

PROGRAM SUMMARY

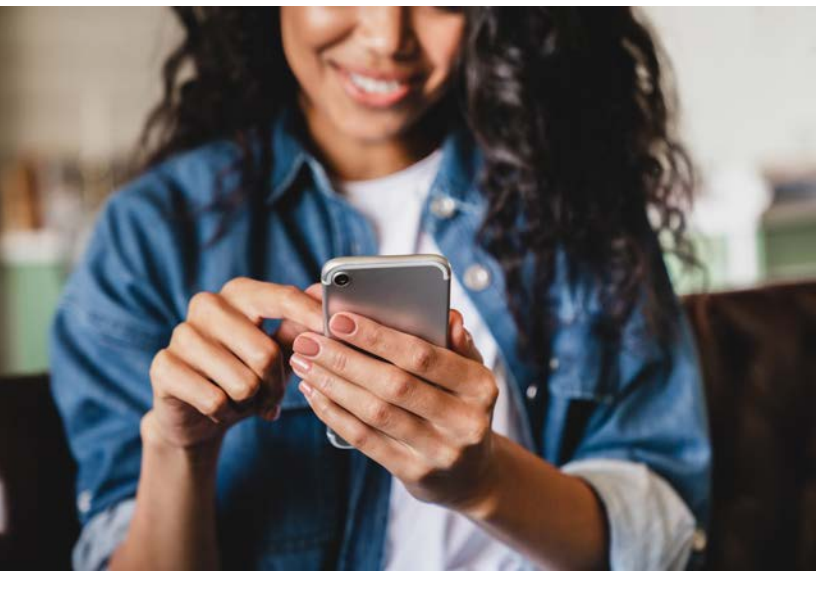
CDC COVID-19 Health Disparities Grant

Key Impacts:



AZCOVIDTXT successfully developed content that can be used in future years while fostering relationships with community health care workers, leaders, and other partners on a trusted communication platform. Overall, the program helped improve the resilience of rural communities by improving and expanding access to reliable health information using trusted, local resources.

Resilience is “the ability of people, households, communities, countries and systems to mitigate, adapt to, and recover from shocks and stresses in a manner that reduces chronic vulnerability and facilitates inclusive growth” (USAID, 2022).



AZHEALTHTXT

The program focuses on **empowering rural healthcare workers, promoting health equity, and ensuring timely communication during emergencies**. A bilingual information-sharing platform that disseminates timely, expertly curated health information tailored to the unique needs of rural healthcare workers. Messaging reflected current seasonal or emerging health issues. Users in rural areas participated by subscribing on their phone via text to gain access to relevant weekly health information. At registration participants completed a brief intake survey. Responses were used to tailor the information they received to that most relevant to their interests and profession.



Program Goals:

- ▶ Disseminate tailored social media content and information for rural healthcare workers in Arizona to support them and their communities, thereby building resilience and promoting health equity.
- ▶ Share information to help users be informed on health issues in their area.
- ▶ Increase access to resources by supporting equitable access to quality and affordable healthcare and resources.
- ▶ Provide emergency messaging to help subscribers be prepared to stay up to date during future crises.



CDC COVID-19 Health Disparities Grant Strategies:

Strategy 1: Expand existing and/or develop new mitigation and prevention resources and services to reduce COVID-19-related disparities among populations at higher risk and that are underserved.

Strategy 4: Mobilize partners and collaborators to advance health equity and address social determinants of health as they relate to COVID-19 health disparities among populations at higher risk and that are underserved.



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Milestones:

- ▶ The platform delivered 15,764 text messages to over 399 subscribers and shared 59 articles from November 2021 to December 2023.
- ▶ Completed a Community Needs Assessment to guide strategy. The findings are highlighted below.
 - Top needs by region in Arizona:
 - Southern/Southeast: Mental health, substance use, chronic disease
 - Western: Mental health, transportation, access to healthcare, early learning and development
 - Northern: Mental health, behavioral health, substance use
 - Central/East: Access to care, mental/behavioral health, substance use
- ▶ Conducted 16 focus groups and 24 key informant interviews to gather feedback directly from community members.
- ▶ Conducted a Resilience Informatics Workshop with 40 experts. The workshop’s purpose was to shape the future direction and applications for resilience informatics for public health.



Stepping into the future:

[AZHEALTHTXT](#) continues to work towards improving community resilience in Arizona, especially in rural communities, by developing personalized content and identifying ways to improve health communication.



Partnerships developed or strengthened:

The Arizona CoVHORT
 Children’s Action Alliance
 Arizona Community Health Workers Association (AzCHOW)

Primary



Health Equity SDOH Primary Area of Impact:

Education

Physical Environment

Secondary



Employment

Public Safety

Health Systems and Services

Social Environment

Tertiary



Housing

Transportation

Income and Wealth



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