CHARITÉ
UNIVERSITÄTSMEDIZIN BERLIN

15th European Research Conference on Homelessness

FEANTSA - 24th September 2021

Development of Health Information for and with Homeless People During the COVID-19 Pandemic and Beyond

Tabea Linzbach, Charité

& the Charité Team

People experiencing homelessness during the pandemic

- Adherence to distance and hygienic rules on the street difficult

- Measures impractical due to precarious living situation

- Pre-existing conditions increase risk of severe COVID-19 disease progression

- Access to information difficult "Digital Gap"- limited digital opportunities to learn about dynamic progression of the pandemic, the vaccination and testing situation

- Response/communication does not directly address people experiencing homelessness

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COVID-19 project for and with homeless people

- Project duration: 01.09.2020 – 31.08.2021

- Interdisciplinary study team (Medicine, Public Health, Social Work, Communication Design, People with lived experience)

- Main goals

  1. Monitoring of infection incidence & support of infection management

  2. Improving access to information and transfer of knowledge on COVID-19

  3. Testing new digital communication channels

Production process: Videos

1. Needs assessment and request for participation
2. Determining the framework conditions
3. Script development & script translation
4. Vignette and audio recording
5. Video editing and premiere planning
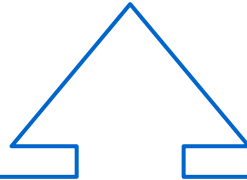
The **participatory research** process for each step always required feedback loops with:
- Addressees
- Staff members from various homeless facilities/institutions
- Researchers from the field (RKI, Charité,..)
- Medical experts

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Videos

- Videos were launched in February 2021
    - 1: General information on COVID-19
    - 2: COVID-19-testing
- **Languages**: German, English, Polish, Russian, Romanian

Video: Get testet – the Corona test

- Test VIDEO

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Production process: Vaccination posters

1. Further funding of the project
2. Consultation with the addressees (short semi-structured interviews) on the topic of COVID-19 vaccination
3. Informational slogan development
4. Photo shoot and determination of the image motifs
5. Discussing the topic of drug use
6. Finalizing the posters

→ Each step was again accompanied by various feedback loops

Poster Version#1

Poster Version#1

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Poster Version#2 (+drug use)

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Poster Version#2 (+drug use)

Distribution process

- **2** dissemination channels:
  - Internet presence via the Tropical Institute Charité Website
  - Outreach dissemination for videos and posters
- We reached **105 services**
  - **73** Berlin
  - **32** nationwide
  - **8** street journals

Services

Street journals

Evaluation of the project

- Call for more access to digitization
- A general need for information
- Print media are the preferred way for information offers
- Digital paths can only be taken if the digital equipment becomes larger
- Existing information was gladly used and could also be changed/adapted
- Joint congresses with addressees were valuable experiences with appreciated exchange

Evaluation of the project

"We put up the posters to draw attention to our own vaccination campaign and to raise the awareness of this service."

"I like the fact that the people speaking in the video are the ones who are affected and not someone lecturing the viewers."

"After the recording, I used the money I earned to buy myself a mobile phone."

"I liked that I recognized friends in the videos and on the posters."

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Success and challenges of the project

- **What went well?**
  - Disseminating materials
  - Joint work on content and production
  - Knowledge transfer, flexibility and creativity
  - Appreciation and payment

- **Where were there challenges?**
  - Include and reach especially vulnerable persons
  - Addressing the heterogeneous picture of homelessness

- **What could solutions look like?**
  - Enabling digitalization for all
  - Diverse and multilingual teams
  - Longer-term collaboration and continuous networks and alliances

Team

Tabea Linzbach[1], Anabell Specht[1], Theresa Hellmund[1], Merle Hörig[1], Andreas K. Lindner[1], Andrés Escobar[3,] Navina Sarma[2],

Charité – Universitätsmedizin Berlin

1 Charité – Universitätsmedizin Berlin, Institute of Tropical Medicine and International Health, Berlin, Germany

Robert Koch Institute Berlin

2 Department of Infectious Disease Epidemiology, Robert Koch Institute, Berlin, Germany

www.supermantis.de

3 Art Director & Grafikdesign, Berlin

Together with many people experiencing homelessness and staff from Berliner Stadtmission (different night shelters, clinic, quarantine shelter, Kleiderkammer, …)

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Time for Feedback and Questions

Videos, posters and FAQs can be found on the website of the Charité Tropical Institute

Website:
https://tropeninstitut.charite.de/forschung/ag_neglected_diseases_and_vulnerable_populations/charite_covid_19_projekt_fuer_und_mit_obdachlosen_menschen/

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