Minority Health Disparities and Health Information During the COVID-19 Pandemic

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Motivation
• The COVID-19 pandemic led to initiating an independent study in Salt Lake Valley and St. George, Utah.
• An abundant amount of information regarding COVID-19 is being released every day by traditional methods and social media.
• Non-English speakers also started out with a major disadvantage as much of the early information about the virus was only available in English.

Introduction
• In Utah, at least 40% of the state’s confirmed cases are people of color, according to data released by the Department of Health.
• Latinx people, they make up more than 43% of the state’s cases, yet only 14.2% of the total population.
• 39.1% of those hospitalized with the virus in Utah have been Latino.

Goals
• To facilitate messaging to the Spanish speaking communities about best practices for individuals, families, and communities to stay healthy.
• Measure how effective messaging is now and find which sources are the best to release information.
• Longitudinally track individuals self-reported health (anonymously) over the course of the next year.

Methods
• Data were collected via REDCap, which hosted short anonymous surveys in English and Spanish to distribute through out the Salt Lake Valley and St. George
• Distribute a second longitudinal community survey to allow patients to self-report health, habits, health of people close to them, impact on mental health etc.
• Using distribution methods such as online Facebook ads, flyers, promotional cards, variational outreach events with community health workers.
• Analyzing data with statistical tests and computer programming such as MATLAB to determine what best outreach methods are most effective to facilitate messaging about best practices to stay healthy.

Results
• From Fig. 2 we can see there is a significant difference of media sources used from the Hispanic and non-Hispanic participants. Television and social media had a higher use from Hispanic participants and internet web pages and newspapers had a higher use from non-Hispanic participants.
• When media sources consumed are separated by different demographics of the participants such as education level and gender as seen in Fig.3 the same trend follows.
• However, 50% of participants from each survey (Spanish and English) used social media as a source of information. To further analyze, Fig. 4 shows the distribution of various platforms used.

Ongoing Work
• Further analysis of anonymous and longitudinal survey data to determine efficiency of information and best outreach methods.

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