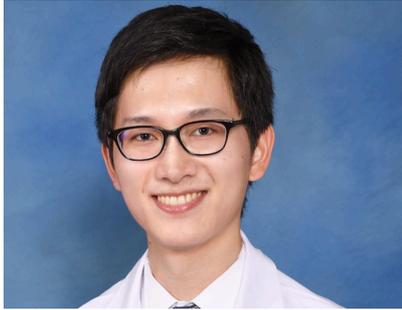


# Starting a Virtual Community Outreach Program: a hands-on seminar

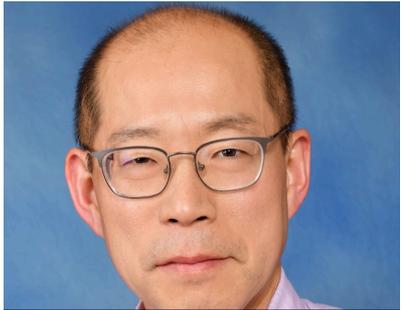
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# Disclosures

Presenters have no commercial interests to disclose.

# Timeline

- Learning objectives
- Introduction
- Case studies
- FAQ
- Wrap-up

# Learning Objectives

- List 5 tips to build a sustainable community outreach project
- Explain at least two benefits for family physicians from virtual patient outreach program
- Identify three potential barriers to face when they introduce a new patient outreach program

# Introduction

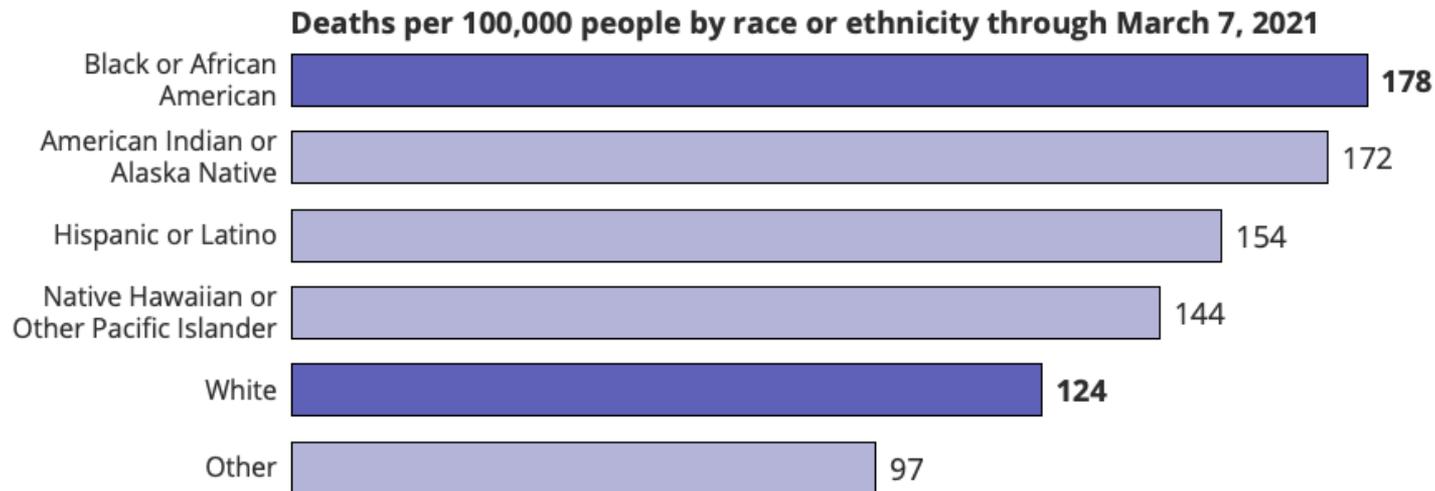
# Event in 2003

- Death of Japanese scholar (50 years old chemistry professor)
  - Did not seek care of DM despite of a year long stay in Pittsburgh
- Japanese Community Outreach project (2008-)
  - Support of Shadyside Hospital Foundation

# Japanese Community Outreach Program

- Aims: Health promotion & Networking
- Monthly Saturday 10 am – 12 pm
- Virtual since March 2020
- Over 1,000 total participants since 2008
  - Lectures of health care topics
  - Networking in “*Japanese Pittsburghers*”

# Racial/Ethnic Disparities & COVID-19



# Benefits: Community Outreach Project

## Patient:

- Reduce healthcare disparities
- Networking

## Healthcare:

- Public speaking skill
- Patient recruitment
- Awareness of diversity and inclusion at the institution

# Starting a Community Outreach Program

- Why? – Aims (Target Community)
- What? – Problems
- When? - Timing, Frequency
- Who? – Presenter
- Where? – Place

# Five Tips to start a sustainable project

1. Feedback
2. Support
3. Access
4. Presentation
5. Barrier

# Case Studies

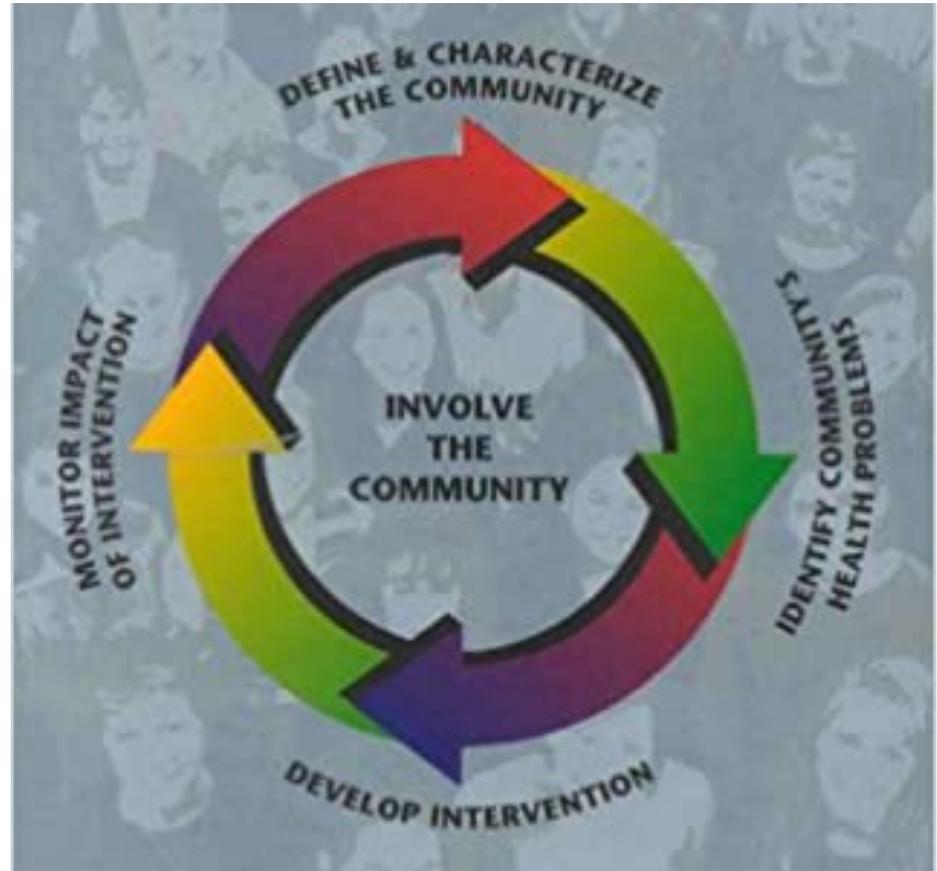
# Case 1

## *“Medical talk community forum”*

- Meeting has been taken place bi-monthly bases.
  - Maybe too frequent
- Presenters have chosen their presenting topics from their specialties. ex: biochemistry, medical informatics, etc.
  - People were not actually interested in biochemistry, medical informatics, etc.
- Zoom appeared to be convenient platform and deemed no access issue
  - Older generation did not appear to be familiar with Zoom

# Tip #1 - Feedback

- Topic selection
- Needs assessment
- Population, participant
- Quality improvement



Robert Rhyne, et al. Community-Oriented Primary Care: Health Care for the 21st Century.

# Case 2

## *"Diabetes group class session"*

- Zoom platform is subscribed monthly.
  - Subscription fee incurred
- Staff started to be absent from the meeting without notification.
  - Incentives should be considered for staff participation
- Outside guest speaker was considered.
  - Honorarium should be considered for presenter

## Tip #2 - Support

- Grant
- Facilitator
- Presenter
- Virtual meeting monitoring (chat, image quality, voice quality)
- Staff members



# Case 3

There have been only few participants for the past several months.

- Virtual meeting has been taken place on bi-monthly bases.
  - Too frequent
- Zoom appeared to be convenient platform and deemed no access issue
  - Older generation were not familiar with Zoom
- Event Flyers have been posted at a clinic.
  - Announcements have not reached out to target community

# Tip #3 - Access

- Appropriate frequency
  - Considering participants' and staff' perspectives
- Virtual platform
  - Participation through phone and zoom platform
- Annoucement
  - Email & Website

# Case 4

The number of participants has been declining.

- A presenter talked to participants during ice break time.
  - Didn't realize that he asked participants about personal questions
- A presenter has been providing a lecture as he does in person.
  - Can easily become on-way lecture
- A presenter included many questions to make a lecture interactive.
  - Some participants felt uncomfortable.

# Tip #4 - Presentation

- Skills
  - ice breaking, interactive session, small group session
  - balance: interactive vs one-way
  - Avoid asking personal questions
- Community building
  - small group session
  - icebreak
  - break time

# Case 5

The number of participants has been declining.

- Announcement was sent to mailing list in English.
  - People disregarded emails because it was written in English.
- Meeting has been scheduled on Sunday.
  - Other events overlapped for target community.
- Main participants are mainly older generation.
  - Child-care can be a potential barrier for participation.

# Tip #5 - Barrier

- Language
- Other activities/events
- Phone access
- Website set-up
- Child-care

# FAQ

# What do you need to prepare for the meeting?

## Virtual meeting

- PC
- Online meeting platform account ( Zoom, TEAMS, etc)
- Presenter
- Facilitator
- Recording
- Chat box monitoring

## On-site meeting

- Lap top PC, Projector, Screen, Extension cords
- Microphone/speakers
- Handouts, Name labels
- Refreshments, Paper plates, Cups
- Coffee maker, trash bags
- Clip boards, Pens, Hand sanitizer
- Toys, coloring books, DVD player, Video screen

# What are the examples of the location where you hold the meeting?

- Clinic waiting room
- School
- Church
- Apartment community room
- Park

# How to gauge the usefulness of the meeting?

- Trend in the numbers of participants
- Survey inputs, feedback
- New patients at the health center
- Utilization rate of the health center

# What are popular topics of the meeting?

- Prenatal care in the US
- Health insurance
- Over the counter medication
- Child immunizations
- COVID-19
- Mental health, stress management
- Hay fever
- How to make an appointment
- Differences in health care system between the US and your country

# What are the roles of the staff and how to assign these roles?

## On site meeting:

- Facilitator
- Setting up and cleaning
- Photographer
- Childcare
- Presenter

## Virtual meeting:

- Chat monitor
- Quality monitor (sounds, images)
- Facilitator
- Breakout room facilitator
- Presenter
- Website designer

# What do we need to pay attention for refreshments?

- Choking hazard
- Allergies
- Hygiene
- Portion
- Spill

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