



## Briva Health's Rise to Stop Covid-19 Program

Rise to Stop Covid-19 is a partnership between Briva Health and Minnesota Department of Health (MDH), designed to engage Minnesota (MN) communities with rapidly changing information about Covid-19, raise awareness about Covid-19 prevention, and help stop the spread of the virus in communities facing health disparities. Covid-19 has adversely affected some communities more than others. It has had a devastating impact in certain communities of color, including the Black and LatinX communities. For example, the age-adjusted hospitalization rate in MN for non-Hispanic blacks is over 100 times that for non-Hispanic Whites. The death rate per 100,000 people is 169 for American Indian/Alaska Native, 120 for non-Hispanic blacks, 99 for Hispanics, and 66 for non-Hispanic Asians--all much greater than the 26 deaths per 100,000 for non-Hispanic whites.

Additionally Covid-19 is a novel virus which spreads very rapidly. Knowledge of the disease and prevention best practices change constantly, presenting a challenge for public health messaging--in particular for communities who already face health disparities. These communities are often un- or under-insured, and hard to reach with public health messages because of a lack of in-home technology, a lack of information available in their primary languages, and other systemic barriers. In March, MDH needed to get life-saving information about the pandemic to these communities as it hit Minnesota, and so they partnered with community-based organizations such as Briva.

### Briva builds on existing strengths to rapidly share vital Covid-19 information

Briva began partnering with MDH in March 2020 to rapidly respond to the pandemic and get public health messages out to community members in a timely manner. Briva brought many strengths to this vital public health education work in a rapidly changing environment, as the organization serves more than 25,000 people per year. Many of their clients are from communities already facing health disparities, in particular the uninsured--a very vulnerable group in the face of a pandemic. Additionally, Briva's diverse staff are multicultural and multilingual, speaking up to seven languages. The organization has established strong partnerships within community-based organizations in hard to reach communities. Because of these factors, Briva was able to mobilize very quickly to share the most up-to-date science-driven public health information from MDH to diverse communities in a community responsive way. Briva shared information on how to stay safe during the pandemic, how and where to get tested, and how to stop the spread of the virus.

### How Briva engages communities

- **Education via the Health Care Navigation program:** Briva already works with tens of thousands of people annually to access affordable health insurance. This program's navigators offer Covid-19 education when meeting with clients from across the state about health insurance.
- **Videos & Social Media:** Develops and shares community-focused videos and social media for immigrant communities that are disproportionately impacted by Covid-19.
- **Partnerships:** Partners with health care experts and other community leaders to provide up-to-date Covid-19 information and to answer community member's concerns about the pandemic.
- **Multilingual Information Hub:** Created a Covid-19 resource hub on the Briva website featuring materials in English, Somali and Spanish.
- **Text education:** Shares rapidly evolving Covid-19 information and resources through text messaging.

Through this program, Briva has reached more than ten thousand Minnesotans in-person and via text messages and millions through social and mass media platforms. Briva continues to be a leader in Covid-19 public health messaging to keep Minnesota communities safe. Currently the organization is a Covid-19 Community Coordinator and provides Covid-19 related resources on multiple fronts.

# Rise to **STOP** COVID-19

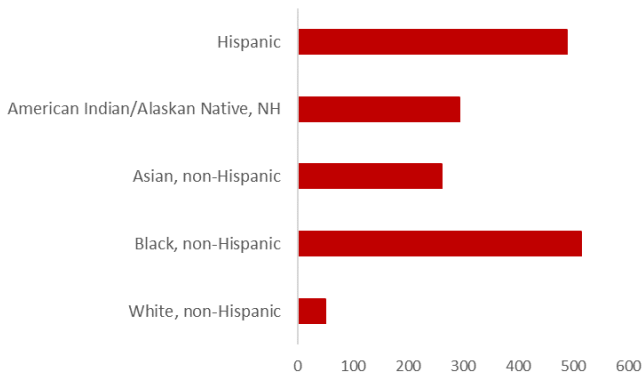
**Briva Health**  
A bridge between you and wellness



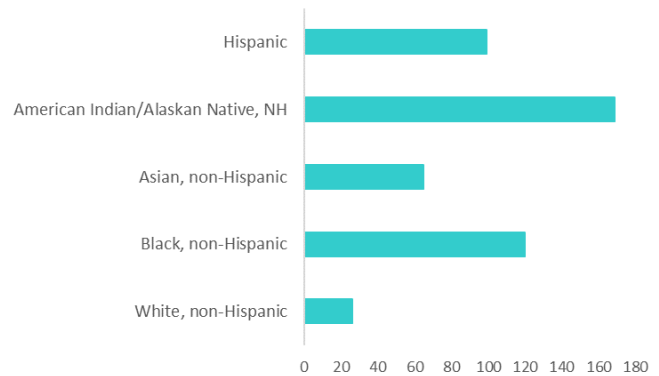
Briva partners with the Minnesota Department of Health to share the most up-to-date science-driven Covid-19 information with the diverse Minnesotan communities they work with in a community responsive way

## Covid-19 Racial/Ethnic Disparities that Briva's outreach helps to mitigate

Age-Adjusted Race & Ethnicity: Covid-19 Hospitalizations per 100,000 Minnesotans (as of October 1, 2020)



Age-Adjusted Race & Ethnicity: Covid-19 Deaths per 100,000 Minnesotans (as of October 1, 2020)

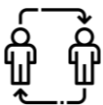


## Achievements from March to October 2020



**3,805**

People reached through text messages



**7,034**

People reached person-to-person



**820,000**

People reached through Social Media



**3 million**

People reached through mass media, including community radio