

LIVE

60% of Latinos live in families with incomes 200% below poverty level


26% Increase in the number of Latinos living in Colorado between 2000-2006

12% of the U.S. population is comprised of Latinos

25% of the uninsured population in the U.S. are Latinos

Source: Kaiser Family Foundation 2000 report

Background



Three Year Grant from the Colorado Health Foundation (2008-2011)

Target Audiences >>

- Spanish-speaking parents
Families and staff at Crawford and Fletcher Elementary Schools
- All other Latinos

GOALS

- Increase knowledge on the importance of influenza immunizations (H1N1 education added in Year 2)
- Increase influenza immunization rates
- Educate about the importance of personal hygiene in flu prevention
- Educate about the benefits of establishing a medical home

Latino Influenza Vaccination + Education

LIVE Collaborators >> Colorado Department of Public Health and Environment // Tri-County Health Department // Entravision Colorado // Aurora Public Schools
Rocky Mountain Youth Clinics // Kirshner Communications // Evolve Communications // Colorado Community Health Network Clinica Tepeyac // Doctors Care (primary care provider)

MEDIA >> paid and earned

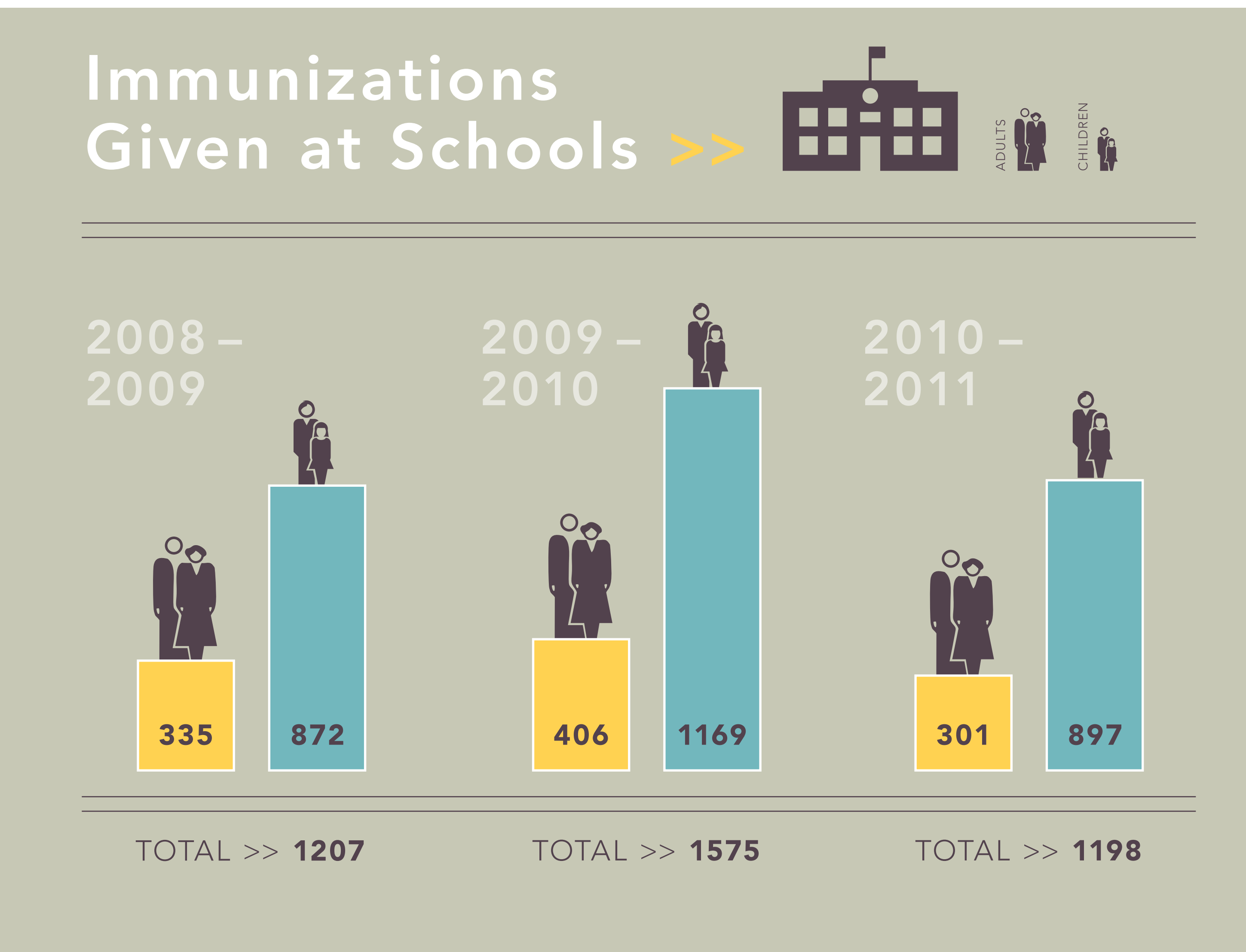
- PSAs on Spanish language TV, radio, and web
- "Beat the Bug", awkward elevator scene with man sneezing, doctor discusses flu, Solecitos Spanish-language children's characters
- Spanish and English news releases focusing on:
- School-based clinic, special flu vaccination clinics
- Increased flu risk to Latinos and African Americans
- Promotion of project through the Mexican Rodeo and National Western Stock Show Solecitos

METHODS >> schools

- 2 public schools with 85%+ Latino students
- Influenza clinics held at each school 4 weeks apart; Crawford school-based clinic vaccinated anyone that missed the special flu clinics
- Tri-County Health Dept., coalition members, and student nurses conducted vaccinations; volunteers handled other logistics
- VFC vaccine offered to students
- Family members were offered vaccine for \$2 donation.

MARKETING >> at schools

- Letters from principal and school nurse and flyer went home in students' backpacks
- Posters for hallways, school clinic, rec center
- Magnets for Back-to-School Event
- Project staff and school nurse discussed flu prevention at school's family coffees
- Flu Clinic message on school's outside sign
- Telephone messages via reverse call system



Evaluation

How we measured >>

- Focus groups at schools, community health center, community recreation centers
- Intercept interviews in community
- Paper surveys
- Online survey on Entravision website

What we measured >>

- Influenza knowledge (beliefs, perception) Pre and post behavior/future intentions
- TV/Radio PSAs
Message >> Culturally appropriate // Retention

Suggestions from parents

- End of day announcements
- Stickers to kids day before - "clinic tomorrow"
- Hand parents clinic materials instead of sending them in students' backpacks
- Larger posters to advertise clinics
- More education with parents
- Educate kids in the classrooms so they educate their parents

RESULTS

This population is aware of influenza

Those who don't vaccinate say:

- influenza isn't severe

vaccination too costly

vaccine can give you influenza

can't access vaccination

vaccine doesn't work





Project increased number of immunizations given at schools from Year 1 to Year 2 (H1N1 year), but Year 3 immunizations decreased

PSA with Spanish-language doctor was recognized

"Beat the Bug" PSA not serious enough

Solecitos PSAs (TV/Radio); response is good

Need to emphasize that Influenza = Flu ≠ Common Cold

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