The Minority Men’s COVID 19 Project

Ibrahim Alasafrah¹, Nazleen Bharmal, MD, PhD, MPP², Marilyn Alejandro-Rodriguez, BSAS², Jonathan Holmes, M.Ed.²

1. Case Western Reserve University 2. Cleveland Clinic

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.

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.

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

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.

Population

The project have 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

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.

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

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 determents 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 determents.
• 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 determents 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 determents of health awareness and how social, behavioral, and environmental factors contribute to individual and community health outcomes
• The project help improves awareness of accessible health resources to an underserved population and enhances collaboration between stakeholders in addressing the social determents 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