



House Health & Government Operations Committee: Update on COVID-19 Minority Health

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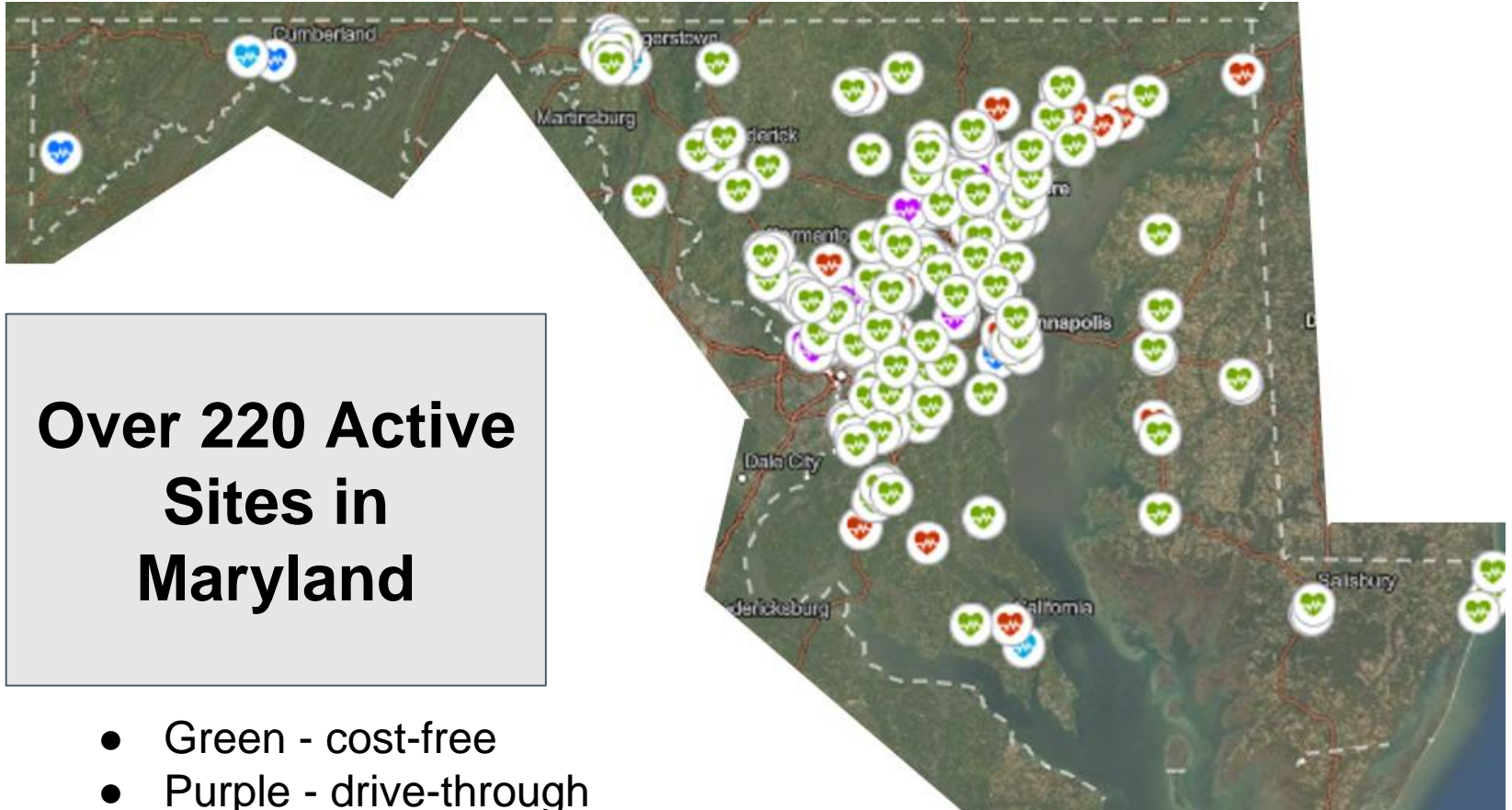
Maryland Strong: Roadmap to Recovery

- **Testing** - 2.2 million cumulative PCR tests conducted in the State of Maryland, with testing volumes of over 20,000 tests a day within the State.
- **Contact Tracing** - Over 33,000 cases and over 41,000 contacts reached and interviewed by Contact Tracers throughout the State
- **PPE** - Over 78 million pieces of Personal Protective Equipment distributed, with requests being fulfilled as we speak including supplies for public schools and the November Election
- **Hospital Surge Capacity** - Approximately 6,700 surge beds were identified, and we continue to make Advanced Medical Tents, ICU Modularity, and Alternate Care Sites available for COVID patients.

COVID-19: What We've Done

- Any Medicaid recipient is able to get COVID-19 tested with no co-pay and no limits through their managed care organization.
- The two largest state-backed testing sites are located at the Baltimore Convention Center and at Six Flags America (Prince George's County).
- Maryland was one of the first states in the nation to release its statewide racial COVID-19 demographics data. We are working on refining and increasing the details on this data.
- The state has provided logistical and/or financial support to community-based testing sites across the state, including many in minority communities. We are currently supporting a variety of site models, such as VEIPs and pop-up sites established to address acute needs in high-risk communities.
- Provided over 4,000 Kits of Essential Supplies and COVID-19 Information Sheets targeting African American, Hispanic, and Haitian communities.
- Provided consultation and guidance regarding reaching minority communities to contact tracing and serology survey teams.

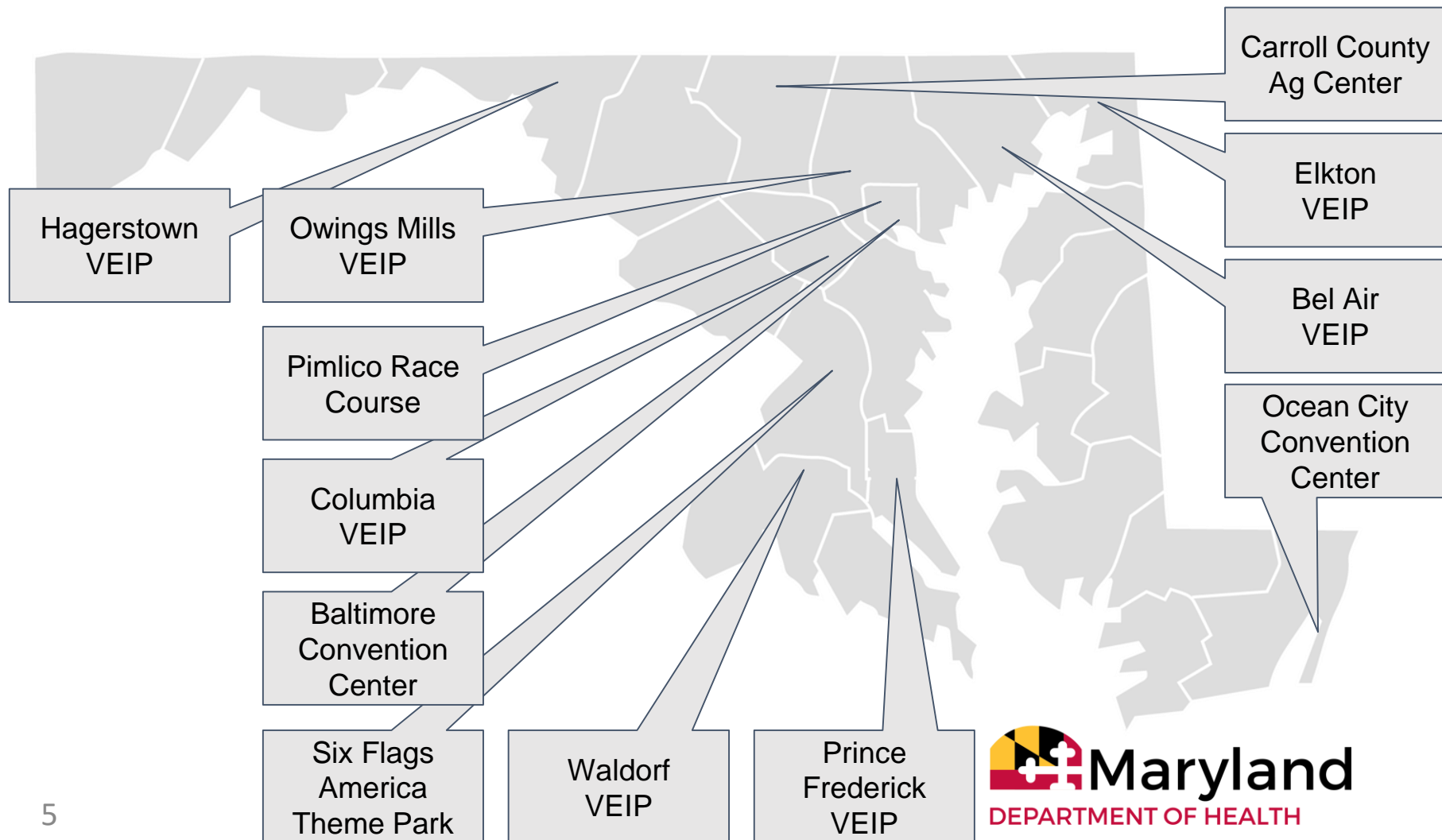
COVID-19 Testing Sites: covidtest.maryland.gov



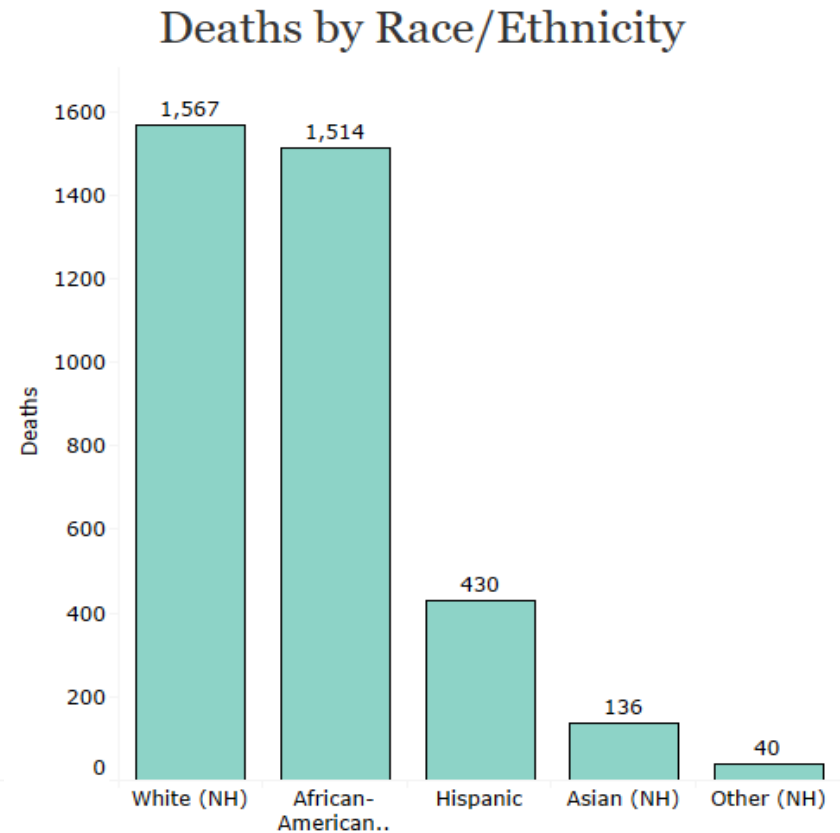
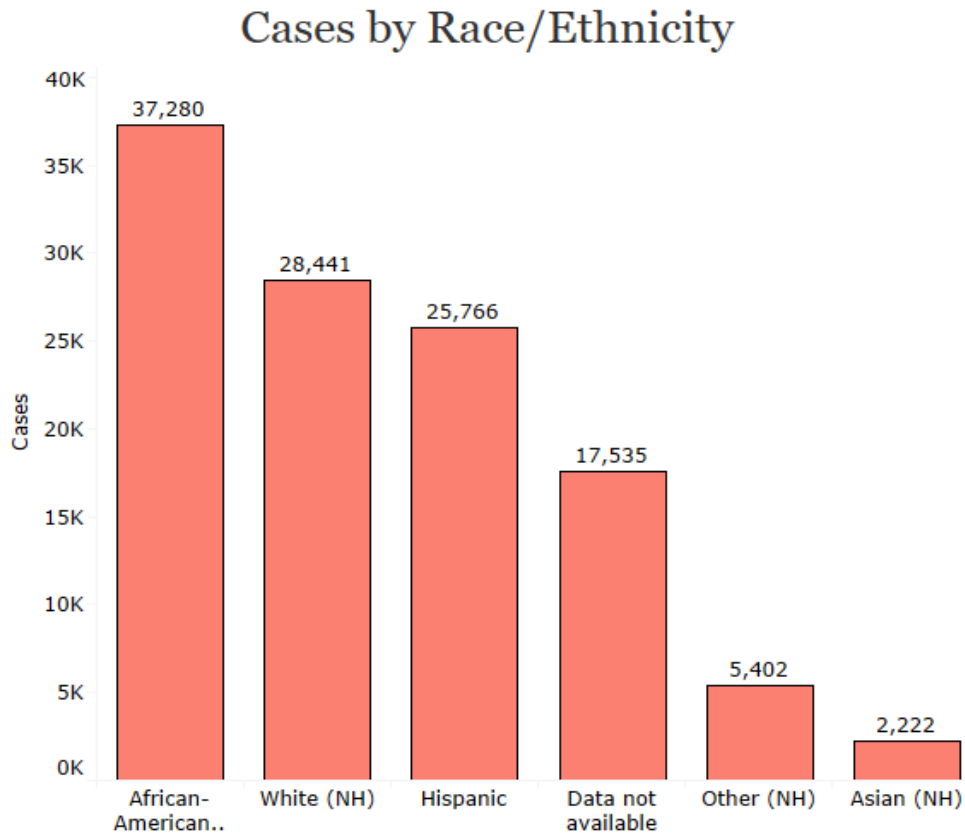
**Over 220 Active
Sites in
Maryland**

- Green - cost-free
- Purple - drive-through
- Red - online scheduling
- Light blue - no appointment
- Blue - all other sites

COVID-19 Testing Sites: Highlights

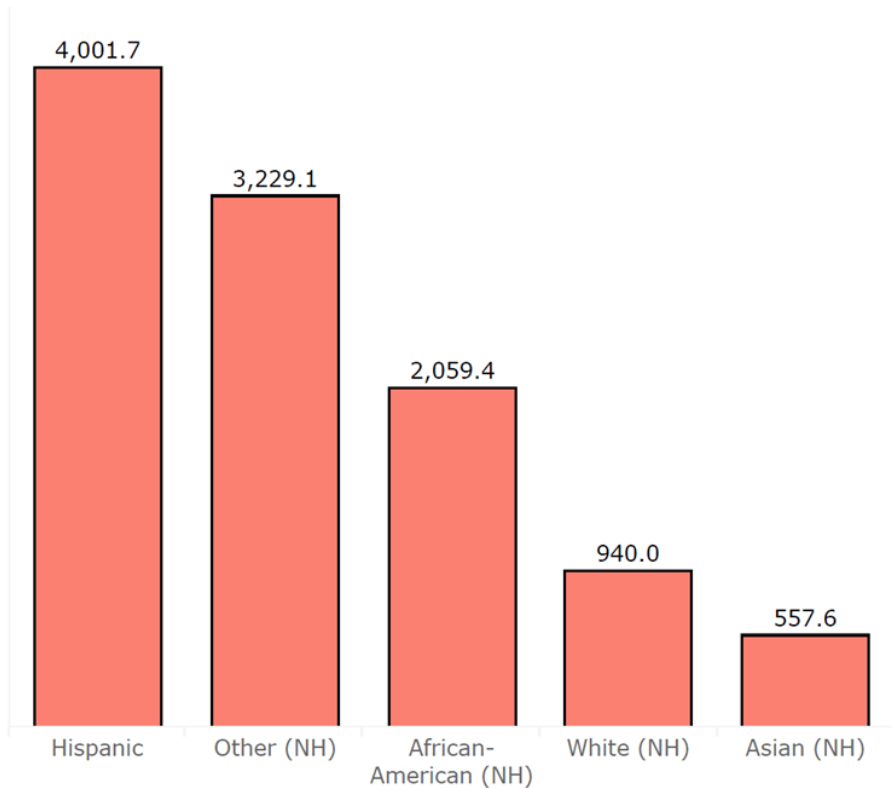


Cumulative Cases by Race/Ethnicity

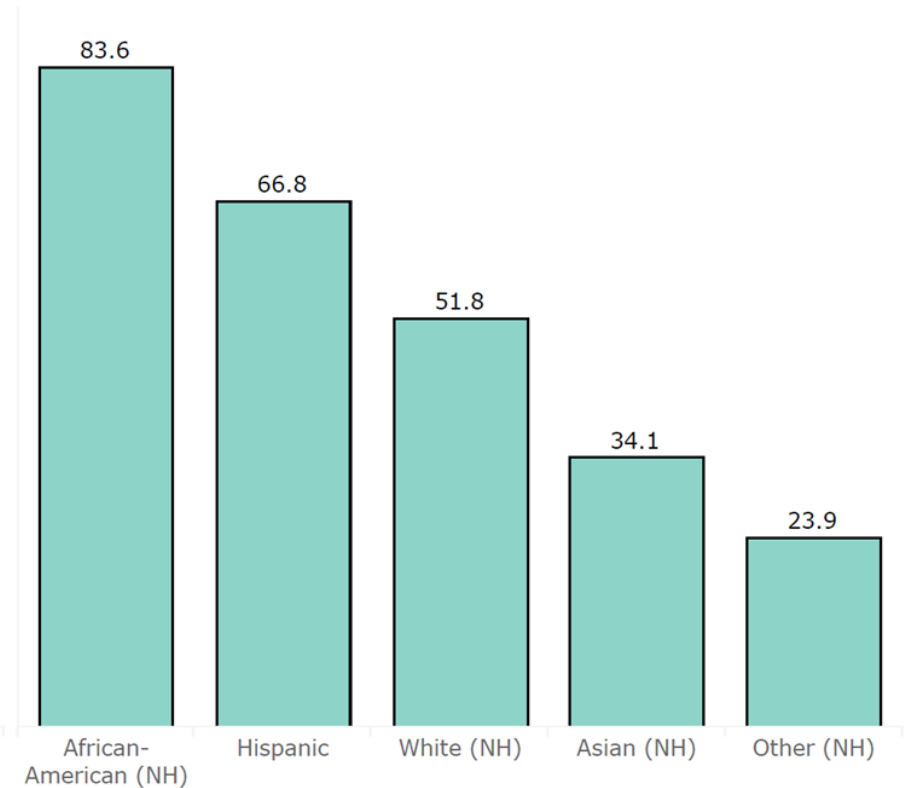


Race / Ethnicity Data by Case Rate

Case Rates by Race/Ethnicity



Death Rates by Race/Ethnicity



Note: All case rates are per 100,000 population.

Minority Health Initiatives

- In mid-April through May was on the Eastern Shore and the associated poultry-industry related outbreak
 - Mass testing; focus on Haitian Creole and Spanish-language communities; worked with Minority Outreach & Technical Assistance (MOTA) partners.
- MDH has partnered with Anne Arundel, Balt. City and County, Montgomery, and Prince George's Counties' local health departments on COVID-19 outreach, including \$1.2 million for addressing socio-economic needs and communication efforts.
 - We intend to continue our partnership activities with local health departments - they know their communities best.

COVID-19: What We're Doing

- Launching a multimodal, multimedia, and multilingual communications and messaging campaign that includes
 - WMAR - (July / August) - 100,000 digital ads on free statewide testing
 - English/Spanish PSAs on Bounce-TV on testing
 - Other PSAs airing on EffecTV (Balt) WBOC-LT (Telemundo Salisbury), Hearst Anyscreen OTT (statewide), MPT, Urban Networks/Radio One, and social media.
- Utilizing a mobile public health education unit to provide COVID-19 education and messaging to minority communities by selected zip codes.
- Providing support to HBCUs undertaking COVID-19 and minorities survey research projects.
- Utilizing transit wraps to communicate COVID-19 information.
- Utilizing printed information sheets distributed in minority communities to provide COVID-19 information.

#MasksOnMaryland Campaign

- First phase of a three-phase multimedia strategic communications effort
- Campaign focuses on the benefits of wearing a mask, rather than the mandate; positions masks as a way to carry on doing things we enjoy, not as a barrier to life.
- To date, has produced two toolkits — one specifically for Hispanic audiences — both shared with other state agencies, local health departments and community-based partners



Maryland
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#MasksOnMaryland - Events

- MDH is supporting mask distribution events in communities statewide.
- The events reinforce the importance of masks, get masks into the hands of Marylanders who need them the most, and establish dialogue and good will.
- MDH has hosted several events since late July, including partnering with community-based organizations such as local NAACP chapters.
- MDH is developing a plan to provide materials (masks, branding, guidance) for communities to host their own events.
- This concept can be effective in any community in the state.



#MASKSONMARYLAND

GET A MASK, GET A TEST

D. LEONARD DYER REGIONAL HEALTH CENTER

9314 PISCATAWAY ROAD, CLINTON, MD 20735

TUESDAY, AUGUST 25

BEGINS AT 10 AM; AVAILABLE WHILE SUPPLIES LAST



Hispanic Outreach Task Force

- An interagency task force of partners from the State (MDH/MEMA/DHS), Baltimore City, and faith-based/community organizations.
- Goal is to reduce the rate of positivity within the Hispanic community starting with the 21224 zip code.
- Focus is on providing operational support and technical assistance to Baltimore City and non-governmental partners for:
 - Human and social services
 - Non-congregate housing/isolation strategies
 - Communications and outreach (mobile outreach, flyers and educational materials, and a sound truck in targeted neighborhoods to deliver educational messages)
 - Contact tracing
 - Prevention and mitigation
- Exploring a short-term COVID-19 Intervention Pilot Program for individuals who test positive and their families.
 - The pilot will serve 10 families and includes isolation, medical care and services, cash assistance, food delivery, and wrap around services.
- Based on the pilot program, an Intervention Protocol will be established.
 - Depending on the success of the pilot, it may be expanded to other Hispanic communities as needed in the fall.

Sample Hispanic Outreach Material



COVID-19: Información

¿Cuáles son los síntomas más comunes de COVID-19?

Fiebre

Escalofríos

Pérdida del gusto o el olfato

Recibir tratamiento o pruebas de COVID NO PODRÁ en riesgo su estado migratorio. ¡HÁGASE LA PRUEBA!

¿Tengo que hacerme la prueba?

- ¿Está enfermo? Hágase la prueba.
- ¿Estuvo en contacto con alguien con COVID-19? Hágase la prueba.
- En algunos centros, se realizan pruebas sin cargo. Encuentre un centro de pruebas aquí: covidtest.maryland.gov.

Quédese en casa mientras espera los resultados.

- Si su prueba es negativa, vuelva a su trabajo y a sus actividades habituales.
- Si su prueba es positiva, aíslese de los demás por 10 días o hasta que no tenga más síntomas.

Si su prueba es positiva, DEBE aislarse

- Manténgase alejado de los demás
- No comparta vasos o platos, controles remotos u otros objetos
- Quédese en una sola habitación, y si puede use un baño separado
- Use mascarilla y haga que las personas que lo ayuden usen una mascarilla también
- Lávese las manos y todas las cosas que toque

Si necesita ayuda habitacional para aislarse, llame al 000-000-0000.



Tenga el COVID-19

Use mascarilla

Manténgase a seis pies de distancia

Lave sus manos con frecuencia

Mantenga una distancia de 6 pies de cualquier persona que no conviva con usted. Esto también aplica a cualquier familiar o pariente que no viva en su casa

✗ Evite a las personas enfermas

✗ NO comparta platos, cubiertos, comidas o bebidas, especialmente entre padres alimentando a los niños o las familias compartiendo un mismo plato de comida.

Si la prueba es positiva, recibirá la llamada de un Rastreador de Contactos

- El ID de la llamada será **MD COVID** o **(240) 466-4488**
- Le preguntarán con quienes estuvo en contacto, para poder avisarles que se realicen la prueba
- Su nombre no se compartirá con esos contactos
- Su información personal y la de sus contactos NO SE COMPARTIRÁ con otras agencias gubernamentales
- NO se le pedirá dinero, datos de tarjeta de crédito o cualquier otra documentación no relacionada con la prueba de COVID
- Si lo necesita, pida que le comuniquen con un rastreador de contactos que hable español



¡NO TENGA MIEDO!

La Carga Pública NO aplica a los servicios asociados con el COVID-19. Ayuda con su empleador: llame al 000-000-0000. Alimentos y otras necesidades básicas: llame al 000-000-0000.



Next Steps

- Our priorities for the fall:
 - Expand and Communicate the #MasksOnMaryland Campaign and the Flu Vaccination Campaign.
 - Continue partnerships with local jurisdictions on their minority outreach efforts.
 - Refine our data analytics to improve our publicly available race & ethnicity COVID-19 data.
 - Integrate our contact tracing analysis with testing efforts for more targeted intervention.