



*Advancing the Response to COVID-19: Sharing Promising Programs and Practices for Racial and Ethnic Minority Communities*  
*A Virtual Symposium Hosted by the HHS Office of Minority Health*

## PLENARY SESSION I

# What Data Tell Us About COVID-19 in Racial and Ethnic Minority Communities



OFFICE OF THE  
ASSISTANT SECRETARY FOR HEALTH





***Advancing the Response to COVID-19: Sharing Promising Programs and Practices for Racial and Ethnic Minority Communities***  
*A Virtual Symposium Hosted by the HHS Office of Minority Health*

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HHS Office of Minority Health

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2020



OFFICE OF THE  
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# PRESENTERS

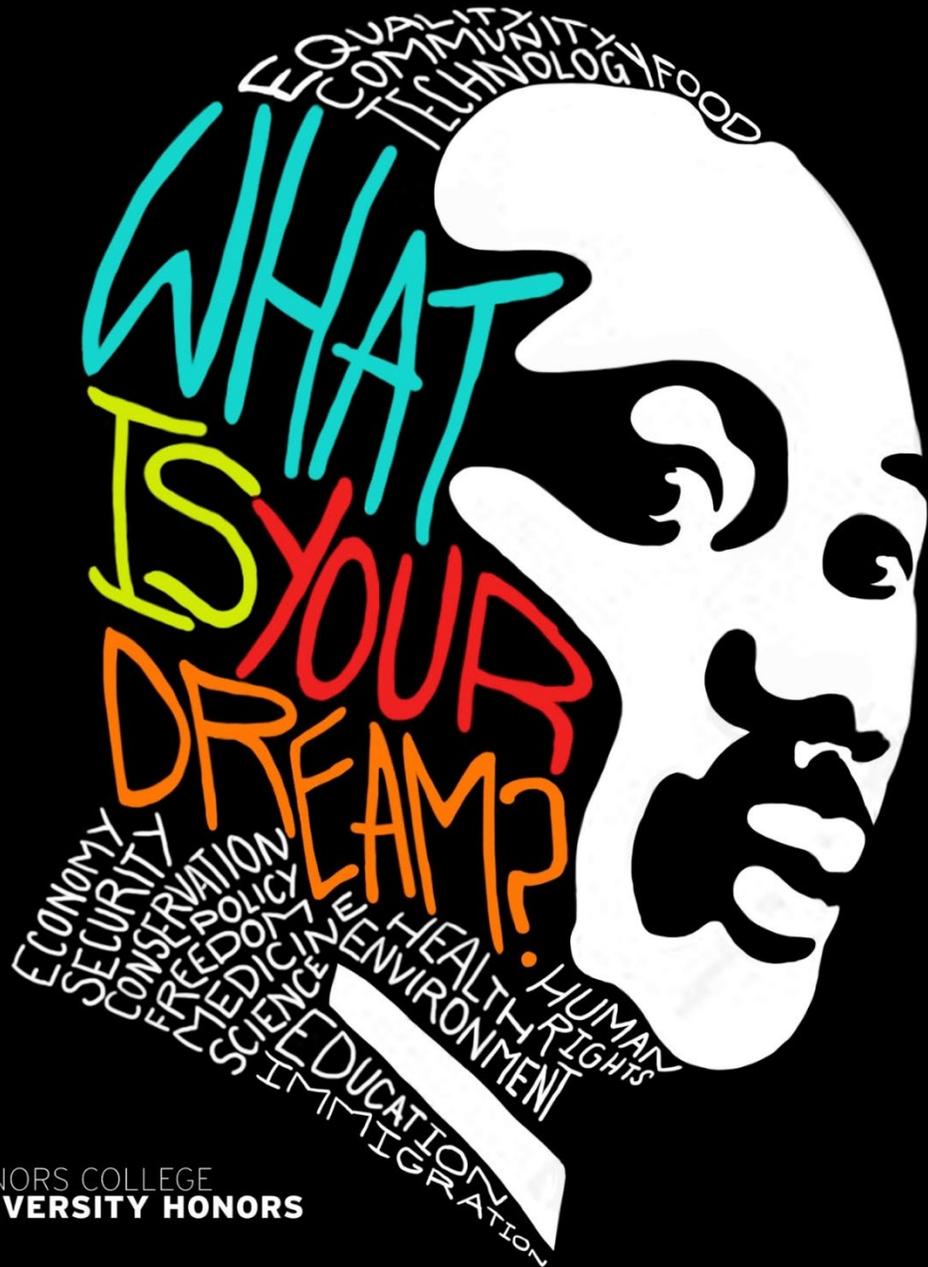
- **Moderator: Sela Panapasa**, PhD, Associate Research Scientist, Research Center for Group Dynamics, Institute for Social Research, University of Michigan
- **Johnnie (Chip) Allen**, MPH, Director, Office of Health Equity, Ohio Department of Health
- **Stephen Thomas**, PhD, Professor Health Policy & Management, School of Public Health; Director, Maryland Center for Health Equity, University of Maryland



# OBJECTIVES

- Provide background and context about disproportionate impact of COVID-19 on racial and ethnic minority populations using the latest data.
- Discuss the importance of and recommendations for collecting and using race/ethnicity data to ensure equitable response





*Advancing the Response to COVID-19:  
Sharing Promising Programs and  
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Communities*

**What Data Tell Us about COVID-19 in  
Racial and Ethnic Minority  
Communities**

**Stephen B. Thomas, Ph.D.**

Professor Health Policy & Management  
School of Public Health

Director, Maryland Center for Health Equity

University of Maryland

College Park, MD

[sbt@umd.edu](mailto:sbt@umd.edu)



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**HHS Office of Minority Health  
September 17, 2020**



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**BUILDING BRIDGES**  
**BUILDING TRUST**  
**BUILDING**  
**HEALTHY COMMUNITIES**



HEALTH EQUITY POLICY



NETWORK OF SEVEN PRINCE  
GEORGE'S COUNTY & SOUTHERN  
MD. HOSPITAL PARTNERS

# The Social Context of Health Disparities

The ultimate aim is to uncover social, cultural and environmental factors beyond the biomedical model and address a broad range of issues. This approach includes, but not limited to, breaking the cycle of **poverty**, increasing **access** to quality health care, eliminating **environmental hazards** in homes and neighborhoods, and the implementation of effective prevention programs **tailored** to specific community needs.



Charles Moore/Black Star

# The Historical Context of Health Disparities

“..If there is no **struggle**, there is no progress. Those who profess to favor freedom, and yet depreciate agitation, are men who want crops without plowing up the ground. They want rain without thunder and lightning. They want the ocean without the awful roar of its many waters...”

(Fredrick Douglass)



# Defining Health Disparities and Health Equity



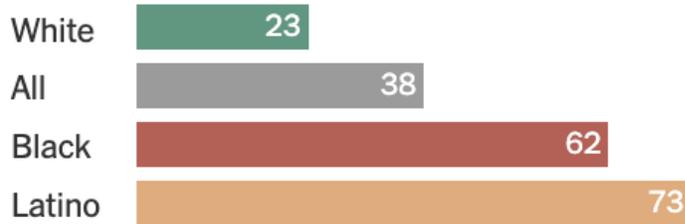
“Health equity  
means **that** everyone  
**has a fair and** just  
opportunity **to be as**  
healthy as  
possible...”

# Warning

The following data  
represents real people,  
your friends and family

# The New York Times

## Coronavirus cases per 10,000 people



## The Fullest Look Yet at the Racial Inequity of Coronavirus

By [Richard A. Oppel Jr.](#), [Robert Gebeloff](#), [K.K. Rebecca Lai](#), Will Wright and [Mitch Smith](#) July 5, 2020

Teresa and Marvin Bradley can't say for sure how they got the coronavirus. Maybe Ms. Bradley, a Michigan nurse, brought it from her hospital. Maybe it came from a visiting relative. Maybe it was something else entirely.

The New York Times **sued** the Centers for Disease Control and Prevention — to reveal:

Black and Latino people have been **disproportionately affected** by the coronavirus in a widespread manner that spans the country, throughout hundreds of counties in urban, suburban and rural areas, and across all age groups.



**The Coronavirus  
Outbreak >**

**LIVE**

Latest Updates

200,000 U.S. Deaths

Maps and Cases

## *The Striking Racial Divide in How Covid-19 Has Hit Nursing Homes*

Homes with a significant number of black and Latino residents have been twice as likely to be hit by the coronavirus as those where the population is overwhelmingly white.

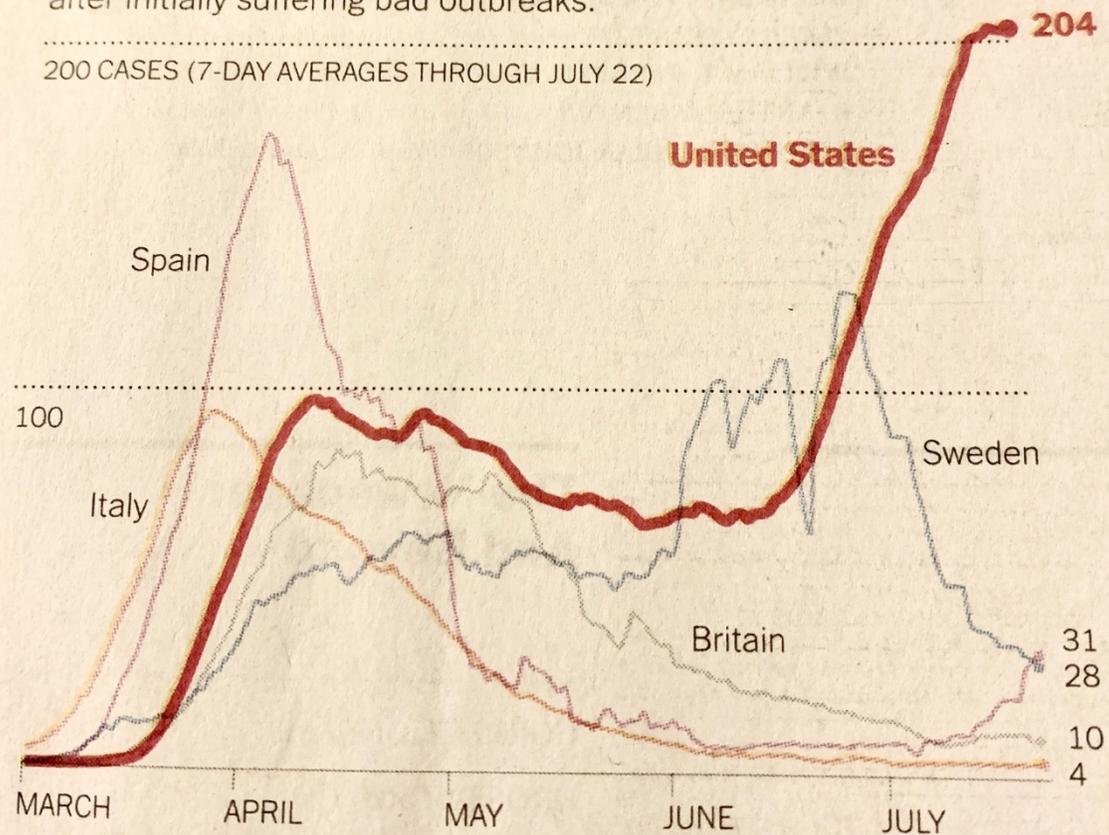
## U.S. Ranks Among Nations Hit Hardest by the Virus. And 10 States Outrank Them All.

Comparing new daily coronavirus cases, per one million residents

### RICH COUNTRIES WITH SEVERE OUTBREAKS

These European countries flattened their caseloads after initially suffering bad outbreaks.

200 CASES (7-DAY AVERAGES THROUGH JULY 22)

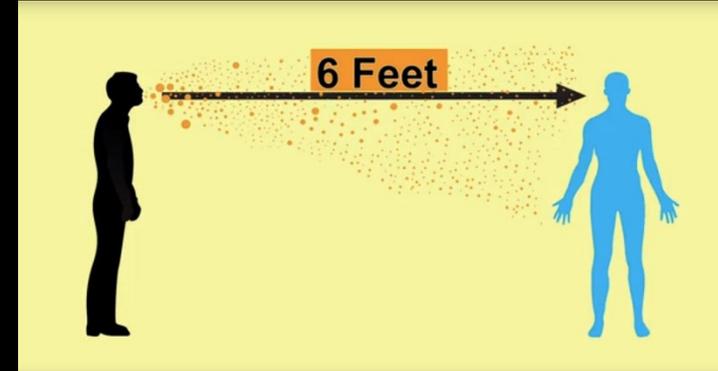


### RICH COUNTRIES WITH BETTER-CONTROLLED OUTBREAKS

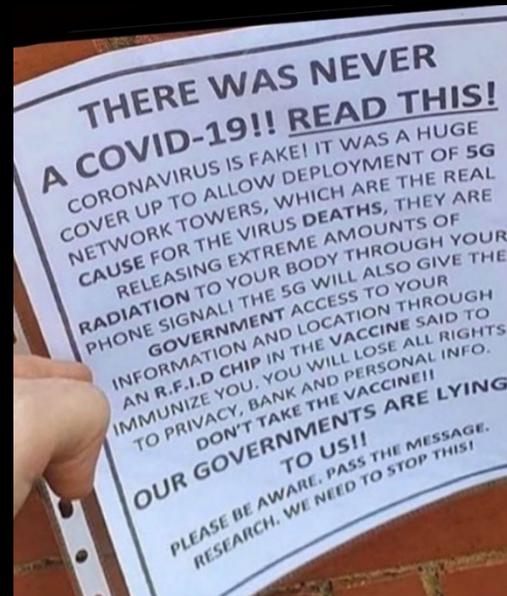
Their case rates are a small fraction of the U.S. rate.  
Canada's border with the United States remains closed.

# Where do we go from here: Chaos or Community

## What Works



## What Does Not Work



***Colors of COVID Consortium:***  
*Prevention, Detection, and Treatment  
of Black and Latinx Communities in Maryland  
and across the U.S.A.*

**The Leadership Team**

The University of Maryland, Center for Health Equity and  
Westat, Inc.,

July 17, 2020

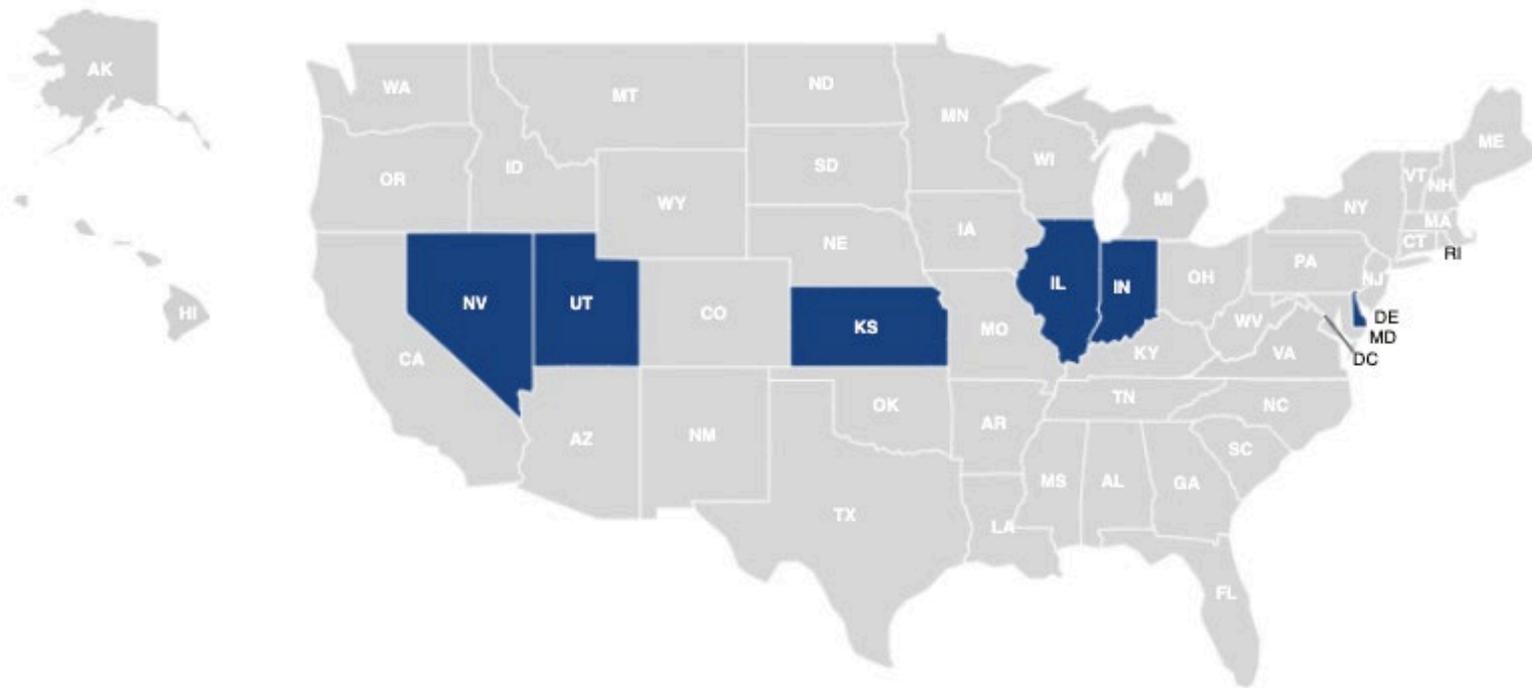
# State COVID-19 Data by Race

This page was last updated on Thursday, August 13, 2020 at 03:00 AM EDT.

Testing

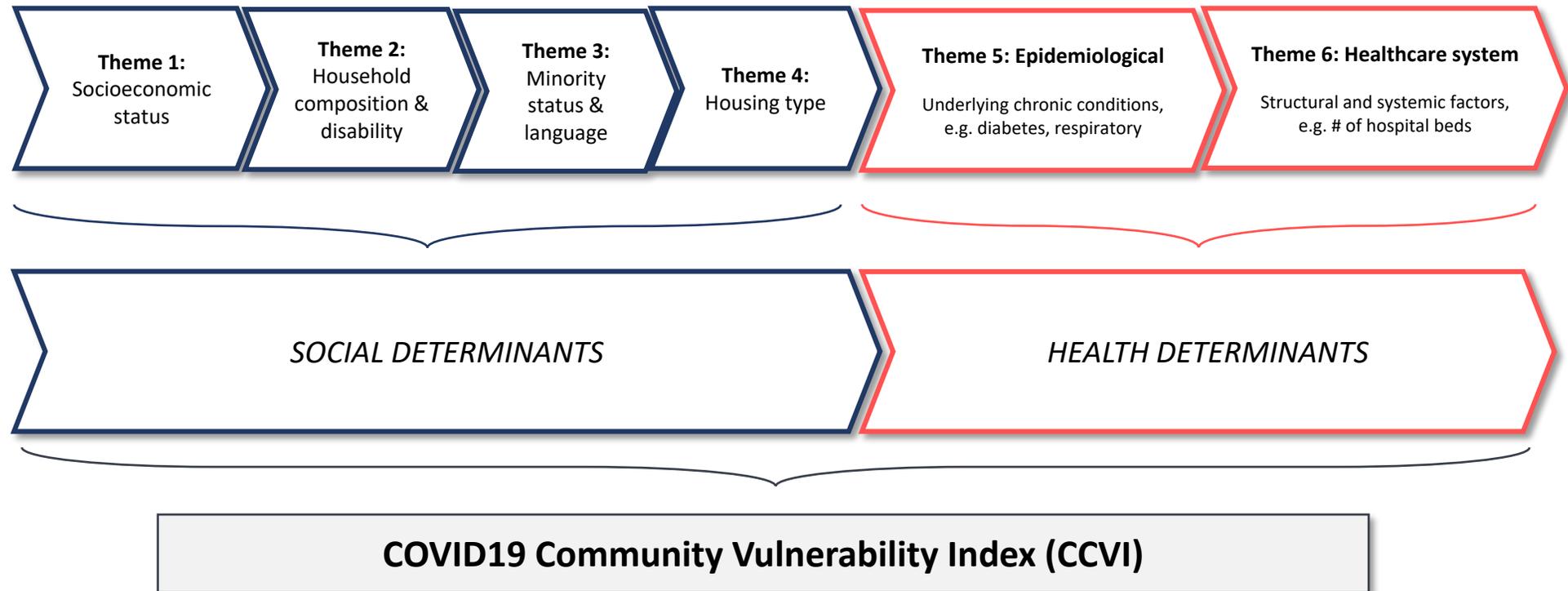
Confirmed

Deaths



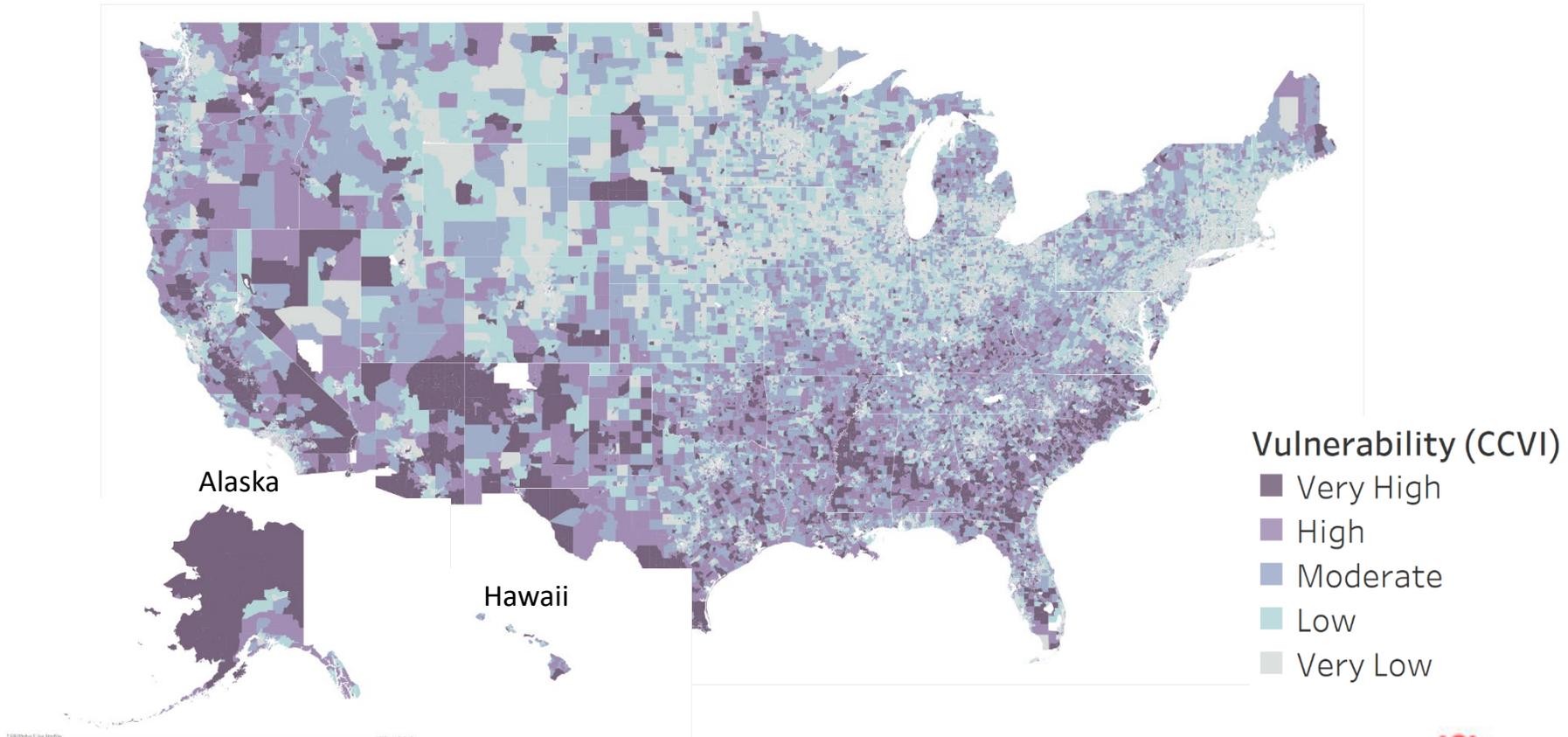
Which states have released breakdowns of COVID-19 data by race?

# We built a modular index tailored to the unique characteristics of COVID

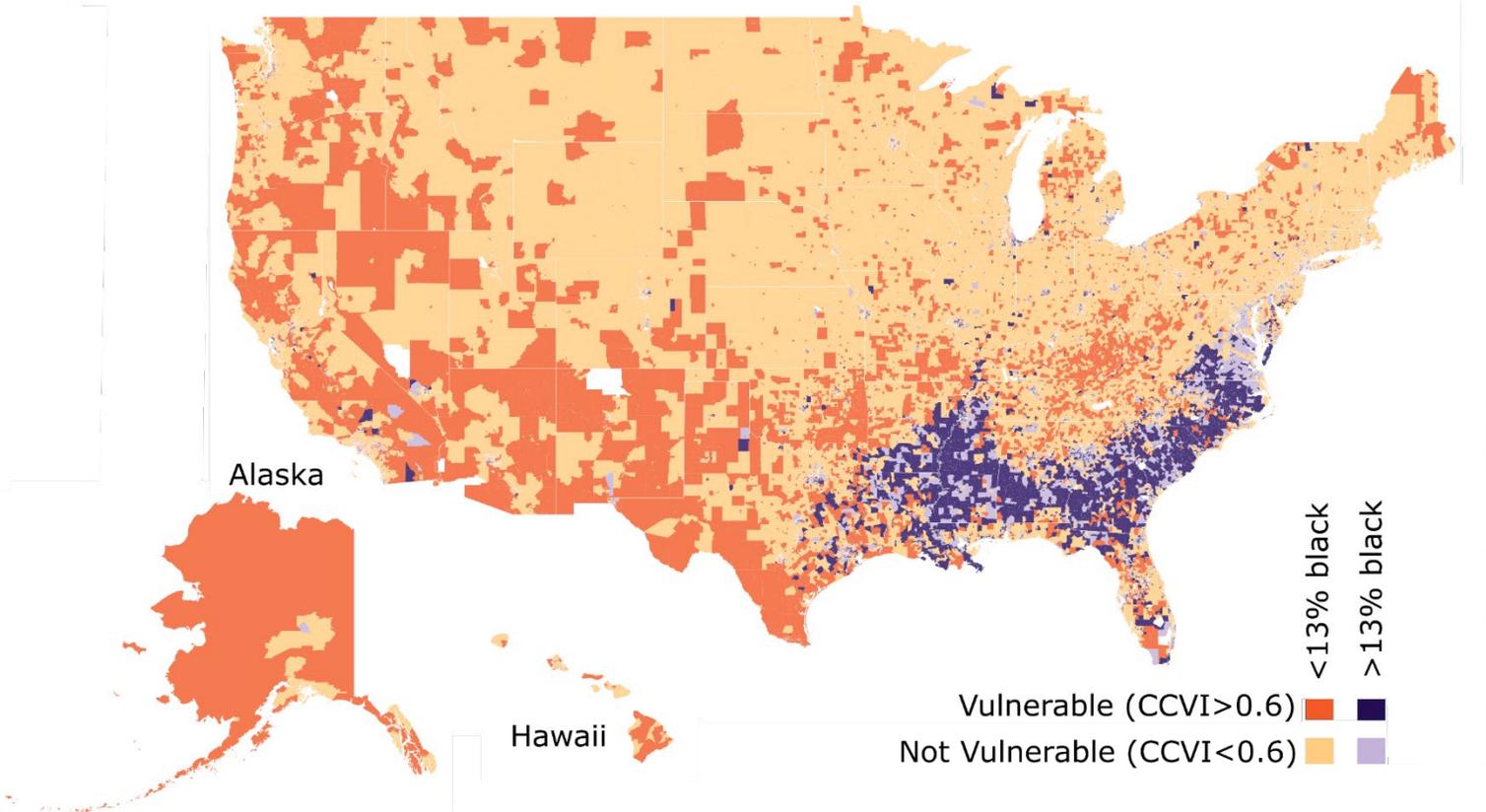


34 factors equally weighted across 6 themes. Themes 1-4 from CDCs SVI. Factors represented as percentiles in each geographic level (e.g. census tract) and ranked against all others. Each variable aggregated into individual themes and each theme is aggregated to the final CCVI.

To give us a census-tract level view of vulnerability across the country



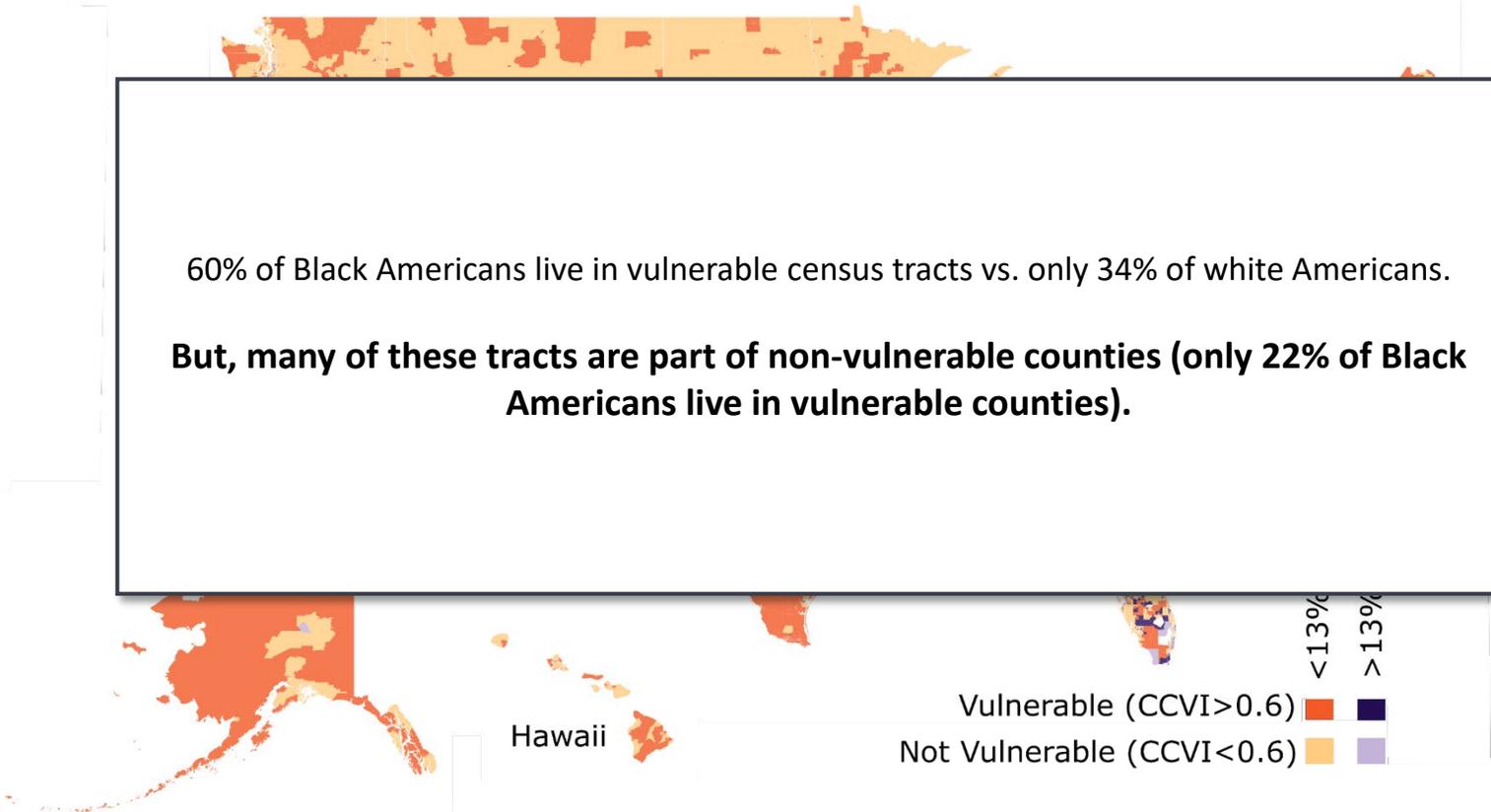
# This index exposes how racial inequities contribute to vulnerability to COVID-19



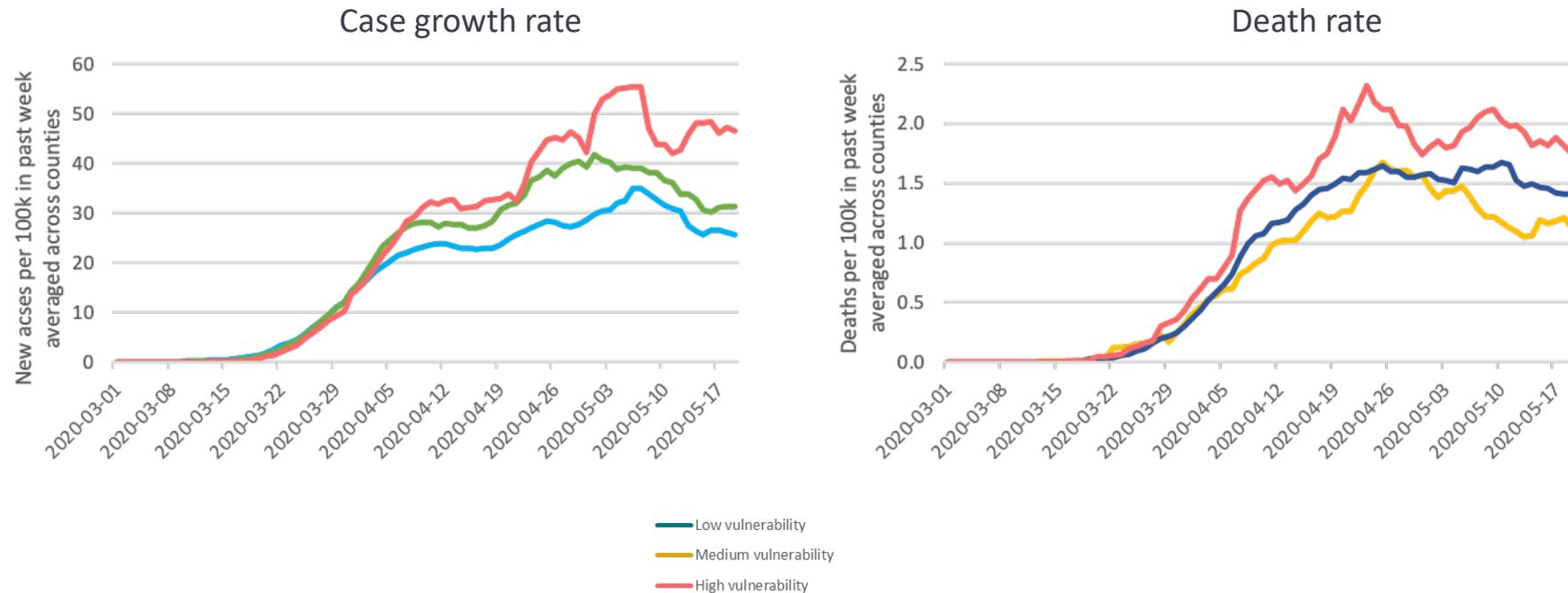
# This index exposes how racial inequities contribute to vulnerability to COVID-19

60% of Black Americans live in vulnerable census tracts vs. only 34% of white Americans.

**But, many of these tracts are part of non-vulnerable counties (only 22% of Black Americans live in vulnerable counties).**



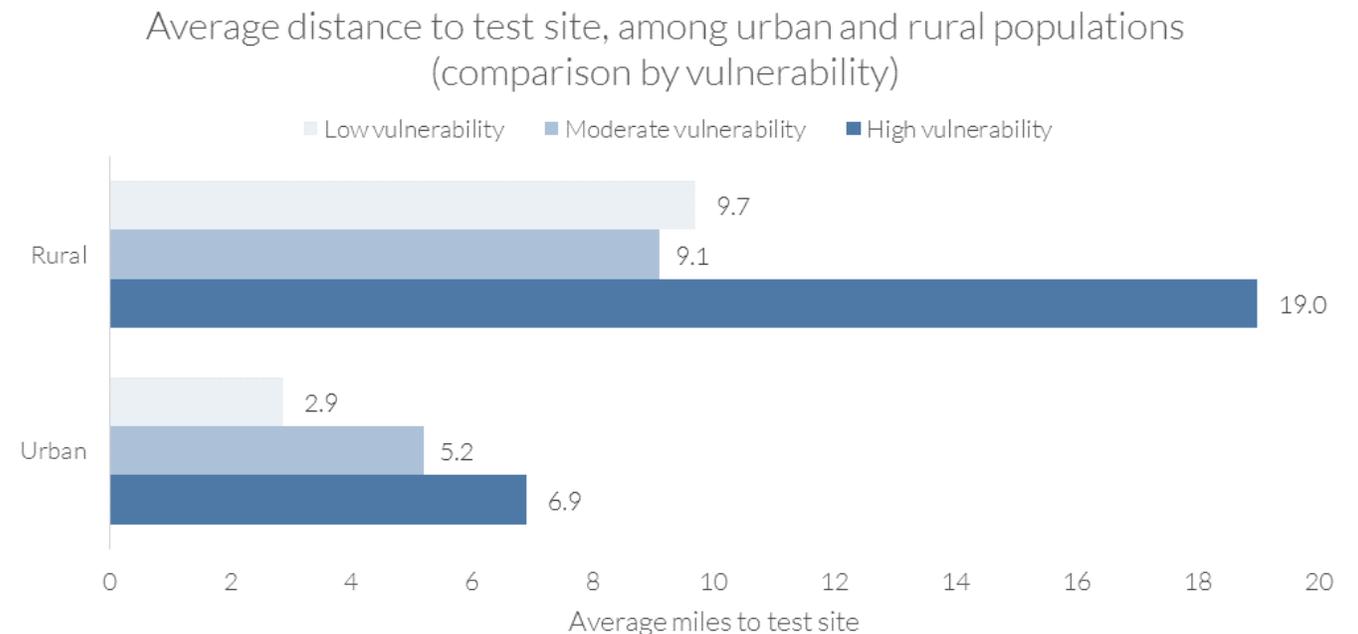
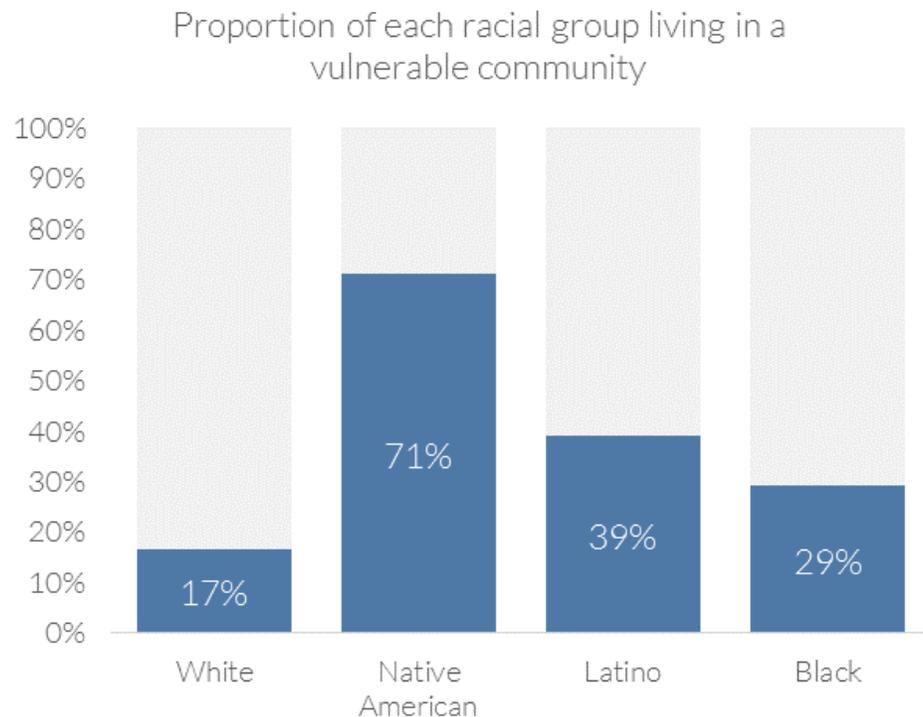
## And shows us that the virus grows more quickly in vulnerable areas



Data source is JHU supplemented with USAFacts for NYC boroughs. Cases and deaths per 100k are computed at county level, then averaged across counties without weighting for the population of each county. Data retrieved on May 20, 2020

# And the public response expounds on these discrepancies, disproportionately impacting minorities

And further analysis highlights that there is an inequitable public health response and a strong racial dynamic to vulnerability:



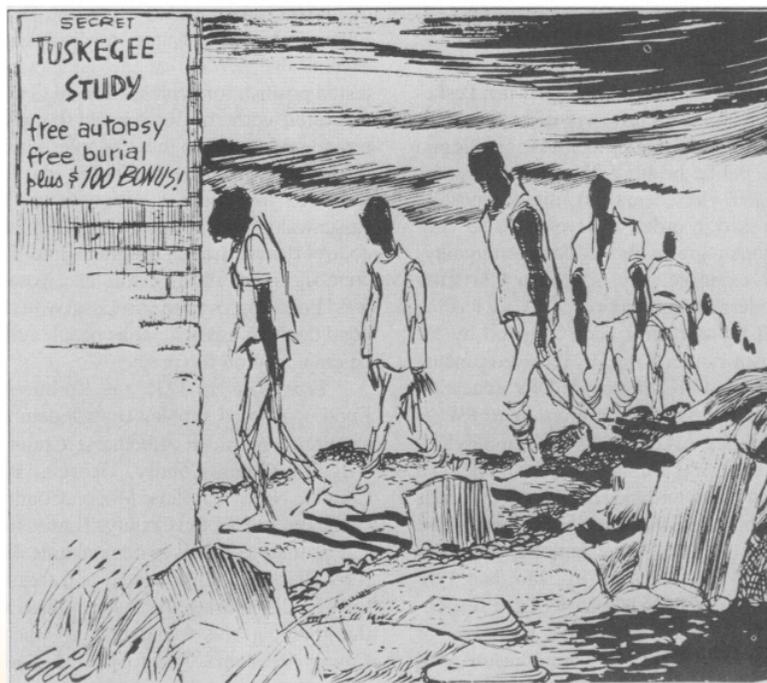
# History Matters



# U.S. Public Health Service Syphilis Study done at Tuskegee (1932-1972)



**A doctor draws blood from one of the Tuskegee test subjects**



Editorial cartoon by Lou Erikson, *The Atlanta Constitution*, July 1972. Reprinted with permission.

**Incentive = Burial Insurance  
Secure Consent for Autopsy**

The Tuskegee Syphilis Study, described as arguably the most infamous biomedical research study in U.S. History





“...The people who ran the study at Tuskegee diminished the stature of man by abandoning the most **basic ethical precepts**. They forgot their **pledge to heal and repair**. They **had the power** to heal the survivors and all the others and they did not. Today, all we can do is apologize....”

President William Jefferson Clinton  
The White House  
May 16, 1997

<http://www.cdc.gov/tuskegee/clintonp.htm>



# INNOVATIVE COMMUNITY ENGAGEMENT

*Photo Credit: Sandra Quinn*



# Cultural Tailoring Matters

**Health Advocates In-Research and Research (H.A.I.R.)**  
**National Association of Black Barbershops & Salons for Health**





### About the Health Advocates in-Reach and Research Campaign

The Maryland Center for Health Equity (M-CHE), with funding from the Cigna Foundation, trains barbers and stylists within Black barbershops and salons across metropolitan Washington, DC as lay health advocates. In this capacity, barbers and stylists can communicate with their clients about colon and prostate cancer risk, while encouraging age-appropriate health screenings and healthy lifestyle changes.

The M-CHE's Health Advocates In-Reach and Research campaign (HAIR) mobilizes these barbershops and salons as venues for health promotion. They serve to set best practice standards for raising awareness about and encouraging participation in biomedical clinical trials, especially for prostate, colon and other cancers that disproportionately impact African Americans.

Dr. Stephen Thomas, director of the Maryland Center for Health Equity since 2010, first established a HAIR network in Pittsburgh, Pa. in 2002, with support from the National Institutes of Health-National Institute on Minority Health and Health Disparities.

Learn more about HAIR at [sph.umd.edu/HAIR](http://sph.umd.edu/HAIR)

This event would not be possible without the generous support of our sponsors:

Lead Sponsor: Advancing Cancer Treatment

Supporting Sponsor: The Leukemia & Lymphoma Society

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MARYLAND  
SCHOOL OF  
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CENTER FOR HEALTH EQUITY



## WHAT BLACK BARBERS & STYLISTS SAY TO SCIENTISTS: NO RESEARCH ON US WITHOUT US!

*An Innovation Design Studio on Biomedical Clinical Trials and the Role of Black Barbershops and Salons in Recruitment and Retention of African Americans*

Monday, December 9, 2019

The Hotel at The University of Maryland  
7777 Baltimore Ave, College Park, MD 20742

VIDEO VISIT

<https://go.umd.edu/5GR>



***How Might Black and Latinx Barbers & Stylists Become Role Models for COVID-19 Testing***

**AND**

***BUILD TRUST FOR FLU & COVID-19 VACCINES !***

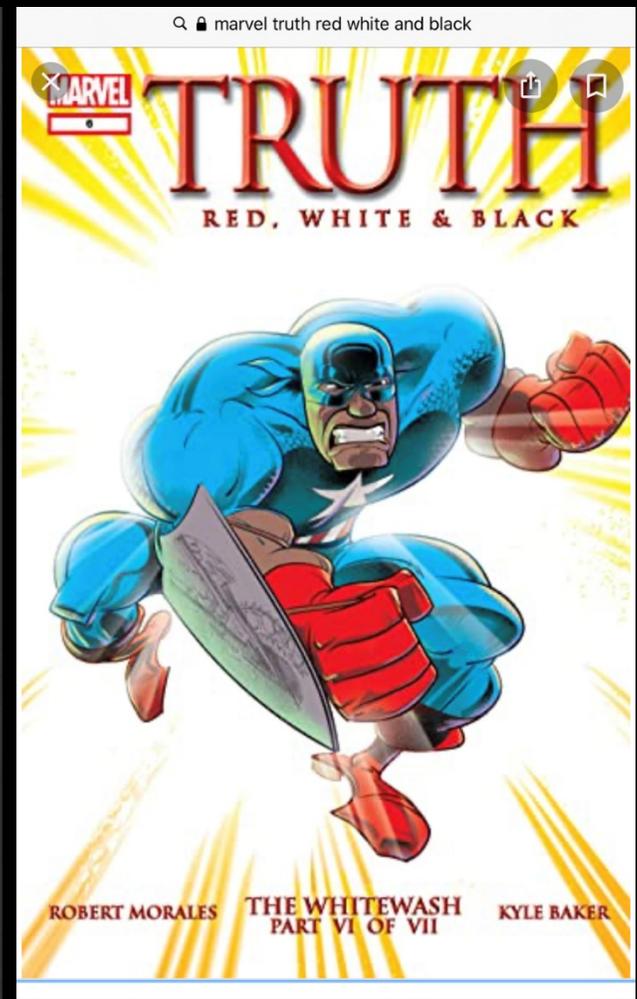


**BUILDING TRUST**  
BETWEEN MINORITIES AND RESEARCHERS



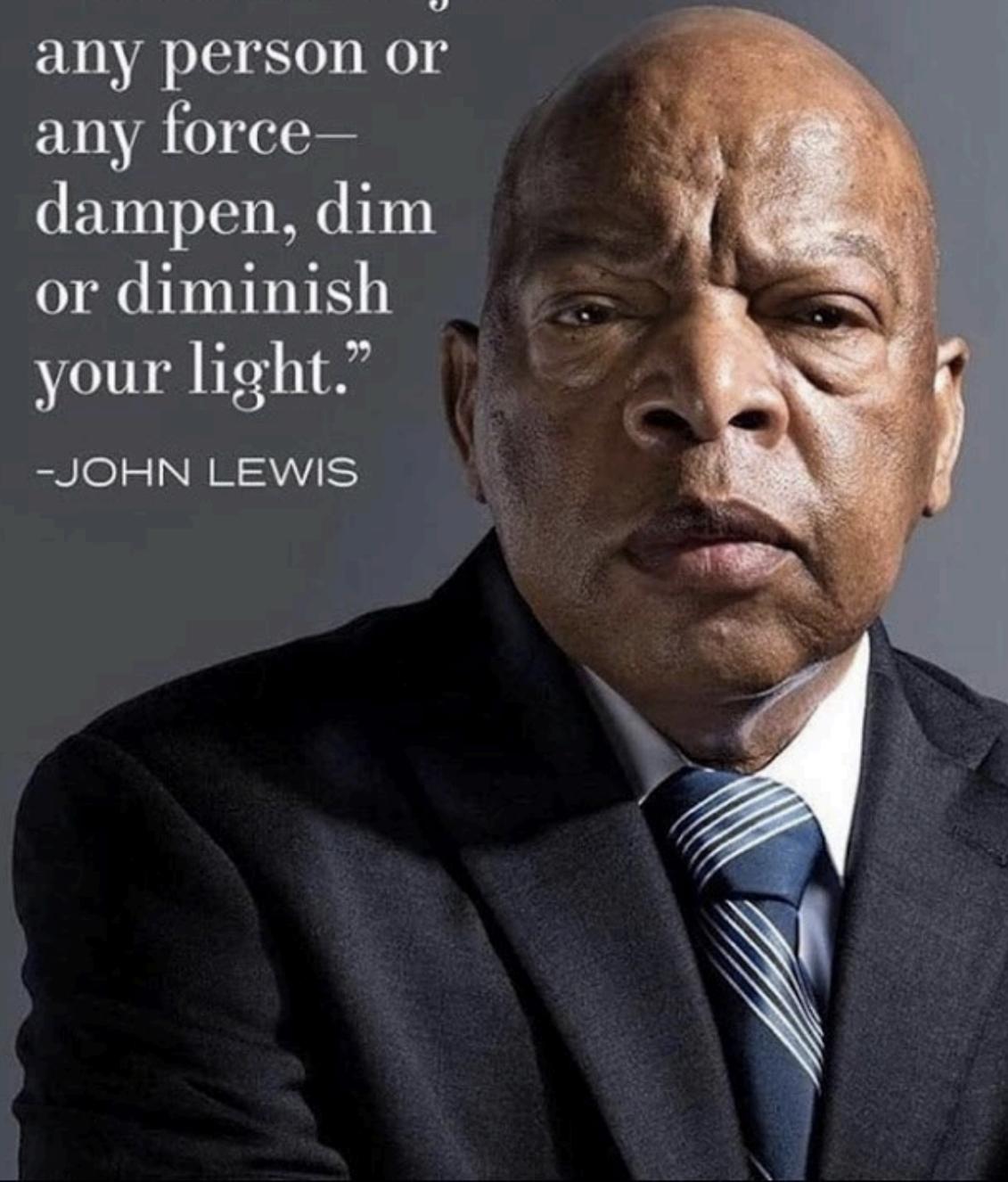
Pictured left to right, Fred Spry, Master Barber & CEO of The Shop, Stephen Thomas, and Mike Brown, General Manager of The Shop

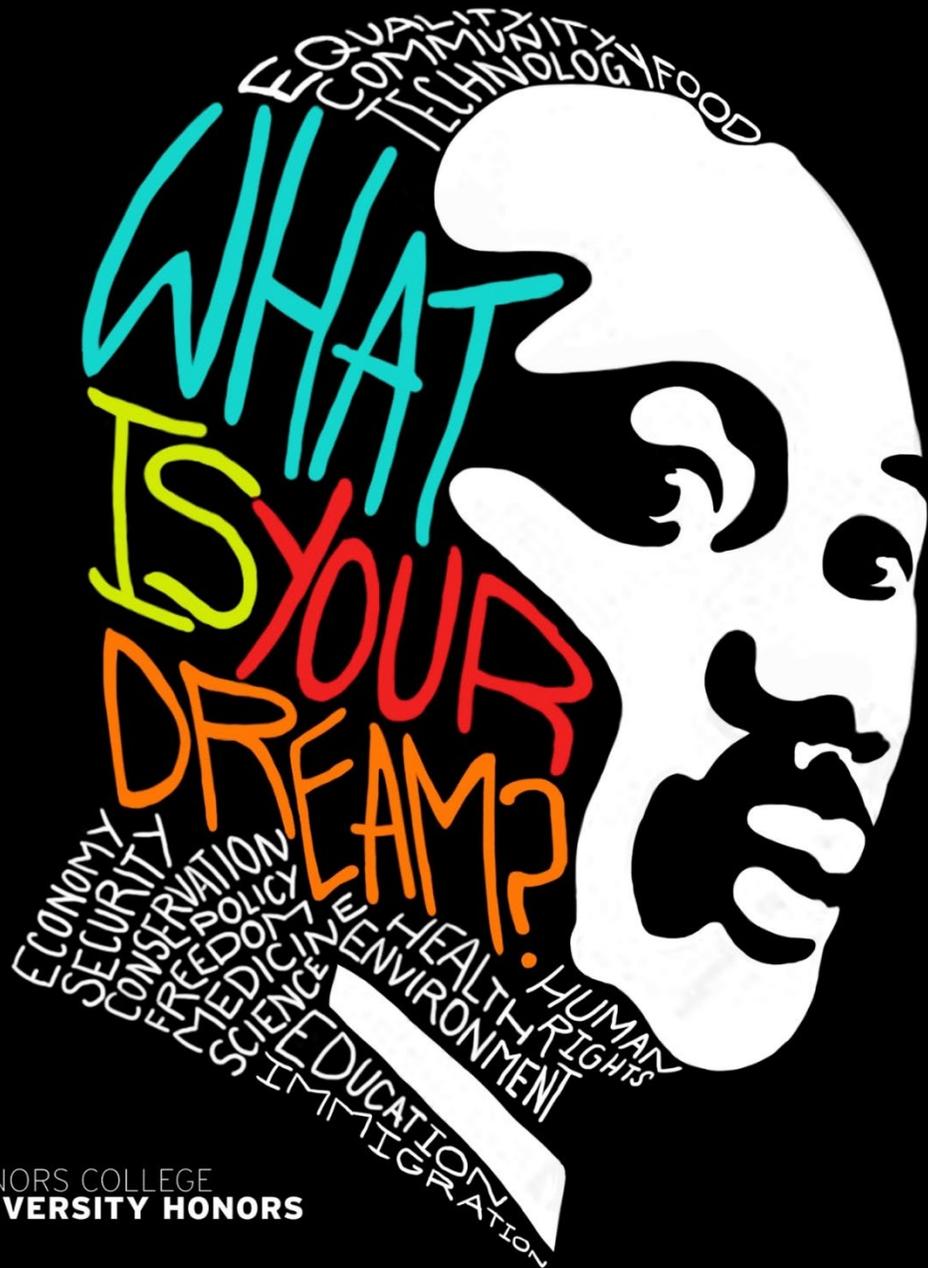
# Fred Spry, Dr. T and Mike Brown



“Never let anyone—  
any person or  
any force—  
dampen, dim  
or diminish  
your light.”

-JOHN LEWIS





## *Advancing the Response to COVID-19: Sharing Promising Programs and Practices for Racial and Ethnic Minority Communities*

### **What Data Tell Us about COVID-19 in Racial and Ethnic Minority Communities**

**Stephen B. Thomas, Ph.D.**

Professor Health Policy & Management  
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Director, Maryland Center for Health Equity

University of Maryland

College Park, MD

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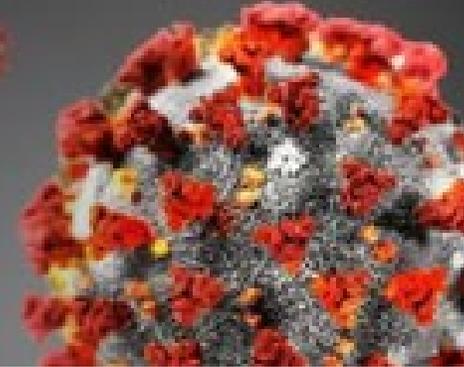
**HHS Office of Minority Health  
September 17, 2020**

# Leveraging Data & Sharing Expertise to Fight the COVID-19 Pandemic

## **Advancing the Response to COVID-19: Sharing Promising Programs and Practices for Racial and Ethnic Minority Communities**

A Virtual Symposium Hosted by the HHS Office of Minority Health

September 17, 2020



September 17, 2020

**Johnnie (Chip) Allen, MPH**  
NASOMH Member  
Director of Health Equity  
Ohio Department of Health

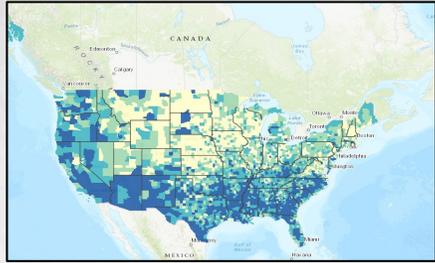
## **Learning Objectives:**

- 1. Learn what data sets are currently available that can help inform COVID-19 strategies for populations made vulnerable through challenging SDOH.*
- 2. Demonstrate how to identify high risk populations for COVID-19 underlying conditions at the census tract level.*
- 3. Demonstrate how different states can work together to solve common public health challenges.*



# Examples of How to Use These Tools

## CDC Social Vulnerability Index



Resilience before/during/after disasters



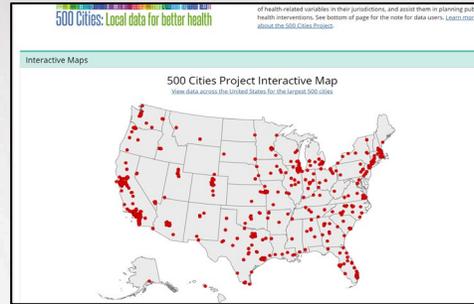
Hamilton County, Ohio. Census Tracts with the Highest CDC SVI Scores ranging from 0.75 to 1).



86 Census Tracts



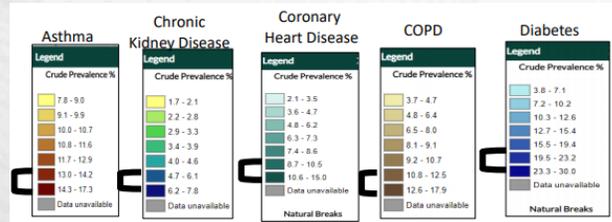
## CDC BRFSS 500 Cities Project



Underlying COVID-19 Conditions



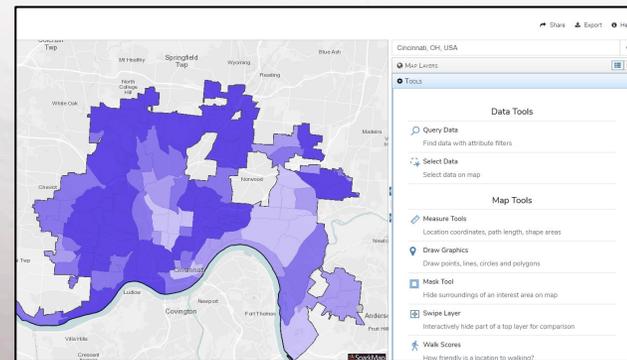
Cincinnati, Ohio. 2017 BRFSS 500 Cities Project. Census Tracts with Selected Health Outcomes at their Worst Levels (Tier 1).



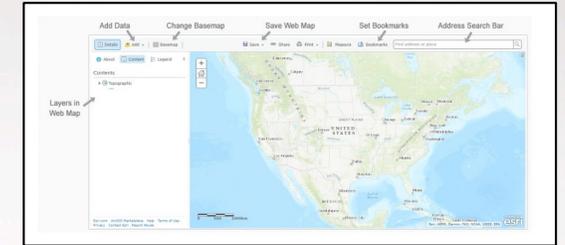
## CARES Engagement Network



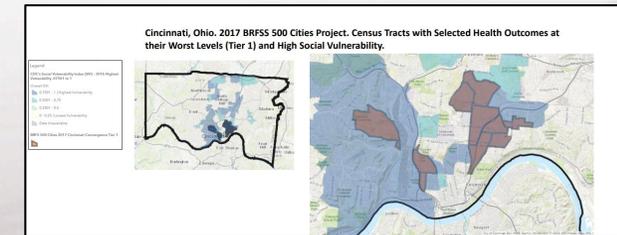
Create Maps and Reports



## ArcGIS Online



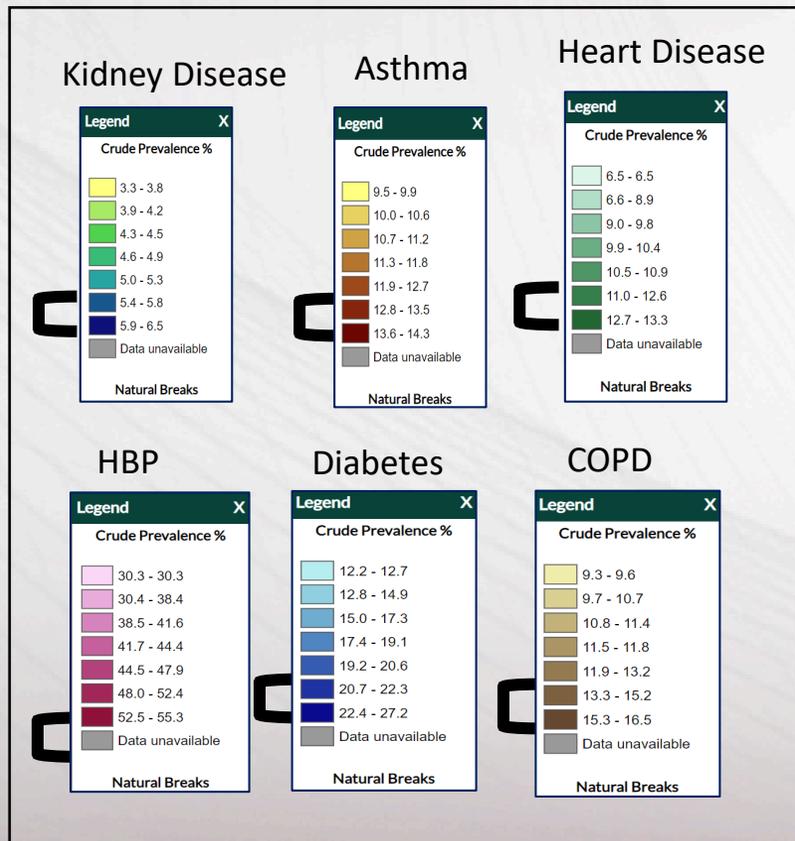
Spatial Analysis to bring it all together.



# Visualizing the Importance of Underlying Conditions for COVID-19

A Focus on Youngstown, Ohio

Where do all of these health outcomes exist in Youngstown, Ohio at their highest (worst) levels?

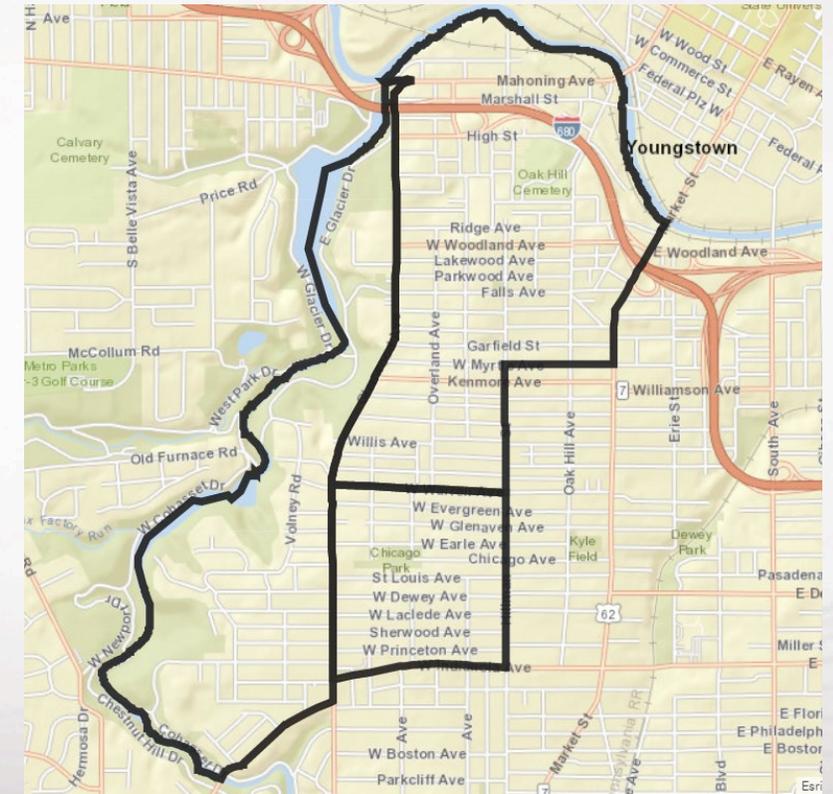


**RACE**  
 Black 76%  
 White 16%  
 Two 2+ 5%

**ETHNICITY**  
 Latino 5%

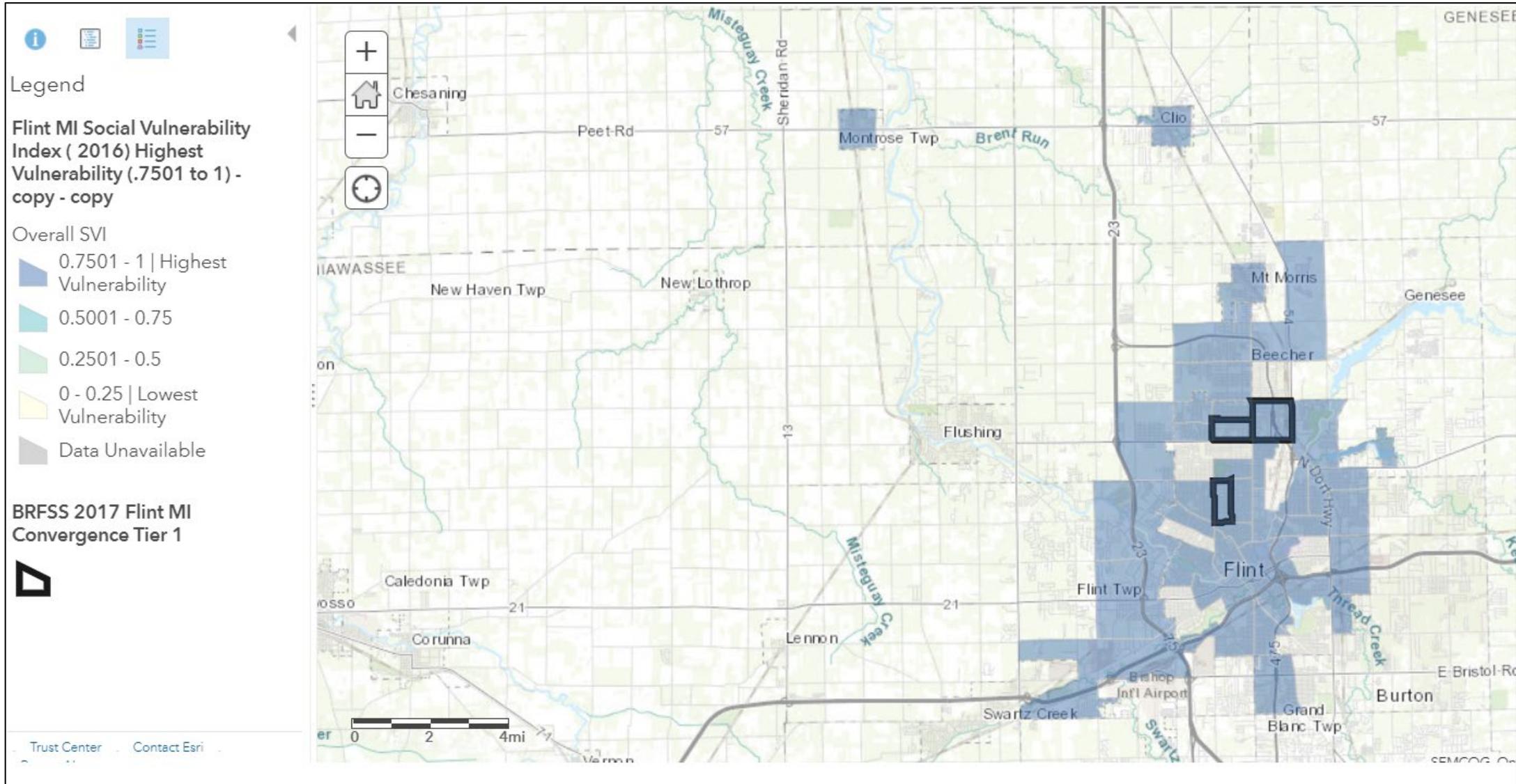
11% of the population is over age 65.

**Population: 4,687**



Share the Knowledge & Expertise

# Share the Knowledge & Expertise

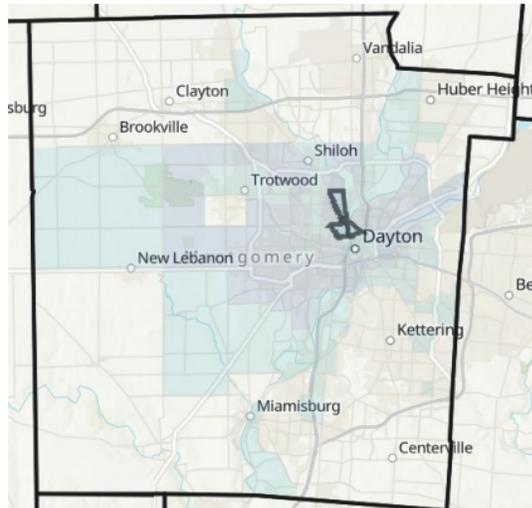


# Share the Knowledge & Expertise

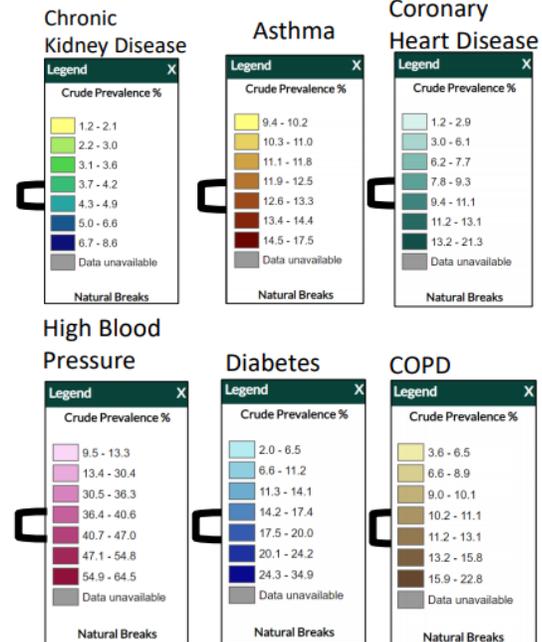
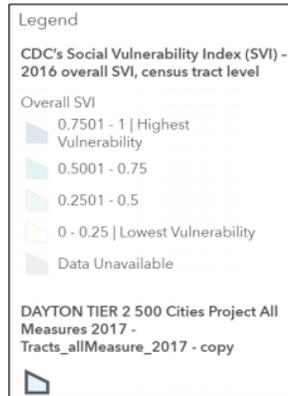
## Dayton Tier 2 Convergence & Social Vulnerability Index Projection—COVID-19

The map below reflect that Tier 2 areas tend be also be concentrated in areas that have a high social vulnerability score.

Dayton, Ohio. 2017 BRFSS 500 Cities Project. Census Tracts with Selected Health Outcomes at Selected Levels (Tier 2) and High CDC Social Vulnerability Index.



Tier 2 Population: 8,703

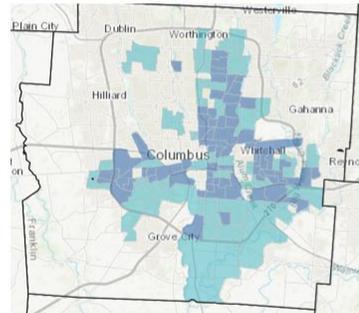


# Share the Knowledge & Expertise

## Making the Connection Between Convergence & CDC Social Vulnerability Index (SVI)

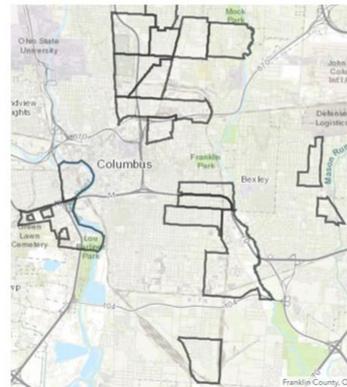
The resulting map reflect areas with high chronic disease burden that are also the most vulnerable based on the CDC social vulnerability index.

Franklin County, Ohio. CDC SVI Score (0.50 to 1).



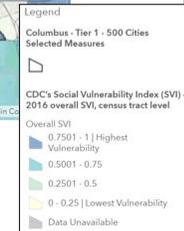
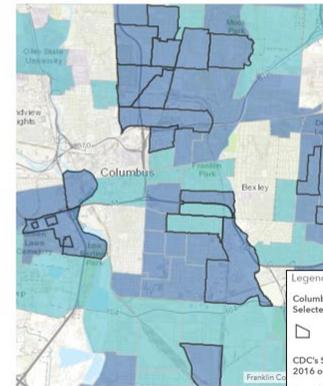
+

Columbus, Ohio. 2017 BRFSS 500 Cities Project Data for Selected Tier 1 Health Outcomes at their Worst Levels.



=

Columbus, Ohio. Tier 1 Census Tracts in relation to High SVI scores.



# Share the Knowledge & Expertise

## Cuyahoga Convergence Analysis Tier 2 & Social Vulnerability Index

Cuyahoga Convergence Analysis Tier 2 & Social Vulnerability Index by Census Tract

Legend

BRFS 2017 Cuyahoga Convergence 2nd Tier



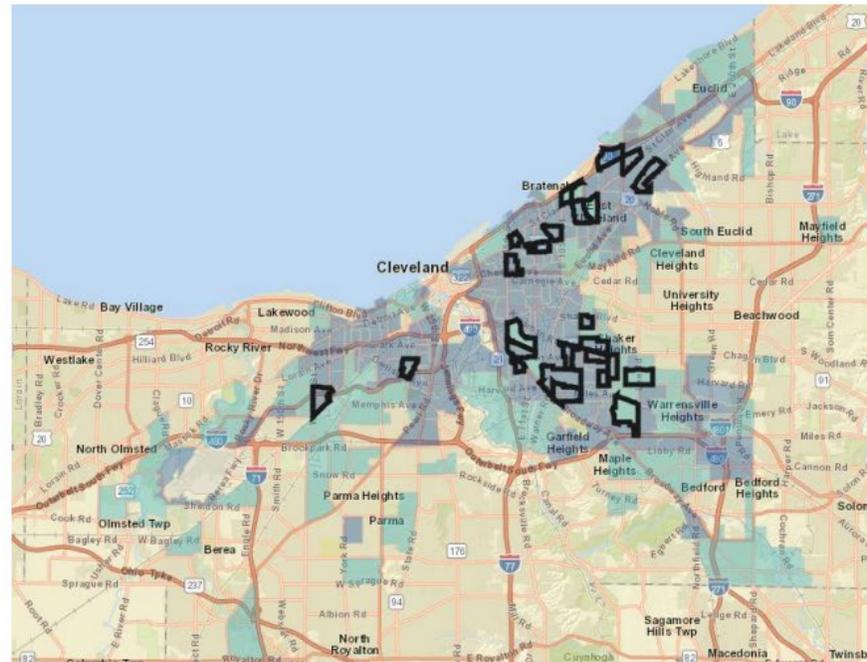
CDC's Social Vulnerability Index (SVI) - 2016 overall SVI, census tract level

Overall SVI

- 0.7501 - 1 | Highest Vulnerability
- 0.5001 - 0.75
- 0.2501 - 0.5
- 0 - 0.25 | Lowest Vulnerability
- Data Unavailable

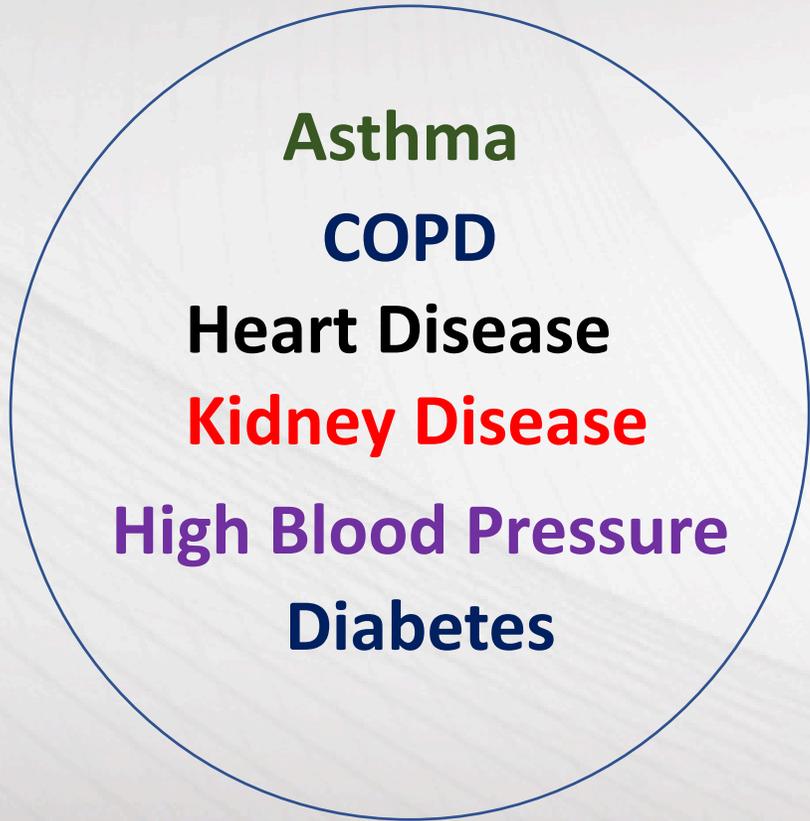
**Custom Intervals:**

- COPD: 10.8% to 13.4%
- Current Asthma: 11.5% to 13.8%
- Coronary Heart Disease: 8.6% to 11.9%
- Diabetes: 16.8% to 23.2%
- Chronic Kidney Disease: 4.1% to 5.4%



What did we learn?

# Census Tracts of Selected Ohio Cities. COVID-19 Risk Factors at the Highest (Worst Levels).



## Akron



**Black 68%**  
White 23%  
2+ Races 5%  
Latino 3%  
Pop. 13,387

## Cincinnati



**Black 87%**  
White 9%  
2+ Races 3%  
Latino 2%  
Pop. 22,324

## Columbus



**Black 77%**  
White 16%  
2+ Races 5%  
Latino 3%  
Pop. 44,299

## Toledo



**Black 81%**  
White 11%  
2+ Races 5%  
Latino 6%  
Pop. 19,370

## Canton



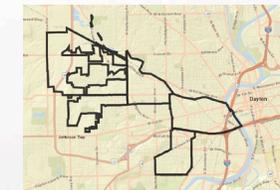
**Black 47%**  
White 43%  
2+ Races 7%  
Latino 3%  
Pop. 11,887

## Cleveland



**Black 96%**  
White 2%  
2+ Races 2%  
Latino 2%  
Pop. 3,837

## Dayton



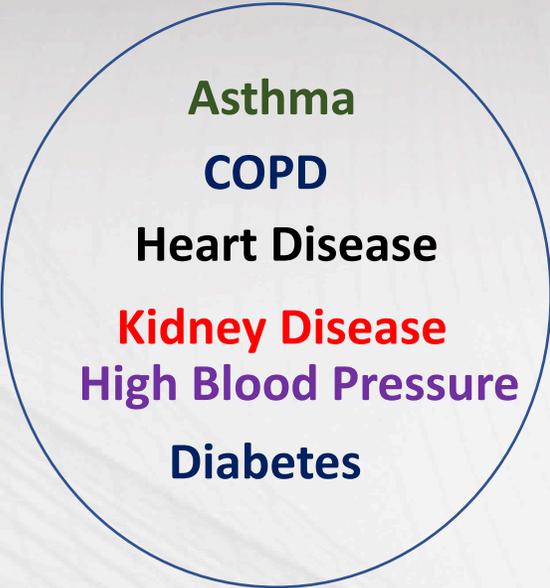
**Black 84%**  
White 10%  
2+ Races 4%  
Latino 2%  
Pop. 12,961

## Youngstown



**Black 77%**  
White 16%  
2+ Races 5%  
Latino 5%  
Pop. 4,086

# What drives these health outcomes out of control?



**Columbus**



- Concentrated Poverty
- Income Inequality
- Food Insecurity
- Segregation

**Cincinnati**



- Income Inequality
- Concentrated Poverty

**Cleveland**



- Segregation
- Concentrated Poverty
- Food Insecurity

**Akron**



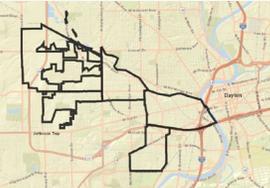
- Income Inequality
- Concentrated Poverty
- Food Insecurity
- Segregation

**Canton**



- Concentrated Poverty
- Food Insecurity

**Dayton**



- Segregation
- Concentrated Poverty

**Toledo**



- Income Inequality
- Concentrated Poverty

**Youngstown**



- Income Inequality
- Concentrated Poverty
- Food Insecurity

# Acquisition of Proprietary Data & Creation of New Partnerships

- The analysis conducted by the Office of Health Equity was good, but we needed to bring more expertise to the table.
- On April 3, 2020 the ODH Office of Health Equity (OHE) learned of a new data-set from Deloitte Consulting, LLP containing risk information for COVID-19 at the household level. This data could inform the statewide COVID-19 response.
- The OHE quickly assembled a group of Ohio-based health equity and data science experts (hereafter referred to as the *Ohio Team*).
- The Ohio Team worked with Deloitte to leverage their data for COVID-19 needs among vulnerable populations in Ohio.

**In order to work with team members with a variety of backgrounds, we developed key questions and decision points to guide our work.**



# Key Questions/Decisions

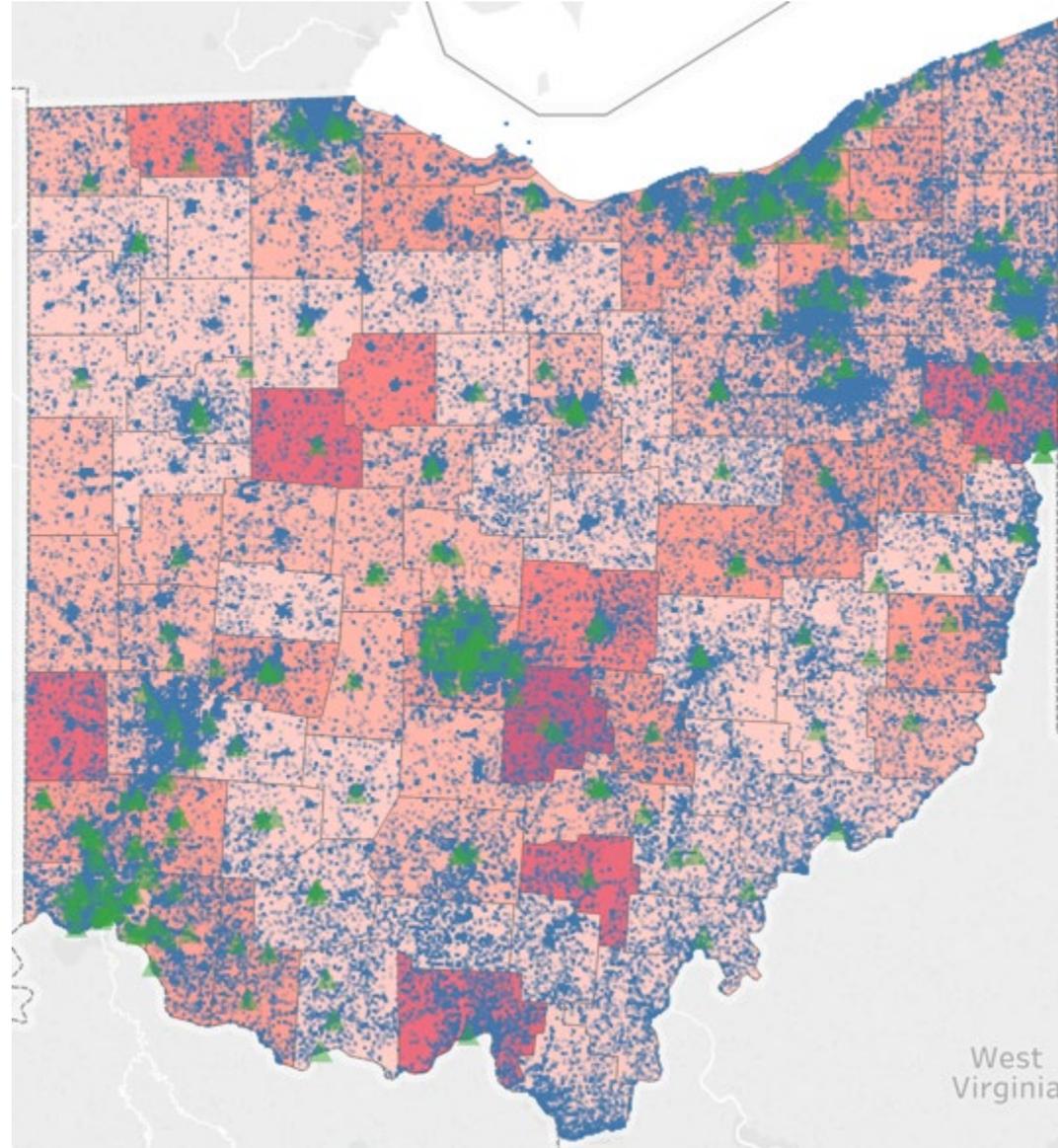
## Questions to Answer

- *Where are households with underlying conditions for COVID-19 who are unlikely to have a primary care provider; and who live in health care shortage areas or with limited health infrastructure?*
- *Where will secondary waves of the COVID-19 epidemic most likely occur (for vulnerable populations)?*
- *Where should COVID-19 testing be concentrated to assess disease prevalence and enhance COVID-19 treatment and quarantine protocols?*

## Decision Points

- *Based on the convergence of underlying COVID-19 conditions and the high cluster of cases, establish locations for treatment and quarantine that are community-based.*
- *Equitably distribute COVID-19 safety materials (masks, disinfectant supplies, thermometers, acetaminophen) for households who cannot social distance because of housing stock and/or employment in low-wage essential service jobs.*

### Growth Rate in COVID-19 Cases by County



**Where are the high-risk populations compared to the testing locations?**

Consider across three factors:

1. Health risk for complications from COVID-19
2. Income less than \$20K
3. Growth Rate in positive COVID-19 cases

Growth rate of COVID-19 positive cases illustrated with the blue gradient heat map.

**Triangles** represent census tracts with at least one testing site

**Blue dots** represent at risk H360 individuals

**Color gradient** represents growth rate of COVID-19 positive cases (from 5/27/20 – 6/2/20)

#### Top 15 Counties by Growth Rate

County	Testing Locations	Total Cases Per 100K	Growth Rate Per 100k (%)
FAIRFIELD	4	197	15.3
SCIOTO	1	22	13.3
COLUMBIANA	11	847	12.8
PREBLE	0	95	11.4
HARDIN	1	193	10.9
VINTON	1	160	10.5
FULTON	1	104	7.3
WYANDOT	0	204	7.1
LICKING	3	150	7.1
PERRY	1	53	5.6
COSHOCTON	2	112	5.1
CLARK	5	220	4.9
CUYAHOGA	30	365	4.8
FRANKLIN	31	470	4.3

#### Growth Rate Per 100k Population

$$\frac{\text{Cases June 2nd} - \text{Cases May 27th}}{\text{Cases May 27th}}$$

- Current growth rate per 100k population from May 27<sup>th</sup> – June 2<sup>nd</sup>

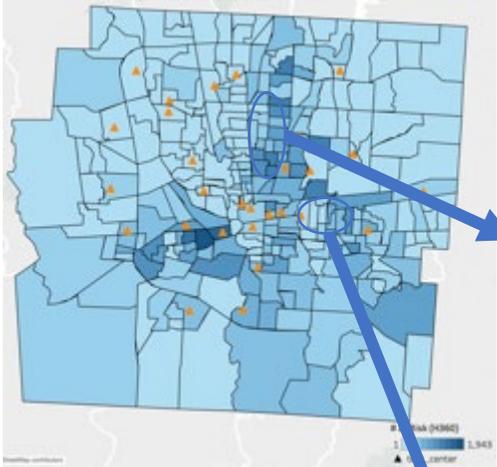
#### Total At-Risk H360 Individuals

**702 Census Tracts**

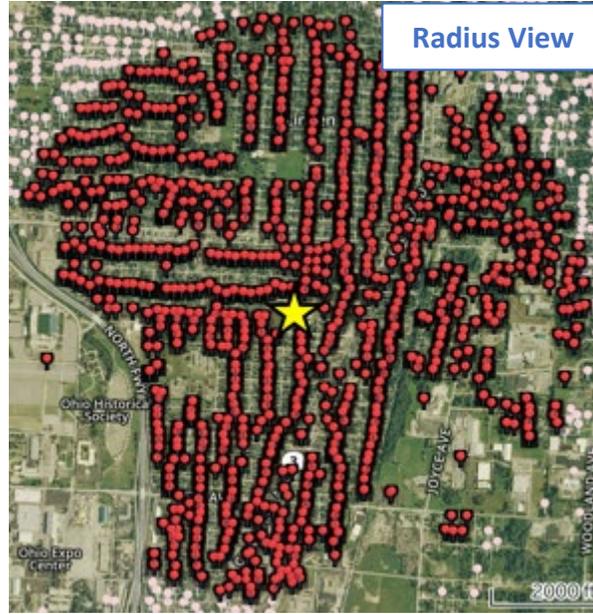
- 249,266 people

**Entire State**

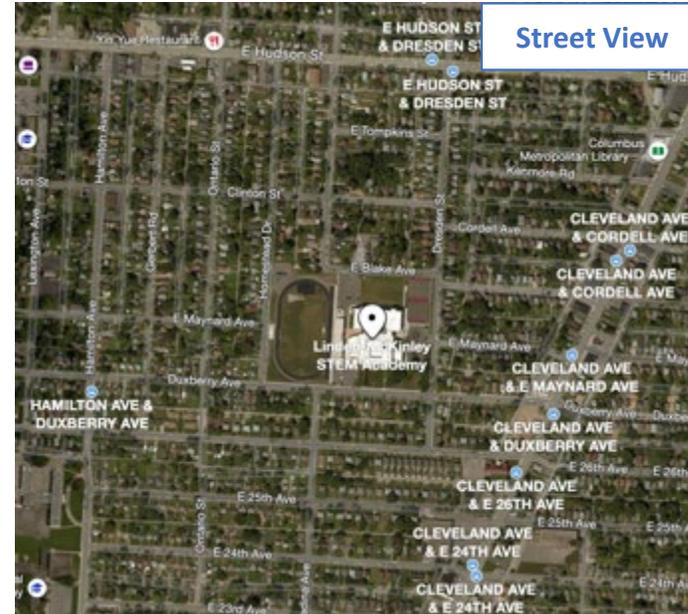
- 776,975 people



Linden McKinley High School  
1 mi radius



Radius View



Street View

### Household Selection: Demographics

- Total Vulnerable: **6,615**
- White: **920**
- Black/African American: **5,402**
- Hispanic/Latino: **170**
- Asian: **82**
- Pacific Islander: **1**
- Native American: **8**
- House, 4+ people, <1,200 sq. ft.: **457**
- No English: **218**
- No Vehicle: **3,902**

\*\*Vulnerable population = 1 or more health conditions (hypertension, cardiovascular disease, diabetes) and income <\$20K

- Some census tracts have more than one Testing Site (details in Appendix)
- Transit points shown when available

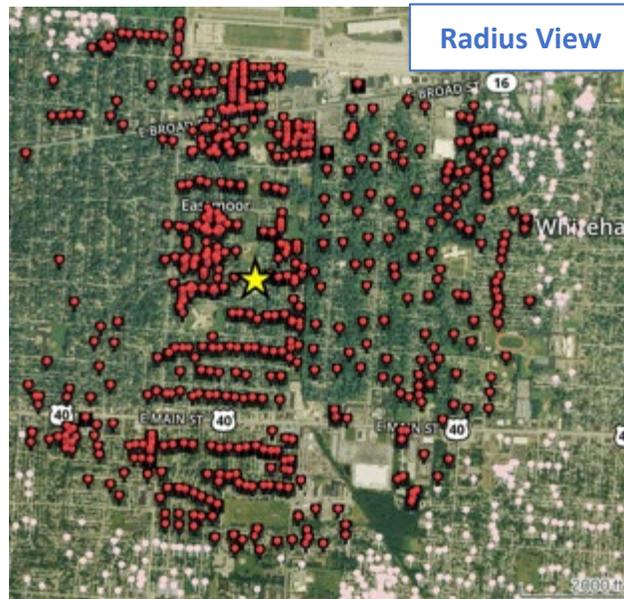
▲ Census tract with at least one Testing Site

● Household

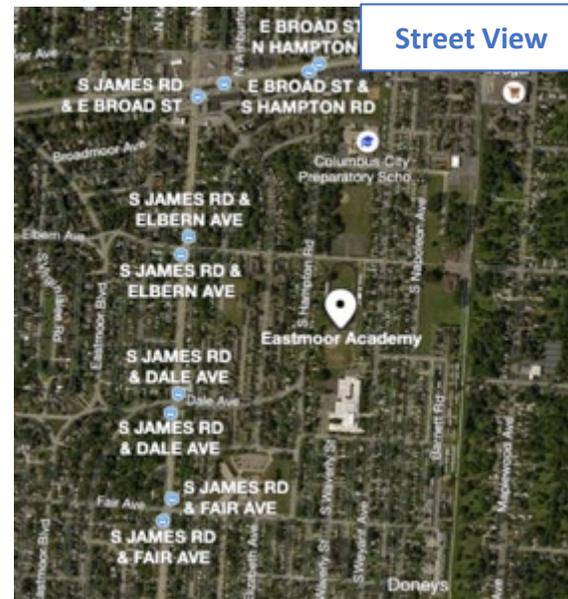
★ Potential Testing Location

🚗 Public Transit Point (if available)

Eastmoor Academy  
1 mi radius



Radius View



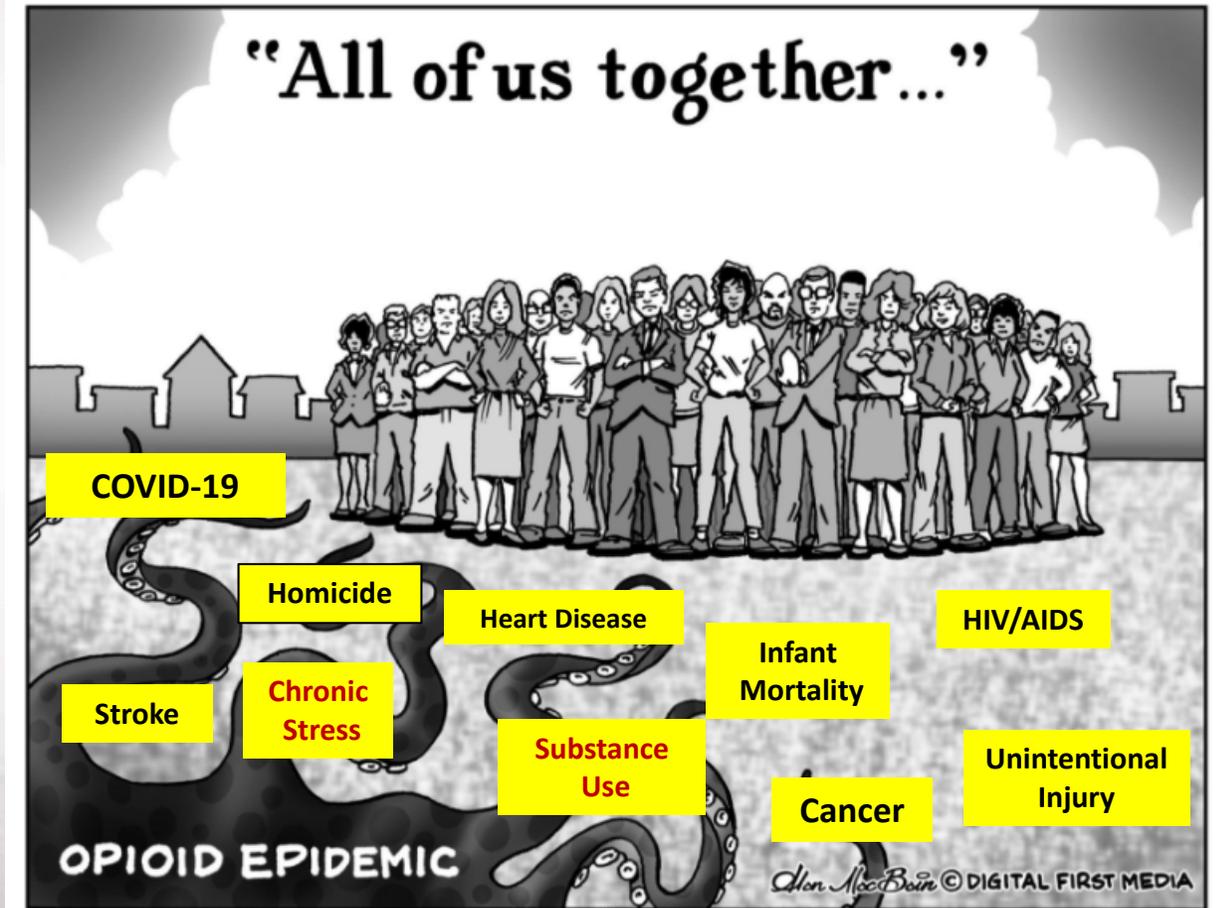
Street View

### Household Selection: Demographics

- Total Vulnerable: **2,750**
- White: **590**
- Black/African American: **1,984**
- Hispanic/Latino: **128**
- Asian: **28**
- Pacific Islander: **1**
- Native American: **5**
- House, 4+ people, <1,200 sq. ft.: **106**
- No English: **124**
- No Vehicle: **1,755**

# Parting Thoughts

- We must change the way we think about health disparities and health equity.
- Are you at the table or outside looking in?
- Data exist right now to help respond to COVID-19.
- We need to keep the faith that we can overcome health inequities including COVID-19.
- Share what you know and learn from others.
- Remember you/we/us/them cannot afford to fail.



Thank you for listening!

[Chip.Allen@odh.ohio.gov](mailto:Chip.Allen@odh.ohio.gov)



**OMH**<sup>™</sup> U.S. Department of  
Health and Human Services  
Office of Minority Health

***Advancing the Response to COVID-19:  
Sharing Promising Programs and Practices for  
Racial and Ethnic Minority Communities  
A Virtual Symposium Hosted by HHS Office of Minority Health***

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**[info@minorityhealth.hhs.gov](mailto:info@minorityhealth.hhs.gov)**