Posters

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

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Background

- Nationally, COVID-19 pandemic disproportionately impacts Spanish-speaking communities.
- 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.
- Process Measure: Monthly Spanish COVID-19 page views.
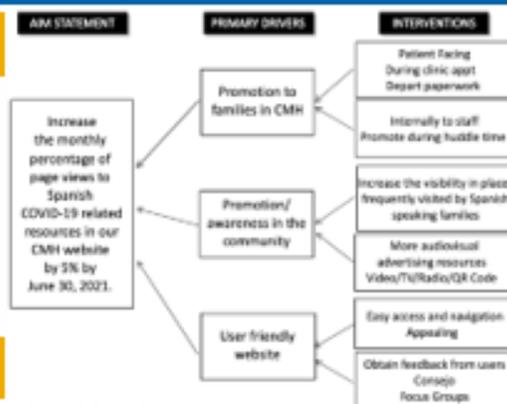- Run and control charts assessed improvement over time.

Figure 1. Driver Diagram

PDSA Cycle 1 (September 2020): All COVID-19 information on the website was made available on Spanish pages with a direct link in the banner bar from the home page

PDSA Cycle 2 (October 2020): local Spanish television station advertisement to inform the community about the website resources available in Spanish. The campaign showed the video 128 times from Oct 2nd to Nov 6th

PDSA Cycle 3 (November 2020): Addition of QR Code/URL for access to Spanish COVID website resources in patient clinic instructions

PDSA Cycle 4 (December 2020): Dissemination of project internally via employee daily huddles

PDSA Cycle 5 (January 2021): Dissemination within the community using flyers with QR Code and URL; Rerun TV campaign

PDSA Cycle 6 (February 2021): Dissemination of vaccine Information via the website and local Spanish television station
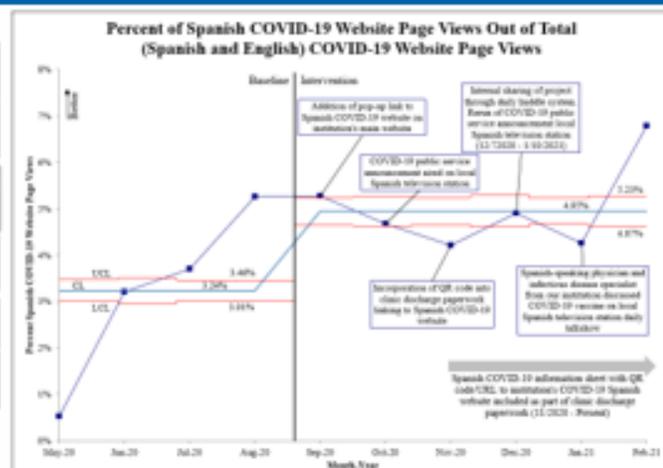

Figure 2. Percent of Total COVID-19 Website Page Views Resulting from Spanish COVID-19 Website Views. P-chart. CL, centerline. LCL, lower control limit. UCL, upper control limit.

Figure 3. COVID-19 Website Page Views. Run Chart displaying monthly total of page views per language type. Left y-axis, English page views. Right y-axis, Spanish page views.

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

- QI 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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