

# CO-CEAL Q4 Quarterly Report

October 2023 - December 2023

Dear partners, collaborators and friends of our Colorado CEAL work,

Welcome to our first quarterly report. We've designed this as one way to communicate the work we are doing across our partner communities. In this report we're focusing on the various teams within our larger CO-CEAL team, as well as our upcoming CASCHEW conference and the iHeard Colorado project. Finally we have a Community Spotlight section, highlighting one of our iHeard trusted messengers. We hope this is useful information and we welcome your feedback on the content and our work!

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## Team Updates

### Administrative Team

Don Nease, Principal Investigator (MPI) and Director  
 Montelle Tamez, Co-Director  
 Ricardo Gonzalez-Fisher, Principal Investigator (MPI)  
 Meredith Warman, Project Manager  
 Charlene Barrientos Ortiz, Community Engagement Lead  
 Allison Sands, Administrative Coordinator/Research Assistant

The administrative team is working to finalize our submission for four more years of CO-CEAL funding. Following the local convenings held in five of our priority communities in December 2023 and January 2024, the admin and community engagement teams are gathering further feedback from communities through a Community Priority Survey. Through the convenings and survey, community members are able to share the health issues they're seeing in their communities and what social determinants may cause them. Results from this will inform the future direction of CO-CEAL in years 4-7.

### Boot Camp Translation (BCT) Team

Mary Fisher, BCT Expert and Primary Contact  
 Linda Zittleman, BCT Expert

Our boot camp translation (BCT) groups have either wrapped up or will soon be wrapping up their BCT meeting schedule! Products designed during the BCT process are being finalized, ordered, and prepared for dissemination.

### Social Network Analysis (SNA) Team

Jeni Cross, SNA Lead  
 Rachel Lahoff, Project Manager  
 Kate Oviatt, Project Manager

The social network analysis (SNA) team has been working closely with BCT participants from the Urban Black/African American Community, and are currently wrapping up their final meetings. The team is planning to present on this experience at CASCHEW 2024.



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## Team Updates (cont.)

### Community Engagement

Charlene Barrientos Ortiz, Community Engagement Lead

Local convenings were held in five of our priority communities in December 2023 and January 2024. Our community engagement lead is working closely with the admin team to gather feedback from our communities about how CO-CEAL can best address their needs moving forward.

CO-CEAL's D&I team has been on hiatus thus far in year 3, but will be re-established starting in year 4. The admin, community engagement, and evaluation teams have been supporting manuscript development and dissemination efforts. Currently, these teams are working together to support community connectors and data collectors in developing posters and presentations for CASCHEW 2024.

### Dissemination & Implementation (D&I)

### Evaluation Team

Sheana Bull, Evaluation Lead  
Louis Morales-Shnaider, Evaluation Team Coordinator  
Joshva Silvasstar, Biostats Lead  
Zachary Giano, Biostatistician and Analyst

The evaluation team is currently working with data collectors and community connectors to finalize the Common Survey 3 questions for year 4 of data collection. The team is also hard at work updating the CO-CEAL data dashboard to reflect full data from waves 1-3 and a longitudinal analysis of the three waves.

The CCTAB group is working to finalize a brochure to inform and encourage participation in clinical trials. The team is currently developing content and working closely with a graphic designer.

### Community Clinical Trials Advisory Board (CCTAB)

Ricardo Gonzalez-Fisher, Principle Investigator (MPI)  
Kaylee Rivera Gordon, CCTAB/PACT Council Lead

## CASCHEW 2024

CO-CEAL is excited to host the second annual CASCHEW convening this March, in partnership with SNOCAP and ECHO. CASCHEW 2024 is an invitation-only conference aiming to bring in partners across the state to collaborate across sectors for Colorado's health equity and wellness. Community partners, public health officials, family medicine clinicians and faculty, and many others are invited to spend two days in Colorado Springs learning about current health equity work and making connections to spur future efforts.

While we are not able to extend invitations to all of our partners, we hope to share what we learn at CASCHEW and what our next steps are following the conference in next quarter's report.





iHeard Colorado kicked off in September 2023 in partnership with Colorado State University and Washington University in St. Louis. iHeard Colorado is a community-based study that builds knowledge in communities about health-related topics. Community members take weekly surveys about the health information they are hearing in their communities and earn a \$5 Visa gift card for each completed survey. Responses about health topics in the surveys are sent back to trusted local messengers in the community each week, along with materials to share with the wider community.

As of January 2024, iHeard's community connectors have successfully recruited over 180 participants from the Denver metro area, San Luis Valley, and Pueblo. Since kicking off, iHeard brought information back to the community about many topics, including COVID and RSV vaccine availability, product recalls, and mammogram screening recommendations.

Questions about iHeard Colorado? Visit [iHeard's website](#) or reach out to [iHeardColorado@cuanschutz.edu](mailto:iHeardColorado@cuanschutz.edu).

## Community Spotlight

iHeard Colorado is lucky to work with trusted messengers from all three partnering communities who share the health information learned through iHeard with their broader community. iHeard materials are often shared through social media and at local events. Karen Ortiz, a trusted messenger in Pueblo, takes a more personal approach.

Karen regularly goes door-to-door in her neighborhood, bringing accurate health information straight to her community's doorstep. She's been met with a variety of responses. One neighbor and friend said she'd heard that COVID vaccines were "all a governmental hoax," and that she had concerns about taking her family to get vaccinated, especially considering her husband's status as undocumented. Karen shared pictures of her COVID vaccination and experience and information about which vaccine sites required paperwork and which did not. Her friend asked, "How come we didn't know about all this?"

Days later, Karen learned that her friend had taken her entire family to a local pharmacy to get vaccinated for COVID-19. Her conversation with Karen about getting vaccinated had alleviated her concerns and encouraged her to take action. Sometimes, hearing information from someone you know and trust makes all the difference.

*"How come we didn't know about all this?"*

## Publications

Brewer SE, Fisher M, Zittleman L, Warman MK, Fort M, Gilchrist E, Mallory J, Mullen R, Barron J, Skenadore A, Ahmed F, LoudHawk-Hedgepeth C, Tamez M, Kwan B, Nease D. [Rapid Community Translation in the Colorado CEAL \(CO-CEAL\) Program: Transcreating Messaging to Promote COVID-19 Vaccination](#). American Journal of Public Health. 2024;114(S1):S50-S54. doi: 10.2105/ajph.2023.307456. PubMed PMID: 38207258.

## Questions?

For questions about CO-CEAL, contact Don Nease, PI: [donald.nease@cuanschutz.edu](mailto:donald.nease@cuanschutz.edu)  
For questions about iHeard, contact iHeard Colorado: [iHeardColorado@cuanschutz.edu](mailto:iHeardColorado@cuanschutz.edu)