

Overview of OMH Health Literacy Grant Award to KCMO Health Department

Presented to:

KCMO City Council – Neighborhood
Planning & Development Committee

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Marvia Jones, PhD, MPH
Division Manager – Community
& Family Health Education

Division

2400 Troost Ave. | Suite 1007 | Kansas City, MO 64108
Phone: 816.513.6273 | KCMO.GOV | Marvia.Jones@kcmo.org



Federal initiative to address lagging health literacy, which impacts infection prevention and vaccine hesitancy.

Applicants had to select a service area based on the following COVID-19 Social Vulnerability Index (SVI) criteria groups:

- ✓ Socioeconomic status
- ✓ Race/Ethnicity/Limited English language ability
- ✓ Housing type/Transportation access
- ✓ Household composition/Disability

KCMO's service area is defined as zip codes **64108, 64110, 64111, 64123, 64124, 64125, 64126, 64131, 64132, 64134**

Primary Project Goals



- ❖ Increase the number of medical care providers who check for understanding of their patients
- ❖ Increase HCPs' understanding (and promotion) of vaccinations
- ❖ Build the capacity of the **local public health system** to communicate effective health messages
 - Health coalitions
 - Safety net clinics/community health centers
 - Social service agencies
 - Mental health service providers
 - Neighborhood groups

Key Strategies



- ❖ Promote the uptake of organizational policies that improve staff competency for clear communication
- ❖ Deploy health educators throughout the public health system to build capacity and provide job aids
- ❖ Enhance skills through workshops/courses
- ❖ Partner with organizations who can organize monthly public-focused health literacy events
- ❖ Build a speaker's bureau of residents who can extend KCHD capacity to speak to other residents (i.e., clarifying myths)

The KCMO project will ***prioritize*** two of the populations that are at higher risk for COVID-19 exposure and infection:

- African and Asian descent

However, grant activities will be distributed throughout the entire local public health system

Funding in the amount of **\$2,847,052.00** is awarded for a two-year performance and budget period, which is **July 1, 2021 through June 30, 2023**.

32% (**\$860,000**) of this award will be issued as contracts with organizations serving the focus populations.

- **Four (4)** subawards each year of ~**\$115,000** each to community-based organizations

Additional Contracts

- Vendors to provide clear health communication training
- Quality management and evaluation services

Questions?

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