

The Unequal Impact of COVID-19 in Minority Communities

Black and Hispanic Populations Most Adversely Impacted by COVID

Rural communities bear the highest burden of COVID-19

16% of new COVID-19 deaths occur in rural areas (with rural residents representing only 14 percent of total U.S. population)¹

175 deaths per 100k residents in rural communities vs. urban communities (151 deaths/100k)

Highly diverse rural counties are at higher risk of adverse outcomes due to COVID-19, and experience **1.6x more COVID-19 deaths per capita** than other rural counties.²

A closer look at diverse communities with large Black and Hispanic populations

Minority communities are not all equal. In fact, they're incredibly diverse—particularly when looking at population mix and rural vs. urban areas. These communities can have different household makeups, risk factors, and varying engagement preferences—all impacting health outcomes.

By understanding populations at a local level, you can help improve health outcomes, member engagement, costs, and public health.

RURAL

Avg. 40% Black and 21% Hispanic populations

URBAN

Avg. 28% Hispanic and 19% Black populations

HOUSEHOLD COMPOSITION

- Multi-generational
- Age ranges: 70-84 & 18-29

- Multi-person
- Age range: 25-49

PREFERRED ENGAGEMENT CHANNEL

Phone or Cell

Cell or Web (online)

TOP SOCIAL DETERMINANTS OF HEALTH (SDoH) RISK FACTORS

↑ 53% food insecurity
53% low socioeconomic status
43% housing instability

↑ 22% financial insecurity
14% housing instability
9% unemployment

61 32% higher risk of adverse outcomes

32 9% higher risk of adverse outcomes

CARROT SRG SCORE FOR ADVERSE HEALTH OUTCOMES (0-99 SCALE)

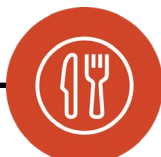
Diverse communities = Diversified approach

Household composition, age range, and SDoH risks can vary significantly in highly diverse counties—requiring a different approach—particularly when it comes rural and urban communities.

To effectively reduce adverse health outcomes, understanding populations—and sub-populations—is critical for effective, impactful engagement.



While both are at risk for housing instability, rural minorities require priority for housing/community assistance and resources.



Rural minorities experience higher food insecurity while urban minorities risk financial insecurity, warranting different approaches, resources, and benefits.



Rural minorities prefer to be engaged by telephone/cell vs. urban residents by online/email efforts.

Read more insights from our analysis with McKinsey, *COVID-19 and Rural Communities: Protecting Rural Lives and Health*.

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Want to learn how to drive healthier membership, lower total cost of care, and drive member engagement?

[SCHEDULE DEMO](#)