



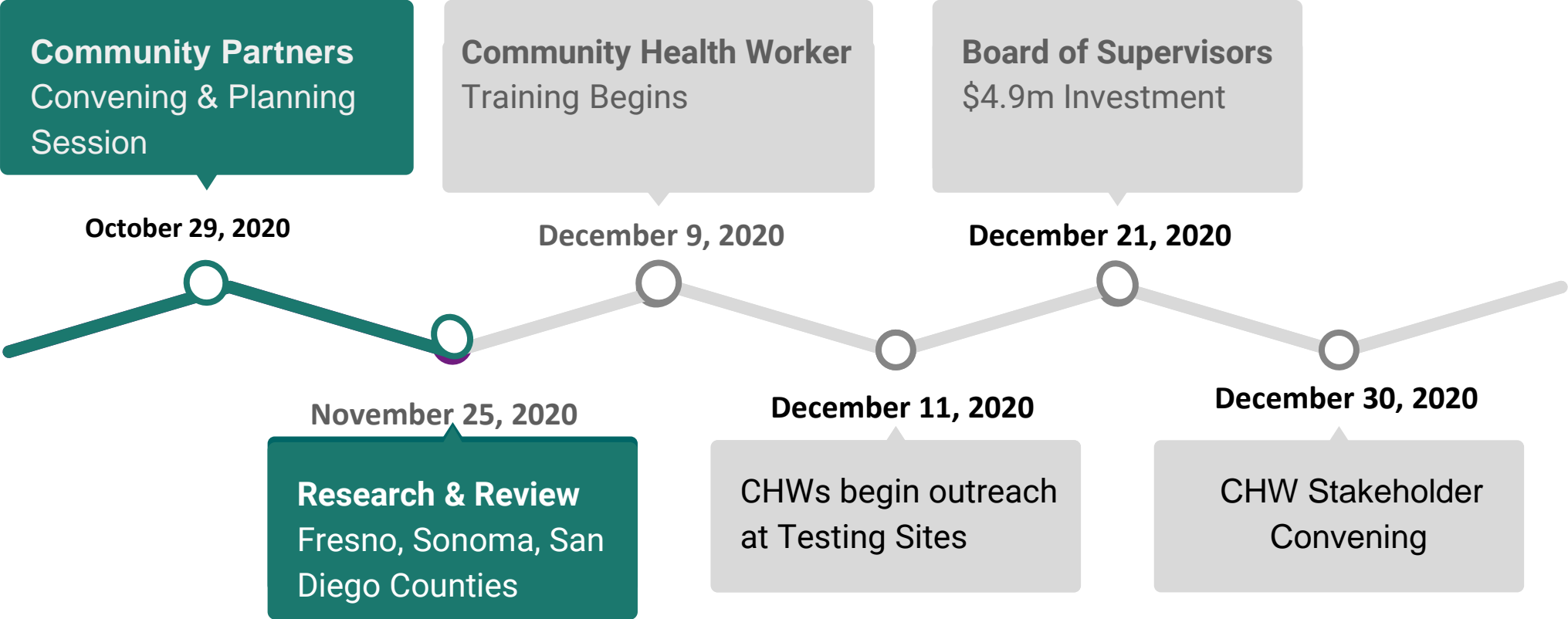
COVID-19 Community Outreach Pilot Project Update

Monterey County Board of Supervisors

January 12, 2021

COUNTY ADMINISTRATIVE OFFICE

COVID-19 Community Outreach and Education Pilot Project Timeline





Metrics Phase 1: Dec 2020-Jan 2021

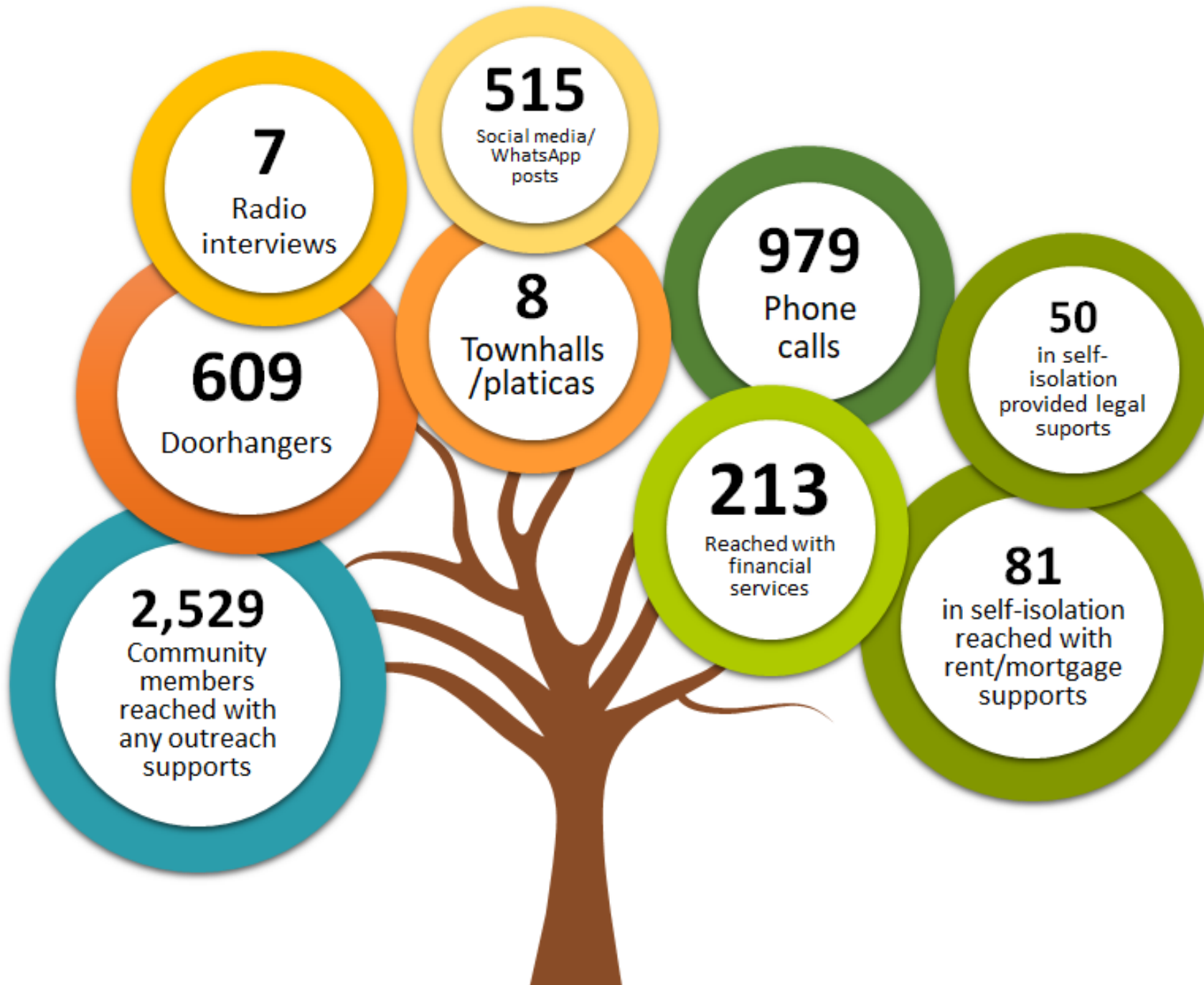
- Research best practices for CHW programs
- Collect phase 1 data for metrics

Metrics Phase 2: Jan-Feb 2021

- Collect and report on data identified in Phase 1
- Develop, train and test data collection tools and protocols (CHWs, Coordinators, Clients)

Metrics Phase 3: March 2021+

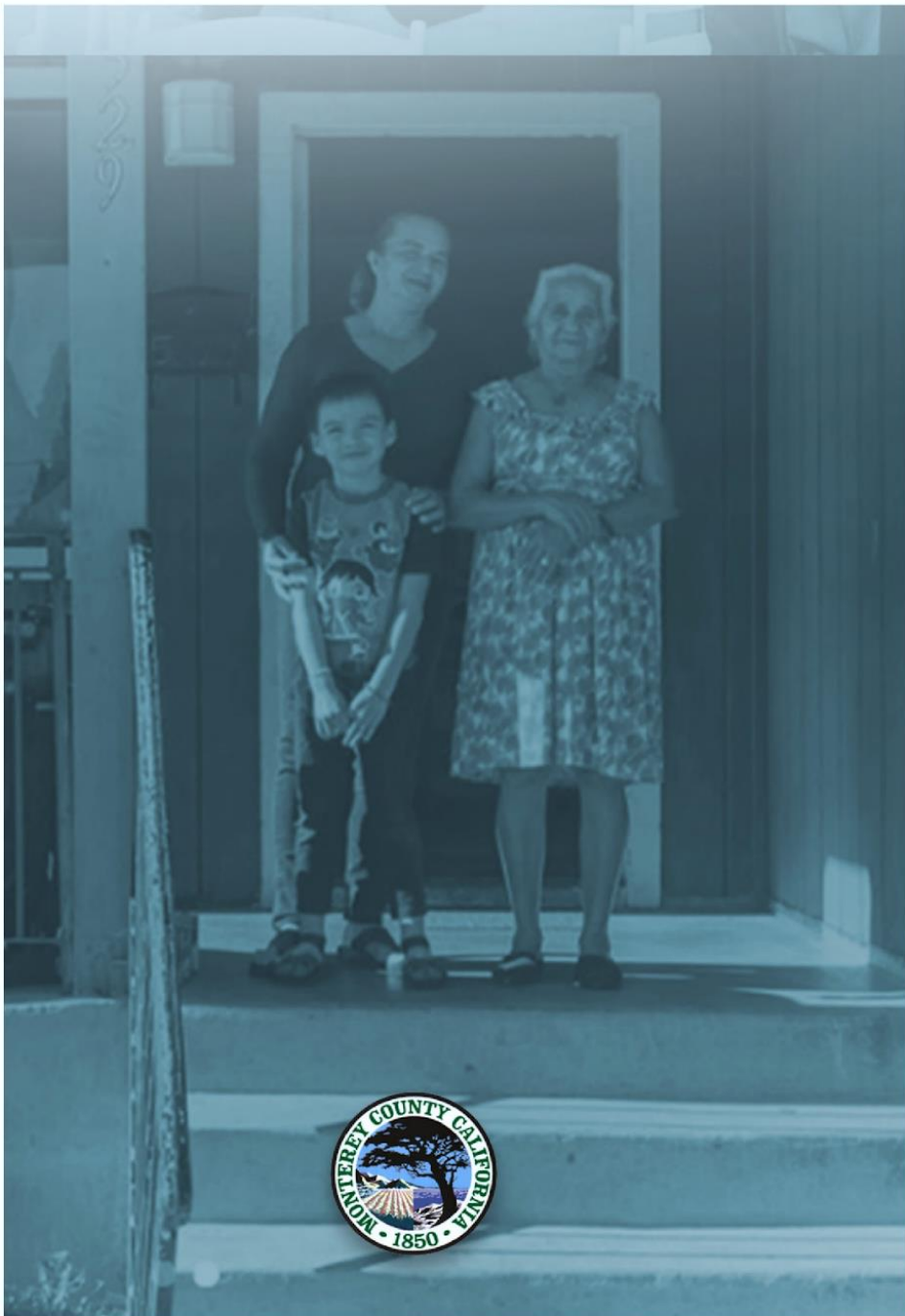
- Collect, analyze and report on data from Phase 1&2
- Continuous improvement of data tools and reports
- Adapt tools and protocols as needed (e.g., for vaccination outreach)



Pilot Project Outreach and Supports

December 2020:

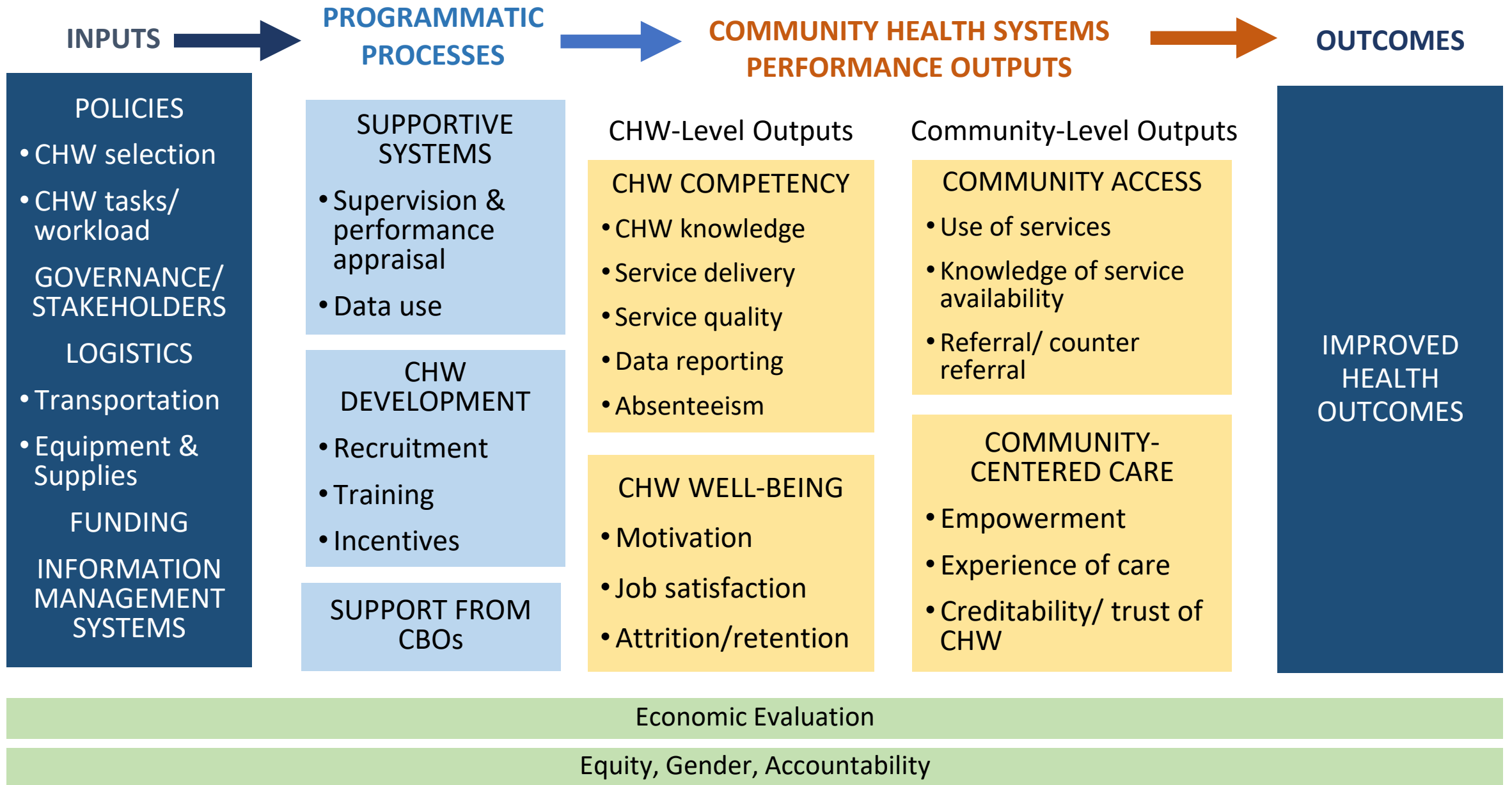
- 8 organizations
- 72.5 CHWs (58 at virtual training)
- 8.75 Coordinators
- 7 hours training
- 7 planning meetings
- Active online, phone, 3 testing sites, apartment complexes in 93905



EXPANSION

- 95 Community Health Workers who will provide community outreach and education on the prevention of the spread of COVID-19 are currently in the onboarding process to be hired and trained
- Role is to promote and assist the community with setting up appointments for testing
- Assist with navigating access to resources needed for adequate isolation and recovery
- Currently deployed to communities in the HPI Census Tracts, at testing sites, and virtual outreach and systems navigation

Community Health Worker Performance Measurement Framework



Monterey County COVID-19
Outreach and Education Project
Proyecto de Educación y Alcance
COVID-19 del Condado de Monterey



PROCESS METRICS

Client/CHW Level

- #/% CHWs involved
- #/% CHWs strongly agreeing able to provide education on key topics
- # various social media outreach efforts
- #/% resource education provided
- #/% reached by CHWs with testing information
- #/% needing support consenting for call-back
- #/% people needing support called back within 24-48 hours



Participating organizations | Organizaciones participantes





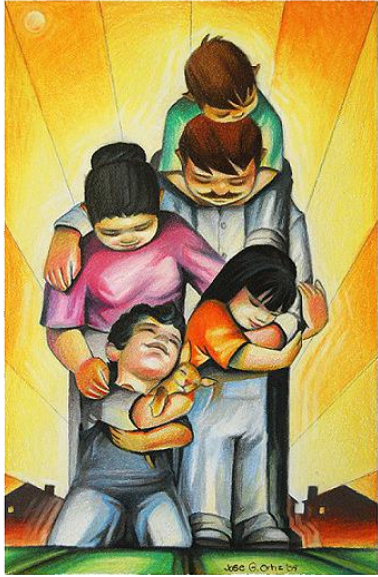
OUTCOME METRICS

Client Level

- # contacts identified by, assigned or self-referred to CHWs
 - % successfully contacted
 - % successfully quarantined
- #/% needing resources connected to resources
- #/% completing referral
- Average # referrals/CHW/month

Community Level

- Testing, case, and vaccination rates, over time and location (ZIP code or census tract) and by industry



OUR NEW ALISAL

BUILDING HEALTHY COMMUNITIES

EAST SALINAS

COMMUNITY IMPACT

- *Sofia Cuentas, CHW Coordinator
Building Healthy Communities &
Mujeres en Acción*



MUJERES
EN ACCIÓN



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Community Outreach Pilot Project