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Strategies for Increasing Adolescent Immunizations in Diverse Ethnic Communities

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Goals

- Increase awareness about adolescent vaccines & vaccine-preventable disease (VPDs) among **Eritrean**, **Somali**, and **Latino** families
  - Using global health strategies
  - Target racially and ethnically diverse communities
- Improve **Tdap**, **MCV**, and **HPV** coverage among adolescents

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Objectives

1- Assess knowledge, attitudes, & barriers related to adolescent vaccinations

2- Increase awareness of risks associated with VPDs & benefits of immunization

3- Promote & facilitate access to immunization services for adolescents

4- Evaluate interventions

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Key Collaborators

- Global to Local (G2L)
- WithinReach
- HealthPoint Community Health Clinics
- Sea Mar Community Health Clinics

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G2L Community Health Promoters

WHO?

- Eritrean, Somali, & Hispanic
- Multi-lingual
- AmeriCorps employees

WHAT?

- Provide health education
- Make referrals to essential services

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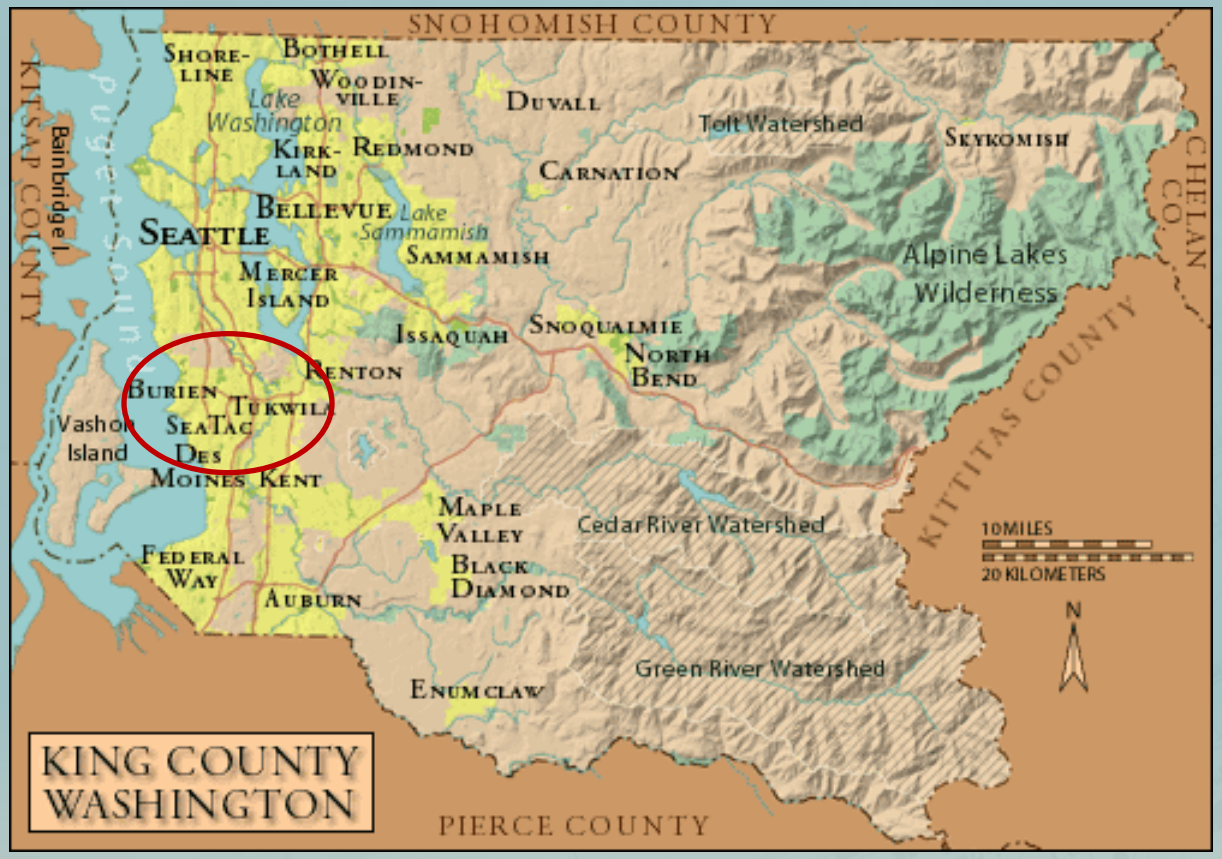
Target Cities



- Burien
- SeaTac
- Tukwila

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Objective 1

Assess knowledge, attitudes, and barriers among adolescents and parents regarding adolescent vaccinations

Survey Findings (n=157 parents, 49 adolescents)

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- Majority of teens (~85%) have health insurance & PCP
- Limited awareness of Tdap, MCV4, and HPV vaccines
- Parents did not know that the vaccines were recommended and did not recall receiving doctor's recommendation
- Parents prefer to have child vaccinated in MD office (not pharmacy, health fairs or school clinics)
- **MD most trusted source of health information**

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Focus Group Findings

- **MD's strong recommendation to vaccinate is most critical factor in decision-making**
- Varying perceptions about individual vaccines
- Culturally-specific beliefs and misperceptions about pertussis and meningococcal disease
- Minimal understanding of VPDs or the vaccines that prevent them (especially HPV)
- Unaware that teens are at risk

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Objective 2

Increase community awareness and understanding of the risks associated with adolescent VPDs and the value and benefits of adolescent immunization

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Brochure Development & Distribution

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Brochure Development & Distribution

Sea Mar - Burien

SeaTac Community Center

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Culturally Specific Messages

Amharic/Tigrinyan

- Pertussis does not lead to tuberculosis (TB)
- Meningococcal disease is not caused by the scorching sun or heat

Somali

- Pertussis is different from asthma, pneumonia, or other lung infections
- Tdap, MCV, and HPV vaccines do not contain porcine gelatin

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Objective 3

Promote and facilitate access to immunization services for adolescents

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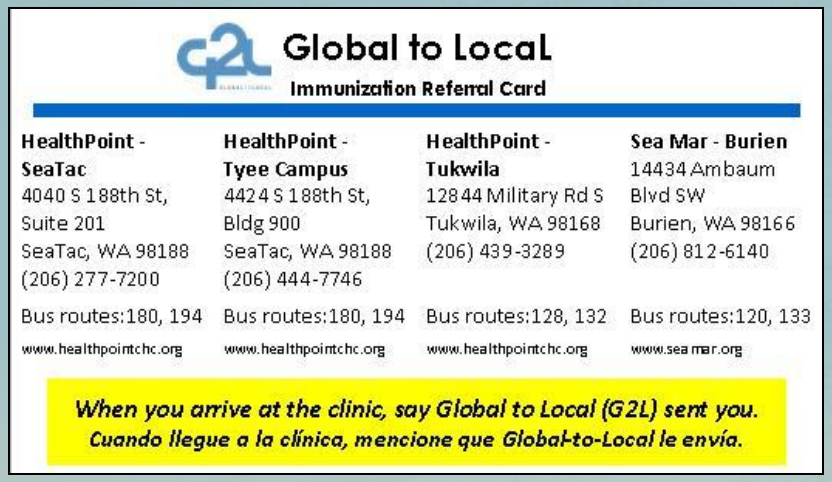
Facilitate Access

- CHP Referrals
- WithinReach Referrals



Global to Local

Immunization Referral Card

HealthPoint - SeaTac	HealthPoint - Tyee Campus	HealthPoint - Tukwila	Sea Mar - Burien
4040 S 188th St, Suite 201 SeaTac, WA 98188 (206) 277-7200	4424 S 188th St, Bldg 900 SeaTac, WA 98188 (206) 444-7746	12844 Military Rd S Tukwila, WA 98168 (206) 439-3289	14434 Ambaum Blvd SW Burien, WA 98166 (206) 812-6140
Bus routes:180, 194	Bus routes:180, 194	Bus routes:128, 132	Bus routes:120, 133
www.healthpointchc.org	www.healthpointchc.org	www.healthpointchc.org	www.seamar.org

When you arrive at the clinic, say Global to Local (G2L) sent you.
Cuando llegue a la clínica, mencione que Global-to-Local le envía.

Family Health Hotline
1.800.322.2588
711 (TTY relay)

Programs of WithinReach

www.ParentHelp123.org

Help is available in all languages.

One call connects your family to immunizations, food (WIC & food stamps), free or low-cost insurance, and other health resources in Washington State.

When you call, let the operator know that Global to Local (G2L) sent you.
Cuando llame, mencione a la operadora que Global-to-Local le envía.

Global to Local

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Provider Outreach & Education

- Added intervention based on results of surveys and focus groups

- On-site presentation for MDs at 3 participating clinics and 3 other area clinics serving our target population

- Shared key findings from surveys and focus groups
  - emphasized importance of provider recommendation
  - culturally relevant dialogue

- Post-presentation survey of providers

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Objective 4

Evaluate interventions to promote and improve access to immunization services

Evaluation Measures

- Key Informant Interviews
  - G2L (Managers & CHPs)
  - WithinReach (Managers & Operators)

- Physician post-presentation evaluations

- Immunization coverage rates among participating and non-participating clinics

Key Informant Interviews

G2L

- Project connected CHPs with new people and encouraged outreach
- Challenging to continue referrals with competing priorities; CHPs already at full capacity

WithinReach

- Tracking referrals fit into their regular workflow
- Need improved method for identifying G2L referrals

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Provider Survey Findings

- Assessing a patient's immunization status occurs **rarely** during acute illness/injury visits (routinely during well-child and sports physicals)

- MDs report they will be "more likely" to make a strong recommendation for HPV vaccine following the presentation

"Your research definitely helps bring valuable patient perspectives to the issue and I will definitely change/adapt my discussions with patients because of your talk"…. MD, HealthPoint SeaTac

% 11-18 Year-Old Females Receiving 1st Dose HPV (May 2012 – Oct 2013)

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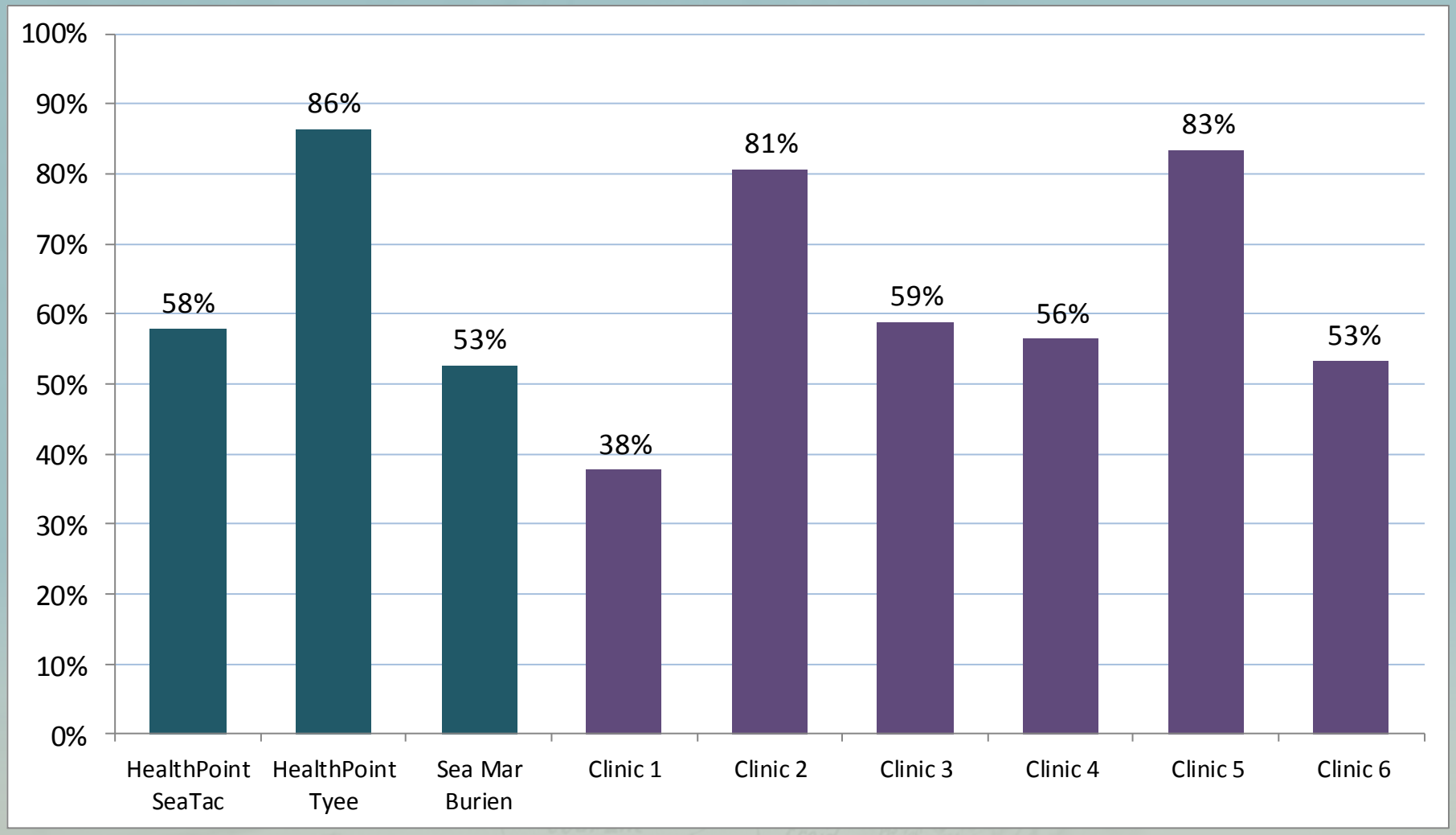

Lessons Learned

- Access to care is not a significant barrier in the target communities

- G2L's community-driven model may not be well-suited to address immunizations in communities that don't identify this as a priority

Conclusions

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- A CHP model for immunization outreach might be more successful when prevention of VPDs through immunizations is a shared priority
- A strong recommendation from the MD is a critical factor influencing parents' decision to vaccinate
- Additional factors influence a parent's decision to have their child vaccinated

Conclusions

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- Immunization outreach needs to be conducted in the languages and cultural context of the community that is being targeted and communicated in multiple formats

- Immunization messages should address culturally-specific misperceptions and concerns about vaccines and the diseases they prevent

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Acknowledgments

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Principal Investigator

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Consultants

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Participating Clinics

- HealthPoint
- Sea Mar

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