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 ≥ 6 months 33.6% *
  – Older Latinos ≥ 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

### Risk Perceptions

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

[Image of a group of people at an event]

En la Comunidad

[Image of a sign with a message]

Multicultural Communications
En la Comunidad

Multicultural Communications

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En la Comunidad

Multicultural Communications

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En la Comunidad

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

Campaign Reach
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

Multicultural Communications

Media Outreach

Multicultural Communications
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

- Region 2- NY, NJ
- Region 3- MD, DC, VA, PA
- Region 4- FL, NC
- Region 6-TX
- Region 8- CO, UT
- Region 9- CA, NV, AZ
- Region 10 -WA, OR
Lessons Learned

Cultural Values

Collaboration

Risk Perception

Public Participation

Catalyst for Change

Linkages

Relationships

Community Action

Grassroots

Stakeholders

Trusted Messengers

Word of Mouth

Partner Engagement

Gracias

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