created

Audios
- #1 COVID symptoms and what to do
- #2 Stop the spread
- #3 Testing
- #5 Ongoing policy changes

Videos
- Narrated (#4) Protect yourself and your loved ones
- Not narrated (#6) (No Somali version) Gathering safely: Dos and Don'ts
Videos on CUHCC website
Very few actually opened the messages or listened to the phone calls.

Patients randomly selected for phone interviews.

SoLaHmo researchers texted the video to patients to watch before interviews and replayed audio messages and video messages during interviews.
PARTICIPANT DATA

1,865 individuals were randomized and called for an evaluatory interview

47 patients consented to participate (Table 1)

35 DID see the messages before the interviews
12 DID NOT see the messages before the interviews

Messages originally sent out to 1,989 patients

27 Latino, 10 Somali, 10 Hmong

24 Latino, 6 Somali, 5 Hmong

Program Disparities Research
University of Minnesota
Driven to Discover
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

Formed three teams: one for each cultural/linguistic group (Hmong, Somali, and Latino).

During the interviews, researchers noted participant responses.

All teams met for cross-cultural analysis and agreed on themes and results.

Each sub-team coded interview notes separately and came together to discuss themes.
**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)
| 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)) |
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!
Questions?