Improving Access to Spanish COVID-19 Resources at a Children’s Hospital

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Background

- Our patient population:
  - Ethnicity: 13% Hispanic/Latinx
  - Preferred language: 7% Spanish
- At our institution, COVID-19-related health information is overall more available in English than Spanish.

SMART Aim

We aimed to increase percent of page views for Spanish COVID-19-related resources on our hospital’s website from 3.2% to 8.2% of total views of all COVID-19-related pages from September 2020 to June 2021.

Methods

- An ethnically diverse, multidisciplinary team: physicians proficient in Spanish, information technology, marketing, and public relations.
- A Driver Diagram was created to help guide interventions (Fig 1).
- Outcome Measure: Percent of Spanish COVID-19 page views out of all COVID-19 page views.
- Run and control charts assessed improvement over time.

Results

Outcome: Special cause improvement from 3.2% to 5% of total COVID-19 page views arising from Spanish COVID-19 website pages was temporally-related to addition of a pop-up link to Spanish COVID-19 resources on the institution’s main website (Fig 2).

Process: Average monthly views of Spanish COVID-19 pages increased from 1,694 to 2,227 while English views decreased from 50,605 to 42,758 (Fig 3).

Conclusions

- G1 methodology can be used to help close gaps in pandemic-related health disparities by increasing traffic to Spanish COVID-19 online resources.
- Interventions improved the quality of Spanish content, and increased efforts to disseminate Spanish content both internally & externally.
- Barriers were identified beyond lack of Spanish online resources, but also low utilization of them.

Next steps:
- Conduct focus groups to better understand methods to promote Spanish resources.
- Spread interventions to non-COVID-19 Spanish website content to further reduce disparities.

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