



METRICS

COVID-19 HEALTH LITERACY



Purpose

Advancing Health Literacy to Enhance Equitable Community Responses to COVID-19 in Dallas County by implementing evidence-based health literacy strategies that are culturally appropriate to enhance COVID-19 testing, vaccination, and/or other mitigation measures



Key Services

Services include developing messaging, for translation services, for community outreach staff, for trainings to enhance communications or community outreach programs, and for other projects that will improve access to health care information or improve communication between providers and patients.



Full Time Equivalent Staffing

Permanent Total	0	Permanent (General Fund)	N/A	Permanent (Grant Fund)	0
Contractual Total	0	Contractual (General Fund)	N/A	Contractual (Grant Fund)	0



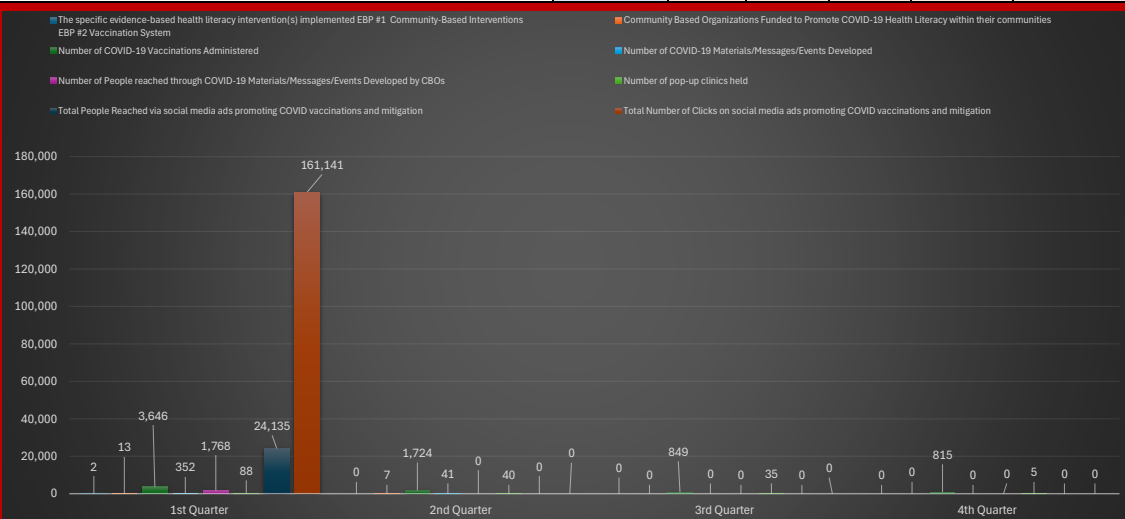
Funding

Budget	\$4,000,000		General Fund	YTD	YTD	Grant/s	YTD	YTD
Type: <input type="checkbox"/> General Fund	0%	<input checked="" type="checkbox"/> Grant Fund	100%	Budget	Exp	EXP. %	Budget	Exp
Source: Local and State			N/A	N/A	N/A	\$4,000,000	\$4,000,000	100%



Key Metrics

		FY 2024					
Workload Measures	Prior Year	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	YTD Total	
The specific evidence-based health literacy intervention(s) implemented EBP #1 Community-Based Interventions EBP #2 Vaccination System	2 Evidence Based Programs sustained through the year	2	Sustained from Q1	Sustained from Q1	Sustained from Q1	2	
Community Based Organizations Funded to Promote COVID-19 Health Literacy within their communities	13 Community Based Organizations Funded through the year	13	7	Sustained from Q2	Sustained from Q2	7 Community Based Organizations Funded through the year	
Outcome Measures (If Applicable)		Prior Year	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	YTD Total
Number of COVID-19 Vaccinations Administered		6,393	3,646	1,724	849	815	7,034
Number of COVID-19 Materials/Messages/Events Developed		313	352	41	N/A	N/A	393
Number of People reached through COVID-19 Materials/Messages/Events Developed by CBOs		574,556	1,768	0	0	N/A	1,768
Number of pop-up clinics held		181	88	40	35	5	168
Total People Reached via social media ads promoting COVID vaccinations and mitigation		2,450,610	24,135	N/A	N/A	N/A	24,135
Total Number of Clicks on social media ads promoting COVID vaccinations and mitigation		222,474	161,141	N/A	N/A	N/A	161,141



DALLAS COUNTY FY2024 PERFORMANCE INDICATORS

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