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WOU Community Health + Polk County Family Thrive Kits: Social Marketing Campaign To Prevent COVID-19 Among Latinx Families

Fabiana Palma Vasquez

Western Oregon University, fpalmavasquez18@wou.edu

Sonia Castañeda Felix

Western Oregon University, scastanedafelix16@mail.wou.edu

Karissa McClanahan

Western Oregon University, kmcclanahan17@mail.wou.edu

Jenny Leon

Western Oregon University, leonperezj@mail.wou.edu

Maddie Dirren

Western Oregon University, dirrenm@mail.wou.edu

See next page for additional authors

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Author(s)

Fabiana Palma Vasquez, Sonia Castañeda Felix, Karissa McClanahan, Jenny Leon, Maddie Dirren, Emily Vala-Haynes, and Megan Patton-Lopez



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Fabiana Palma Vasquez, Sonia Castañeda Felix, Karissa McClanahan, Jenny Leon, Maddie Dirren,
Dr. Emily Vala-Haynes & Dr. Megan Patton-Lopez
Western Oregon University, Division of Health and Exercise Science

Introduction

The WOU Community Health + Polk County COVID-19 Project is a partnership between Western Oregon University and Polk County Public Health Services that provides contact tracing and outreach efforts to Polk County, OR. During the pandemic, Latinx families have been disproportionately affected by COVID-19. To address this disparity, we developed Family Thrive kits that include materials that follow health literacy guidelines and provide culturally appropriate information for families in English and Spanish.



Purpose

The Family Thrive kits aim to address the needs of unique populations, support health communication efforts, and educate on safe practices.

Each kit focuses on issues relevant to the Latinx community to promote overall health and well-being.

Methods

- **Target population:** Latinx families, specifically with children in K-3
- **Setting:** Polk County, OR.
- **Distribution:** in-person, delivery, or mail
- **Community Partners:** 20 Community Based Organizations (CBO's) distribute our kits to the families they serve.
- Development & implementation takes approximately 2 months.
- An essential part of development is doing a needs assessment and gathering feedback from community leaders to ensure the information provided is relevant and useful.
- **Topics include:** COVID-19 prevention, contact tracing, and healthy family behaviors.



Accomplishments & Results

- Developed five editions of the Family Thrive Kits.
- Partnered with 20 Community Based Organizations.
- Distributed over **2246** kits to Polk County families.
- Formative evaluation of Family Thrive Kits.
- Quote from a CBO: "I feel like you guys do a really good job of thinking ahead of the next wave."

Lessons Learned & Next Steps

- When creating materials, it is essential to consider our audience, make materials engaging and easy to understand.
- It is very important to create connections with the community we serve and work with partners to join our efforts. This allows us to better support families within our community.
- Next Steps
 - Upcoming edition of the kit includes back-to-school safety.
 - Process evaluation on the Family Thrive kits is in progress. As we began to analyze the interviews, we will start implementing feedback into the Thrive Kits.



For more information contact us at communityhealth@wou.edu or visit wou.edu/hexs/community-health-polk-county-covid-19-project/

Partners

