

## What's the project?

Since January 2016, MDH has seen an increase of multi drug resistant tuberculosis (MDR-TB) which has disproportionately impacted the Hmong community.

Videos were created to:

- Increase knowledge of the signs and symptoms of MDR-TB
- Understand MDR-TB is preventable and curable
- Show the importance of family and community support in fighting MDR-TB

## Why is it important?

It was imperative for MDH to produce educational videos that were:

- Culturally and linguistically appropriate
- Engaging and informative
- Appropriate style and tailored for the Hmong community
- Able to show a path of hope and success through treatment

## How did you accomplish it?

We established and received guidance from the MDH Hmong TB Advisory Group, which is comprised of a diverse group of Hmong professionals.

Partner involvement included:

- Reviewing and approving video scripts
- Ensuring the storyline was linguistically and culturally appropriate
- Providing quality assurance
- Creating a dissemination plan

## Lessons Learned

- True and authentic community engagement requires time, funding, and patience
- Engaging educational videos are complex to produce and require a significant amount of back and forth between the production team, subject matter experts and community members
- Investment in community engagement is a valuable tool that should be utilized consistently

## Results

- Equity language incorporated in the Quick Call for Proposal resulted in receiving a diverse pool of applicants with many from the Hmong community
- Authentic community engagement throughout the process resulted in videos that the Advisory Group want to share with the community

## Next Steps

- Disseminate the videos broadly, in our Hmong community, medical providers, as well as partners in other states
- Conduct an evaluation to measure whether viewers found the educational video informative, effective at delivering its message, and helpful in directing viewers to resources



*Scene from the MDR-TB educational video*

## Team Members

Mimi Mohamud, Danushka Wanduragala, Yasmin Odowa, Sarah Gordon and members of the MDH TB Advisory Group.