



Catherine D. Torres, M.D., Cabinet Secretary

Influenza Strategies for At-Risk Populations

National Influenza Vaccine Summit
May 10, 2011

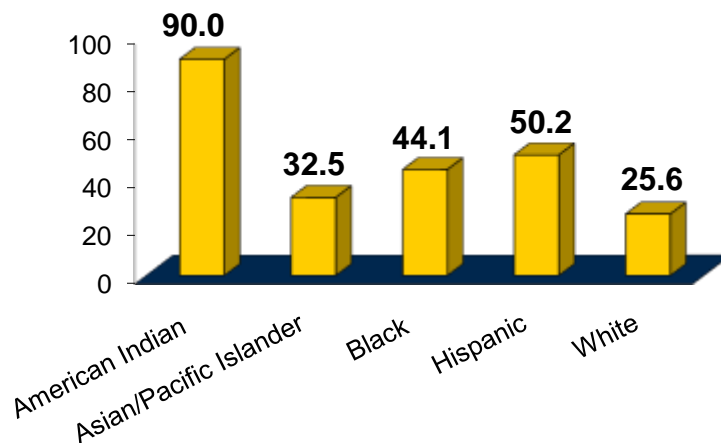
New Mexico's Population

- New Mexico is a majority-minority state with a diverse population.
- According to the 2010 U.S. Census Bureau's American Fact Finder, New Mexico is comprised of:
 - **46.3%** - Hispanics
 - **40.5%** - White Non-Hispanics
 - **9.4%** - American Indians
 - **2.1%** - African Americans, and
 - **1.5%** - Asians and Pacific Islanders

Contributing Factors to Health Disparities

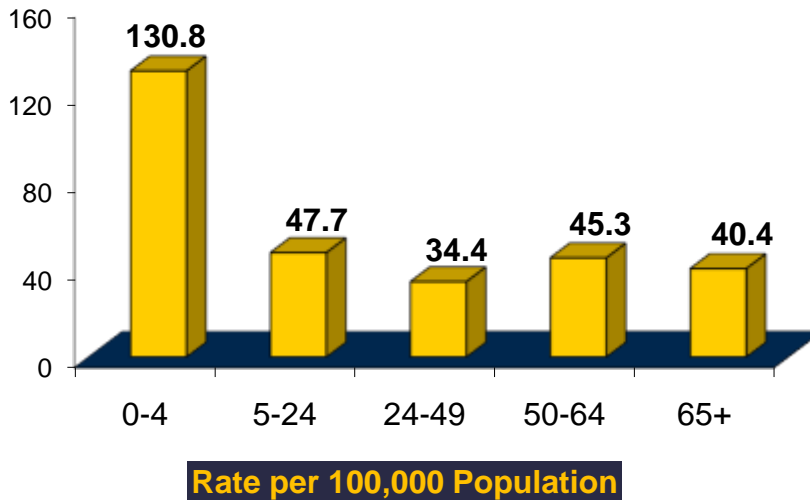
- Access to health care
- Behavioral choices
- Genetic predisposition
- Poverty
- Environment and occupational conditions
- Language barriers
- Social and cultural factors
- Discrimination

NM 2009 Influenza Hospitalization Rates by Race & Ethnicity

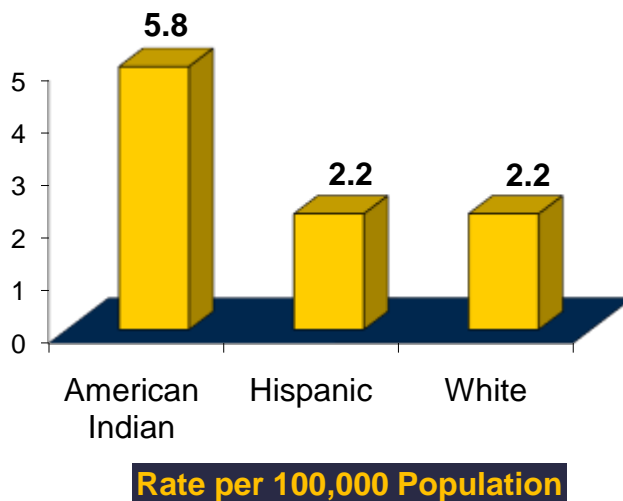


Rate per 100,000 Population

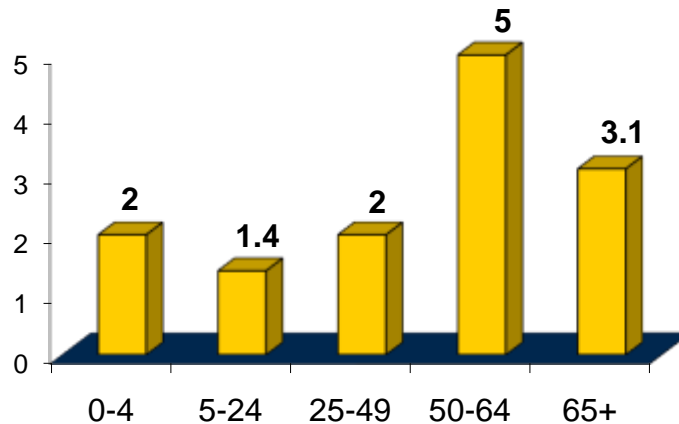
NM 2009 Influenza Hospitalization Rates by Age Group



NM 2009 Influenza Death Rates by Race & Ethnicity



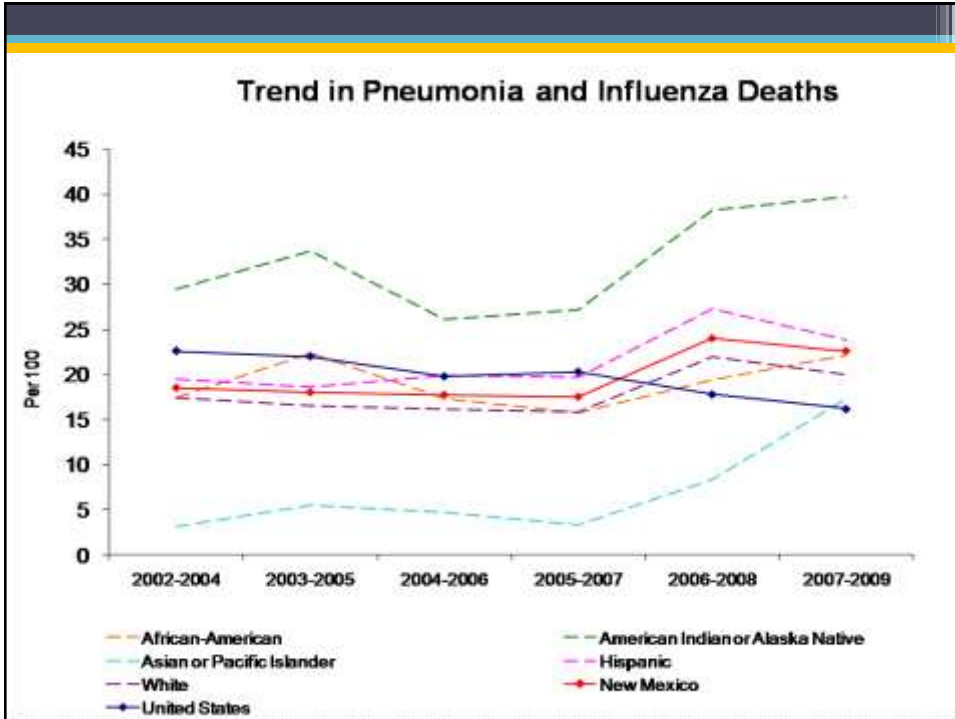
NM 2009 Influenza Death Rates by Age



Rate per 100,000 Population

NM 2009 Influenza Deaths by Location

- **72%** of persons who died were hospitalized.
- **22%** of deaths occurred at home.
- **6%** of deaths occurred in hospital emergency rooms.



Binational Influenza Surveillance Network

- In 2007, established the first binational real-time infectious disease surveillance network.



Binational Influenza Surveillance Network

- The network contains sentinel surveillance sites in Southwestern New Mexico, northern Chihuahua Mexico and West Texas.



Binational Influenza Surveillance Network

- The network was critical in facilitating timely response to the 2009 H1N1 Pandemic in the U.S.-Mexico Border Region.



Binational Influenza Surveillance Network

- The Network is expanding to all six Mexican and four U.S. border states.



New Mexico School Influenza Project

- School Influenza project began in 2008 with approximately 50 schools.
- In 2010, over 300 schools participating statewide.
- Nine schools that participate have mostly American Indian students.
- Collaboration between DOH's Vaccines for Children, Public Health Offices, schools, physicians, nurses, nursing students, pharmacists, and community volunteers.

New Mexico School Influenza Project Results

- Percent of students in schools participating in the project that received an Influenza vaccine:
 - 65% to 70% of elementary age students
 - ~35% middle and high school students



New Mexico School Influenza Project Results

- Vaccination breakdown by ethnicity:
 - **49%** - Hispanic
 - **44%** - Non-Hispanic White
 - **4%** - Native American
 - **3%** - African American/Asian Pacific Islander

Indian Health Service Reports for the 2010-11 Flu Season:

- Navajo Area vaccinated **47%** of their patient population (all ages).
 - Extensive outreach in the communities.
 - Expanded access to vaccine through walk in and community-based clinics.
 - Vaccinated in schools.
 - Weekend and evening clinics.
 - PSAs on the local radio and information in the Navajo Nation Times.



Indian Health Service Reports for the 2010-11 Flu Season:

- Albuquerque Area Indian Health Services achieved an overall influenza coverage rate of **35%**.
 - Video PSA featuring Native American Actor Wes Studi.
 - Used American Indian/Alaskan Native specific health education materials.

Interventions Targeted to American Indians

- During the H1N1 pandemic, Indian Health Services and tribal agencies received vaccine proportionate to the American Indian population in each county first, before any other allocations were made.
- For several years, the department has created point of distribution sites (PODs) in tribal community centers and casinos.

Interventions Targeted to Hispanics

- Provided funding to two community-based organizations to develop culturally- appropriate education materials and media messages to increase vaccination rates.
- Conducted door-to-door vaccination campaigns in border communities.



Interventions Targeted to Hispanics

- Used teams of community health workers, nurses and clerks to walk every street.
- Teams reviewed shot records and provided vaccines to those children requiring them right in their homes.
- Intervention selected as a “Border Health Best Practice” by the National Rural Health Association.



Pneumonia/Influenza Pilot Project

- Three-year project
- Targeting Rio Arriba and Luna counties
- Similar population sizes for 65+ and death rates for Pneumonia and Influenza

Pneumonia/Influenza Pilot Project

County	Total Population Estimate	Total Population Estimate Age 65+	Hispanic Population Estimate Age 65+	Hispanic Pneumonia/Influenza Age-Adjusted Death Rate 2007-2009
Luna	28,330	4,816	1,326	30.3
Rio Arriba	44,456	5,057	3,499	23.1

Pneumonia/Influenza Pilot Project

- Improving immunization rates for pneumonia and influenza for Hispanics 65 years and older.
- Addressing the disparity in the number of deaths due to pneumonia and influenza in the Hispanic population.
- Surveying the community on current needs, resources, and barriers to vaccination in the elderly.
- Developing strategies and interventions with community input.

Partnerships

- Office of Health Equity is partnering with University of New Mexico's Institute of Public Health and New Mexico State University for a graduate level research assistant for the different phases of the project.
- Working with local health care providers and non-traditional partners such as senior citizen centers, transportation companies, Meals on Wheels, and faith-based organizations to develop appropriate strategies to reach the elderly population.

Proposed Outcomes

- Improve health literacy regarding pneumonia and influenza vaccination.
- Improve the immunization rates for Hispanic adults age 65 and older.
- Decrease the percentage of deaths from pneumonia and influenza in the Hispanic adults age 65 and older.

Flu clinics—Las Cruces, NM

- Hospital auxiliary gift shop profits pay for vaccines
- Southern NM
- Two hospitals—each one does a clinic and are on different days
- Stay in the car
- Free

Health Weeks

- The Mexican government has 3 national health weeks a year
- Focus is on preventative care services such as immunizations
- US/Mexico border region is starting to mirror events around those health events
- Attend health fairs all year and remind the public about influenza—April 2011—2400 people in ABQ

Flu Consortium

- New Mexico
- Key players: Hospitals, Public Health, etc
- Meet weekly during the influenza season
- Report on influenza cases and doses of vaccine
- Discuss US data
- Each community has a representative

Keys to success

- Listen to communities/ Go to communities
- Influenza is year round---Globalization
- Do not forget the rural states—less money
- Target the southern part of the US—highest rates
- Access to the immunization data for each state
- Work together—State and local public health officials know their communities
- Pediatricians and OB/Gyn
- Other Captive Audiences—Hospitals and Corrections



- **Vision**

Healthy people thriving in a nation free of preventable illness and injury.

- **Mission**

Transforming public health within states and territories to help members dramatically improve health and wellness.



President's Challenge: Health Equity

- Led by John Auerbach, Commissioner, Massachusetts Department of Public Health.
- Challenge to ASTHO members to **help reduce health disparities** and make significant moves toward **achieving health equity**.
- Encourage members to consider new ideas, become engaged, and work together to ensure that everyone in this country has equal potential for good health.

