

Promoting health equity through social media: A community engaged approach to bidirectional public health communication

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OBJECTIVES/GOALS: Access to accurate public health information is an essential component to ensuring health equity. We launched our social media channels on Instagram, Facebook, and TikTok to highlight, engage with, and bring culturally tailored and language appropriate health and research information to our target communities. **METHODS/STUDY POPULATION:** Monitoring engagement patterns with our content on each platform influenced the development of a range of innovative campaigns in both English and Spanish that were informed by our core values of inclusivity, trust-building, ongoing bidirectional communication, and co-creation. These three platforms were chosen to ensure reach and engagement with the different demographics within our target populations. The campaigns included those that provided relevant and accurate health information, highlighted the diversity of our team, uplifted our community partners, and gave voice to our community members. This content included health-related infographics, mini-documentary reels, video essays, interviews, and photos. **RESULTS/ANTICIPATED RESULTS:** We assessed effectiveness, reach, and engagement based on the robustness of the analytics for each platform. Facebook content, the majority of which is in Spanish, appealed more to older, Latino community members. TikTok content appealed more to younger (under 35), primarily English-speaking community members, while Instagram appealed more to organizational partners and community health workers. A 2023 trendline analysis of average monthly Instagram content reach and interactions indicated a moderate-to-strong relationship between our tailored content and audience engagement. Storytelling techniques consistently outperformed other content types across platforms, and community partner collaboration drastically enhanced our visibility, reach, and further validated our approach. **DISCUSSION/SIGNIFICANCE OF IMPACT:** Social media has become increasingly central to bidirectional information dissemination. Implementing tailored strategies and leveraging storytelling techniques is an effective means of engaging diverse audiences, enhancing public health communication, and building and maintaining trust by providing accurate, accessible information.

Evaluating equity in utilization of initial health evaluations among World Trade Center Health Program members enrolled during 2012–2022

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OBJECTIVES/GOALS: To evaluate equity in utilization of free initial health evaluation (IHE) services among members of a limited health care program, the World Trade Center (WTC) Health Program

(Program), to inform intervention development and provide insights for similar healthcare programs. **METHODS/STUDY POPULATION:** We included Program members who newly enrolled during 2012–2022, and who had an IHE or were alive for ≥ 1 year after enrollment. Program administrative and surveillance data collected from January 2012 to February 2024 were used. We evaluated two outcomes: timely IHE utilization (proportion of members completing an IHE within 6 months of enrollment) and any IHE utilization (proportion completing an IHE by February 2024). We described IHE utilization by enrollment year and various members' characteristics and conducted multivariable logistic regression models to estimate adjusted odds ratios for IHE utilizations to identify factors related to potential inequities for the two member types: Responders, who performed support services, vs. Survivors, who did not respond but were present in the New York disaster area. **RESULTS/ANTICIPATED RESULTS:** A total of 27,379 Responders and 30,679 Survivors were included. Responders were 89% male, 70% 45–64 years old at enrollment and 76% White. Survivors were 46% female, 54% 45–64 years old at enrollment, and 57% White. Timely IHE utilizations remained relatively stable (~65%) among Responders across time and increased from 16% among Survivors who enrolled in 2017 to 68% among Survivors who enrolled in 2021. Timely IHE utilization was lower for younger members (enrolled **DISCUSSION/SIGNIFICANCE OF IMPACT:** This study highlights Program achievements and gaps in providing equitable IHE services. Strategies to improve members' equitable IHE utilization can include: adopt/expand flexible scheduling; increase non-English language capacity and cultural competency; and facilitate transportation/assistance for members with accessibility barriers.

Mindfulness-based stress reduction (MBSR) for chronic pain management: Patient and pharmacist perceptions of a community pharmacy-based program in the Rural Deep South

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OBJECTIVES/GOALS: The purpose of this study was to explore pharmacists' and patients' attitudes, contextual barriers, organizational readiness, and preferences regarding implementation of a mindfulness-based stress reduction (MBSR) program for chronic pain management in the community pharmacy setting in rural Alabama. **METHODS/STUDY POPULATION:** Pharmacists in independently owned community pharmacies and patients ≥ 18 treated for chronic pain in the past year in rural Alabama were recruited via purposive and snowball sampling. One-hour virtual semi-structured interviews were conducted by Marketry, a qualitative market research company. Interview questions were guided by the consolidated framework for implementation research (CFIR) and focused on 1) knowledge/awareness; 2) attitudes; 3) barriers/facilitators (e.g., demand, reimbursement); 4) pharmacies' organizational readiness (e.g., technology, personnel, and culture); and 5) program preferences (content, format) regarding a potential pharmacy-based MBSR program for chronic pain management. Interview transcripts were analyzed using deductive content analysis to identify themes. **RESULTS/ANTICIPATED RESULTS:** A total of

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