

# The Minority Men's COVID 19 Project

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## Background

Cleveland Clinic's Minority Men's Health Fair was founded in 2003. It was launched to broadly address the health issues that significantly affect African American and Hispanic men. The health fair provides disease screenings and health and wellness information, offers primary medical care and referrals to specialists, conducts research, and educates the public and healthcare providers about minority health concerns. Due to the COVID-19 pandemic, the health fair was canceled in 2020 in order for the health fair to continue the work to serve the community. A quality improvement community health response project was launched to understand and meet the needs of primarily African American Men.

This project provided an opportunity for outreach to provide information on the engagement of this racial/ethnic minority and disadvantaged population and better understand their needs. A one-time survey was conducted of adult men about their experiences during the COVID-19 pandemic from May 2020 – October 2020. The surveyed men were from a convenience, cross-sectional sample of men who participated in an annual Men's Minority Health Fair hosted by Cleveland Clinic. The survey included questions on men's experience with COVID-19, social and economic needs during the pandemic, and their prior experience with the Minority Men's Health Fair.

## Population

The project has 768 participants all are men's who previously attended the Minority Men's health fair and participated in a one-time survey conducted in May 2020 to October 2020, and 281 who completed the survey. The project served 5 states (OH, MI, WV, NM, WA), 18 counties and 109 zip codes. Participant from 4 different Cleveland Clinic locations: Main campus, Lutheran Hospital, Lorain Family Health and Surgery Center, Akron Hospital.

## Methods and Results

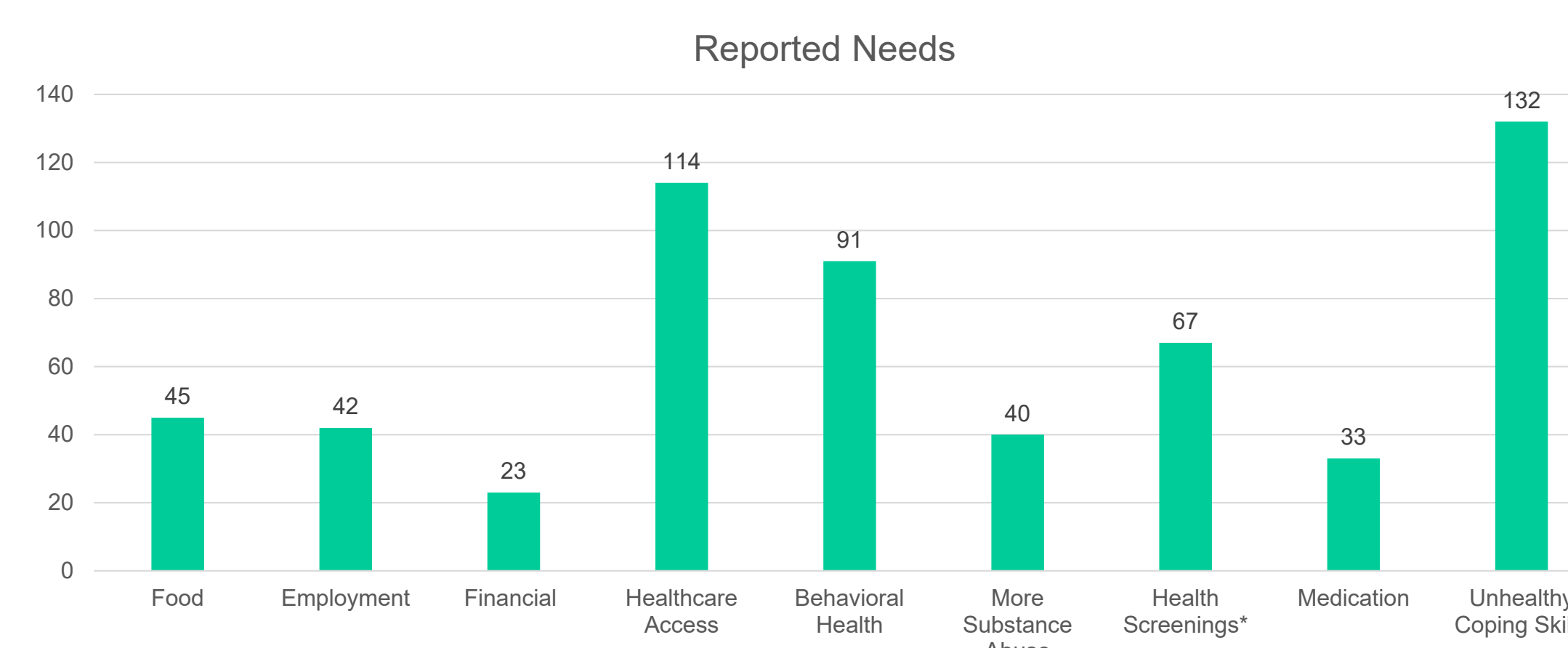
**Phase I outreach:** The participants received a one-time, voluntary survey by email or by a phone call with a recorded robocall to let participants know about the effort.

Survey Details

4 questionnaires (demographics, COVID-19, health fair, community resources)

56 Questions

It takes 8-10 minutes to complete online and about 30-40 minutes over the phone.



**Phase II outreach:** Reviewed survey responses to identify any unmet health, social, or economic needs by participants. Respondents were then contacted by email or phone call to share internal/external resources for the identified needs and provide referrals for the unmet needs. If participants agreed, referrals would be made.

Domains: Current COVID-19 Symptoms, Food, Employment, Finances, Appointments & Access, Behavioral Health, Oral Health, Vision, Substance Abuse, Annual Health Screenings, Medications, Wellness

- Completed Follow-up: 141 (53.4% response rate)
- Referrals Made: 215

Food	Employment	Financial	Clinical Appointment	Mental Health	Oral Health
17	13	26	35	15	31

Vision	Medication	Health Screening	Substance Abuse	Wellness
13	11	25	5	24

**Phase III outreach:** Respondents who were provided a resource or referral were then contacted 2-4 weeks later to determine if they connected with the resource and followed up with the provided referrals and if their needs were met as a Closure Call.

## Learning Objectives

- Become familiar with the Redcap system for data collocation and analysis
- Understand the IRB process and gain experience in conducting research
- Understand the social determinants of health impact on an underserved population

## Activities

- Citi Training- Human Subject Research
- Cleveland Clinic Onboarding model
- Conduct a Literature review to find evidence-based research on community engagement to address health's social determinants.
- 30-40-minute phone survey to review participant's records to identify areas of need and assign available resources
- Developing an IRB protocol for the Research Project
- Document all referrals in REDCap
- Conduct follow-up and document in REDCap.

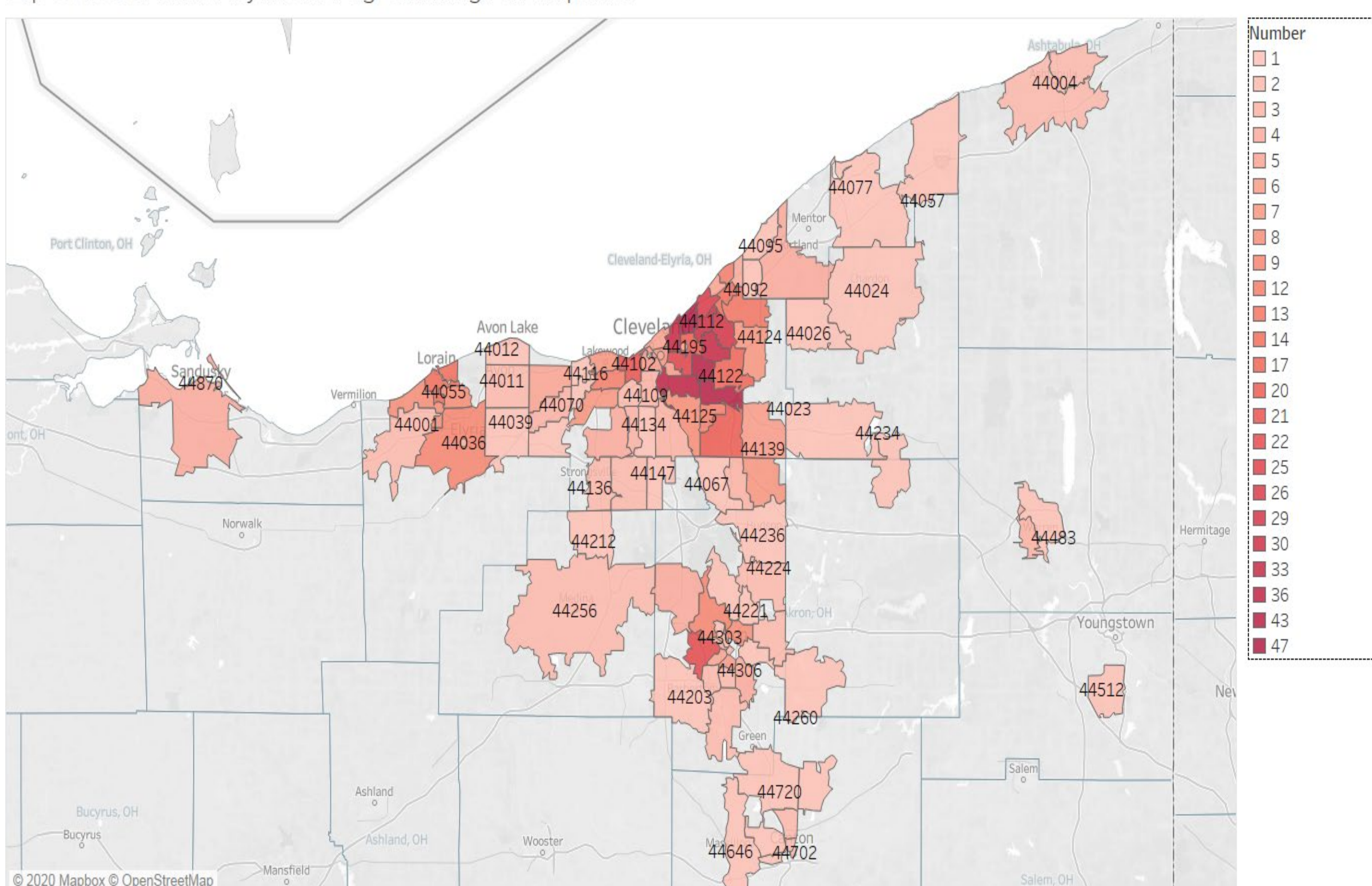
## Lessons Learned

- The importance of clear communication with survey participants to inform them of available resources
- Identifying yourself to participants help increase the trust and eventually help in administering the survey
- Empathy is a key to understanding the unmet needs of participants due to COVID-19; empathy is a key in addressing the social determinants of health.

## Public Health Implications

- The project help understand how underserved populations and men particularly understand COVID-19 and cope with the effects of the COVID-19 pandemic
- The project addresses the social determinants of health awareness and how social, behavioral, and environmental factors contribute to individual and community health outcomes
- The project help improve awareness of accessible health resources to an underserved population and enhances collaboration between stakeholders in addressing the social determinants of health
- The project will help to provide information on the engagement of this racial/ethnic minorities and disadvantaged population, as well as to understand better their needs and how to close the needs gap

Zip Codes of Minority Men Programming Participants



Map based on Longitude (generated) and Latitude (generated). Color shows details about Number. The marks are labeled by Postal Code:1. Details are shown for Postal Code:1.