



NC CENTRAL UNIVERSITY ADVANCED
CENTER FOR COVID RELATED DISPARITIES

PRESENTER: LAURIN BROWN

BACKGROUND

- The COVID-19 pandemic exposed and amplified various socioeconomic inequalities and health disparities among underserved communities.
- COVID-19 testing and vaccinations have been proven to be successful strategies at combating the spread of this disease
- Underserved communities often experience limited access to healthcare (including testing/vaccinations) due to various barriers such as distrust of healthcare organizations and/or lack of transportation
- ACCORD aims to increase opportunities to testing/vaccinations for these communities

VISION AND SPECIFIC AIMS

The NCCU Advanced Center for COVID-19 Related Disparities (ACCORD) aims to facilitate COVID-19 testing and conduct multidisciplinary research to study the public health and economic impact of COVID-19 on underserved communities of NC.

Specific aims:

- Facilitate COVID-19 testing and study the impact of COVID-19 in underserved communities
- Develop and spread culturally-sensitive messaging on COVID-19 to medically underserved populations
- Support mini projects on COVID-19 disparities related to addressing the impacts of COVID-19

RURAL COUNTIES SERVED

- Granville
- Vance
- Warren
- Halifax
- Anson

COLLABORATION

- The ACCORD team worked with multiple organizations including health departments, faith organizations such as churches and non-profits
- Also worked with community facilitators:
 - Trusted individuals from various communities were chosen (one per county)
 - They focused and engaged with their local communities to help encourage people to participate in testing/vaccination services
 - Helped coordinate to create a community-based effort

RESULTS

>75 testing events held (~1/2 were held in rural counties)

Tested over >4500 individuals

Developed culturally-sensitive messaging (pamphlets, booklets, PSAs, etc.)

RESULTS CONTINUED...

51% of respondents surveyed lived in rural counties

82% of rural county residents were African-American

61% of participants in rural counties reported having internet access

40% of participants in rural counties reported difficulty in paying monthly bills



END OF PRESENTATION

ANY QUESTIONS?

