Data from and for our Communities: iHear Colorado

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Learning Objectives

➢ iHeard Colorado overview
➢ Methods: How data were gathered and disseminated
➢ Understand a Trusted Local Messenger’s experience with iHeard Colorado
iHeard Colorado: In a Nutshell

- February 1, 2023 – February 29, 2024 and hopefully beyond
- CO-CEAL initiative funded by NIH
- Community-level rapid health knowledge monitoring and response project intended to promote community engagement and improve health knowledge and outcomes
- Leverage trusted Community Connectors and Trusted Local Messengers to recruit participants and share health information
- Community members complete short, health-related weekly surveys
- Data are rapidly analyzed and returned to communities with corresponding fact-checked information
Key Participants

- **Community Connectors**: 3 from Pueblo, San Luis Valley, and Metro Denver to support workflow processes, TLM recruitment, and survey panelist recruitment.

- **Trusted Local Messengers (TLMs)**: 18 trusted community members to disseminate weekly health information media.

- **Survey panel participants**: 130+ community members from 12 participating counties, complete short, weekly surveys.

- All participants receive compensation.
Recruitment

- Community Connectors intentionally identify and recruit community members who are:
  - 18 years and older
  - English speaking
  - Live/work in participating county
  - Identify as Latina/o/x, Hispanic, Chicana/o, or Mexicana/o
  - Have access to email and/or smart phone with internet
Enrollment

- Individuals complete recruitment survey to verify eligibility
- Receive baseline survey within 3 days to finish enrollment
- Receive $10 reloadable Visa gift card upon enrollment
Weekly Survey Process: It’s Fast!

➢ Survey administration: 2 days
  ➢ Sat – Mon: Send survey to enrolled panelists via email or text
  ➢ Panelists receive $5 for each completed survey
  ➢ Add local community/Colorado-focused questions, as desired

➢ Data analysis: 1 day
  ➢ Mon: Analyze survey data

➢ Response and Dissemination: 2+ days
  ➢ Tues: Publish new data to dashboard
  ➢ Tues – Weds: Develop social/print media assets and e-newsletter
  ➢ Weds: Survey data and health information available
  ➢ Thurs: Share survey response data and health information to personal and professional networks
Dissemination

co.iheard.org
TLMs are Vital!

How can I protect myself and others from respiratory viruses?

Treatment
If you get sick, ask your doctor about treatment options.

Wear a mask
When visiting crowded, indoor places, wear a well-fitting mask.

Vaccination
New vaccines protect against major winter respiratory viruses – flu, COVID-19, and RSV.

Testing
If you feel sick, get tested with an at-home test, or at your local clinic or doctor’s office.

It’s okay to want to find answers to questions you have about vaccines. But beware of false claims! Talk to your doctor or your child’s doctor if you have questions about getting vaccinated, or you can find answers on dedicated health websites like MedlinePlus from the National Library of Medicine.

#iHeardCO #iHeardColorado #iHeardSLV #VaccineConversations

Know this: Inaccurate health claims are more common on social media. Look for other sources like...

- Your doctor or child’s doctor
- Trusted medical leaders like Mayo Clinic
- Dedicated health websites like MedlinePlus from the National Library of Medicine
Know someone that might benefit from food delivery services? 1 in 3 Coloradans know someone who needs meals delivered but isn’t able to access a delivery service. #iHeardColorado #iHeardCO #iHeardCOSLV #MealsonWheels #FoodSecurity

Ella Mae Barela-Quintana
Nov 30, 2023

As I mentioned before I took a part time job with Iheard Colorado. As a cancer survivor I highly recommend getting your mammogram by the age of 40. If your parent was diagnosed with breast cancer, you should get tested 5 years earlier then your parent who was diagnosed. Please share, like, share your thoughts!

A message from Iheard:
An online influencer posted a Spanish-language video on Facebook with a false claim that mammograms are not necessary for women over 40, viewed over 500,000 times before it was removed. Overall, 1 in 8 panelists from three states (13%) heard this false claim. Hispanic respondents were 3.3 times more likely to hear this false claim than non-Hispanics (25% vs 8%).

#iHeardCO #iHeardColorado #iHeardCOSLV #Mammogram #BreastCancerScreening

Berta Marquez
There is. Phone number that you can call for the San Luis valley
A TLM’s Story

George Autobee

#iheardcopueblo Stephanie Salazar-Rodriguez Montelle Tamez Charlene Barrientos Ortiz Don Nease Sol Sandoval Tafoya

Are you hearing that CDC COVID isolation guidelines are changing? **As of today, the CDC has not announced any changes.**

The CDC currently recommends staying home for at least 5 days and isolating from others in your home if you test positive for COVID-19.

Stay informed by visiting the CDC website.

Don Nease

Love

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Write a comment...
Next Steps

➢ Future of iHeard Colorado
➢ We hope to continue the work with continued funding
➢ Stay tuned!
Questions and Answers

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