



RADXUP
**COVID-19 Equity
Evidence Academy**



Puipuia le Ola

Protecting the Lives of Pacific Islanders in Hawai'i

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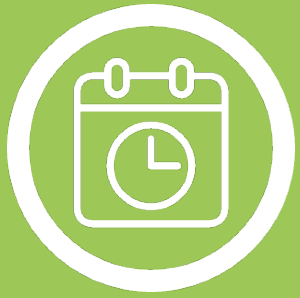
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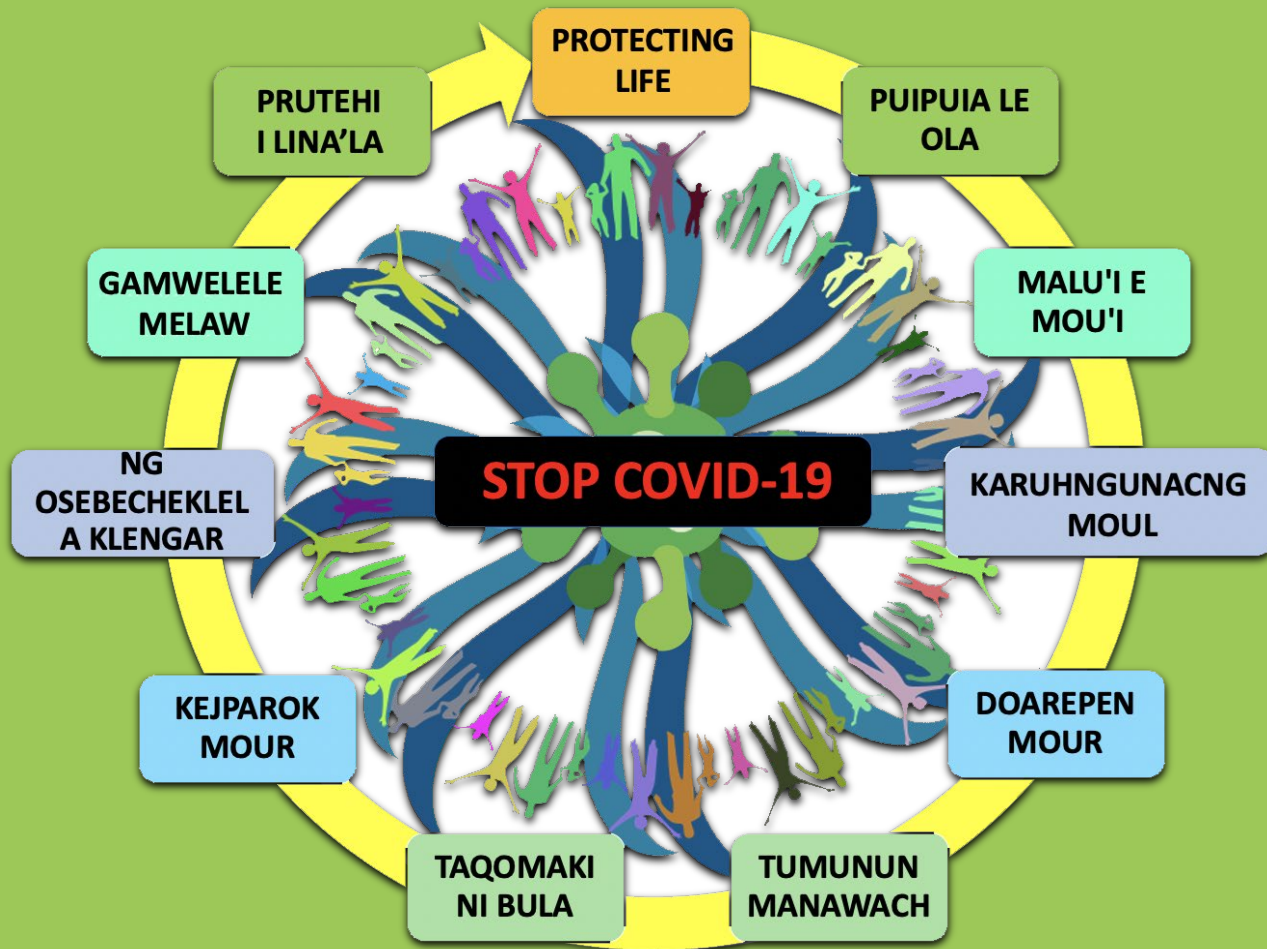




Presentation Objectives

- 1** To gain insight into the vital role of indigenous Pacific Islander researchers in advancing health equity through their cultural expertise.
- 2** To identify transferable concepts and best practices from successful community-engagement strategies with Pacific Islanders for future application.
- 3** To learn methods to continue capacity building and sustain support in academic-community partnerships with Pacific Islanders.

Study Purpose



Aims

- 1** To increase COVID-19 testing rates among Pacific Islanders in Hawai'i, to reduce the transmission of SARS-CoV-2.
- 2** To learn about Pacific Islanders' knowledge and perceptions about COVID-19.

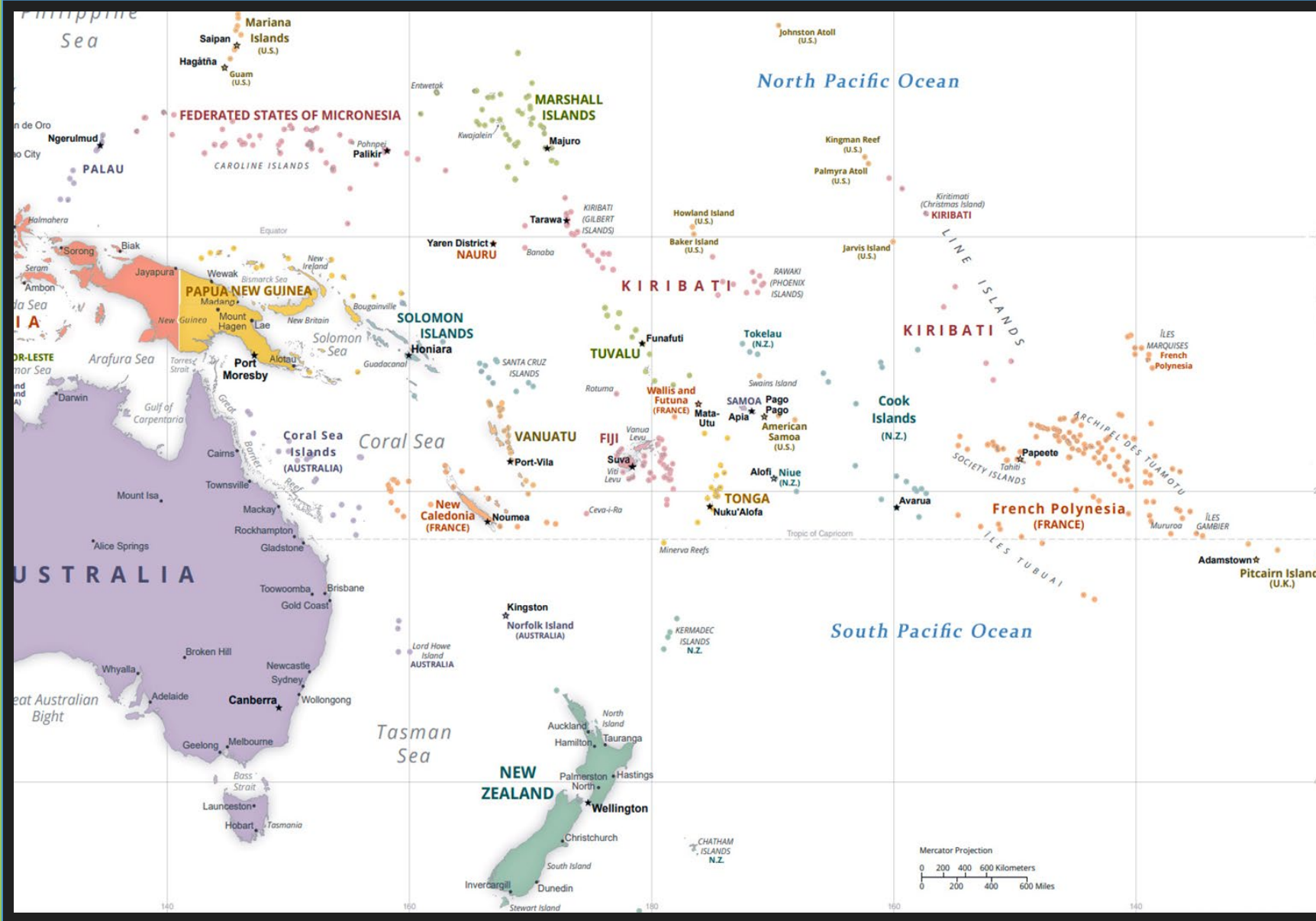
Central Hypothesis

Culturally and linguistically tailored COVID-19 education and outreach strategies will increase uptake of COVID-19 testing among Pacific Islanders.

Who Are Pacific Islanders?

Non-Native Hawaiian Pacific Islanders

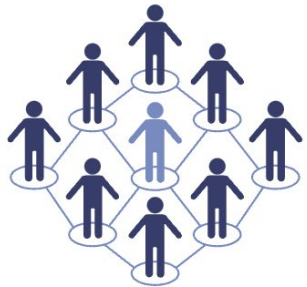
are the indigenous people having origins in American Samoa, Samoa, Tonga, Tokelau, Tuvalu, Tahiti, Maori, Niue, Cook Islands, Federated States of Micronesia, Kiribati, Republic of the Marshall Islands, Republic of Palau, Guam, the Commonwealth of the Northern Mariana Islands, Fiji, Papua New Guinea, Solomon Islands, Vanuatu, and New Caledonia.



Pacific Islanders in Hawai'i, 2020

4%

of State's
Population



32%

of COVID-19
Cases



28%

of COVID-19
Hospitalizations



28%

of COVID-19
Deaths



Data from the Hawai'i Department of Health,
September 2020.

In Hawai'i, Pacific Islanders represent **4% of the state's population** but accounted for as many as **32% and 28% of COVID-19 cases, and hospitalizations and deaths, respectively.**

Pacific Islanders also had the **highest COVID-19-related deaths at 428 per 100,000 population**, compared to all other race and ethnic groups.

Puipuia le Ola Study Design

Pre-Post Survey from May 2021 - December 2023

Recruitment & Enrollment

Outreach

Study Website,
Flyers,
Social media,
Zoom Meetings
Phone calls
Radio talk shows,
Posters

Eligibility Screening & Enrollment

Informed consent

RDS

Informed about
study and recruited
by family or friend

Pre-Intervention Data Collection

RADx-UP CDE Survey
Pre-survey

Incentive

Intervention Implementation

**Educational
Intervention**
COVID Testing,
Curriculum,
Social Media,
Virtual Community
Events,
Zoom and In-Person
Talanoa (Meetings)

COVID-19 Testing & Reporting

**COVID-19
Testing**
At-Home Test

Test Results

Post-Intervention Data Collection

RADx-UP CDE Survey
Post-survey

Incentive

Partnerships Were Key



Pacific Islanders were employed and trained as **Field Research Assistants (FRAs)**, playing a crucial role in connecting with communities.

Collaborated with community organizations and state agencies such as the Pasefika Empowerment and Advancement (PE'A) Inc., PI church communities, Project Vision, Papa Ola Lokahi, the Native Hawaiian and Pacific Islander COVID-19 Response, Resilience, Recovery team (NHPI-COVID 19 3R), and various state government agencies.

FRAs were zealous and engaged in **diverse community outreaches** to build trust, visibility, and promote vaccinations.

Conducted **personalized outreach and communication** for COVID-19 monitoring.

Pacific Islander-Led Community Engagement



Active involvement of **Pacific Islanders as research staff, advisors, and community partners** who were proficient in Pacific Islander languages and cultures.

Implemented **linguistically tailored communication and outreach strategies** (i.e., materials written in Pacific Islander languages).

FRA's used **diverse channels and user-friendly formats** for effective dissemination.

Produced regular **community reports** for sample representation.

Church communities, cultural leaders and pastors were engaged to encourage participation.

Adapted focus group discussions into culturally resonant **talanoa (talk story) sessions**.

Gathered **feedback from Pacific Islanders** to shape the study and outreach efforts.

Key Descriptive Findings N=3195



Highest Level of Education:

1. High School Graduate (40%)
2. Some College level (25%)
3. 9th to 12th Grade (11%)



Comorbidities:

1. Hypertension (12%)
2. Diabetes (10%)
3. Asthma (4%)



83% speak non-English language(s) at home:

1. Samoan (32%)
2. Chuukese (22%)
3. Pohnpeian (12%)

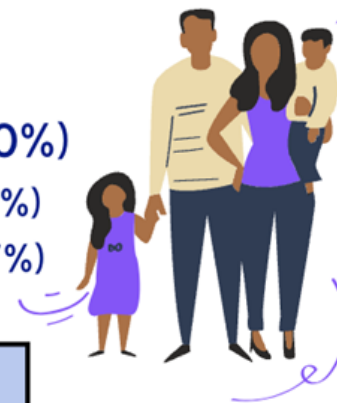
Annual Household Income:

1. Less than \$15,000 (19%)
2. \$35,000 - \$49,999 (9%)
3. \$25,000 - \$34,999 (8%)



Household Composition:

1. Family including kids (60%)
2. Family with 3 generations (18%)
3. Living with partner, no kids (7%)



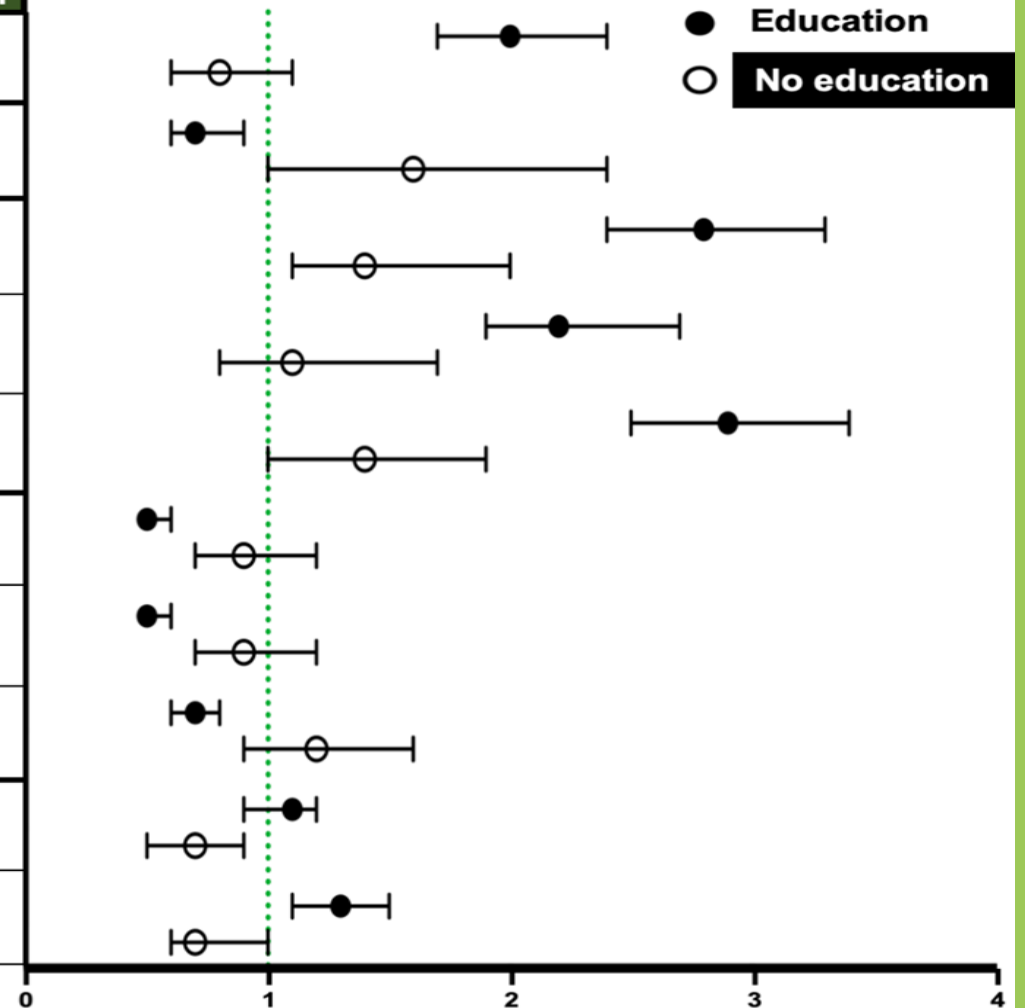
Persons per Household	Poverty Guideline for Hawaii, 2023
3	\$28,590

COVID-19 Testing Outcomes

71% of participants got tested for COVID-19 and 82% attended COVID-19 testing education.

Culturally and linguistically-tailored education INCREASED awareness and readiness of COVID-19 testing among Pacific Islanders:

Category	Survey Response	OR	95% CI	p.val
Access and intent	I plan to get tested as often as needed.	2.0	1.7 – 2.4	***
		0.8	0.6 – 1.1	
Interpretation of a negative result	I don't have to worry about getting COVID-19.	0.7	0.6 – 0.9	**
		1.6	1.0 – 2.4	
Perceived benefits	To know if I am safe not to give COVID-19 to anyone I am around.	2.8	2.4 – 3.3	***
		1.4	1.1 – 2.0	
	To let my employer know that I am safe to work.	2.2	1.9 – 2.7	***
		1.1	0.8 – 1.7	
	To get treat early if I am positive.	2.9	2.5 – 3.4	***
		1.4	1.0 – 1.9	
Perceiving risks	May experience discomfort from being tested.	0.5	0.5 – 0.6	*
		0.9	0.7 – 1.2	
	I don't have COVID-19 symptoms so I don't need to be tested.	0.5	0.5 – 0.6	*
		0.9	0.7 – 1.2	
	Not much they can do for me if I have it.	0.7	0.6 – 0.8	***
		1.2	0.9 – 1.6	
Perceived risks of COVID-19 infection to self or household	You will have to go to the hospital if you get the infection.	1.1	0.9 – 1.2	*
		0.7	0.5 – 0.9	
	Someone in your household, friend, or family will die.	1.3	1.1 – 1.5	*
		0.7	0.6 – 1.0	



Lessons Learned on Community Engagement

Talanoa sessions gather qualitative feedback on strategy impact, shaping interventions.

Surveys and questionnaires collected quantitative data on community perceptions.

Engaging Pacific Islanders in intervention research for the first time in Hawai'i posed **challenges**.

Continued academic-community capacity building and partnerships are essential to support high-quality education including research training for Pacific Islander students.



Sustaining Community-Engaged Research



Deliberate community dissemination phase with various methods, including **data walks, webinars, zoom meetings, in-person sessions, infographics, contact cards, and incentives.**



Extensive preparation and practice for presentations, including logistics and tailored presentations, and **collaboration with respective communities and institutions.**

PowerPoints were **cost-efficient** and **well-received**. Attendees were engaged and **shared their COVID-19 experiences**, enhancing the **interactivity** of the presentations.

Over 1,000 Pacific Islanders attended 10+ data dissemination events, in-person and online, to learn about study results so far.

RADxUP

Beyond our direct community engagement, we expanded our community and scholarly reach by **presenting study outcomes in webinars and scientific conferences.**

Valuable Lessons for Community Implementation

“Puipuia le Ola” developed a **Pacific Islander workforce for community-engaged research and health advocacy**. This project provided training for Pacific Islander college students and community leaders in health-related professions.

There is a **NEED for supporting higher education attainment among Pacific Islanders**, such as the Center for the Advancement of Pacific Islanders (CAP), and projects like Atamai e Tautua (With Knowledge We Serve) & Pathways for the Advancement of Pacific Islanders (PAPI) at the University of Hawai‘i at Mānoa.



We are committed to knowledge dissemination and have planned data-sharing, community report (written, videos, etc), academic publication, conference presentations, and seminars.

Collaborations with other researchers and CBOs are integral **to address racial disparities, and address community needs including resource allocation** with a focus on social determinants of health and continued representation in COVID-19 studies.

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Co-Investigators

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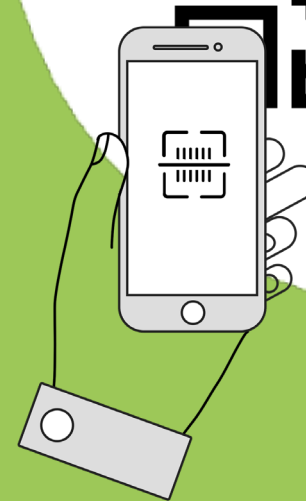
Thank you.

Field Research Assistants

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Mikel, Jade Ching, Loyida Mikehl, Jonathan Aoki, Prieta
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If you would like to donate to Maui
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Q&A

Future inquiries can be communicated to
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For more information, visit our **website** at
<https://manoa.hawaii.edu/puipuia/>

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