COVID-19: Where do we go from here?

47th Annual Arizona Rural Health Conference

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Understanding What Happened

What are the lessons learned?
#1: Acknowledge Structural Inequities

1 in 3 Arizonans surveyed experienced food insecurity

Source: epi.org
Inequities in COVID

Rate ratios compared to White, Non-Hispanic persons

<table>
<thead>
<tr>
<th></th>
<th>Hispanic or Latino persons</th>
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<tbody>
<tr>
<td>Cases¹</td>
<td>1.3x</td>
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<tr>
<td>Hospitalization²</td>
<td>3.1x</td>
</tr>
<tr>
<td>Death³</td>
<td>2.3x</td>
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Centers for Disease Control & Prevention
#2: Imbedding **Equity** in the Response
Values-based Frameworks

- Integration of public health values
- Science-based or metrics-based decision-making
- Engagement with stakeholders, constituent representatives
- Platform to discuss ethical concerns, problems, challenges, generate and implement solutions
- Ensure alignment with the law, mandates, executive orders

**Community Ethics Committees Mission:** mitigate health inequities, reduce morbidity and mortality, minimize negative societal impact
Community Engagement Strategies

Informing — Engaging — Collaborating — Shared Decision Making

Source: humanimpact.org
#3: Data dashboards, transparency and decision-making

- Need REAL data: Race and ethnicity missing from health records
- Social Determinants of Health (SDOH): identifying standard mechanism to capture information accurately and timely
- Data dashboards in REAL time
- Transparency in data-sharing: laws, HIPPA compliance, data access
COVID-19 Vaccine Distribution

- One-third of 65+ do not have Internet Access
- Literacy & ease of scheduling an appointment
- The digital divide compromises community ability to access critical information and register for testing, vaccines.....and exposes to misinformation.
Recognizing misinformation

YOU CAN'T MAKE ME WEAR A MASK. THAT VIOLATES MY FREEDOM!

YOU CAN'T STOP ME DRINKING AND DRIVING. THAT VIOLATES MY FREEDOM!

Source: crankyuncle.com
Building strong systems and resilient communities

- Understand co-harms and planning for **storms of crisis**
- Imbed health equity in goals, programs and initiatives via **strategic planning**
- Science-based decision-making through **partnerships**
- Sustained social services and support systems **post COVID**
- Population & place-based focus to identify **salient, targeted solutions**
Thank You