MENTAL HEALTH EFFECTS OF LONG COVID

Understanding the Long Term Risks

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Increase awareness of Long-COVID and its possible health effects
Encourage the target population to continue practicing preventative behaviors
Reduce stigma surrounding those affected by Long-COVID symptoms
LONG-COVID IMPACTS
30% OF THOSE PREVIOUSLY INFECTED WITH COVID-19

This OP-Ed will be primarily targeted toward the NYC metro area, but its messaging is relevant worldwide.

- Population: 20,140,470
- Median age: 38.8
- Persons living below poverty line: 12.4%
- Foreign born population: 29.3%
Justification of Message

- **Epidemilogoical**
  - 30% of COVID cases develop Long COVID symptoms
  - 80.3 million people have had COVID as of 4/10
  - Roughly 24 million people at risk for Long-COVID

- **Theoretical**
  - The expectations component of Social Cognitive Theory postulates that people anticipate the consequences of their actions before engaging in the behavior, and these anticipated consequences can influence the successful completion of the behavior.

- **Behavioral/Social**
  - Long-COVID is largely not well understood
  - People are unaware of the long term risk of infection and therefore are less likely to adhere to preventative behaviors
This message will take the form of an op-ed. This format was chosen because the team felt that it was the most appropriate vehicle to convey our complete message to as wide an audience as possible.
Storytelling

This op-ed is designed to incorporate factual information about Long-COVID and its effects, combined with real anecdotes about experiences one of our team members has had in dealing with Long-COVID himself. It is our hope that this will create a human connection to the story and make readers more open to its messaging.
PROPOSED DISSEMINATION PLAN

Target Publication: NY Daily News

This op-ed will target publication in the NY Daily News. This paper was chosen due to its focus on the NY Metro area and its relatively large readership. This will hopefully allow the message to have as large a reach as possible.
Societal Impacts

We feel that this health communication message will be effective due to the current lack of clear messaging surrounding the risk of Long-COVID. If people are made aware of the risks posed, then they will be in a better position to take appropriate preventative measures.