

# Influenza Preparedness and Response with Latino Hard-to- Reach Populations

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# Latinos and H1N1-Background

- Latinos 15% of U.S. Population and represented 30% of all reported H1N1 cases during first wave of pandemic (CDC)
- Latino children younger than 18 accounted for 27% reported H1N1 associated deaths in the U.S.
- In California Latinos twice as likely to die from H1N1 than non-Latino whites (CDPH)

# H1N1 Influenza Outreach Campaign

- HIA receive funds from CDC- CDPH
- State-wide campaign to outreach and educate Latino Hard-to-Reach Populations about H1N1 Influenza
- April-July 2010
- 37 CA counties

# Who are the Hard-to-Reach Latinos?

- Born in Mexico or other Latin American country
- Limited English proficiency
- Hispanic indigenous
- Uninsured
- Undocumented

# Campaign Strategy

- Work with existing networks (Binational Health Week)
- Subcontract with 20 Latino organizations
- 7 promotores (CHW) organizations
- Develop culturally and linguistically appropriate materials on H1N1
- Trainings for promotores and community leaders
- Media campaign (PSAs in Spanish, Mixteco, Maya Yucateco and K'iche)

Gripe **H1N1** (Gripe Porcina)

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**INFLUENZA ESTACIONAL Y H1N1**

Preparado por la Iniciativa de Salud de las Américas, Escuela de Salud Pública, Universidad de California Berkeley, Abril 2010

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MANUAL PARA PROMOTORES DE SALUD

# Elements for success

- Non traditional sites. Go to them.
- Use of promotores
- Understand the culture and the language
- Listen and address their fears and concerns
- Connections between CBOs and health providers



# Campaign Results

- Engaged 552 community based organizations
- 594 staff and volunteers
- 9,681 activities H1N1 related
- 217,089 hard-to-reach Latinos received face-to-face education about H1N1
- Over 800,000 reached through radio campaign
- 21,747 H1N1 H1N1 vaccinations

# Recommendations

- Identify at-risk Latinos in your area
- Integrate them in preparedness and response plans
- Prepare appropriate educational materials
- Determine effective communication channels
- Work with promotores and train them
- Establish non-traditional vaccination sites

Thank you!  
Gracias!

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