

Graduate and Health Profession School Involvement

A Step By Step Implementation Guide

Finding Community Partners

- 1) Start with any potential personal connections first.

Scroll through your social media contacts and look at their affiliations and posts. Start with people who you already know who may go to churches with multilingual congregations or friends or colleagues who participate in Spanish activities such as sports teams or clubs. EX: Ask a non-Hispanic friend who goes to “Church ____” (which also has a Hispanic ministry) if they know anyone in the Spanish congregation or if they can get you in touch with their pastor/religious leader. Ask a Hispanic colleague if they have a church, belong to any clubs, sports teams, etc. Personal connections go a long way.

- 2) Reach out to faith-based organizations and churches directly. *Typically, in-person engagement with leaders is optimal.* Do an internet search for congregations with Spanish services, Spanish churches, (Catholic/Protestant more prevalent but do not rule out any religion). Congregational leaders will often be excited and agreeable to have an educational opportunity for their members. If you can get an in with one leader, that person will likely help you with others. Once again, personal connections are so important.
- 3) Local non-profit organizations that serve many Spanish speaker constituents can be another source of connection. Find out when these organizations are holding community information and resource fairs and find out if you can participate. These are a great opportunity to meet leaders who will also be participating.
- 4) Approach local Hispanic businesses and inquire about where the local community comes together (religiously or socially). Ask stores and restaurants if you can post fliers and information in their bulletin areas scouting for locations.
- 5) Schools may be another potential source of information, particularly if there are support groups. ESL courses can be a great source of participants (of multiple ethnic groups.)
- 6) Large factories and warehouses may be willing to host you onsite in both English and other languages to fit the needs of their workers.
- 7) There may also be community-sponsored health fair events that can accommodate a space for learning as well assist with promotion and recruitment of participants

Keep in mind, migrant workers may be hesitant to participate in organized events due to fear over immigration status or general mistrust of events that may appear associated with the government. i.e. police. Partnering with places of established trust greatly improves the chances of people being willing to participate.

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Promoting the event

Building a participant base: The participants will mainly come from the congregation/group you have partnered with. Reach out to other local organizations/ churches that may be affiliated with your primary group. Stay in contact with the POC of the organization to be sure that they are promoting the event and not relying solely on C&S or your team to promote the event. We want the participating location to be very active in the recruitment process as this not only builds accountability but also, their participants know and trust them already. Having participants join a group chat like Whatsapp can be helpful for keeping track of participants as well as keeping open communication with the participants

Maintaining a participant base & Finding Instructors: VCOM-VA has an organization dedicated to medical outreach to the hispanic community. Health profession schools typically support community service endeavors for students and there are typically student-run groups with interest in underserved care.

Instructors were pooled from that organization through email and petitioning in person. Group chats are helpful for sending regular reminders of the event as well as engaging participants with information about the benefits of CPR and AED Knowledge.

Training instructors: The instructors were trained using the C&S website. Further training about specifics on the day of process was provided in person in the days leading up to the event.

The Event:

Delegate, delegate, delegate:

There are many individual components to putting together a successful event. Utilize a team of at least 3-4 members and or create small teams, if possible, to ensure a smooth process. Also, encourage your point of contact to delegate tasks on their end. For our small group portion we like to have groups of 5-6 participants per instructor.

Special Needs and Considerations:

Childcare: Speak with your point of contact about whether or not they will be offering childcare for younger children. Having an environment relatively free of distractions will be important during the event. List whether or not childcare will be provided on your flier when promoting the event. This is generally for children who would not be able to sit through the lesson.

Snacks: Speak with your point of contact about them offering participants snacks **after** the event. (Coffee, bagels, chips and soda, just light things). This can encourage participation. (Eating after the class works best simply because trying to get everyone's attention while they're eating and talking is more difficult—but the decision is ultimately up to the point of contact).

Promoting the Event: We have a great promotional video and flyer. The video can easily be edited to include the flyer, date, etc. for your event.

Promote the event in local ethnic Facebook groups, on IG, etc.

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Post fliers in local ethnic stores and restaurants.

Encourage participants to share the information at work, at school, etc.

Reach out to local news for TV promotion

****Be sure that the point of contact is and participants are active in this process****

Preregistration: Partner with the point of contact to assist with pre-registering participants. Get names, emails, and cell phone numbers of participants in order to keep in touch with them prior to and after the event (for marketing future events, etc.).

Pre-registering will help ensure that the event has sufficient instructors and supplies on the day of the event.

Maintain regular communication:

- 1) Get cell phone numbers and email addresses of all participants. Email them as they register and every couple of weeks leading up to the day of the event. (Templates available upon request)
- 2) Establish a Whatsapp or other Messenger group with the point of contacts and participants. This builds excitement as well as accountability for everyone who has pre-registered. Once a week or so, post the flier to the group and encourage participants to share it with their friends and family. Have fun with the group, post CPR trivia questions for everyone to participate in in the final week leading up to the class.

Maintain a spreadsheet (available upon request) to manage registrations.

3 weeks prior to the event: Meet with the point of contact at least 3 weeks prior to the event to plan the room set up and to determine what equipment you will need to bring with you (ex: HDMI cable, stand for your presentation, laptop, TV, etc.)

Day of Event: Instructors and facilitators should arrive at least one hour early to help set up the space. Manikins should be placed spaced out around the room for the eventual small groups. A participant check-in desk placed in the entrance of the building, away from the area that is being set up for the presentation works well if the venue space allows for it.

Teaching:

Have 1 or 2 lead instructors lead the powerpoint presentation. Break up the powerpoint demonstration with physical demonstrations appropriately. Encourage audience participation with hand raising, rhetorical questions etc. Save audience questions regarding technique and process until the end of the presentation, however.

Break into small groups. Finish and allow participants to enjoy refreshments provided by the congregation.

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Benefits to medical school and community: The benefits to the medical students cannot be understated. BLS is a curricular requirement so this provides an opportunity for each student-instructor to keep their BLS and First aid skills fresh and educated. Further, at the level of a student, it can be difficult to find ways to positively impact our local community with the skills we are currently learning. This program allows us to have an immediate, meaningful, and effective impact. Medical professionals are expected to be able to not only treat but educate their community in aspects of healthcare. This allows med students to begin early practice in that important part of our future careers.

The benefits to the community (especially the Hispanic community) are insurmountable. The general consensus from participants was that they knew about the concept of CPR but that the classes were great at explaining the specifics. Participants were enthusiastic and asked thoughtful questions throughout the presentation and during the small group sessions. A few of the participants even had medical conditions such as chest pain and even an implanted defibrillator. Thanks to the resources provided by C&S, continuing with periodic classes is an excellent option. The Hispanic Community Medical Outreach organization exists across all 4 of VCOM's four campuses in Virginia, Alabama, Louisiana, and South Carolina. Following the template should make it fairly easy to expand to those states through those organizations.

