

Virginia COVID-19 Working Group Meeting 7/31/2020

Old business/updates

- Josh has updated Amy on what is required for the letter of support for our IRB.

Registry marketing- role of each player on marketing and publicizing registry

Name	Role/Responsibility	Plan/task completion date
Amy Adams	<ul style="list-style-type: none"> • Joint news story (EVMS, GMU, Vibrent) to share with university communities and post on social media • Virginia Bio could also be asked to post the story. • Leveraging colleagues throughout the state who can help disseminate in their networks. • Reaching out to the healthcare systems (Amy has contacts with several in the Northern VA region) 	<ul style="list-style-type: none"> • Josh can provide the contact for the EVMS communication person, since this news story will be a joint effort across the institutions. • We can aim for a draft next week.
Keith Renshaw	<ul style="list-style-type: none"> • Suggested leveraging well-known and regarded regional figures, such as GMU Interim President Anne Holton, who is the wife of Senator Tim Kaine 	
Amira Roess	<ul style="list-style-type: none"> • Amira is connected with the group of free clinics. Dr. Becky Sutter is the point person and she is interested in the collaboration. We will include her in e-mails and meetings going forward. GMU team also has connections to other cultural associations (Korean, Middle Eastern, etc.). • There are also relationships with educators, medical professions groups, etc. We can target those groups as well. 	<ul style="list-style-type: none"> • Amira will reach out to these groups. Josh Edwards and Josh Schilling will develop e-mail scripts that can be used.
Brian Levy	<ul style="list-style-type: none"> • Noted that facebook marketing is generally inexpensive (~\$15 to promote per post). • Also, the county supervisor sends out a monthly e-mail. We could pursue leaders of multiple counties if they have similar e-mails. 	

Vibrent team	<ul style="list-style-type: none"> • Vibrent can assist with video development. Dr. Dodani suggested that the animated video (like what was shown to the group at a previous meeting) would be a great starting place. • We can work off the landing page website that has been shown at past meeting, and we can add our unique messaging and information. • Josh Schilling can work with Josh Edwards more closely on these aspects, starting with a project plan. We will also want to make a measurement plan for how we will measure success. 	<ul style="list-style-type: none"> • Early next week—Josh Schilling and Josh Edwards can work on creating the detailed project plan.
Josh Edwards	<ul style="list-style-type: none"> • Josh will send around draft scripts for communications. • We can begin by disseminating information within our direct networks. • Josh mentioned EVMS internal communication resources, including website, e-mail newsletter, quarterly magazine, letter. 	

Other Ideas and Points of Discussion

- We can get the videos narrated in different languages (Spanish, Korean, etc.). The more difficult task here would be translating the surveys themselves. However, the team felt it would likely be worthwhile to have the video itself in multiple languages, so we will start there.
- We discussed the role of Vibrent in this phase. Vibrent has great experience in the marketing and roll-out of a project and can take the lead in this phase of the work. Vibrent will take the lead on a granular project plan for outreach, awareness, recruitment, engagement, and enrollment.
- We can establish a common Data Use Agreement. Once we are up and running with recruitment, Dr. Dodani will reach out to our legal team. HADSI will serve as the hub for data. Once we have that DUA it will be shared with GMU and Vibrent.
- We could use a shared drive to share the question list. The group can work together to refine order based on priorities.
- Currently we are not providing incentives. If we receive funding down the line, we will make an amendment.
 - If we have a small amount of funding, we could try to do a raffle system (ie: 30 people win \$100).

- We could also use the points system with the raffle idea (ie: if you complete a certain number of surveys you could qualify for the raffle).

R01- Aims

- Dr. Dodani checked in with the group on whether we were ready to revisit the R01 or whether we want to wait until we have preliminary survey data.
- Amira mentioned that CDC did an investigation and report in Manassas due to an outbreak there. This could be valuable to reference and build off of.
- She also suggested that more outpatient clinical data would also be valuable in order to be able to better assess the population seeking care in a region.
 - EVMS has a general free clinic and a Spanish-speaking free clinic. Josh mentioned that since those clinics are student-run, they have been closed, but Josh and Dr. Dodani can reach out to Dr. Leader for more information
 - Dr. Dodani can check within the SEQN network of primary care and internal medicine doctors. This includes over 3,000 providers, primarily outpatient. We may be able to at least get aggregate data from these providers.
- Adding social context—Brian suggested that we could look publicly available, county-level mobility data in order to demonstrate the social context.
- Amira will send to Dr. Dodani her questions and what data we might want from Sentara.
- Dr. Dodani also has data on Sentara COVID-positive patients who were not admitted (aggregate-level).
- The group decided that it would be worthwhile to revisit the aims at this time.
- Sarah will send out the latest aims page. Group will review for next week and we can discuss what revisions are required.
- Keith and Brian will be off next week but will e-mail thoughts in advance.

Action Items

- Sarah, Josh, and Dr. Dodani will meet next week to discuss options for funding from EVMS donors.
- GMU team will look into small funding opportunities from their institution.
- Dr. Dodani will check within the SQCN (Sentara quality Care Network) of primary care and internal medicine doctors to see if she can get regional outpatient data.
- Sarah will send out the latest aims page. Group will review for next week and we can discuss what revisions are required.

**Action items are also listed in the Plan/task completion date column of the table above*