A community-centered approach to contact tracing for COVID-19

WHO INFODEMIC MANAGEMENT & GLOBAL COLLECTIVE SERVICE WEBINAR

April 13, 2021
Enabling Success
A Community Centered Approach to Contact Tracing for COVID-19
Context

Contact tracing is a strategy that has been used for decades to stop infectious disease. Over time we have learnt that implementing contact tracing successfully requires close and consistent engagement with local communities.

Evidence from previous contact tracing efforts shows that across all contexts community trust is critical for contact tracing to be successful.

Community ownership, buy-in, and active participation is central to successfully implementing contact tracing, reducing transmission for COVID-19 and saving lives.

Purpose

To place of community engagement and participation at the heart of the contact tracing process and articulate best practice principles for community engagement and how they can be operationalized.

The material presented can stand on its own, or be used to complement other documents which support this process including strategies, implementation plans or training and capacity building modules.
**Audience**

National and local level planners and implementers, including government, NGOs and other stakeholders involved in the coordination, implementation and monitoring of contact tracing for COVID-19

**Expected outcome**

Increase knowledge and understanding of programme managers and implementers on the importance of putting community at the heart of contact tracing while empowering them to do so. **Effective integration of community engagement principles and processes into contact tracing strategies and implementation will build and promote trust and ultimately reduce the transmission of COVID-19 saving lives.**
Key Principles

01 Understand Community Context
02 Build Trust
03 Ensure and Maintain Community Buy-In
04 Work Through Community-Based Solutions
05 Generate Community Workforce
06 Commit To Honest and Inclusive Communication

07 Listen, Analyse and Respond to Feedback
08 Consider Technology Implications
09 Do Not Criminalise Actions
10 Address/Discourage Stigma
11 Coordinate with All Response Actors
Using the social ecological model to enhance community-centred contact tracing

Evidence demonstrates that social and community factors, including policies and norms, influence the success of outbreak control measures.

Applying SEM to contact tracing helps us identify barriers and opportunities at all levels—which support a contact to fully participate in contact tracing and quarantine upon exposure.

The model also illustrates the vital inter-dependencies among policy makers, the community, the contact tracer, and the individual contact.

Enabling a contact tracer to understand each level of the response context better prepares them to identify misgivings and resistance to contact tracing and helps them to offer alternative solutions improve uptake of contact tracing activities.
Community engagement strengthens contact tracing & has a positive impact on individual outcomes & societal & interpersonal outputs.

**Community Engagement in Contact Tracing**
- RCCE expert for community engagement in contact tracing
- Community advisory boards provide feedback to response, link community resources and stakeholders
- Community needs and asset assessment conducted, updated
- Quality, culturally appropriate training of contact tracers

**Societal Outputs**
- Communities have input in established policies, procedures and resources allocated for contact tracing
- Communities have representation in Emergency Operation Centers (EOC) / Incident Management System (IMS)
- Community advisory boards have access to policy makers
- Community advocates have skills and access to data to advocate for community-engaged contact tracing and resources to support tracing, isolation and quarantine

**Impact of Community-Engaged Contact Tracing**
- Increase in contacts consenting to tracing, quarantine
- Increase in contacts completing tracing, quarantine

**Interpersonal Outputs**
- Contact understanding the impact of contact tracing on local transmission
- Contact knows how to access testing, healthcare if symptomatic
- Contact believes they can have impact on transmission by tracing, quarantine
- Contact believes they will be able to complete monitoring and quarantine

**Individual Outcomes**
- Contact's knowledge, beliefs, and action enhanced community-engaged contact tracing
- Contact linked to support services during quarantine
- Contact tracer assists contact to identify people to support needs
- Family and friends supportive of contact tracing, isolation and quarantine
- Contact has realistic perception of risk and disease severity
- Contact understands the tracing and quarantine process, where they can access resources
Operationalizing community engagement

Contact tracing is most effective when the community where tracing will take place is actively involved at all stages, including planning, implementation, and review.

Community trust is critical, and especially so where people may be marginalized or underserved.

SOPs provide a sample set of actions to take to actualize the Community Engagement Principles.

Contact tracing may be conducted through a mix of technological approaches, phone, and in person visits.

Regardless of the format used to conduct contact tracing, the community engagement principles remain relevant.
## Indicators for key principles

There are many nuances involved in the community engagement process for contact tracing that are identified in the principles presented. The indicators in the table measure the impact of the corresponding key principles.

<table>
<thead>
<tr>
<th>Principles</th>
<th>Suggested Indicator</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>01 Understand Community Context</strong></td>
<td>Completion of community asset and needs assessment for contact tracing.</td>
</tr>
<tr>
<td><strong>02 Build Trust</strong></td>
<td>Contact tracing procedures include linking contact to existing community resources to support quarantine. Contact tracing procedures include explaining the contact tracing process and the contact’s role.</td>
</tr>
<tr>
<td><strong>03 Ensure and Maintain Community Buy-in</strong></td>
<td>Presence of mechanism established for community feedback and response into the contact tracing process.</td>
</tr>
<tr>
<td><strong>04 Work Through Community-Based Solutions</strong></td>
<td>Presence of community focal point embedded in Emergency Operation Center/Incident Management System to engage on RCOE. Percent of contact tracers trained in community engagement.</td>
</tr>
<tr>
<td><strong>05 Generate Community Workforce</strong></td>
<td>Percentage of contact tracers from the community.</td>
</tr>
<tr>
<td><strong>06 Commit to Honest and Inclusive Communication</strong></td>
<td>Presence of mechanism in place for contact to communicate with contact tracing team. Contact tracing procedures include two-way dialogue around local transmission and contact’s role in containment.</td>
</tr>
<tr>
<td><strong>07 Listen, Analyse and Respond to Feedback</strong></td>
<td>Contact tracing procedures include question and answer exchange between contact and contact tracer. Presence of feedback and response mechanism established for community input into contact tracing process.</td>
</tr>
<tr>
<td><strong>08 Consider Technological Implications</strong></td>
<td>Track or trace technology app uptake via percentage of CT app downloads.</td>
</tr>
<tr>
<td><strong>09 Do not Criminalize Actions</strong></td>
<td>Total number of ordinances created with punitive action for violation of contact tracing and quarantine guidance.</td>
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<tr>
<td><strong>10 Address/ Discourage Stigma</strong></td>
<td>Presence of a mechanism established to disseminate current information about local transmission, testing, contact tracing. Contact tracing procedures include explaining the contact tracing process and the contact’s role.</td>
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<tr>
<td><strong>11 Coordinate With All Response Actors</strong></td>
<td>Community has documentation of recommendations for policy, procedures, and resource allocation for contact tracing.</td>
</tr>
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</table>
## Annex A
### Indicator Bank

<table>
<thead>
<tr>
<th>Indicator</th>
<th>Why is this Indicator Important?</th>
<th>Type of Indicator</th>
<th>Level</th>
<th>Data type</th>
<th>How is Indicator Calculated</th>
<th>Examples of who collect data</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Public</td>
<td>Public health, economic development, and social stability</td>
<td>Proxy indicator</td>
<td>National</td>
<td>Percentage</td>
<td>Calculate from survey data</td>
<td>Ministries of health, economic development, and social stability</td>
<td>acht on the quality of data collection.</td>
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<td>Community</td>
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Resource guide – vetted resource guide to support community-centred contact tracing

Guidance

- Guidance: Contact Tracing For COVID-19, IFRC
- Communication Guidance For COVID-19 Contact Tracing, Vital Strategies and Resolve to Save Lives
- A Guide For Community Facing Staff, Oxfam
- Contact Tracing in the Context of COVID-19, WHO
- Digital Tools for COVID-19 Contact Tracing, WHO

Lessons Learned

- Community engagement for successful COVID-19 pandemic response: 10 lessons from the Ebola outbreak responses in Africa

Data and Insights

- Covid-19: Perception of Contact Tracing Global Report, Imperial College London
- Sierra Leone Standard Operating Procedures (SOPs) for Ebola Social Mobilization and Community Engagement, J Health Community
- Contact Tracing Training Course Mapping and Recommendations for New Course Development, CORE

Group

- Case Investigation and Contact Tracing: Part of a Multipronged Approach to Fight the COVID-19 Pandemic, Center for Disease Control and Prevention
- Community Engagement for Contact Tracing During COVID-19 , World Food Programme
- Kap Covid Dashboard, Johns Hopkins Center For Communication Program
- Community Feedback to Inform Ebola Response Efforts – Community Perspectives on Contact Tracing, IFRC

Tools

- A Guide for Community Facing Staff, Oxfam
- Step-by-Step: Engaging Communities During COVID-19, READY Initiative
- COVID-19 Contact Tracing Playbook, Vital Strategies
- COVID 19 Contact Tracing Toolkit, Vital Strategies
- COVID-19 Risk Communication and Community Engagement Toolkit for Humanitarian Actors ("RCCE Toolkit"), READY Initiative

Trainings

- COVID-19 Contact Tracing, Johns Hopkins University via COURSEREA
- Risk Communication Training, TEPHINET

Communications Materials

- How Does Contact Tracing Work, WHO
Conclusion

Community partnership is imperative for successful and sustainable contact tracing efforts.

Working as integrated teams of tracers, health workers and mobilisers can produce best results given workforce scarcity.

Combined training, monitoring and evaluation will improve efficiency of operations.

COVID-19 requires an integrated response plan involving community engagement and risk communication in contact tracing.
STOPP CORONA APP

UTILIZING COMMUNITY ENGAGEMENT PRINCIPLES TO GAIN TRUST
Digital Contact Tracing

- Innovation in a humanitarian setting
- Stopp Corona App was first in Europe and the first issued by a Red Cross society
- Trust in brand did not transform into digital sphere
Challenge: Acceptance

- Acceptance was devastating: out of 67% of the general population who knew about the app, 13% had installed and only 7% used it on a regular basis (June 2020)

- As of 4 April 2021 the app was downloaded 1,415,759 times
POLL QUESTION

What do you think are the reasons why people decide not to use digital contact tracing tools?
Major Concerns

- 68% don’t want to be monitored
- 58% have issues around data protection
- 55% are concerned about the effectiveness of the app
Community trust is crucial

- ANALYZING FEEDBACK by listening to the concerns from the community;

- COMMUNICATING WITH TRANSPARENCY by publicly revealing the app’s source code;

- CREATING PARTNERSHIPS by engaging the tech and humanitarian community to ensure buy-in;
Take aways

- RE-FRAME COMMUNICATION and stress the added value for users

- LEVERAGE KEY PRINCIPLES OF ENGAGEMENT, accountability, and participation as well as the Standard Operating Procedures.
Thank you for your attention

- Contact: Gabriela Poller-Hartig
  Austrian Red Cross
  E-Mail: gabriela.poller-hartig@roteskreuz.at

More information: https://www.stopp-corona.at/plattform/
Questions and Answers

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April 13, 2021
Leveraging HIV Community Engagement for COVID-19 Contact Tracing: Lessons Learned from HIV Community Posts, Zambia

Gibstar Makangila
Executive Director
Circle of Hope, Lusaka Zambia
Community and Faith-engaged community posts associated with over 1200% increase in new HIV case ascertainment, with high linkage and retention, Zambia

CIRCLE OF HOPE (COH) is a Faith Based Organization based in Lusaka, Zambia. In March 2018, to increase HIV case-finding, linkage, and retention particularly among men and children, Circle of Hope (CoH) commenced the engagement of Community Leaders and Community members in the provision of HIV services to decentralized one room COMMUNITY POSTS (CPs) located in Markets, Bus Stops, Churches & Fishing Camps. Community Champions go daily from Community posts into their own communities to find, treat and care for those with HIV and address COVID 19.

WHERE? In Communities
WHO? Community & Faith engaged
HOW? RECIPE anchored based Customer Care
3-way Collaboration – Community Health Posts, Faith Communities, Local Communities

Address:
--- HIV
--- Violence against women and children
--- COVID 19 Contact Tracing
RECIPE: The bedrock of core values behind the Circle of Hope success

- Responsibility
- Empathy
- Compassion
- Integrity
- Passion
- Ethical
Meeting at Community Post:

Pastor lead of 30 Community faith champions engages them to support their communities:
- assure continued care for those living with HIV,
- address domestic violence and sexual abuse of children
- address COVID-19
Community Champions go daily from community posts into their own communities, to care for those with HIV, & address COVID-19

- Case-finding &
- COVID screening
- HIV treatment
- Contact tracing
- Address violence
- Refer for COVID-19

Circle of Hope
Faith-engaged community posts led to >1200% increases in case-finding for HIV

We can leverage this model for COVID-19

Circle of Hope Community Posts Introduced

PEPFAR Solutions: Circle of Hope
COH Community Post Index Testing Cascade: FY2021Q1

- # Index Patients (New HTS_POS): 1276
- # Index cases Offered Index Testing services: 1276
- # Index cases who accepted Index Testing services: 1266
- # Index Contact Elicited: 2965
- # Index Contact Reached: 2124
- # Index Contact Tested: 1865
- # Index Contact Tested HIV Negative: 1101
- # Index Contact who had a known HIV Positive status: 764
- # Index Positive Index Contact Linked to ART: 764
- # Index Contact Tested HIV Positive: 259

100% offered
99.9% accepted
1:2.3 Elicitation Ratio
87.8% tested
41% Pos Yield
100% Linkage

Index Pos contribution = 60%
Contact Tracing in Covid 19

• We have Integrated COVID-19 in the HIV training package for CHWs, Faith Champions (Clergy) and Community Local leaders already working in the COH CP model in partnership with Ministry of Health. Community Influencers are working as COVID Safety Community gate keepers to conduct contact tracing using index testing elicitation and customer care skills acquired from Community HIV engagement.
COVID Trained CP HIV CHWs showcase their visible attire
COH Contact Tracing Program Current & Future

- Collaborating with MOH Covid 19 Task force at Provincial level
- Collaborating with community stakeholders (gatekeepers, grassroots membership organisations, Bars, Night Clubs, Public transport sector)
- To utilize COH CPs as Covid 19 screening points and contact tracing centres
- Continuous training & utilization of CHWs, Faith Champions, Market Leaders and other community leaders in Covid 19 messaging, screening, contact tracing and care of exposed isolated individuals
- To continue utilizing our CPs, local community structures and networks which includes churches, markets and community halls to sensitize people about COVID 19
Community based contact tracing in a classic student town

Transferable lessons from KU Leuven’s experience

Joren Raymenants (MD), Klaas Nelissen (PhD), Emmanuel André (MD, PhD)

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13-04-2021
Leuven

100,000 permanent residents
> 50,000 tertiary education students

Student housing
No family physician in Leuven
Frequent travel from and to university
Hospitalisation rates per Belgian province
The pillars of the KU Leuven test & trace program

• **COVID-19 related ‘care delivery’** at the heart

• **Low barrier PCR testing:**
  - Fast
  - Free
  - Formidably easy

• **Next level contact tracing:**
  - Same day testing & tracing
  - Focus on backward tracing
  - Focus on student residences
“I don’t have my roommates’ phone numbers”

“I’ll run this by my legal team”
Bumps
Students don’t have roommates’ phone numbers
Resistance from home owners to share personally identifiable information

Falls under “Build trust”

Workaround
Close collaboration with DPO
Legal basis covered
SOP and communicated widely through university and local commune
Evolution of KPIs over 6 first months of implementation

October 2020: 73% contacted, 47% accepted test, 22% tested positive during 7 day follow-up
November 2020: 74% contacted, 65% accepted test, 32% tested positive during 7 day follow-up
December 2020: 93% contacted, 88% accepted test, 17% tested positive during 7 day follow-up
January 2021: 84% contacted, 76% accepted test, 10% tested positive during 7 day follow-up
February 2021: 94% contacted, 88% accepted test, 11% tested positive during 7 day follow-up
March 2021: 95% contacted, 94% accepted test, 11% tested positive during 7 day follow-up

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13-04-2021
“It’s my first time doing contact tracing”
Bump
Learning curve for contact tracing

Falls under “Generate a community workforce”

Workaround
Hire ‘contact tracing coordinators’
Work with core team contact tracers
Organise peer to peer sessions in addition to practical courses and theoretical learning materials
“I/they don’t fit the testing criteria”
Bump
Low number of tests >
• restrictive testing criteria
• underreporting of symptoms & contact intensity
• resistance from others

Falls under “Understand the community context”, “Listen, analyse and respond to feedback”, “Commit to honest and inclusive communication”

Workaround
Expanded testing criteria to risk based testing as a pilot project
Spread the word
Spread the word

Been in a risky situation?

Get tested for COVID-19.

KU LEUVEN

WHO RCCE webinar on community-centered approaches to contact tracing for COVID-19
13-04-2021
Spread the word

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