

**“Enhancing Interprofessional
Collaboration and Learning for
Strengthening Primary Health Care”**

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TUFH 2021 ABSTRACTS

Title	IMPLEMENTING COMMUNITY-BASED STRATEGY TO PROMOTE CHW'S INTEGRATION INTO THE COVID-19 RESPONSE.
Type	Oral Presentation <i>Innovative Ways for Community Mobilization and Engagement of Stakeholders</i>
1st Author	LAURA CARMEN MARTINEZ TURRUBIARTES
Co-Authors	SELENE SAIBETH CHACÓN HERNÁNDEZ, ANA LAURA RODRÍGUEZ VÁZQUEZ
Country	MÉXICO
Abstract N ^o	TUFH644
Content	<p>In June 2020, Compañeros En Salud (CES) started a comprehensive COVID-19 response in a rural community in Chiapas, Mexico, which consisted partly on a contact tracing strategy based on the precautionary principle, focused on performing follow-up visits to suspected cases and contacts. The contact tracing role had initially been assigned to community health workers (CHWs) who are members of the community, however, they were unable to do so because resistance from people was encountered. 5 individual qualitative interviews were thus done to local health personnel and CHWs to identify why this was happening, and we found that people feared a breach in confidentiality that could lead to the rest of the community finding out about their health condition and ostracizing them as a result. CES adapted and implemented a pilot communication strategy in a door-to-door modality, in 187 of the 264 houses of the community (71%), based on a campaign designed to reduce Ebola related stigma by officially recognizing Ebola health workers. It focused on highlighting CHWs as crucial members of the CES team in the fight against COVID-19 and consisted of mentioning and showing names and photographs of all the members of the team with a special emphasis on CHWs. Afterward, suspected cases and contacts that were identified in the community health clinic agreed for CHWs to perform follow-up visits. This change in attitude, could likely be attributed to the strategy and further evaluation is required to understand its medium-long term impact.</p>