

Purpose

The aim of this study is to determine the thoughts and personal beliefs of African American men and women ages 18 or older from any socioeconomic background that live in Nashville, TN or attend Fisk University. COVID-19, as with most health disparities has disproportionately affected African Americans.

Demographic

The Target Demographic for this intervention was African American men and women eighteen (18) years or older from any socioeconomic background who live in Nashville, TN or attend Fisk University. However, if participants do not meet these criteria, they will not be excluded if they would like to participate. Consequently, anyone under eighteen (18) years or older will be the only individuals unable to participate.



Methods

To solicit participants for the “Photo Voice” portion of this project, flyers were placed around Fisk University’s campus, in local grocery stores, and restaurants. Additionally, Instagram and Facebook were used to acquire participants. The social media post on Instagram received 64 likes and the Facebook post received 52 likes. Neither post was shared.

Once participants were selected, the “Photo voice” testimonials were conducted via social media. To obtain a significant number of individuals to take part in this work, three “posts” were made.

In an effort to accurately document these interactions, the photos and testimonials were captured.

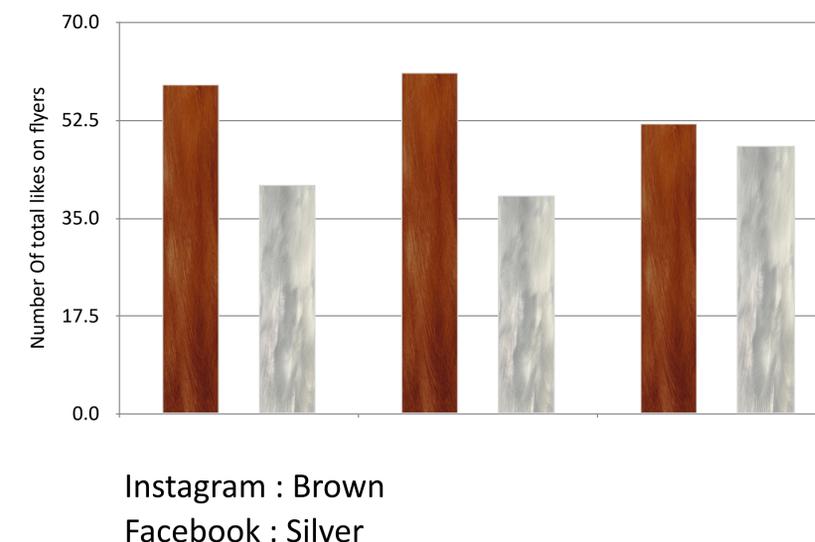
Finally, each participant was asked how they heard about the “sessions” to find which method of promotion was most effective.

Outcomes

The outcomes of this project are as follows:

- 1) Fifty-eight (58) women shared their opinions regarding COVID-19 state and local mandates as well as personal habits and behaviors.
- 2) Over seventy-five (75) percent of participants self-reported they wear a mask anytime they are in public.
- 3) Forty - two (42) of the individuals at the “sessions” were current Fisk Students.
- 4) Sixty - seven (67) percent of individuals self - reported that COVID - 19 has mentally drained them and affected their education in some manner.
- 5) Twenty - six (26) percent reported that they have been more prone to going on social media to get COVID-19 information.

Social Media Promotion Platform



Student’s Lessons Learned

Lessons learned from this project are:

- 1) Social media garnered the most participants as over sixty (60) percent cited Instagram or Facebook as the medium that led them to this research.
- 2) It is difficult to get people to take part in research without some type of incentive.
- 3) College students self-reported that COVID - 19 had a mental health impact on them in a negative way.

Community Partner Acknowledgements

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