

Using stakeholder engagement to disseminate rapid and responsive messages

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Learning Objectives



Demonstrate how to use stakeholder engagement in the context of rapid and responsive dissemination

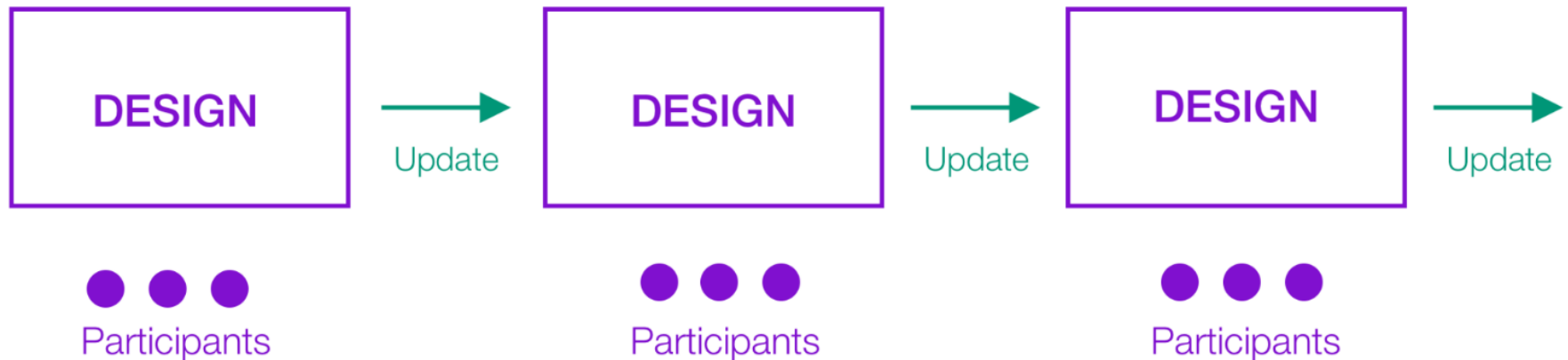


Describe the choice of, use, and lessons learned from two stakeholder engagement methods - Community Engagement Studios and Town Halls



Use an online tool to choose an evidence-based stakeholder engagement method

Rapid Iterative Prototyping



Implementation and Real-world Effectiveness of Monoclonal Antibodies (mAbs) for High-Risk Outpatients with COVID-19

Colorado Clinical and Translational Sciences Institute (CCTSI) received funding from NIH NCATS to conduct this study

Principal Investigators:
Drs. Ron Sokol and Adit Ginde

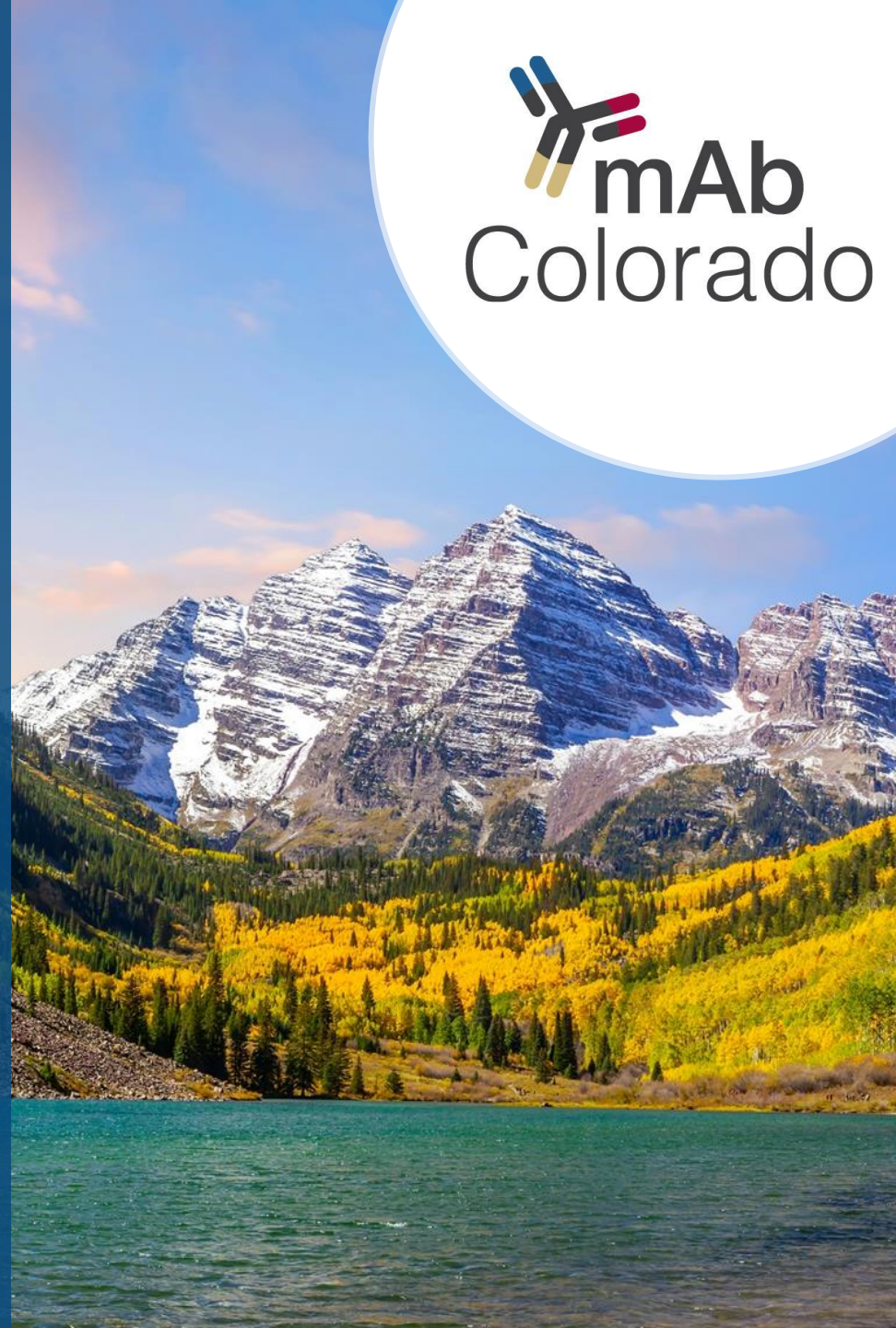


COPRH Con

Colorado Pragmatic
Research in Health
Conference



mAb
Colorado

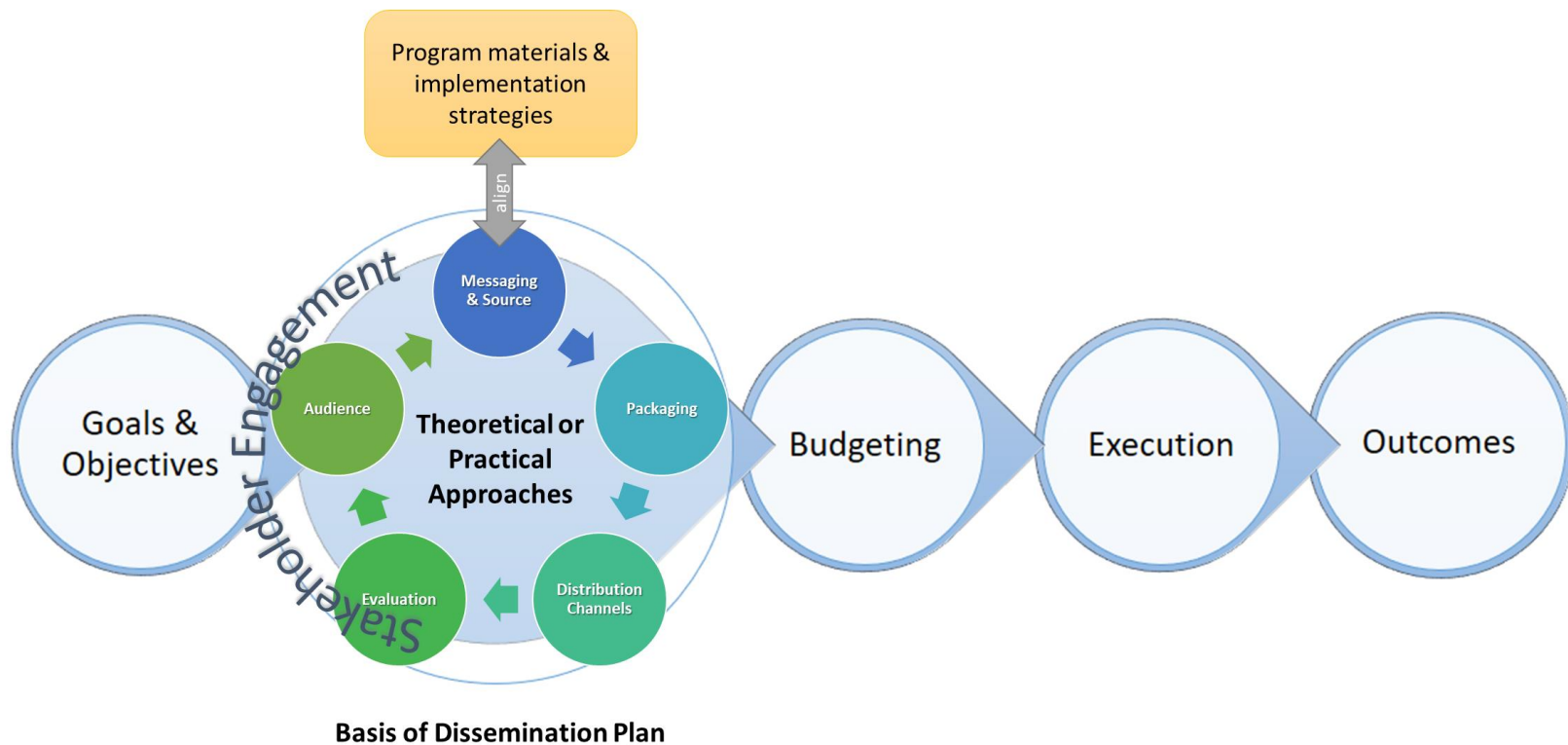


Monoclonal Antibodies for COVID-19

- Treatment available to people who:
 - Have tested positive for COVID-19
 - Exhibit mild to moderate symptoms of the disease
 - At high risk of developing severe COVID-19
- When given in **the first few days** of illness, treatments can prevent hospitalizations and/or severe complications caused by COVID-19.
 - Need to rapidly identify eligible patients



Dissemination Planning Framework

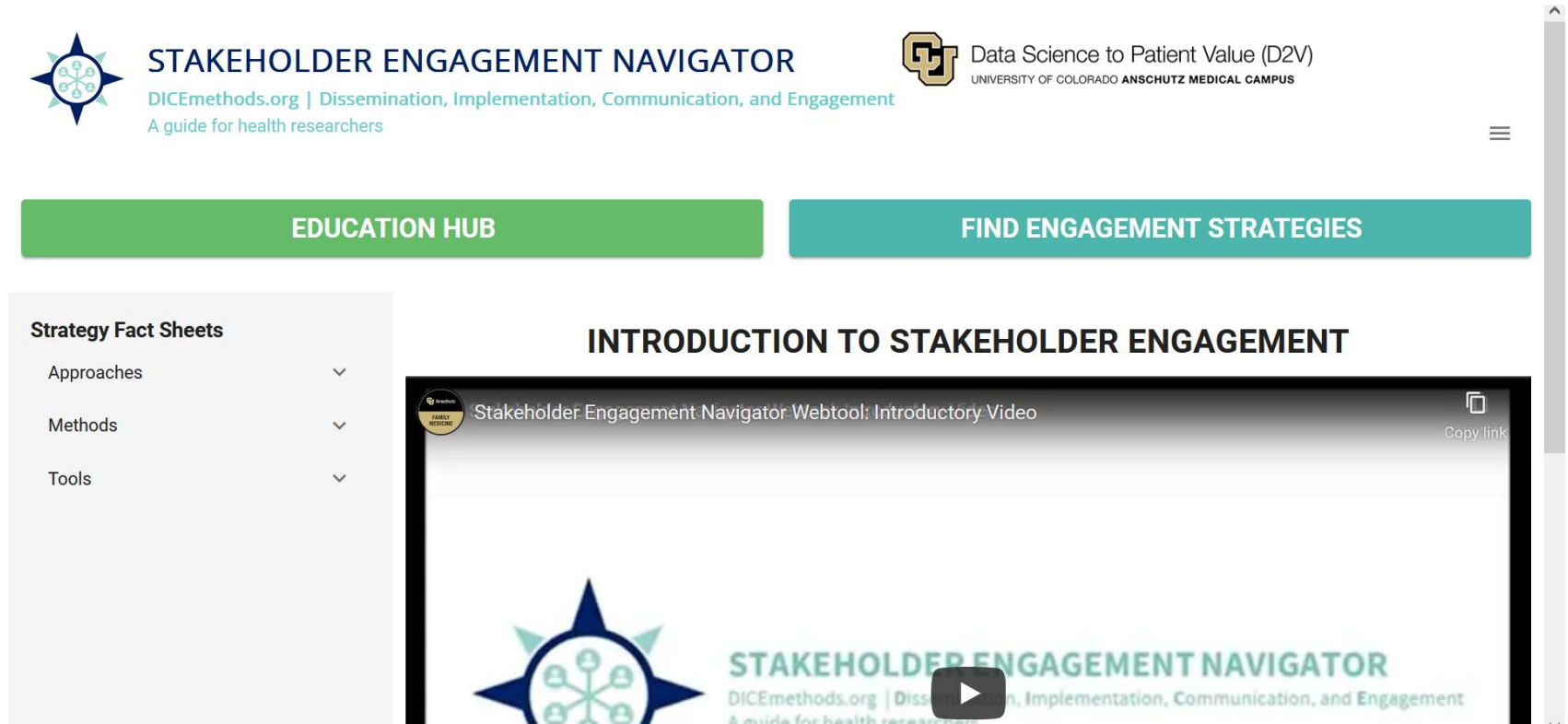


Dissemination Objectives

- Partner in a variety of ways with community, clinical, and public health stakeholders to understand community access facilitators and barriers.
- Emphasis on ensuring **equitable** access to care in historically underserved Colorado communities burdened with COVID-19.
- Build awareness and provide resources to those who are most in need or who face the greatest barriers to access.



Identifying Rapid Stakeholder Engagement Methods



The screenshot displays the DICEMethods.org website. At the top left is the logo for the Stakeholder Engagement Navigator, a blue star with a network of people icons inside. To its right, the text reads "STAKEHOLDER ENGAGEMENT NAVIGATOR" followed by "DICEMethods.org | Dissemination, Implementation, Communication, and Engagement" and "A guide for health researchers". On the top right is the logo for the University of Colorado Anschutz Medical Campus, with the text "Data Science to Patient Value (D2V)" and "UNIVERSITY OF COLORADO ANSCHUTZ MEDICAL CAMPUS". Below the header are two main navigation buttons: "EDUCATION HUB" in green and "FIND ENGAGEMENT STRATEGIES" in teal. On the left side, there is a sidebar with the heading "Strategy Fact Sheets" and three items: "Approaches", "Methods", and "Tools", each with a downward arrow. The main content area features a video player titled "INTRODUCTION TO STAKEHOLDER ENGAGEMENT". The video player shows a thumbnail with the same blue star logo and the text "STAKEHOLDER ENGAGEMENT NAVIGATOR" and "DICEMethods.org | Dissemination, Implementation, Communication, and Engagement". A play button is visible in the center of the video player.

DICEMethods.org

Rapid Stakeholder Engagement Methods

Community Engagement Studios

- CE studios consist
 - brief presentation from the researcher
 - 2-3 questions to the stakeholder group
 - elicit input on their project
- Sessions are consultative in nature

Adaptation

- CE studios consist
 - brief presentation from the researcher
 - 2-3 questions to the stakeholder group
 - Iterative co-design of communication campaign
- Sessions are collaborative in nature

Community Engagement Studios

May – August 2021

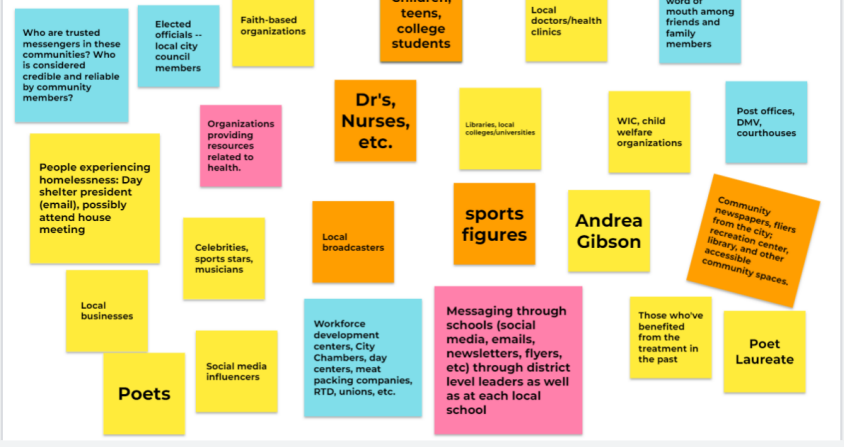


- Stakeholder advisory panel members (multi-demographic)
- Native Americans
- Spanish-speaking
- Rural Coloradans
- Health care providers

Community Experts Role

- Co-design messages, materials, and distribution strategies tailored to the audience
- Comment and suggest improvements to messages and materials
- Recommend communication channels and make connections to community champions

Message Sources



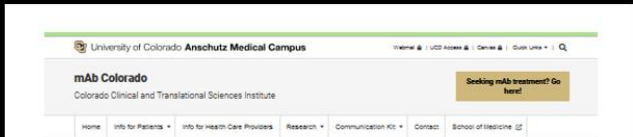
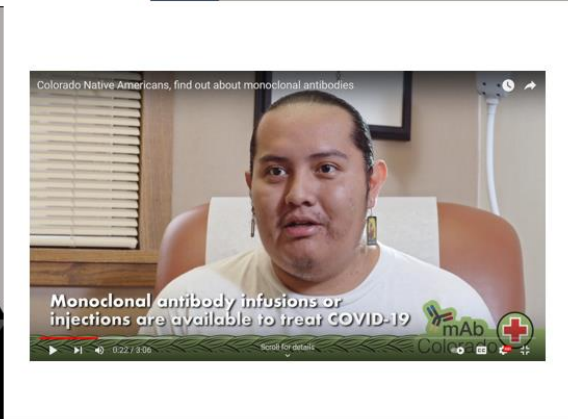
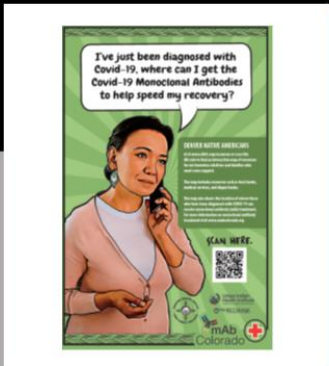
Who are trusted messengers? Who is considered credible and reliable by community members?

Messaging - Visuals



Insert ideas for pictures, images or other visuals we might use.

Co-Design



Community Messaging Materials

See below for materials you can share with members of your organization or community about monoclonal antibody (mAb) treatments for COVID-19.

We are able to provide a limited number of printed materials mailed to you free-of-charge. If you would like to distribute printed materials to members of your organization or community, [contact us](#) for more information.



Did You Test Positive for
COVID-19? ACT FAST

Find Out About Available Treatments. Take These Steps:

- 
Call a Medical Provider Right Away
 - Ask your doctor about the best treatment for you.
 - Ask your doctor about the best way to get the treatment.
 - Ask your doctor about the best way to get the treatment.
- 
Get a Referral to a Clinician
 - Ask your doctor about the best way to get the treatment.
 - Ask your doctor about the best way to get the treatment.
 - Ask your doctor about the best way to get the treatment.

Many Health Plans Will Pay the Full Cost of Treatment

Available Treatment:
Watch Against
the COVID-19 Infection

 Vitality
 Insurance



¿Dio positivo para COVID-19?

Non esiste un'unica terapia efficace contro le infezioni del tratto urinario. Per questo è importante affidarsi ad un medico che, sulla base dei sintomi, della storia clinica e dei risultati delle analisi, prescrive il farmaco più adatto. In ogni caso, il trattamento deve essere seguito con regolarità e per tutta la durata prescritta.

Perché ottenere una informazione sicura del trattamento anti-infezione capsone perorale

- **Evitare il rischio di un'eventuale resistenza**
L'uso scorretto o prolungato di antibiotici può portare alla comparsa di batteri resistenti, che non rispondono più al trattamento.
- **Evitare il rischio di effetti collaterali**
L'uso scorretto o prolungato di antibiotici può portare a disturbi gastrointestinali, allergici o altri effetti collaterali.
- **Evitare il rischio di un'eventuale infezione ricorrente**
L'uso scorretto o prolungato di antibiotici può portare a una ricorrenza dell'infezione, che può essere più difficile da trattare.

Medico, prima di ogni prescrizione, pugnati il costo totale del trattamento

Il trattamento anti-infezione capsone perorale è indicato per il trattamento delle infezioni del tratto urinario.

capsone
perorale



If You Test Positive for COVID-19
ACT FAST!

All-Inclusive, Guaranteed Results

Our all-inclusive treatment offers a complete solution for all your skin concerns. We'll identify the cause of your skin issues and create a customized treatment plan to address it. Our treatments include: chemical peels, laser therapy, microdermabrasion, and more.

Find Out About Another Breakthrough. Take Your Skin To The Next Level.

- **Call a Medical Professional Right Away**
If you have a skin condition that is not improving with over-the-counter products, it's time to call a medical professional. They can help you identify the cause of your skin issues and create a customized treatment plan to address it.
- **Get a Referral to a Dermatologist**
If you have a skin condition that is not improving with over-the-counter products, it's time to call a medical professional. They can help you identify the cause of your skin issues and create a customized treatment plan to address it.

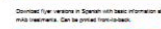
Many Health Plans Will Pay the Full Cost of Treatment

Available Treatment:
NEW AGE
DERMATOLOGY
(See Us At US Of Dallas Venues)

NEW AGE
DERMATOLOGY
2014-2015



Download flyer versions in English and Spanish with basic information about mAb treatments. Can be printed front-to-back.



Download flyer versions in Spanish with basic information about mAb treatments. Can be printed front-to-back.



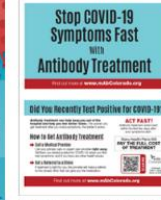
Download flyer with information specific to you, uncompromised individuals.



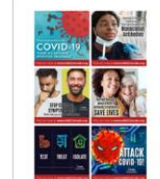
Download document versions in English and Spanish with answers to common questions about public instruments.



Download document version in Spanish with answers to common questions about mAb treatments.



Download a half-page poster with key points about mAb treatments.



Rapid Stakeholder Engagement Methods

Town Hall

- Individuals from a specific geographic area are invited
- Public discussion about issues in their community
- Town hall meetings can be used to identify a list of potential research topics and ideas.
- Voting to prioritize topics may occur at the end of the meeting.

Adaptation

- Individuals who are immunocompromised in CO
- Presentation on mAbs
- Community member stories
- Public discussion
- Feedback on communication materials
 - Incorporated into new materials

Virtual Community Town Hall AGENDA

October 19, 2021

6:00-6:05 Welcome

6:05-6:30 Panel Presentations



Dr. Adit Ginde
Emergency Medicine



Dr. Matthew Wynia
Internal Medicine

- Burden of COVID
- mAb Treatment for COVID

6:30-6:40 Community Member Stories



Betty Huard

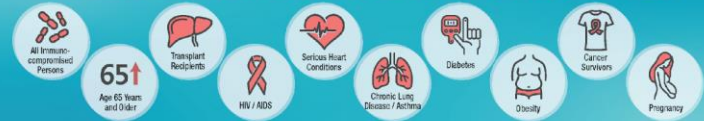


David Legg

6:40-7:00 Q & A

7:00-7:30 Participant Feedback on Messaging

Attention Colorado: Seek Care if You Are at Higher Risk



If You Test Positive for COVID-19 **ACT FAST!**

All Immunocompromised Persons

65 and older, transplant recipients, AIDS, serious heart conditions like congestive heart failure, chronic lung disease or asthma, diabetes, obesity, cancer survivors, pregnancy

You can feel better faster if you get an antibody treatment. It can help keep you out of the hospital. It works best if you get it within the first few days after you have symptoms.

Find Out About Antibody Treatment. Take These Steps:

➡ Call a Medical Provider Right Away

- Call your primary care or urgent care provider.
- Tell them when you first had COVID-19 symptoms.
- Tell them if you have conditions that put you at higher risk.
- Ask them if they can help you get monoclonal antibody treatment.

➡ Get a Referral to a Clinic

If antibody treatment is right for you, the provider will make a referral to a clinic close to you where you can get the treatment. They will give you the address and phone number to the clinic.

**Many Health Plans Will
Pay the Full Cost of Treatment**

**Antibody Treatment
Works Against
the COVID-19 Delta Variant**



www.mAbColorado.org

If You Have
COVID-19 Symptoms



TEST



TREAT



ISOLATE



Treat COVID-19 with
**MONOCLONAL
ANTIBODIES**

Find out more at www.mAbColorado.org

Paid Media Campaign

Website – www.mAbColorado.org

Facebook and Instagram ads

Web banner ads

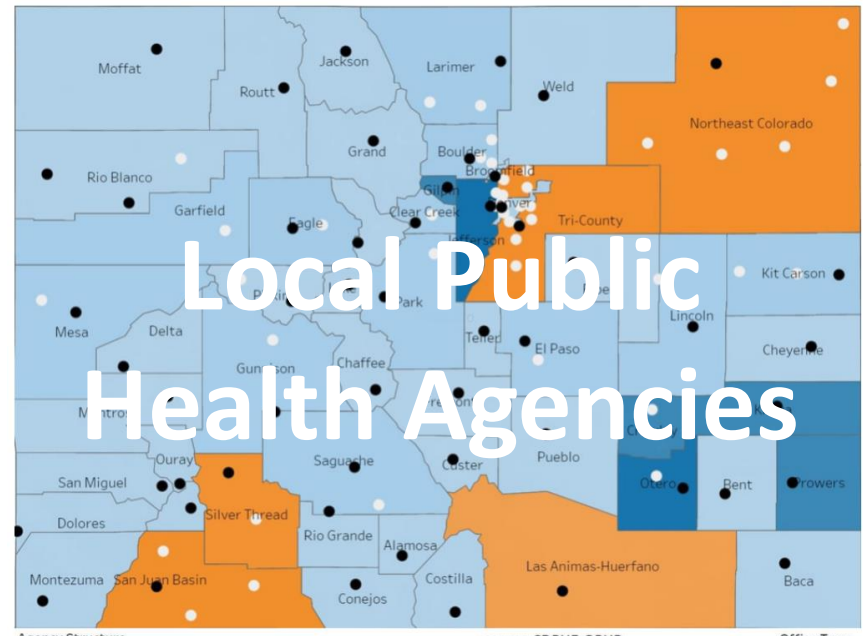
Google Search ads

Direct mail postcards (Adams, Pueblo, Weld Counties)

Radio partnerships

- Denver Metro
 - KBNO
 - KQKS

Community Partners



Health Equity As A Guiding Principle

Consideration in planning and selection of strategies

- CES invites underserved and under-heard voices to the table

Able to leverage existing relationships (in this rapid project); but challenging to build new relationships.

- Lack of structures across health care systems and some areas of the state

Our research project and processes had the same limitations as the broader systems for distributing monoclonal antibody treatments

Challenges/Limitations in engagement of some communities, especially with limited time

- Only as good as relationships (and time) allow

Lessons Learned

Use Discretion

- You will have more input than you can use
- Unexpected opportunities will come up
- Understand where your resources align with stakeholder input (and where resources aren't available)
- This has to be anchored in trust “we hear you and we have limitations”

Co-design doesn't mean that all the decision-making power goes to one group

- Decisions are made with consideration of all opinions and with regard for time, resource, and contextual constraints
- Openness about trade-offs

What methods or tools have you used for rapid stakeholder engagement?



What are your key barriers to rapid stakeholder engagement?

