

The logo consists of a large heart shape with a dark red border and an orange interior. Inside the heart is a white silhouette of human lungs with orange branching structures. Below the heart, two blue hands are shown in an open, cupping gesture, holding the heart. At the bottom of the hands are two solid blue rectangular shapes representing feet.

CARE TB Project

**Collaboration for Action to achieve Results toward the Elimination
of TB in the San Diego County Filipino and Vietnamese
Communities**

OUR START

CARE TB is a collaboration of three agencies:

Champions for Health, Lead

San Diego County TB Control and Refugee
Health Branch (TBCRHB)

California Department of Public Health (CDPH)
TB Free California

In September 2020, the Tuberculosis Elimination Alliance (TEA) Awarded CARE TB \$11,000 for a one-year project to create a TB Communication and Marketing Plan focusing on San Diego Filipino and Vietnamese communities.

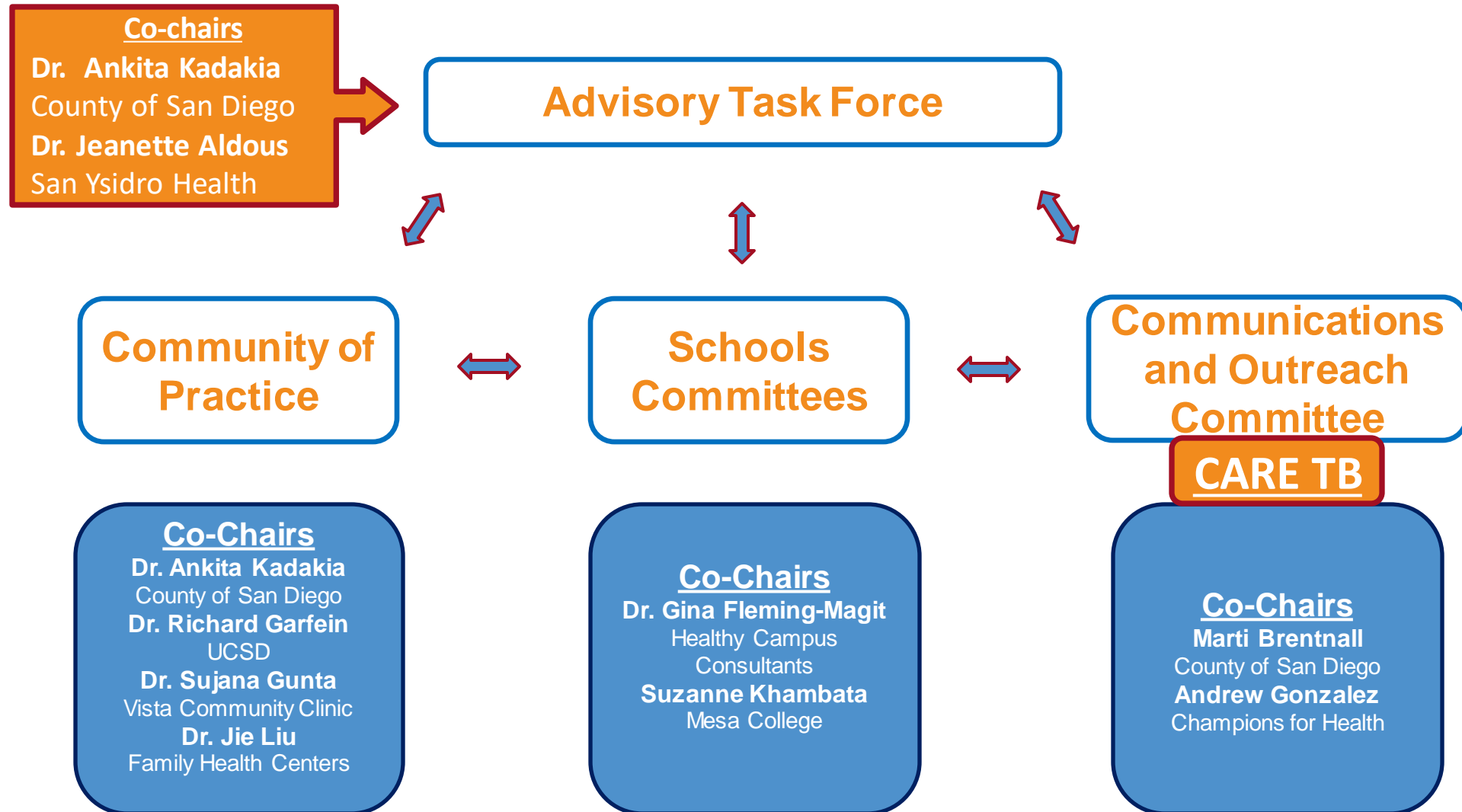


PROJECT OUTLINE

- Funded October 2020 – September 2021.
- Focus on Filipino and Vietnamese Communities
- Goal is to create culturally and linguistically appropriate TB prevention messages.
- The core of the program is the CARE TB advisory committee with San Diegan stakeholders to provide consultation on content.
- Work completed will be incorporated into an overall County of San Diego TB Elimination plan under the supervision of the TBEI advisory committee.



TBEI COMMITTEE STRUCTURE



TBEI COLLABORATIVE APPROACH

❖ **TBEI committees include representatives from over 30 entities, including 35 non-county participants**

- California Department of Public Health, Tuberculosis Control Branch
- California State University San Marcos, Student Health Services
- Centers for Disease Control & Prevention, Division of Global Migration & Quarantine
- Champions for Health
- Family Health Centers of San Diego
- Health Center Partners of Southern California
- Healthy Campus Consultants
- Healthy San Diego
- Hospital Association of San Diego and Imperial Counties
- Indian Health Council
- Kaiser Permanente
- La Maestra Community Health Centers
- Neighborhood Healthcare
- Mesa College, Student Health Services
- Mira Costa College, Student Health Services
- Peak Health Group
- Point Loma University, Student Health Services
- Samahan Health
- San Diego Community College District
- San Diego County Medical Society
- San Diego County Office of Education
- San Diego County Sheriff's Office
- San Diego State University, Student Health Services
- San Diego Unified School District
- San Ysidro Health Center
- Sharp Healthcare
- Sun Health Medical Clinic
- United Healthcare
- United States Navy, Balboa Hospital
- University of California San Diego, Epidemiology
- University California San Diego, Global Health
- University of California San Diego, Student Health Services
- University of San Diego, Hahn School of Nursing
- Vista Community Clinic





CARE TB ADVISORY COMMITTEE MEMBERS' ORGANIZATIONS

- ❖ Bayside Community Center
- ❖ Tuberculosis Control and Refugee Health Branch
- ❖ Samahan Health Center
- ❖ San Diego Unified School District
- ❖ Yuba and Sutter County Public Health



COMMITTEE CONSULTANT ACTIVITIES



Community and Provider Needs Assessments (Surveys)

Review and provide feedback.

Suggest contacts and organizations where we could implement these assessments.



Virtual Focus Groups

Review questions and provide input.

Suggest organizations that could co-host a focus group



Review TB Prevention Messaging

Review to assess appropriate cultural and linguistic approaches.

Suggest best ways to distribute the messages, e.g. social media, media outlets, other avenues.



Material Distribution

Suggest organizations that should receive CARE TB prevention materials

ACCOMPLISHMENTS

- ✓ Administered **183** community needs assessment surveys in Filipino and Vietnamese communities in San Diego.
- ✓ Analyzed data from the community needs assessment surveys.
- ✓ Administered **26** providers needs assessment surveys to healthcare providers throughout the San Diego County.
- ✓ Analyzed the data from the providers needs assessment surveys.
- ✓ Conducted **5** Vietnamese and Filipino focus groups with UPAC, and Bayside Community Center - **37** focus group participants
 - ✓ **35** surveys collected
- ✓ Developed a draft of questions for key informant interviews.
- ✓ **1,177** virtually engaged through San Diego Union Tribune Together San Diego Live Stream for World TB Day.
- ✓ **12** TBEI Advisory/Committee members, and **3** meetings
- ✓ **1,374** community engagement and education in total.





Administered community needs assessment surveys at Mira Mesa Senior Center during a COVID-19 Vaccination POD.

04/17/21





Vietnamese focus group with Bayside Community Center



LESSONS LEARNED

- CARE TB is a Collective Impact initiative.
- Internal coordination/ being a backbone organization
 - Data analysis capacity
 - Organization and project management
 - Information sharing – finding best platform to communicate among different IT firewalls
- COVID-19 opportunities and innovation.
- Community-based partners have been essential
- Language capacity and humility among staff were paramount to success but can be difficult to procure.
- Difficult to reach out to FQHC providers due to COVID.
- Incentives attract participants but reaching out to the winners were challenging because the emails/text messages can appear suspicious.
- Physical challenges to outreach during the pandemic.
 - Without COVID, it will still be challenging to conduct outreach activities being a relatively new program.





Thank you!