



Urban League of
the State of Arkansas, Inc.

Empowering Communities.
Changing Lives.

COVID-19 AWARENESS PROGRAM

Progress Report
January 9, 2023

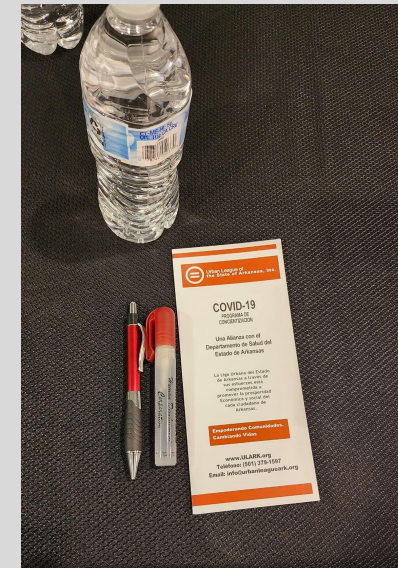


Reporting period: March 2022 - December 2022

Project Objectives

To provide accurate and timely COVID-19 information to Arkansans, responsive to data received particularly from hard to reach communities.

This information can be shared with solution experts (State, Vaccine Providers, Education Providers, Medical Community, etc.) in developing targeted and specific solutions to impediments preventing adoption by citizens of proven COVID-19 mediation measures.



Data collection and Evaluation Methods

How are you collecting the data reported in REDCap bimonthly?

How are you evaluating the successes of your program?

The Urban League of the State of Arkansas structured an operation that utilized an experienced community engagement firm. This firm provided 5 professional community engagement personnel, each assigned to specific regions of our state where they had existing relationships with key influencers. This strategy was initiated in order to quickly make impact in developing partnerships as defined in this program.

Data collection and Evaluation Methods

How are you collecting the data reported in REDCap bimonthly?

How are you evaluating the successes of your program?

The aforementioned personnel (Regional Organizers), on a daily basis, make in-person and/or virtual contact with key influencers in their associated Region. For example, Mayors, Superintendents, Police Chiefs, business owners, significant employers, faith based and community leaders. This process was designed to get critical information in the hands of local entities that possess the capability of reaching a large number of the communities' residents. In addition, these entities typically maintain a level of trust and credibility in these regions.

Data collection and Evaluation Methods

How are you collecting the data reported in REDCap bimonthly?

How are you evaluating the successes of your program?

Our evaluation format consist of documenting partnerships formed and survey data collected. Specifically, the Regional Organizers are tasked with obtaining partnership agreements that we then document, inclusive of contact information from the formed partnership. On a weekly basis, our team meets and discusses the number of partnerships formed, challenges, information pertaining to COVID-19 awareness and concerns, and shared best practices. This process, we believe, has resulted in a significant number of reliable partnerships.

Data collection and Evaluation Methods

GENERAL GUIDANCE FOR COVID-19

below are steps you can take to protect yourself and others:

- Getting up-to-date on your COVID-19 vaccinations is the single most effective measure to prevent serious illness from COVID-19.
- Wear a mask when recommended, If the county in which you live is "High."
- Practice physical distancing. Avoid close contact with others, by keeping at least 6 feet between you and others.
- Get tested if you think you have been exposed to COVID-19. If you test positive, even with an at-home test, you should isolate and inform close contacts.
- Stay home when you're sick
 - Follow the quarantine guidance.
- Increase ventilation. Improving ventilation can reduce the number of virus particles in the air. Bringing fresh outdoor air into a building helps keep virus particles from concentrating inside.
- Wash your hands often with soap and water for at least 20 seconds.
- Clean and disinfect. If someone is sick or has tested positive for COVID-19, disinfect frequently touched surfaces.

TAKE OUR SURVEY TO SHARE YOUR EXPERIENCE WITH COVID-19 WITH US

SCAN WITH PHONE CAMERA



CAN'T SCAN?

TAKE THE SURVEY ON OUR WEBSITE:

WWW.ULARK.ORG

 Urban League of Arkansas

WE EMPOWER ARKANSAS

Creating access to opportunity through advocacy, community partnerships, programs, and services

www.ULARK.org

Phone: (501) 379-1597

Email: info@urbanleagueark.org



Urban League of the State of Arkansas, Inc.

COVID-19 AWARENESS PROGRAM

A partnership with The Arkansas Department of Health

The Urban League of the State of Arkansas through its efforts is committed to advancing the economic and social prosperity of every Arkansan.

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GUIA GENERAL DEL COVID-19

Abajo se encuentran los pasos que puede tomar para protegerse a sí mismo y a otros:

- Estar al día con sus vacunas contra el Covid-19 es la medida más eficaz de prevenir las enfermedades por el Covid-19
- Use una mascarilla cuando sea recomendado y si el condado donde vive es (alto)
- Practique la sana distancia. Evite contacto cercano con otros manteniéndose por lo menos 6 pies entre usted y otros.
- Hágase la prueba si cree que ha sido expuesto al Covid-19, si da positivo, aun con una prueba casera, debe aislarse e informar a quienes estuvieron cerca de usted.
- Quédesse en casa cuando esté enfermo
 - Siga las guías de cuarentena.
- Aumente la ventilación, mejorando la ventilación puede reducir la cantidad de partículas del virus en el aire. Dejar entrar aire fresco a un edificio ayuda a eliminar que partículas del virus se concentren adentro.
- Lave sus manos a menudo con agua y jabón al menos por 20 segundos.
- Lave y desinfecte. Si alguien se enfermó y dio positivo de Covid-19, desinfecte frecuentemente las superficies que toca.

LLENE NUESTRA ENCUESTA PARA COMPARTIR SU EXPERIENCIA CON EL COVID-19 ESCANEE CON LA CAMARA DEL TELEFONO



¿NO PUEDE ESCANEAR?

LLENE LA ENCUESTA EN NUESTRA PAGINA WEB:

WWW.ULARK.ORG

 Urban League of Arkansas

NOSOTROS EMPODERAMOS A ARKANSAS

Creando el acceso a las oportunidades por medio de la defensoría, alianzas comunitarias, programas, y servicios

www.ULARK.org

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COVID-19 PROGRAMA DE CONCIENCIACIÓN

Una Alianza con el Departamento de Salud del Estado de Arkansas

La Liga Urbana del Estado de Arkansas a través de sus esfuerzos está comprometida a promover la prosperidad Económica y social del cada ciudadano de Arkansas.

Empoderando Comunidades. Cambiando Vidas.

www.ULARK.org

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Data collection and Evaluation Methods

COVID-19 COMMUNITY SURVEY QUESTIONS

Fill out this survey and return to survey collector

Event / Meeting / Partnership _____ Date _____

Demographic Information

County	Male/Female/Other	Race	Age	Sector / Organization

- 1) Would it be okay to ask you questions about your COVID-19 related experiences today?
Yes No
- 2) Do you know where to get tested for Covid-19 / Coronavirus /Delta / Omicron? Testing sites? Yes No
- 3) Have you ever been tested for coronavirus? No Yes
- 4) How easy or difficult was it for you or your family to get a test for coronavirus?
Very easy Easy Difficult Very difficult
- 5) Have you receive the first and/ or second vaccine shot (s), booster? Yes If No
- 5) What is your hesitancy or your community hesitancy for not taking the Vaccine? What are you hearing? _____
- 7) Do you or your community need more information about the vaccines? Yes No
- 8) What are you hearing in your community about Covid-19, Vaccines, misinformation?
- 9) Are you willing to learn about available community resources? Yes No
- 10) Do you feel confident speaking to your family, friends, community or a medical professional about facts pertaining to Covid-19, vaccines, boosters?
a. Yes, very confident b. Somewhat confident
c. Not confident d. Not sure, don't know

Comments _____

← Old Form

New Form →

Section 1 of 2

COVID-19 COMMUNITY SURVEY

The Urban League of the State of Arkansas is working in partnership with the Arkansas Department of Health's initiative to gather information from Arkansans related to COVID-19's community impact.

How did you learn about the survey?

Multiple choice

- Newspaper X
- Magazine X
- Television X
- Billboard X
- Radio X
- Community Meeting X
- Event X
- Brochure X
- Other... X
- Add option

Required

DATA COLLECTION METHOD

[COVID-19 Partnership Engagement Form](#)

COVID-19 PARTNERSHIP ENGAGEMENT FORM



This form is to capture Urban League of the State of Arkansas partnership contact information for the Arkansas Department of Health's COVID-19 STRATEGY 4 initiative.

REGION (Please check your assigned region)



Multiple choice

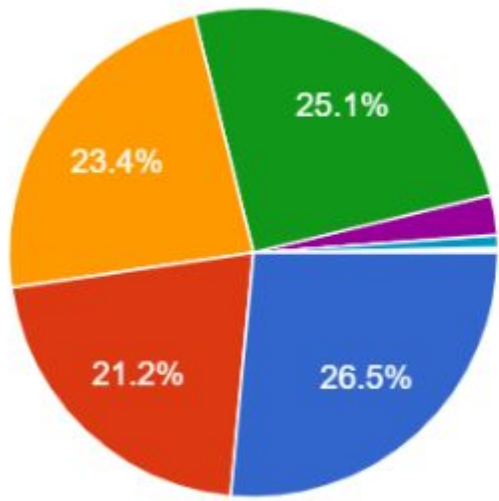
- RO 1 - SUSIE MARKS ✕
- RO 2 - DONITA ROSS ✕
- RO 3 - JANETTA GILLUM ✕
- RO 4 - GREG MODICA ✕
- RO 5 - EDNA RAMIREZ ✕
- Other... ✕
- Add option

Summary of the Results

Number of Tests and Education Provided 9,437 people reached	TYPE Surveys Collected Brochures Disseminated	RACE N/A	ETHNICITY N/A
Improvements to infrastructure	Detail		
Partnerships or collaborations established	Number 994	Type Partnership Listing	Contribution
Expanded or developed mitigation/prevention resources	Number	Resource/Service Type Brochures (English / Spanish) PPEs Community Events Program participation	

Summary of the Results

952 Partnerships



- RO 1 - SUSIE MARKS
- RO 2 - DONITA ROSS
- RO 3 - JANETTA GILLUM
- RO 4 - GREG MODICA
- RO 5 - EDNA RAMIREZ

PARTNERSHIP INFORMATION

Today's Date

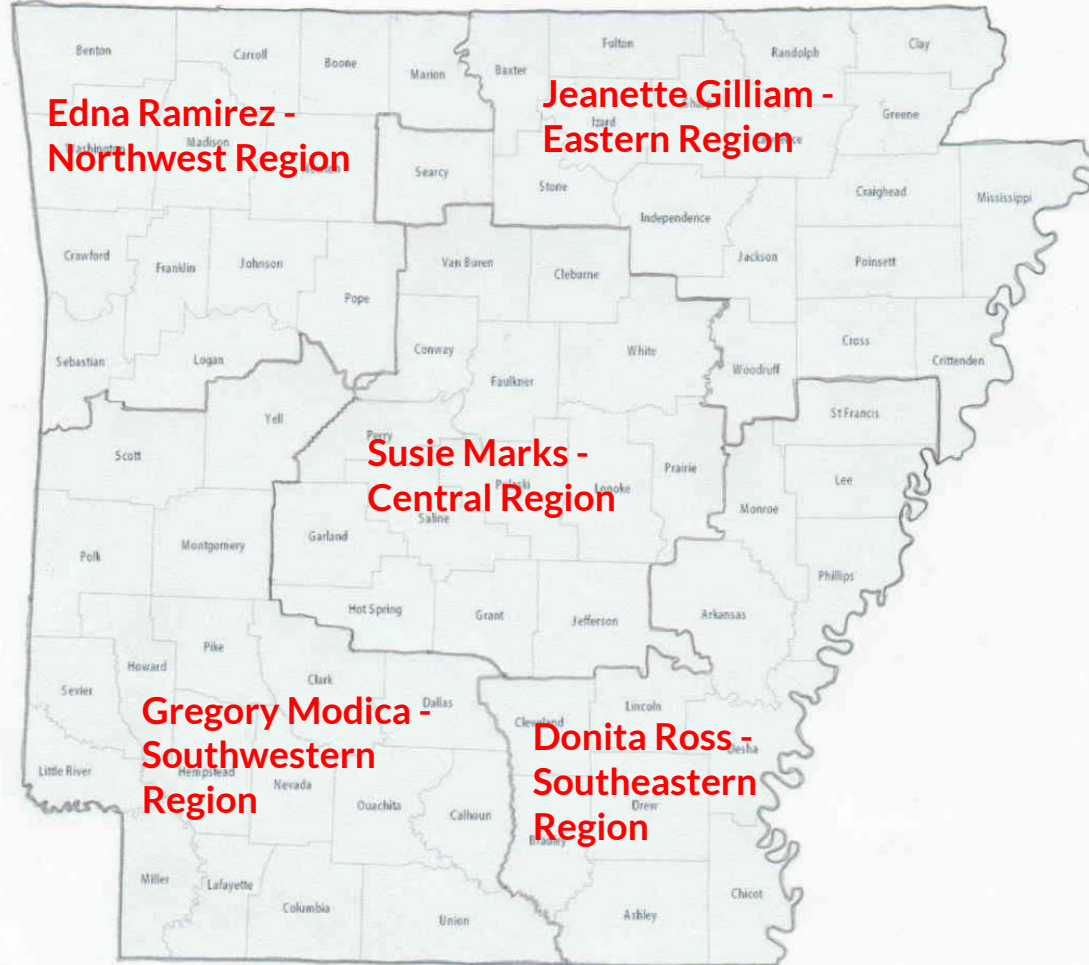
952 responses, 105 not shown

Month	Day	Count
Jul 2022	5	3
	8	6
Aug 2022	1	15
	18	9
Sep 2022	1	8
	17	11
Oct 2022	3	13
	18	10
Nov 2022	1	5
	17	20
Dec 2022	5	18
	8	15

Project Implementation



**Edna Ramirez -
Northwest Region**

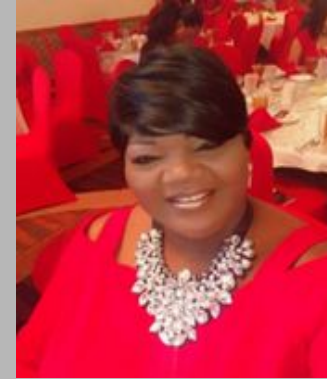


**Jeanette Gilliam -
Eastern Region**

**Susie Marks -
Central Region**

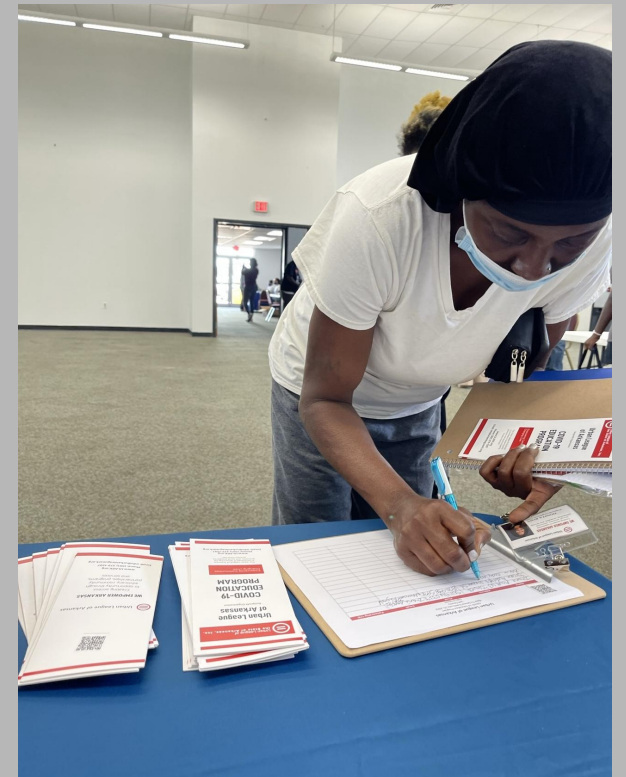
**Gregory Modica -
Southwestern
Region**

**Donita Ross -
Southeastern
Region**



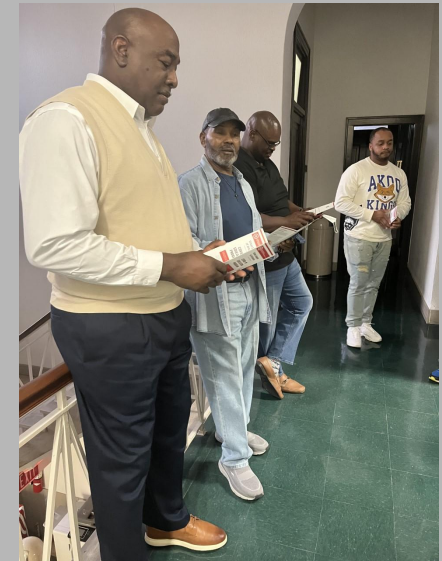
Barriers / Challenges Encountered

- Misinformation/false information
- Lack of transportation and access to medical care
- Lack of local health centers in communities
- Issues of trust with government



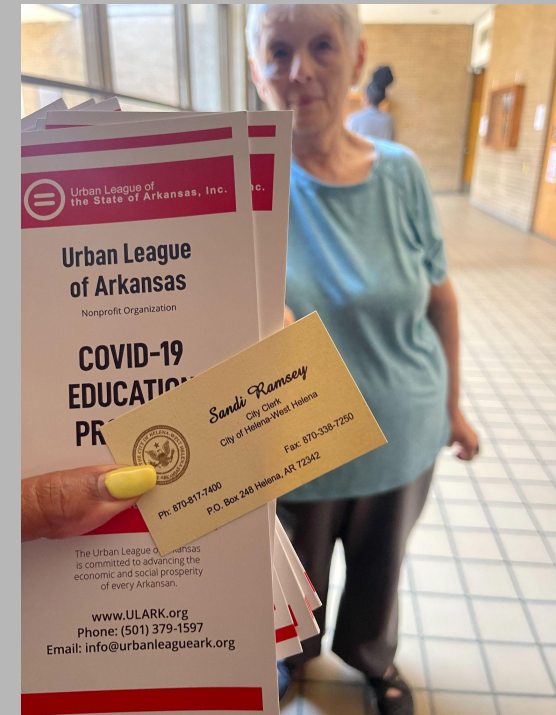
Addressing Barriers/Challenges

1. Saturating communities with accurate data via COVID-19 experts
2. Identifying transportation services, community health centers, etc.
3. Disseminating PPE's, brochures, and other health related materials
4. Becoming a clearinghouse for services
5. Launching a media campaign and participating in outreach educational events



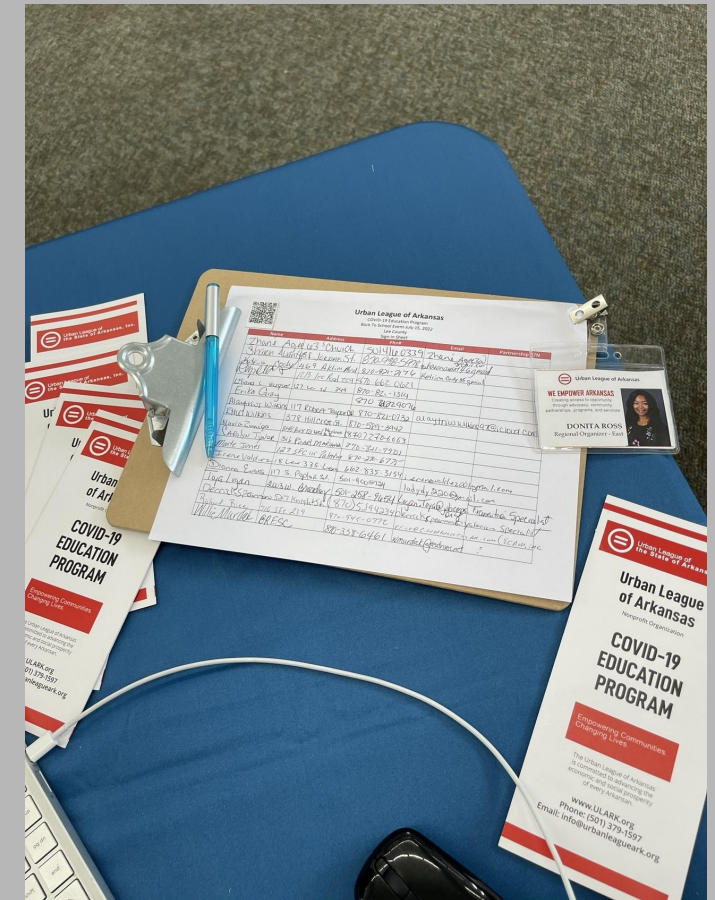
Plans for Project Sustainability

1. Maintaining ongoing communication with established partnerships
2. Identifying additional community resources for partnership development
3. Creating more visibility and awareness of program
4. Seeking additional funding sources to increase capacity and maximize impact



Tangible Steps Taken to Implement Sustainability Plan

1. Intentional and systematic relationship building for future progress
2. Ongoing conversations with ADH staff for potential future projects
3. Ongoing refinement of our processes and efforts for maximum impact
4. Translating program to Spanish speaking communities



Dissemination Plan

Success Story (if any)

- Created and documented solid partnerships that will allow the State to disseminate information in the future
- Increased awareness amongst Arkansans about COVID-19
- Impacted trust of the Department of Health by Arkansans
- Engaged typically hard to reach communities with critical information
- Provided consistent and timely updates and outreach
- Operating within budget and consistently met reporting requirements



Contact Information

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501-379-1597



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