

Summit National Award

Winners

"Immunization Neighborhood" Award

Recipient: **Hispanic Institute for Blindness Prevention**



Presentation by:
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Executive Director



Immunization Neighborhood Champion

Atlanta, GA
May 14, 2014

Hispanic Institute for Blindness Prevention

Falls Church, Virginia

Background

- Hispanic Institute for Blindness Prevention (HIBP) was established in 2003 with the mission of closing the gap in vision health disparities
- Latinos face many barriers to access medical care
- The eyes are the window to a person's overall health



Background

- Mission of HIBP expanded to include other underserved populations
- Established collaboration with Mexican Consulate of Mexico in Washington, DC
- *Ventanillas de Salud* (health station) program provides health screening services to immigrant communities



Strategy

- Partnered with CDC to launch the **Yo Me Vacuno** campaign in Baltimore with the Consular Section of the Mexican Embassy in Washington, DC, the Baltimore Mayor's Office, and the Consulates of Ecuador and Bolivia
- Established pilot project with Walgreens to disseminate flu vaccination vouchers



Strategy

- Outreach efforts during Binational Health Week and National Influenza Vaccination Week (NIVW)
- Wider service area to include rural markets in Maryland and Virginia
- Linkages with VDS mobile locations that serve Muslim, homeless, seniors and African American communities



Results

- Since 2011, HIBP has coordinated more than **500** flu vaccination promotion events with Walgreens, local health departments, faith-based organizations, and nonprofits
- More than **10,000** uninsured and underinsured people have been vaccinated



Innovation

- HIBP sends text message reminders to patients for annual flu vaccination
- For the 2013-2014 flu season, 30 unique flu vaccination text messages were sent to more than **26,000** patients
- A total of **702** patients followed up with the reminder and received their flu vaccination



Special Thanks

- HHS/CDC
- NIVDP partners
- Organizers of National Adult and Influenza Vaccination Summit (APhA, IAC, and AMA)
- Walgreens (Charley John and his team)
- Consular Section of the Mexican Embassy in Washington, DC and IME
- National VDS Program (Josana Tonda)
- Entire staff of HIBP

Contact Information

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