

COVID-19 EQUITY News Resources About Contact [Login](#)

Be Informed. Feel Empowered.

Protecting black lives with made-for-you tips, news, and text-alerts.

Enter phone number [Sign Up](#)

[Instagram](#) [Facebook](#) [Twitter](#)

How it works

- 1 Text TIPS to 516628**
Or enter your phone number above
- 2 Click the link**
The link will take you to our mobile webpage
- 3 Fill out preferences**
From travel, updates, vaccine information, news, and more!
- 4 Receive updates**
Whether you choose daily, weekly or monthly text messages. We got you.

Why?

Due to socioeconomic factors and a history of marginalization, Black Americans are affected by the pandemic at disproportionately higher rates.

We want to change that.

Covid-19 Equiy is dedicated to bringing you the most relevant, fact-checked, evidence-based pandemic updates straight to your text message inbox. Our goal is to give you the tools you need to keep our community safe.

Sign up for updates on travel, vaccines, government resources, and immunity boosting recommendations from your most loved news sources and trusted healthcare leaders.

Together, we can overcome Covid-19.

Current Ratios for Black Americans

Compared to White, non-Hispanic persons. Source: CDC.gov.

1.1x More cases
2.8x More hospitalizations
1.9x More deaths

[Fact Check](#)

Trending News

- Equity CDC** Health Equity Strategy
- News ABC** Covid-19 in the black community
- Travel CDC** Delay travel until you are fully vaccinated

[See More](#) →

Resources & Updates

- Travel** Find local centers, see if you are fully vaccinated, etc.
- Vaccine** Find local centers, see if you are fully vaccinated, etc.
- Mental Health** Find local and national support for free or low cost.
- News** Get the latest news releases from trusted sources.
- Prevention** Most up-to-date precautionary measures to keep the community safe.
- Immunity Tips** Nutritional information to boost your immunity.
- Social Support** Find state level support available to you.
- Equity Issues** Why are Black Americans suffering at higher rates?
- Social Media** Downloads to share on your page.
- Outcomes & Trends** Cases, recovery rates and more.
- Symptoms** How to tell if you might have the virus.
- Testing Info** Find local virus and anti-body testing centers.
- Research** Evidence to help through the pandemic.
- Myth Busting** There's a lot of misinformation out there. What's true and what's not?

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Pandemic Communications

A Wicked Design Problem

How might an improved communications strategy empower Black Americans during the Covid-19 pandemic?

The Problem

Concept Statement

I've decided to embark on solving the wicked design problem of Covid-19 Pandemic Communications.

The intended audience are Black Americans, a community who historically harbors a distrust of the medical field due to a history of oppression, caused by incidents such as the Tuskegee syphilis experiments, Dr. James Marion Sims' gynecological experiments on enslaved women, and John Hopkins University's ethical mistreatment of Henrietta Lacks- all of which were conducted under the guise of free medical care. When Black Americans do seek medical care, they often experience significant barriers to access due to socioeconomic limitations and racism.

The reason I chose this problem is because of its relevance, nation-wide impact on black families, and the fact that Black Americans are affected at disproportionately higher rates. This health equity issue is a problem that needs to be addressed.

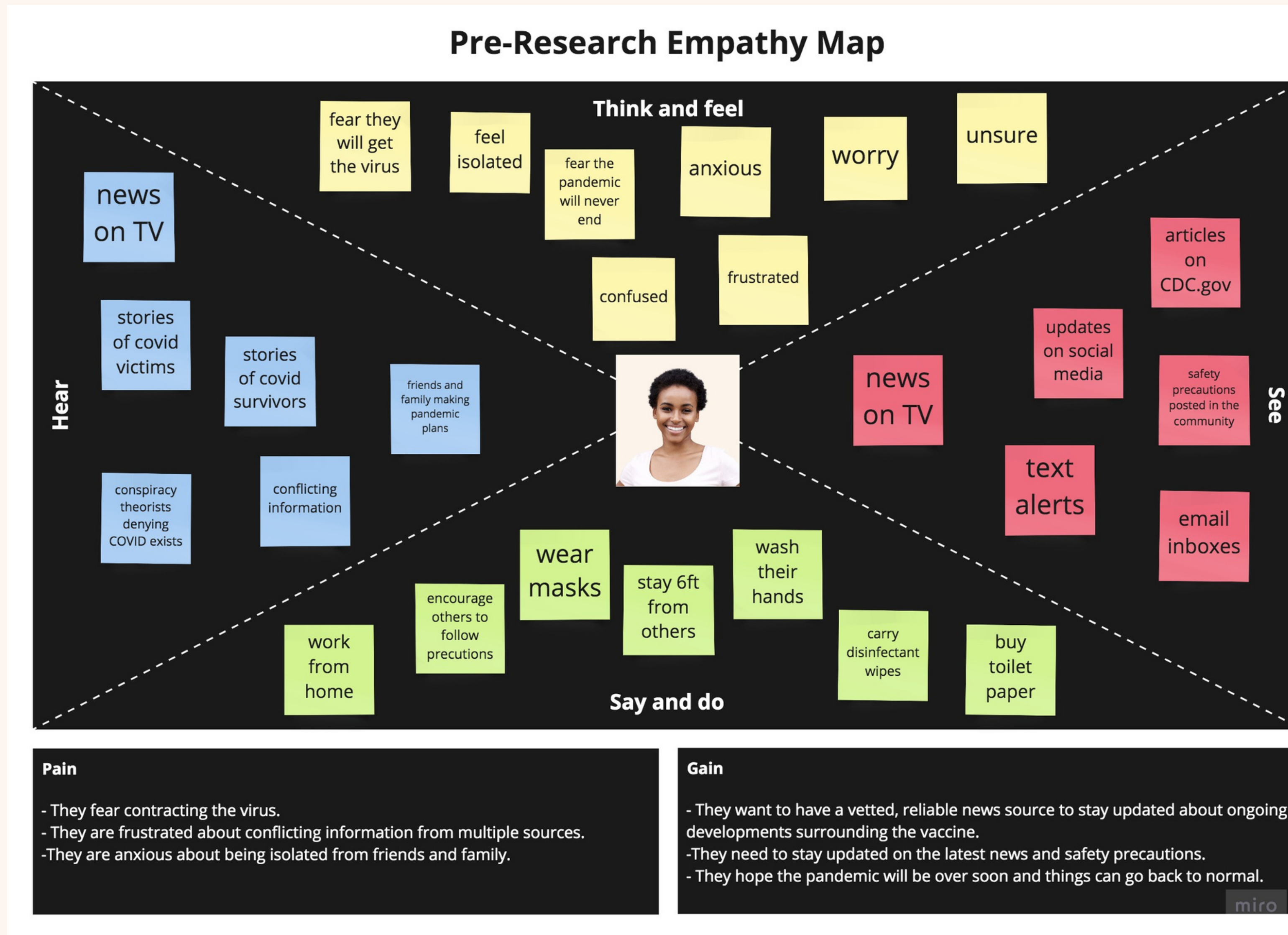
Since the lockdown began in March 2020, Black Americans have been 1.1 times more likely to contract Covid, 2.8 times more likely to be hospitalized, and 1.9 times more likely to die (Source: CDC.gov). On top of that, an abundance of information from multiple communication channels has caused public confusion, with misinformation running rampant and undermining scientific developments.

Currently, there are hundreds of media sources reporting daily on the virus, but not many of them have been reliable, consistent, or representative of the black community. Black Americans want unbiased, trustworthy news about the pandemic that caters to their unique needs.

In the future, there must be a "go-to," credible, reliable and consistent source of public health information that is backed by unbiased health experts, scientists, and government officials. The information will be free and easily accessible to the black community across several platforms. The media and messaging associated with this solution will be representative of the target audience it aims to help.

Pre-Research Empathy Map

My assumptions



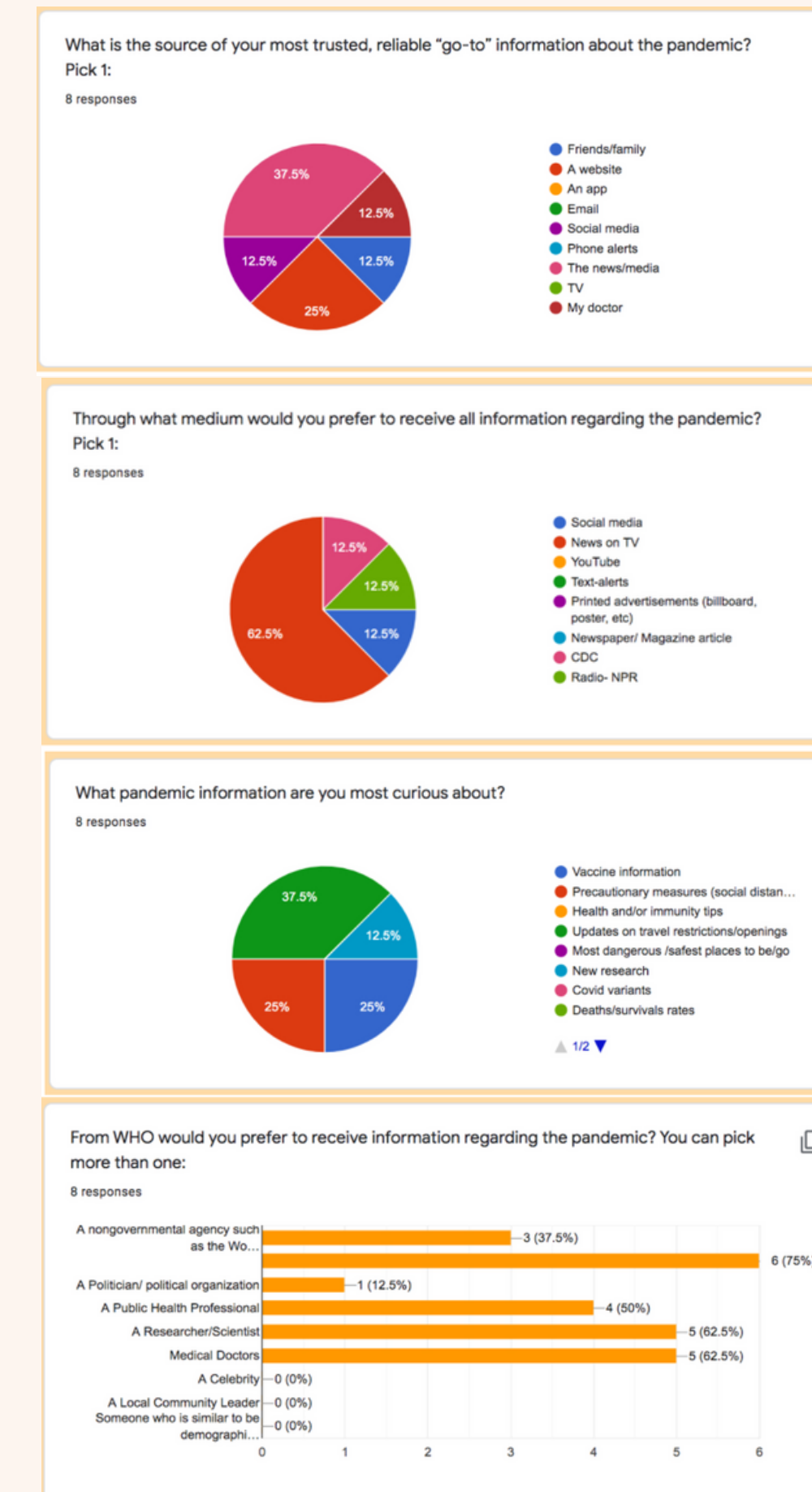
Ethnographic Research

An online survey conducted with the target audience. A total of 8 participants between the ages of 36-65

Questions

- 1- As it relates to the pandemic, how have you felt since the start of it?
- 2- What is the source of your most trusted, reliable "go-to" information about the pandemic?
- 3- What pandemic information are you most curious about?
- 4- What have you found to be the most UNreliable source of information?
- 5- Briefly describe your biggest fear/pain point surrounding the Pandemic.
- 6- What is the biggest inconvenience to your daily life that was/is caused by the COVID-19 pandemic?
- 7- Through what medium would you prefer to receive all information regarding the pandemic?
- 8- From WHO would you prefer to receive information regarding the pandemic?
- 9- What do you wish that the media, government, and/or public health officials were doing better as far as how the pandemic is being handled in the U.S.?

Results



Ethnographic Research- Key Findings

Data Analysis and Direct Quotes

1- Most participants sought TV news media (37.5%) and websites (25%) to provide reliable, trusted information about the pandemic. CNN and CDC.com were the most popular sources. The solution to the communications problem must involve these platforms in some way since users consider them to be credible.

2-Participants are most curious about updates on travel restrictions (37.5%), precautionary measures (25%), and vaccination updates (25%) are. The bulk of the communications content will need to focus on these areas.

3-Participants would prefer to receive pandemic-related information via TV news broadcast (62.5%), the CDC (12.5%), text messages(12.5%), and social media (12.5%). These mediums must be incorporated in the solution.

4- Participants prefer to receive information regarding pandemic developments from federal agencies like the CDC, researchers and scientists, medical doctors, and public health professionals. The pandemic communications strategy will have to be evidence-based content that is supported by and aligns with the CDC's guidelines.

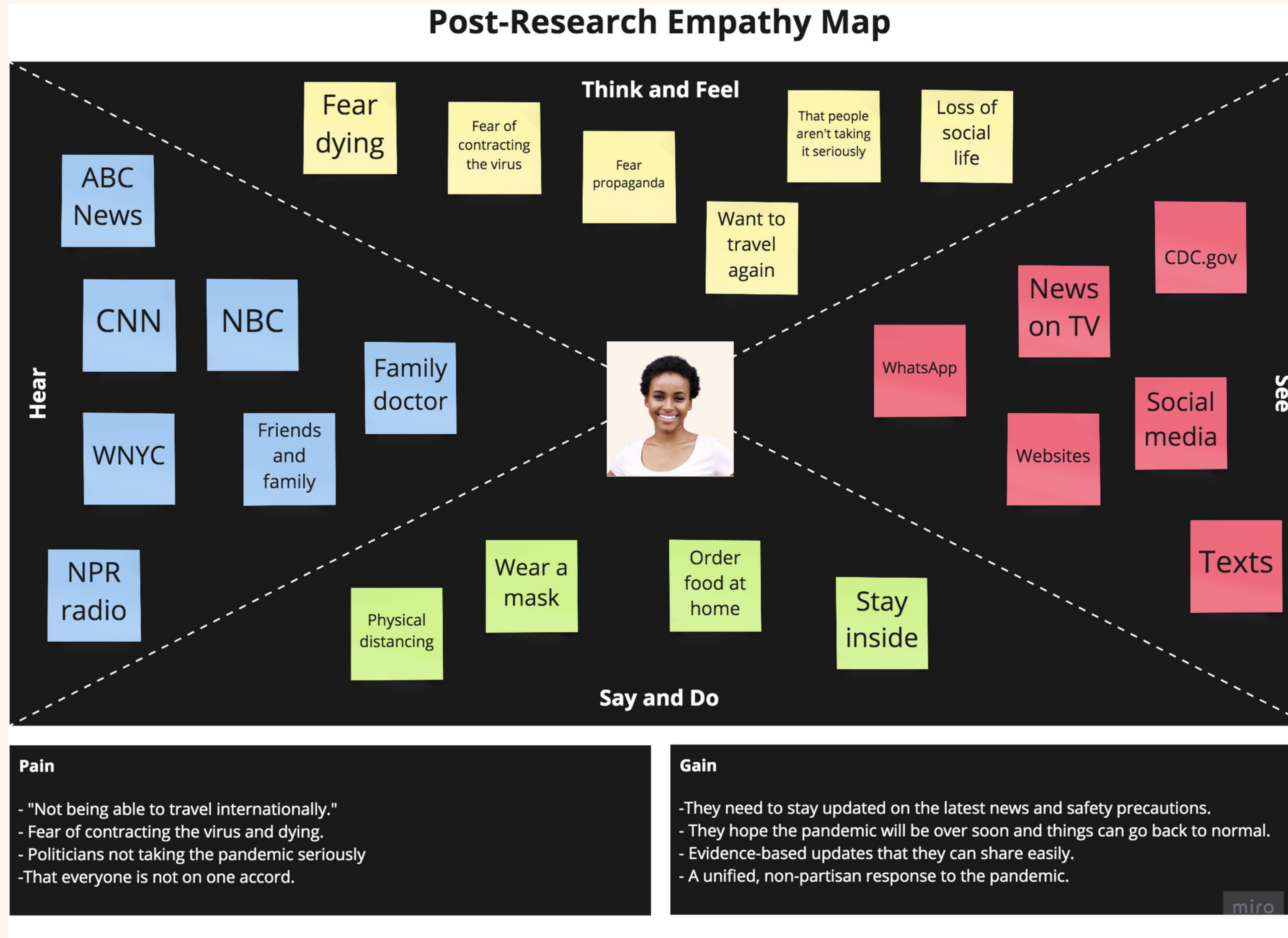
"I wish everyone was on one accord. Some politicians did not take this seriously and this had caused this to spread and be here longer than it should."

"Some people [are] not taking it seriously."

"I wish there was a unified and non-partisan response to the pandemic. I also wish there was closer attention paid to the lies of those who died from COVID 19/COVID 19 related disease. 500k + people have died and still, there is a debate about whether to wear masks or open an eating establishment at full capacity."

"[I want tips on] natural ways to boost immunity."

Post-Research Empathy Map



Tangible Design Parameters & Obstacles

Parameter

1.Primary-The User's Background: The solution needs to be catered to the needs of the black community. Consideration needs to be made for the language and images used. The project is a failure if this is not addressed.

2. Primary-Space and Use (the platform): Users find TV news and website platforms to be the most credible sources of information. They trust federally recognized agencies like the CDC, researchers, scientists, medical doctors, and public health officials. It is important to meet the users where they are and capitalize on platforms they find credible. The project is a failure if communication platforms are not created that people naturally trust and seek.



Work Around

- Consider language barriers, tone, and messaging.
- Must not be offensive in any way.
- Use images and media of professionals and role models with similar ethnic backgrounds.

- Prioritize information from TV/news medium such as CNN, ABC, and NBC.
- There needs to be a "go-to," "catch-all" website medium to distribute information.
- Information needs to come from credentialed professionals.

Intangible Design Parameters & Obstacles

Parameter

1.Secondary-Societal Impact- Per the research, physical distancing is the biggest daily inconvenience in user's lives. The audience misses pre-pandemic activities such as traveling and live music concerts.

2.Tertiary-Anticipating the Future: Users want content related to updates on travel restrictions, precautionary measures, and vaccines.



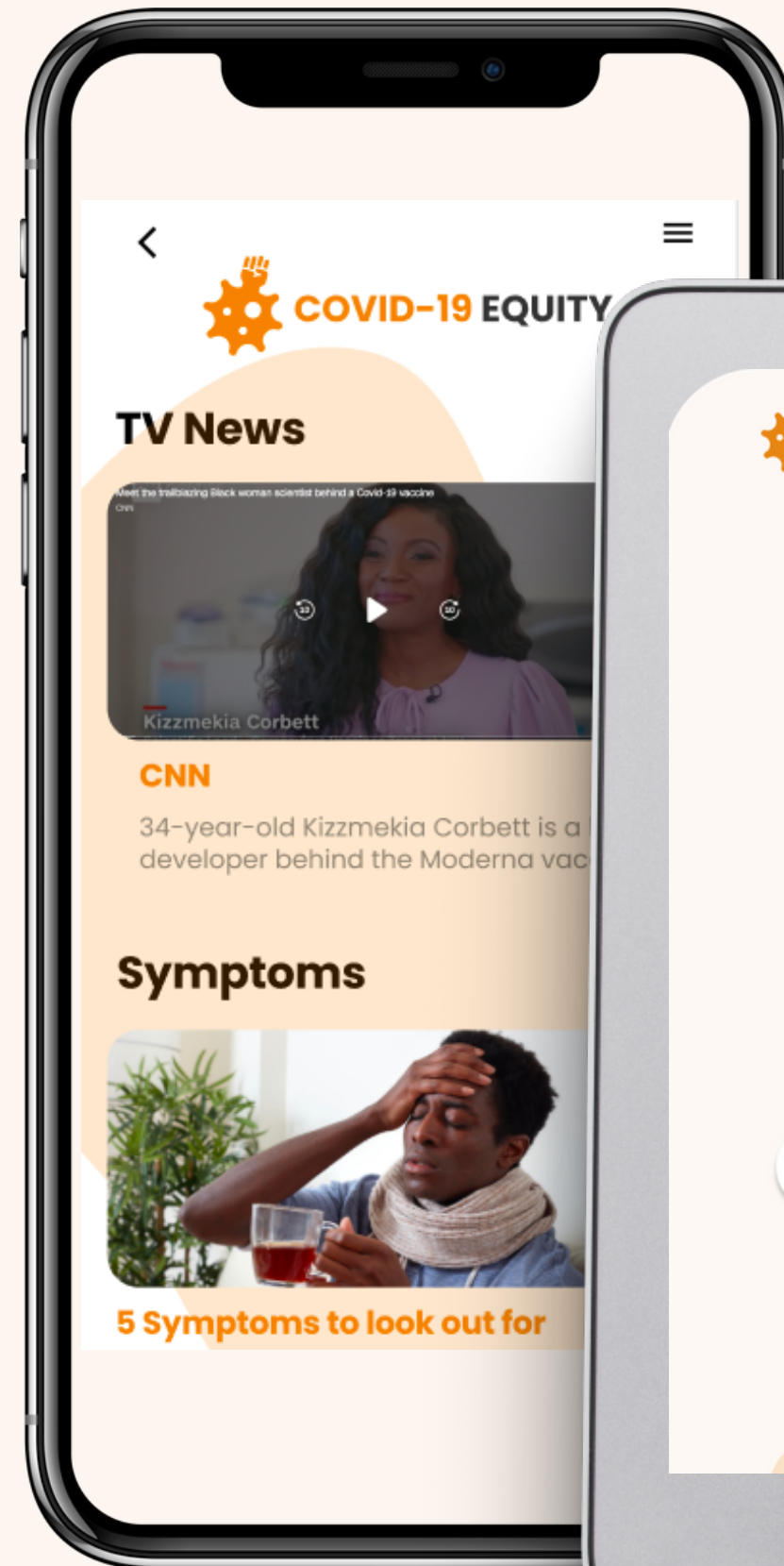
Work Around

-May need to inform the public of other ways they can socialize. Physical distancing does not have to mean social distancing. Optimize use of social media platforms and access to mental health resources.

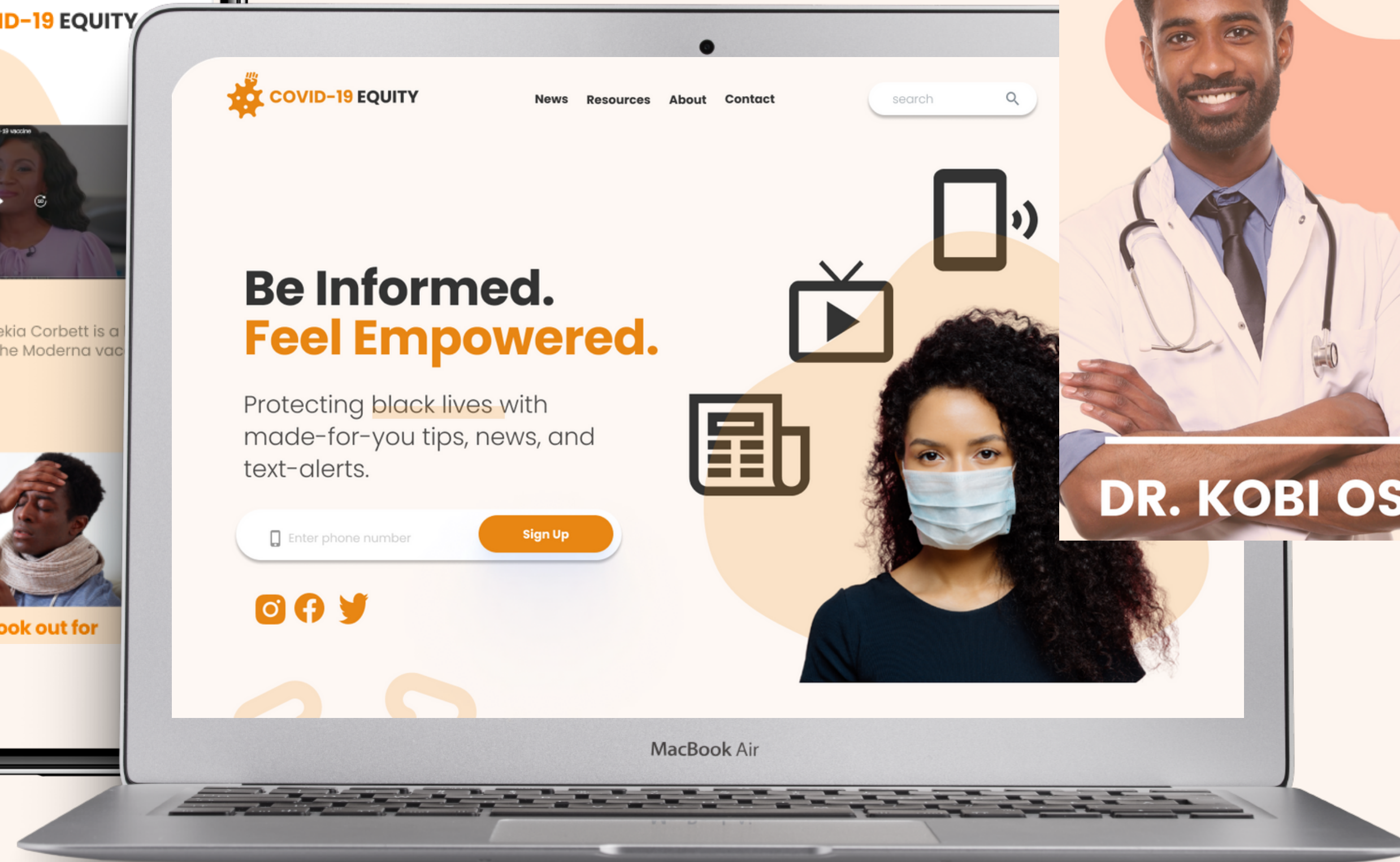
-Make sure this information is prioritized and updated frequently on the platform.

The Proposed Solution

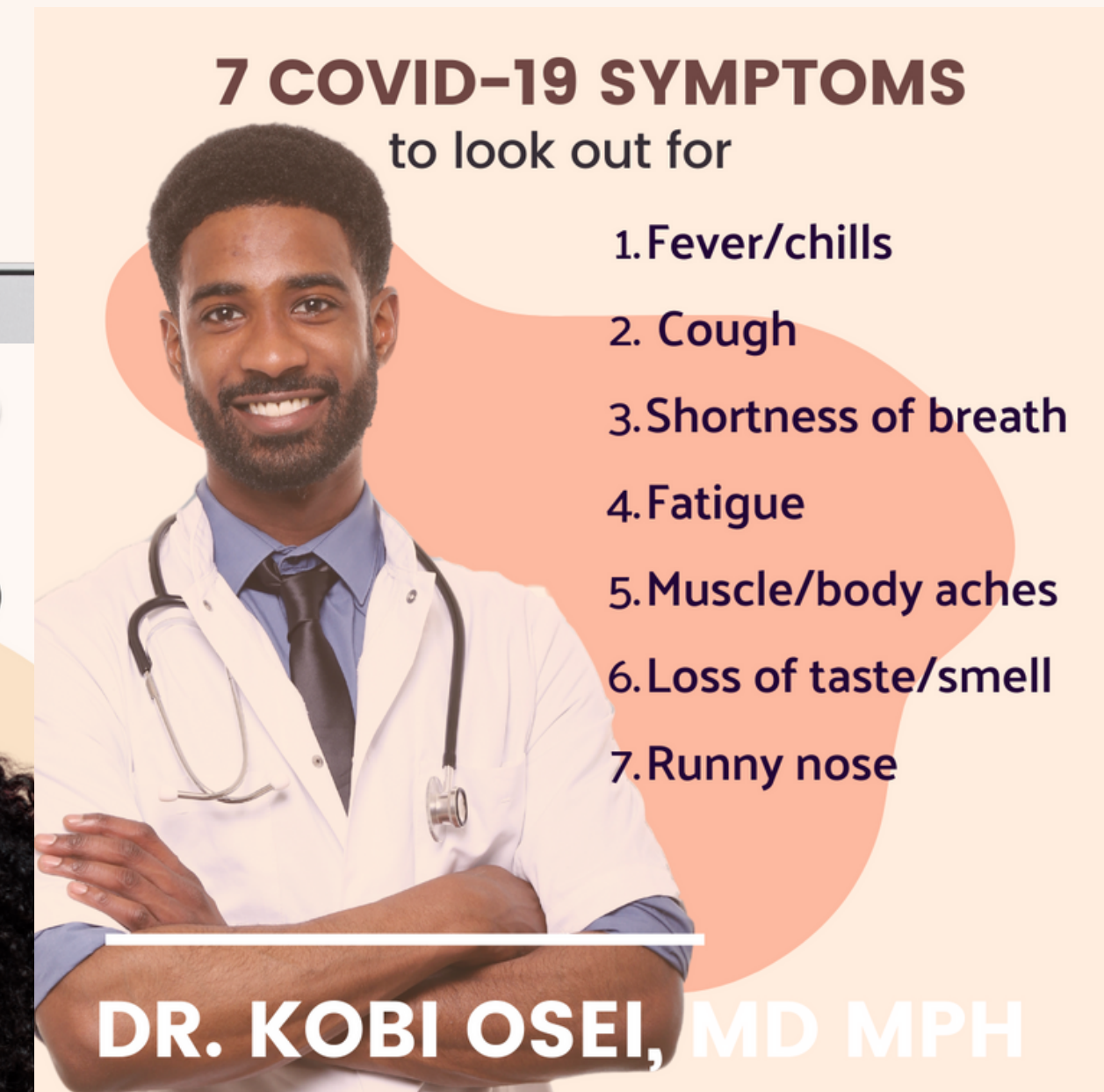
A communications strategy to empower Black Americans



Text-message updates



"Catch-all" website



Shareable social media posts

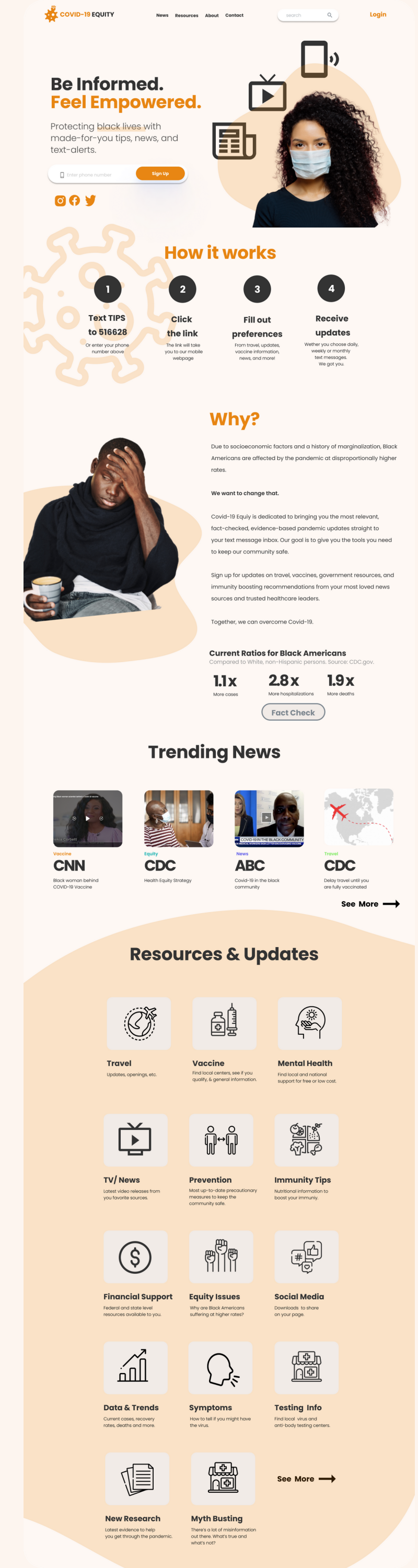
Covid-19 Equity

Website. Text-message updates. Social media.

The solution to the problem of effective pandemic communications towards Black Americans is a multi-media communications strategy that is accessible, credible, and prioritizes the needs and concerns of this target audience.

Covid-19 Equity is dedicated to bringing users the most relevant, fact-checked, evidence-based pandemic updates straight to their text message inbox. The goal is to give Black Americans the tools they need to keep themselves and their community safe. The topics and frequency of the updates are fully customizable. The resources on the webpage are free, accessible, and prioritize the concerns of the target audience. The images used and tone of messaging is representative of the end-user and maximizes receptiveness to the messaging.

“Be Informed. Feel Empowered.”

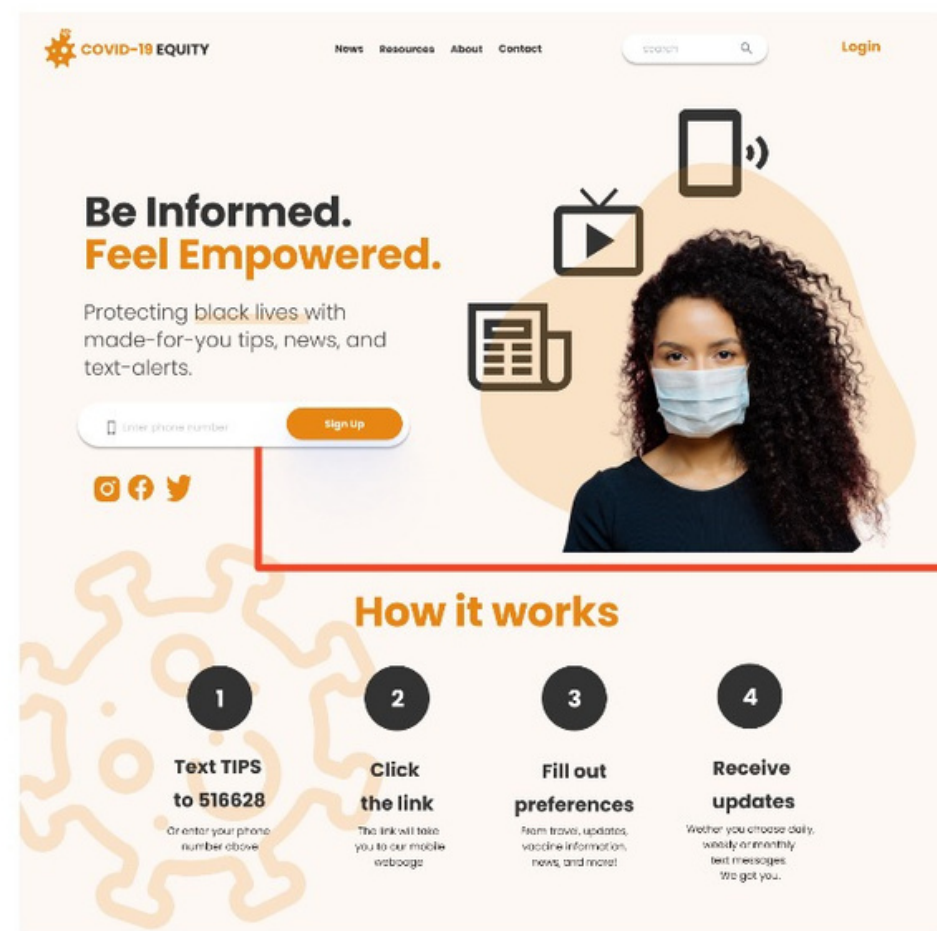


Covid-19 Equity

User Task Flow: Initial Sign-up for Text Message Updates

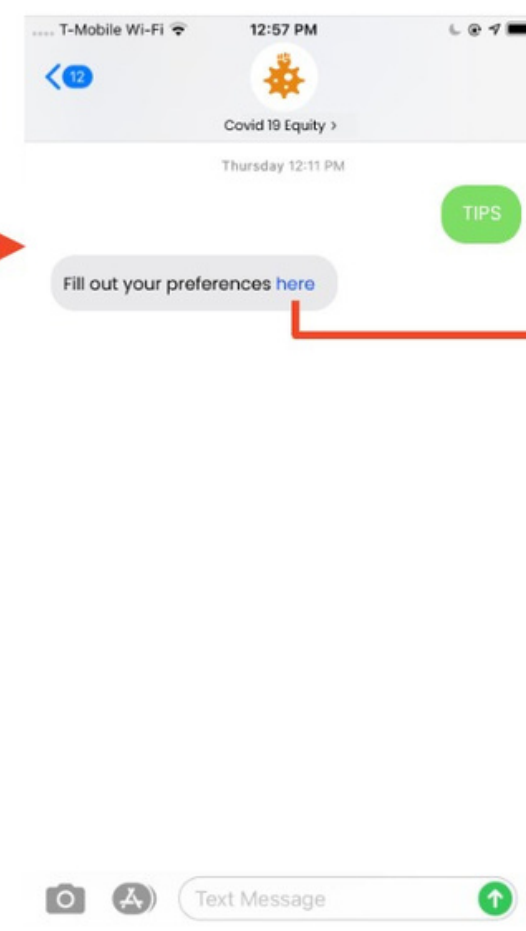
Task: Initial Sign-up for Text Message Updates

Website Home Page



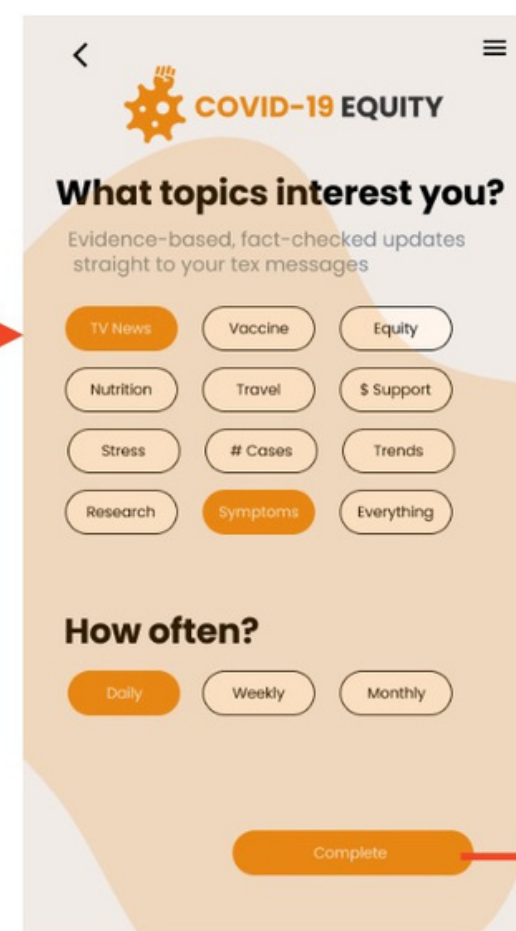
User enters phone number and clicks sign-up button or texts "TIPS" to 516628.

Mobile Text



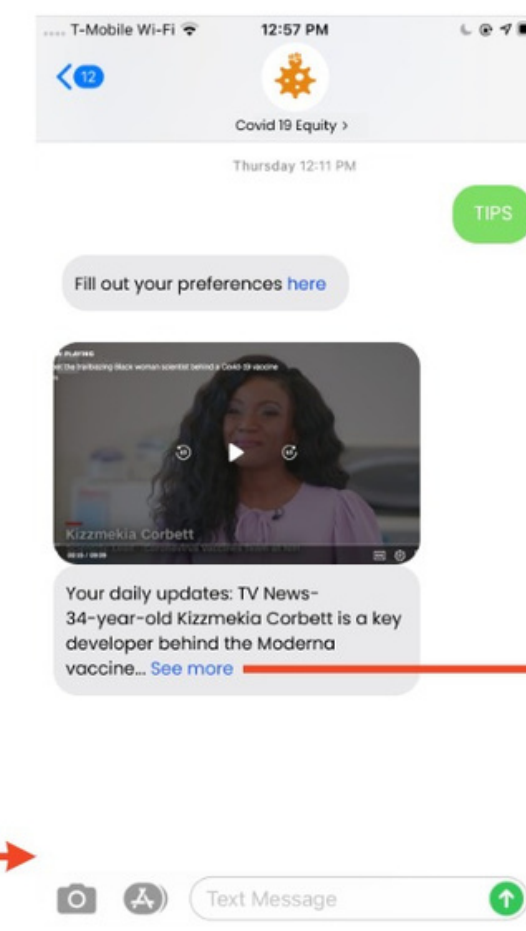
User receives a link via text message prompting them to fill out their preferences.

Mobile Website



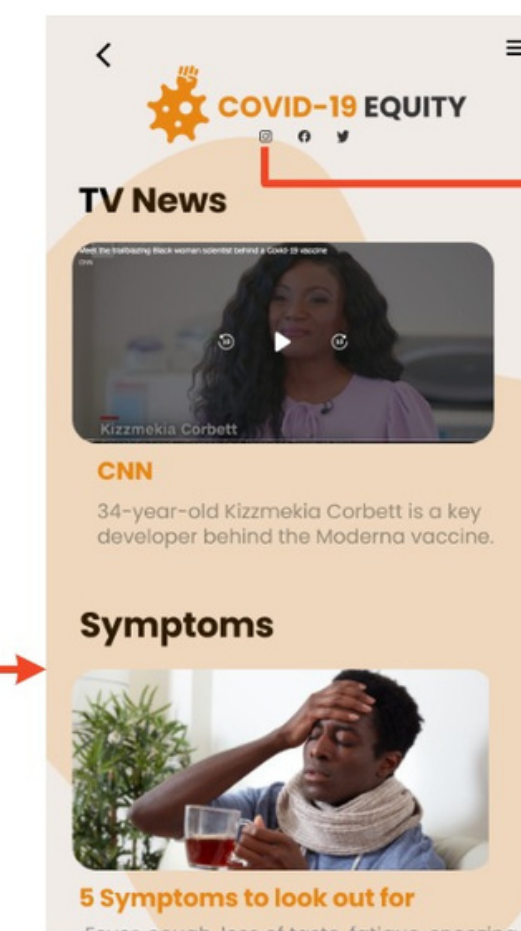
User chooses their preferences through the mobile site.

Mobile Text



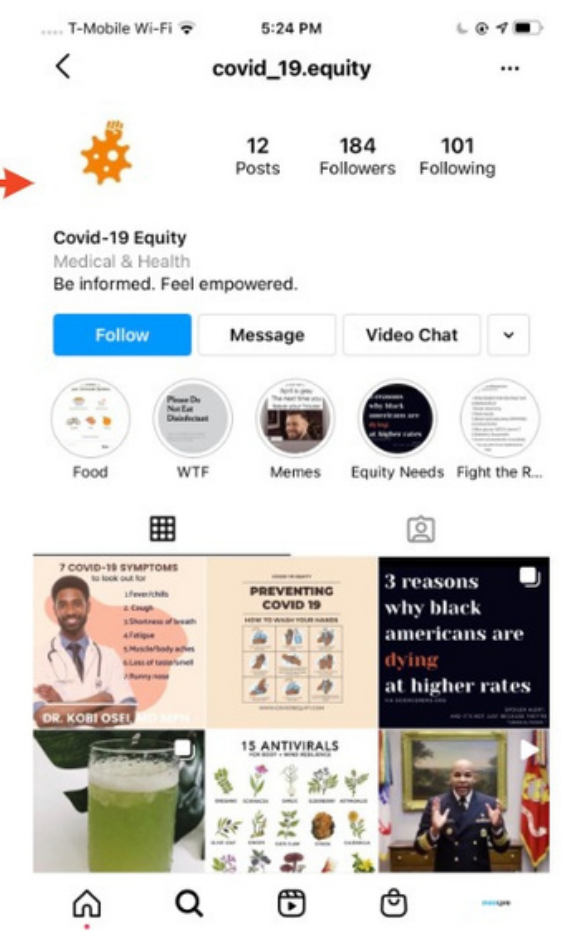
User receives their first update and can choose to "see more."

Mobile Site



User can view full videos and read articles on the mobile site.

Instagram (Mobile)



User can follow Covid-19 Equity on social media and share posts with family and friends.

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Trending News

Equity CDC
Health Equity Strategy

News ABC
Covid-19 in the black community

Travel CDC
Delay travel until you are fully vaccinated

[See More](#) →

Resources & Updates

Travel
Flights, openings, etc.

Vaccine
Find local centers, see if you qualify, & general information.

Mental Health
Find local and national support for free or low cost.

News
The latest releases from the sources.

Prevention
Most up-to-date precautionary measures to keep the community safe.

Immunity Tips
Nutritional information to boost your immunity.

Social Support
Find state level resources available to you.

Equity Issues
Why are Black Americans suffering at higher rates?

Social Media
Downloads to share on your page.

Statistics & Trends
Cases, recovery rates, and more.

Symptoms
How to tell if you might have the virus.

Testing Info
Find local virus and anti-body testing centers.

Research
Use science to help through the pandemic.

Myth Busting
There's a lot of misinformation out there. What's true and what's not?

[See More](#) →

COVID-19 EQUITY

TV News

CNN
34-year-old Kizzmekia Corbett is a key developer behind the Moderna vaccine.

Symptoms

5 Symptoms to look out for
Fever, cough, loss of taste, fatigue, appearing

7 COVID-19 SYMPTOMS to look out for

1. Fever/chills
2. Cough
3. Shortness of breath
4. Fatigue
5. Muscle/body aches
6. Loss of taste/smell
7. Runny nose

DR. KOBI OSEI, MD MPH