



Reducing Health Disparities

Effective Outreach Strategies for
Influenza Vaccination Uptake among
Segmented Latino Communities in the U.S.



Overview of



- Background and campaign objectives
- Segmentation of target audience
- Community and media outreach
- Results and partner input
- Lessons learned



Background

- H1N1 outbreak in April 2009 within Latino communities
 - Southern California and Guadalupe County, Texas
- Influenza vaccination disparities
 - Coverage for all Hispanics \geq 6 months 33.6% *
 - Older Latinos \geq 65 years of age 53.7% **
 - Coverage among children 39.3%

*MMWR, April 30, 2010/59(16); 477-484

**National Health Interview Survey, Jan-Sept, 2010



Formative Research

- Purpose
 - Determine the appropriate Hispanic target audiences
 - Identify the perception of risk within subgroups
 - Gauge effectiveness of messages that will drive Latinos to vaccination uptake
 - Test Hispanic Risk Communication Model



Formative Research

- Methodology
 - Focus groups based on demographics
 - Acculturation
 - Age
 - Gender
 - Ethnicity
 - Locale



Research Results

Risk Perceptions	Common Findings	Less Acculturated	More Acculturated
Trust	Distrust of vaccine and/or government High regard for <i>doctor's advice</i>	Rural based Latinos were more likely to vaccinate to <i>protect children</i> Urban Latinos did not vaccinate	Need for H1N1 <i>safety</i> record Myths of side effects were entrenched
Dread Catastrophe	Fear of vaccine side effects	Parents experienced high fear of H1N1	Rural youth worried about infection Urban Latinos minimized impact and more concerned about seasonal flu
Control Voluntary	Prevention through washing hands and eating right	God helps those who help themselves	Urban Latinos thought breastfeeding was preventive Less tendency to be religious
Benefits Fairness	Know vaccine benefits but need doctor's approval	H1N1 vaccine uncertainty outweighs benefits	Mexicans were blamed Urban Latinos accepted the <i>vaccine benefits</i>

Application of Findings

- Develop messages that integrate perception of risk and Latino cultural values
 - **Familismo** and perceived susceptibility
 - **Personalismo** and severity
 - **Presentismo** and self-efficacy
- Target messages to subgroups including youth, older adults, and pregnant women
- Develop outreach strategies for both urban and rural areas
- Engage doctors and local influencers for message delivery



Target Audience

- **Community outreach to segmented and less acculturated Latino audiences including:**
 - Mexicans
 - Puerto Ricans
 - Salvadorans
 - Dominicans
 - Bolivians
- **Subgroups:**
 - Pregnant women
 - Young adults
 - Older adults
 - People with chronic diseases



Message Drive

- **Messages, topics, and themes:**
 - Get vaccinated now
 - Protect yourself, family, and co-workers
 - Vaccine is safe and there is a large supply
 - Hispanics are under-vaccinated
 - Hispanics are an at-risk population because of asthma, obesity and diabetes
 - Go to www.cdc.gov/flu for more information
 - Call 1-800-232-4636 (focus on live Spanish-speaking operators and confidentiality)



Promotional Collateral

- **Influenza Spanish-language materials:**
 - Media and community leader kit
 - Radionovela
 - Fotonovela
 - Video PSA
 - Matte articles
 - Question and answer fact sheet
 - Print ads
 - Flyers
 - Yo Me Vacuno stickers, t-shirts, and dog tag give-aways



Promotional Collateral

YO ME VACINO
PROMO A

Mi Familia

• Promover a la familia contra la gripe
influenzal de estacionalidad.

• No vacunarse solo usted, sus familiares,
a partir de los 6 meses de edad, sino
también su grupo.

• La vacunación de la gripe le protege
contra la enfermedad durante toda la
temporada.

Para más información, consulte el sitio:
<http://www.cdc.gov/flu>

YO ME VACINO
PROMO A

Mis Pacientes

• Responsabilidad de recibir vacunas de gripe, influenza
y COVID-19, le protege así mismo y a sus
pacientes.

• El grupo objetivo para implementación de estas
vacunas son: médicos, enfermeras, farmacéuticos,
PFT y personal.

• Los médicos y sus personal tienen de salud, apoyo
al punto de atención (PAC) y el fortalecimiento
necesario para mejorar el conocimiento y para
mejorar la vacunación.

Para más información, consulte el sitio:
<http://www.cdc.gov/flu>

YO ME VACINO
PROMO A

Mis Abuelitos

• Tener un abuelo con síntomas de una
enfermedad como la gripe, COVID-19, o el
que se recuperó de una enfermedad, aumenta
su riesgo de morir o sufrir una complicación.
• El conocimiento de las complicaciones puede
evitarlas.

• Además de las vacunas contra la gripe, influenza
y COVID-19, asegure que sus abuelos se
vacunen contra la COVID-19.

Para más información, consulte el sitio:
<http://www.cdc.gov/flu>

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Outreach Strategies

- **Grassroots outreach approach:**
 - Support coordination of vaccine clinics for hard-to-reach and at-risk Latinos
 - Local health departments and clinics
 - Latino-serving organizations
 - Private sector
 - Engage community and faith-based organizations
 - Coordinate local activities
 - Disseminate materials
 - Media coverage

En la Comunidad



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13

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14

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15

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16

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17

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18

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Community Outreach Results

- **Execution of demonstration project with HHS, Mexican Embassy and Ventanillas de Salud Program included:**
 - Survey to assess organizational readiness
 - Capacity building webinar series on flu vaccination uptake promotion through digital and social media platforms
 - Development of fact-sheet for immigrant populations
 - Dissemination of educational resources
 - Distribution of vaccination vouchers from Walgreens
 - Engagement of local spokespeople for media outreach
 - Coordination of local vaccination clinics



Community Outreach Results

- **Mass dissemination of vaccination information:**

- Dissemination of educational resources (flyers, posters, web banners, and PSAs) in 40 target markets to 70 partners
- Distribution of 16,000 flu vaccination vouchers through health fairs, community clinics, and radio stations in 29 target markets in partnership with Walgreens
- Distribution of promotional materials (1,850 t-shirts, 1,350 dog tags, 50 DVDs and 13,900 stickers)
- Coordination of 40 vaccination clinics for hard-to-reach Latinos



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21

Campaign Reach



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22

Outreach Strategies

- **Media outreach objectives:**

- Increase the awareness of the need for flu vaccine uptake given the disparities that exist in vaccination rates among Hispanics and the impact of seasonal flu through media outreach strategies
- Secure CDC Spanish-language spokespersons for radio, print, and TV interviews and events
- Engage local radio, TV and print media to promote the campaign and to disseminate materials



Media Outreach



Media Outreach



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25

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26

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27

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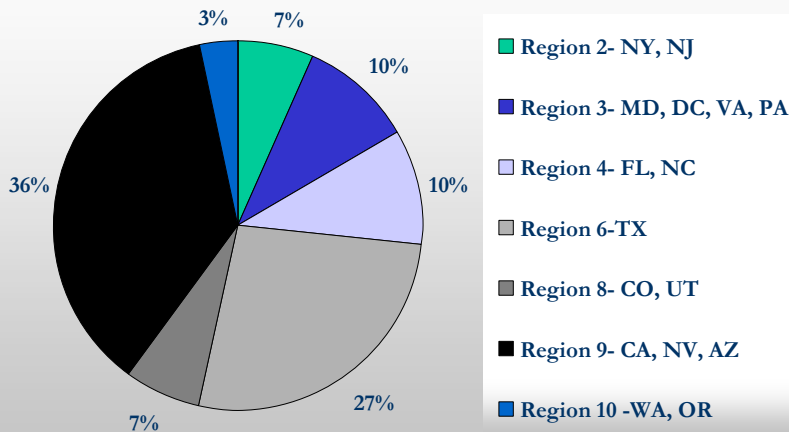
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Media Results Summary

- During NIVW (December 5-11, 2010) a total of 10,683,675 impressions were generated from television, radio, print, online PSAs, news stories and interviews with 34 media partners
- Secured placements with a donated value of \$56,831
- Local Univision television stations in Northern California supported the campaign by developing a PSA and disseminating 300 flu vouchers from Walgreens
- Orchestration of ten live radio interviews allowed for CDC spokespeople to address questions related to vaccine safety



Donated Media in HHS Regions



Lessons Learned

Cultural Values

Community Events

Risk Perception

Linkages

Community Action

Stakeholders

Collaboration

Public Participation

Catalyst for Change

Relationships

Trusted Messengers

Word of Mouth

Partner Engagement

Grassroots



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31

Gracias



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