Improving H1N1 Vaccination Rates in LA County’s African American Communities

Aizita Magaña, MPH

May 4, 2010

California Immunization Summit

Sacramento, CA
Presentation Overview

- Background
  - Impact of H1N1
- Challenges/Key Issues
- Project Component
  - Partner Training
  - Messaging Materials
  - Partner Toolkit
- Next Steps
H1N1 Vaccination in LAC

- African Americans received less than 3% of the 230,000 H1N1 vaccinations distributed countywide by the Department of Public Health although they represent approximately 8% of the population.
More Hospitalizations

Age-adjusted 2009 H1N1 hospitalization rate ratio*, by race/ethnicity, reported** to the California Department of Public Health, April 23 – August 11, 2009

* Hispanic, non-Hispanic Asian/Pacific Islander, non-Hispanic black and non-Hispanic Other were compared to non-Hispanic white.
** A total of 908 hospitalized cases with known race/ethnicity information were reported during this time period.
Higher Mortality

Age-adjusted 2009 H1N1 mortality rate ratio*, by race/ethnicity, reported** to the California Department of Public Health, April 23 – December 22, 2009

* Hispanic, non-Hispanic Asian/Pacific Islander, non-Hispanic black and non-Hispanic Other were compared to non-Hispanic white.
** A total of 401 fatal cases with known race/ethnicity information were reported during this time period.
Challenges/Key Issues

- Perceptions of vaccination efficacy and vaccine safety
- Lack of trust/relationship: DPH and healthcare system
- Lack of perceived risk and urgency
- Limited local leadership
LACDPH Response: H1N1 Outreach Project

Improve flu immunization rates in L.A. County’s African American communities
Goals and Objectives

Short term: increase vaccination rates

• Establish relationships
• Increase access to vaccine
• Increase awareness & knowledge
• Positive messages
• Build public trust
• Community collaboration
• Local advocacy
• Acceptance of seasonal vaccine
Project Components

LACDPH
• Financial Support
• Convene
• Training
• Materials
• Toolkit
• Ongoing support

Partners
• Collaboration
• Outreach
• Education
• Vaccine Access
Project Participants

- Department of Public Health Programs
- 12 External Partners
  - 6 Community Based Organizations
  - 3 Community Clinics
  - 2 Mobile Units
  - 1 Media Partner
Project Participants

– 3 Community Clinics
  • S. Central Family Health Center
  • T.H.E. Clinic
  • Watts Healthcare Corp.

– 2 Mobile Units
  • Cedars Sinai (COACH for Kids)
  • St. Francis Medical Center

– 1 Media Partner
  • Voices, Inc.
Department of Public Health

<table>
<thead>
<tr>
<th>DPH Unit</th>
<th>Primary Responsibilities</th>
</tr>
</thead>
<tbody>
<tr>
<td>Emergency Preparedness &amp; Response Program</td>
<td>• Serve as liaison between DPH and Board of Supervisors, Centers for Disease Control, contractors</td>
</tr>
<tr>
<td>External Communications</td>
<td>• Manage contracts</td>
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<tr>
<td>Health Education Administration</td>
<td>• Develop toolkit materials</td>
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<tr>
<td></td>
<td>• Train contractors</td>
</tr>
<tr>
<td>Immunization Program</td>
<td>• Manage contracts</td>
</tr>
<tr>
<td>Maternal, Child, &amp; Adolescent Health</td>
<td>• Manage contracts</td>
</tr>
<tr>
<td>Service Planning Areas 1, 6, 8</td>
<td>• Contact partner organizations (e.g. Schools, Faith-Based Organizations, Community-Based Organizations) to schedule H1N1 events</td>
</tr>
<tr>
<td></td>
<td>• Administer H1N1 vaccine doses at regional health centers</td>
</tr>
</tbody>
</table>
## Outreach Partners

<table>
<thead>
<tr>
<th>Agency</th>
<th>Primary Responsibilities</th>
</tr>
</thead>
<tbody>
<tr>
<td>Immunize LA</td>
<td>• Attend the DPH training on the goals, objectives, materials, and outreach methods that DPH has established for this project</td>
</tr>
<tr>
<td>InMED</td>
<td>• Conduct 10 health education and outreach activities for clients, staff, and agency partners to promote pandemic H1N1 vaccination and link clients to vaccination sites</td>
</tr>
<tr>
<td>Shields for Families</td>
<td>• Disseminate H1N1 materials specifically developed for the African American community to partner networks and coalitions, with emphasis on those that serve African American clients/communities</td>
</tr>
<tr>
<td></td>
<td>• Conduct 10 outreach events, community presentations, or street-based outreach activities to promote pandemic H1N1 vaccination and vaccination sites for African-American communities</td>
</tr>
<tr>
<td></td>
<td>• Coordinate with mobile medical units to provide no-cost Pandemic H1N1 influenza vaccines at community events within the African-American community.</td>
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</tbody>
</table>
## Outreach Partners

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| Community Health Councils    | • Attend the DPH training on the goals, objectives, materials, and outreach methods that DPH has established for this project  
• Conduct health education and outreach to 800 community contacts related to H1N1 vaccination promotion  
• Disseminate H1N1 information to all of their community networks  
• Conduct 8 outreach events including mobile unit outreach events to promote vaccination or link people to other free or low cost vaccination sites. |
| Mission City, Black Infant Health Provider | • Attend the DPH training on the goals, objectives, materials, and outreach methods that DPH has established for this project;  
• Conduct targeted and tailored one-on-one or small group sessions on the importance of H1N1 vaccinations for families and provide referrals and linkage to vaccination sites as appropriate with a minimum of 500 African Americans  
• Plan and conduct educational community presentation(s) to increase community understanding of the importance of H1N1 vaccination and where attendees can get free or low-cost vaccinations. |
# Participating Agencies:  
**Media Partner**

<table>
<thead>
<tr>
<th>Agency</th>
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</table>
| Voices, Inc.    | • Planning and execution of the Love Yourself Campaign “Shot on the Spot” to build community awareness and encourage African Americans to get vaccinated  
• Utilize mobile clinics to promote the Love Yourself Campaign  
• Conduct church outreach through bookmarks in bulletins and speakers bureau presentations.  
• Ensure media placement of commercials and live linters on radio, cinematic boards, and print messages |
## Participating Agencies: Mobile Clinic Partners

<table>
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</table>
| St. Francis Hospital        | • Attend the DPH training on the goals, objectives, materials, and outreach methods that DPH has established for this project  
                              | • Train staff in vaccine administration procedures  
                              | • Plan and conduct 10 dedicated pandemic H1N1 mobile vaccination clinics in the African American community, two of which must be conducted in collaboration with community partners funded through this project  
                              | • Report doses administered based on CDC requirements  
                              | • Report adverse events based on CDC requirements                                                                                                                                  |
| Cedars-Sinai (COACH for Kids) |                                                                                                                                                                                                                           |
# Community Health Clinic Partners

<table>
<thead>
<tr>
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<th>Primary Responsibilities</th>
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<tr>
<td>T.H.E. Clinic</td>
<td>• Attend the DPH training on the goals, objectives, materials, and outreach methods that DPH has established for this project</td>
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</table>
| Watts HealthCare Corporation | • Train staff in vaccine administration procedures  
• Plan, promote (among patients and the broader community), and conduct dedicated pandemic H1N1 vaccination clinics targeting the African-American community.  
• Report doses administered based on CDC requirements  
• Report adverse events based on CDC requirements                                                                                                                   |
| South Central Family Health Center |                                                                                                                                                                                                                         |
Training Objectives

1. Initiate relationship between agencies and DPH
2. Coordinate activities between agencies
3. Increase participant knowledge and confidence in providing H1N1 outreach activities.
4. Examples of outreach activities that will be conducted by the end of the contract period.

H1N1 unique public health issue

• supporting partners to ask questions
• speak positively and personally about importance of vaccine
Targeted and Tested Messaging
Print Materials

• Posters
  • Tested
  • Readability/acceptability
  • Culturally Specific
  • Population Specific
  • Not fear based

• Flyers

• Brochures

Provided at training
Available for direct delivery
No Flu in My House

- **Flyer**
- Target: African American families
- Encourages African American parents to protect their household against the flu by getting their school-aged children vaccinated
Our health is in our hands

- **Poster**
- **Target:** African American families and communities (e.g. schools and churches)
- **Encourages** African American families and community members to get vaccinated against H1N1

There are lots of things in life we can’t control. But we have the power to protect ourselves and our communities from the flu, a serious disease that can result in hospitalization and even death.

Let’s keep the flu out of our homes, schools, and churches. **Get vaccinated.**

To learn more, visit [www.lapublichealth.gov](http://www.lapublichealth.gov). If you don’t have a regular health care provider, call 2-1-1 toll-free from any phone in L.A. County to find free or low-cost vaccinations near you.
I’ll protect my baby

- **Flyer**
- Target: Pregnant women; breastfeeding women
- Encourages pregnant and breastfeeding women to get vaccinated against seasonal and H1N1 flu
- Highlights protection for moms and immunity for their unborn baby or infant
Staying Healthy

- **Brochure**
- Target: African American communities
- Overview H1N1
- Highlights H1N1 complications
- Addresses H1N1 vaccine safety concerns
- Provides tips for staying healthy during flu season
Choose to get vaccinated: Seniors

- **PDF Flyer**
- Target: Seniors
- Readability level: 6.9
- Highlights the importance of seniors getting vaccinated against the flu

I work hard to stay healthy and keep my loved ones safe. That’s why I choose to get my flu vaccine every year.

People ages 65 or older are at higher risk of going to the hospital or dying from the flu. That’s because older age and chronic diseases, like diabetes or asthma, make immune systems weak. A weak immune system can’t always fight off germs or stop diseases from getting worse. That’s why flu turns into pneumonia in many older adults.

Flu vaccines are the best protection against the flu. They keep you from getting sick or spreading disease at home and in your community. Flu vaccines are always tested and monitored to make sure they are safe.

Find free or low-cost flu vaccinations near you. Visit www.publichealth.lacounty.gov or dial 2-1-1 from any phone in Los Angeles County.
Choose to get vaccinated: Children

- **PDF Flyer**
- **Target:** Parents
- **Readability level:** 6.6
- **Highlights** the importance of getting children getting vaccinated against the flu

Children ages 5 or younger are at higher risk of going to the hospital because of the flu. Their immune systems are still developing and can’t always fight off germs or stop diseases from getting worse. That’s why flu turns into pneumonia in many young children.

Flu vaccines are the best protection against the flu. That’s because they keep you and your family from getting sick or from spreading the flu at home, school, day care, or work. Flu vaccines are always tested and monitored to make sure they are safe.

Find free or low-cost flu vaccinations near you. Visit [www.publichealth.lacounty.gov](http://www.publichealth.lacounty.gov) or dial 2-1-1 from any phone in Los Angeles County.
Choose to get vaccinated: Diabetes

- **PDF Flyer**
- **Target:** People with diabetes
- **Readability level:** 9.0
- **Highlights the importance of people with chronic conditions like diabetes getting vaccinated against the flu**

People with chronic medical conditions, like diabetes, are at higher risk of going to the hospital or dying from the flu. That’s because diabetics have weaker immune systems that can’t always fight off germs or stop diseases from getting worse.

African Americans and Latinos have higher rates of diabetes than other ethnic groups, which puts African American and Latino communities at greater risk for developing medical problems, like pneumonia.

Flu vaccines are the best protection against the flu. They keep you and your family from getting sick or spreading the flu at home or in your community. Flu vaccines are always tested and monitored to make sure they are safe.

Find free or low-cost flu vaccinations near you. Visit [www.publichealth.lacounty.gov](http://www.publichealth.lacounty.gov) or dial 2-1-1 from any phone in Los Angeles County.

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I work hard to manage my diabetes. That’s why I choose to get my flu vaccine every year.
Choose to get vaccinated: Asthma

- **PDF Flyer**
- **Target:** Families of children with asthma
- **Readability level:** 8.3
- **Highlights the importance of getting children with asthma, as well as their families, vaccinated against the flu**

We work hard to manage her asthma. That's why we choose to get our flu vaccine every year.

People with chronic medical conditions, like asthma, are at higher risk of going to the hospital or dying from the flu. That's because asthma affects a person's breathing. The flu can make it even harder for people with asthma to breathe because it affects their nose, throat, and lungs. African Americans and Latinos have higher rates of asthma than other ethnic groups. That puts African American and Latino communities at greater risk for developing medical problems, like pneumonia.

Flu vaccines are the best protection against the flu. That's because they keep you and your family from getting sick or from spreading disease at home or in your community. Flu vaccines are always tested and monitored to make sure they are safe.

Find free or low-cost flu vaccinations near you. Visit [www.publichealth.lacounty.gov](http://www.publichealth.lacounty.gov) or dial 2-1-1 from any phone in Los Angeles County.
Frequently Asked Questions: H1N1 Flu

• PDF Flyer
• Target: General population
• Readability level: 9.0
• Answers common questions about H1N1, including what it is, how it spreads, and its symptoms
Flu and You

- Presentations
  - Long version
  - Short version
- Provide information about H1N1 and the importance of vaccination
Flu and You

Revised March 23, 2010
Presentation Overview

- Address common questions
- Play “Flu Review Game”
- Answer additional questions
- Complete evaluations
Why did H1N1 get so much attention?

• H1N1 (formerly known as swine flu) was different from seasonal flu
  – Appeared after the regular flu season
  – New combination of human and animal flu
  – Little to no existing immunity (protection) in humans
  – Affected different groups than seasonal flu
  – Spread throughout the world (pandemic)
  – Required a new vaccine in 2009 but will be part of seasonal flu at the end of 2010
How do flu viruses get their name?

• Different types of flu viruses exist
• Flu viruses change quickly
  – Occur in both humans and animals
• H1N1 is the scientific name for what used to be known as swine flu
  – The letters and numbers are proteins that cause different immune responses in the human body
    • Hemagglutinin (H), 16 types
    • Neuraminidase (N), 9 types
Are flu vaccines safe?

- Flu vaccines are safe and don’t cause the flu
  - **Injection** contains killed flu viruses
  - **Nasal spray** contains weakened flu viruses
- Meet high safety standards
- Tested for safety
- Side-effects are tracked
What can I do to prevent the flu?

Do vaccines make people sick?

What should I do if I get the flu?

When should I go to the doctor?

How can I find a flu vaccine?

Where can I get more flu information?
Why is flu a serious disease?
Flu Review

Why are African Americans more likely to be hospitalized from the flu?
Flu Review

Is the mercury in flu vaccines safe?
Flu Review

Do flu vaccines make you feel sick?
Flu Review

How do flu vaccines protect families and communities?
Why don’t antibiotics cure the flu?
Flu Review

Why should you get a flu vaccine every year?
Why is getting a flu vaccine your best protection against the flu?
Outreach Tools

**Partner Toolkit**
- Agenda Template
- Email Template
- Newsletter Template
- PPT (short and long)
- Speaking Points
- Resource Guides
- Evaluation Forms
- Invoices and Reporting Guidelines
  - Templates and Examples
Agenda Template

- Microsoft Word file
- Use this template to create your own agendas for upcoming meetings
Email Template

- Microsoft Word file
- Use this email template as a guide when sending out emails to your community partners
Newsletter Template

- **Microsoft Word file**
- Use this template as a guide when drafting content about H1N1 to include in your newsletters

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**Improving H1N1 Vaccination Rates in LA County’s African American Communities:**

**Newsletter Templates**

1. **Outreach Event**

   2009 is history, but the flu is still hanging around. Make sure you and your family are protected against this potentially dangerous disease.

   Flu shots are safe, effective, and the best way to protect against the flu. Because a single vaccine will not protect against both types of the flu, both seasonal and pandemic H1N1 flu shots are needed for the best protection.

   In partnership with the Los Angeles County Department of Public Health, (Agency Name) is offering an (Event Type) at (Location, Date, Time). For more information, contact (Event Contact) at [Phone number, email, phone].

   For more information about seasonal and H1N1 flu, dial 2-1-1 toll-free from any phone in L.A. County or visit [www.publichealth.jacounty.gov](http://www.publichealth.jacounty.gov). We hope to see you on [Date]!
Flyer Template

- *Microsoft Word file*
- Use this template to create your own flyers for upcoming events or announcements
Speaking Points

• **PDF File**

• Use these speaking points as a reference when answering questions about H1N1
Where to Find H1N1 Vaccines

- **PDF File**
- This flyer lists ways to locate H1N1 vaccines

<table>
<thead>
<tr>
<th>Health Center</th>
<th>Address</th>
<th>City</th>
<th>Zip Code</th>
<th>Phone Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Antelope Valley Health Center</td>
<td>3500 E. Pacoima Ave. (between Mission St. &amp; Strother Ave.)</td>
<td>Lancaster</td>
<td>93539</td>
<td>(805) 720-8000</td>
</tr>
<tr>
<td>Mission Health Center</td>
<td>220 W. Main Ave. (between Tujunga Ave. &amp; Lankershim Blvd.)</td>
<td>Mission</td>
<td>91340</td>
<td>(818) 295-4500</td>
</tr>
<tr>
<td>Pomona Health Center</td>
<td>2010 Pomona Ave. (South of Mission Blvd at 7th St.)</td>
<td>Pomona</td>
<td>91768</td>
<td>(909) 810-0325</td>
</tr>
<tr>
<td>Centinela Health Center</td>
<td>201 N. Ogden St. (south of Ogden St.)</td>
<td>Centinela</td>
<td>90201</td>
<td>(310) 250-1010</td>
</tr>
<tr>
<td>Hollywood-Hollywood Health Center</td>
<td>5000 Sunset Blvd. (at Wilshire Blvd.)</td>
<td>Hollywood</td>
<td>90028</td>
<td>(310) 880-7000</td>
</tr>
<tr>
<td>Sierra Madre Health Center</td>
<td>7500 E. 3rd St. (between Justin Ave. &amp; Carnegie Ave.)</td>
<td>Sierra Madre</td>
<td>91024</td>
<td>(626) 855-3000</td>
</tr>
<tr>
<td>South Health Center</td>
<td>2122 E. 3rd St. (between Colorado Blvd. &amp; Carnegie Ave.)</td>
<td>South</td>
<td>90002</td>
<td>(626) 855-4000</td>
</tr>
<tr>
<td>Whittier Health Center</td>
<td>7455 E. Greenway Ave. (one block south of Whittier Blvd.)</td>
<td>Whittier</td>
<td>90602</td>
<td>(818) 460-5000</td>
</tr>
<tr>
<td>Torrance Health Center</td>
<td>711 W. 3rd St. (between Vermont Ave. and Gardena Blvd.)</td>
<td>Torrance</td>
<td>90402</td>
<td>(310) 354-0300</td>
</tr>
<tr>
<td>Curie Tucker Health Center</td>
<td>105 W. Manchester Blvd. (west of Lomita Ave at 11th St.)</td>
<td>Inglewood</td>
<td>90305</td>
<td>(310) 679-7000</td>
</tr>
</tbody>
</table>

Here are some ways to find an H1N1 vaccine:
- Visit your local pharmacy.
- Visit your primary care doctor.
- Go to [www.findvlh1n1.gov](http://www.findvlh1n1.gov).
- Ask a local retailer who is in Los Angeles County.
- Contact one of LA County's Public Health Centers (see below).
Resource Guide

- **PDF file**
- This guide provides you with additional resources on H1N1, such as educational materials, trainings, and vaccine providers.
Powerpoint Evaluation

- Microsoft Word File/PDF File
- Use this tool to evaluate your H1N1 outreach trainings
Ongoing Support

• Shared Calendar
• Regularly Scheduled Teleconferences
• Contact List
• How to...
  – Materials
  – Speakers
  – Mobile Clinic
  – Posting events
  – Clinics
Next Steps

• End of Project Conference
  • Lessons Learned
  • Best Practices
  • Identifying community needs
  • Ideas for future engagement

• Internal Final Report
  • Recommendations

• Report to Board of Supervisors
Seasonal Influenza Preparedness

Pandemic Influenza Preparedness