

# Data from and for our Communities: iHeard 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

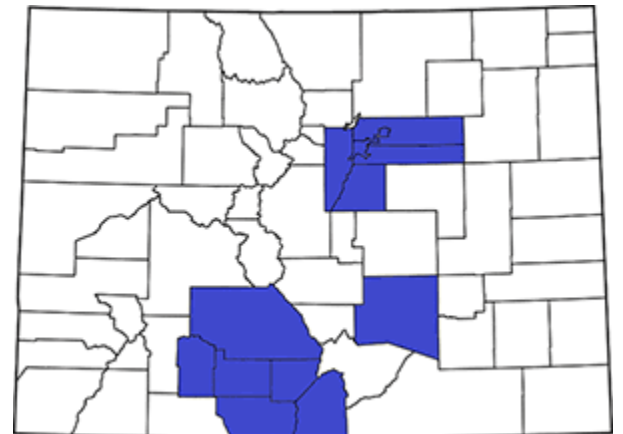


# Key Participants

- **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



Vaccine Conversations



WEEKLY HEALTH CLAIMS

Last updated Jan 31, 2024

What are Coloradans hearing about health?

MENU

**"DNA fragments in mRNA vaccines change your DNA and can affect health."**

"A Salmonella outbreak was linked to charcuterie, or cold cut, meats."

"A domestic animal tested positive for plague in Colorado."

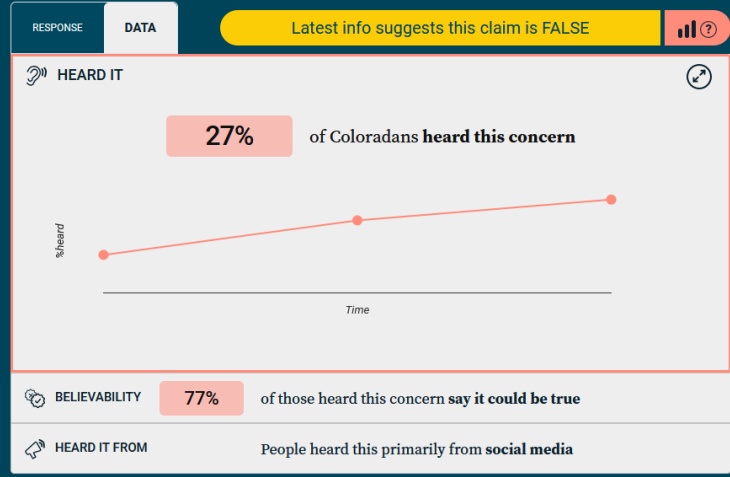
"COVID cases are on the rise in nursing homes."

"FDA warns about fake versions of Ozempic."

SIGN UP FOR ALERTS

IF YOU HEAR THIS CLAIM...

**"DNA fragments in mRNA vaccines change your DNA and can affect health."**



iHeard Colorado Weekly Alert  
February 1, 2024

## Claims that mRNA vaccines change human DNA are back

Despite being **unsupported by research**, claims about COVID-19 mRNA vaccines interfering with human DNA continue to circulate. This week, one in six adults (17%) surveyed in four states said they'd heard the claim in the last 7 days; 72% of those believed it could be true.

Persistence of this claim may be due to concerns recently expressed by Florida's Surgeon General that mRNA vaccines can carry foreign DNA into a cell. However, mRNA only enters the cell cytoplasm and does not enter the cell's nucleus where human DNA is found. Messenger RNA (mRNA) in COVID-19 vaccines **teaches cells to make a spike protein** from the virus, helping the body fight the actual virus. Once the mRNA gives instructions to the cells, the body breaks it down so it cannot harm the body.

The survey asked if people had heard that "DNA fragments in mRNA vaccines change your DNA, impact reproductive health, and can cause cancer." Some adults were more likely to hear the claim than others.

Rates were highest (over 20%) among respondents in Baltimore and Colorado and lowest in St. Louis (12%). Rates were higher among those ages 50 and older vs. under 50 (23% vs. 14%), and among African Americans vs. Whites (22% vs 15%). The proportion of respondents who heard this claim was up 43% from last week; most said they heard it from social media.

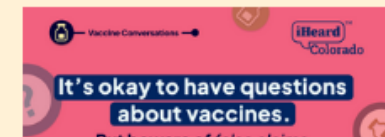
Community organizations in Colorado can share the resources below and [this](#) to help vaccine-hesitant community members learn how to better judge the accuracy of health information.

This week's report is based on 381 responses from a panel of adult residents of Baltimore, MD; St. Louis, MO; Omaha, Nebraska; and Colorado, surveyed from Saturday, January 27, to Monday, January 29, 2024. Explore these data and more at [iHeard Colorado](#).

### Want to help spread the word?

Click the button below to download sharable materials about this topic! Remember to include #iHeardColorado #iHeardCO when sharing.

[View Sharable Materials](#)



co.iheard.org



# TLMs are Vital!

<  Taking Back Alamosa  
Lisa Lucero · 3d ·  ...

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](#)



**Protective Behaviors**

**iHeard Colorado**


## 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.

 memata919 · Follow

 memata919 #iheardcolorado #iheardco  
3w

♡ 🔍 🗑️ 📌

1 like  
January 12

Log in to like or comment.



**Vaccine Conversations**

**iHeard Colorado**

## Is social media the only place you've heard it?

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



Berta Marquez

3h · 👥



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



👍 You, Berta Marquez and 1 other 4 comments

👍 Like 💬 Comment 📧 Message

Where to apply

Like Reply

1 👍



Berta Marquez

There is. Phone number that you can call for the San Luis valley

Like Reply



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



# A TLM's Story


 **George Autobee**  
2d · 🌐


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

COVID-19 Isolation 


Are you hearing that CDC COVID isolation guidelines are changing?

**As of today, the CDC has not announced any changes.**







COVID-19 Isolation 







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 13 shares

 Love  Comment  Share

 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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