

Other resources

Depending on your strategy identify with your task force members other resources available such as transportation (to bring people to the vaccination sites), community/meeting rooms for trainings or education classes, graphic designers (to design flyers, brochures), copying capacity, etc.

5 Communication:

- How are you going to inform your target population about the event/intervention you are planning? You can plan a wonderful event but if you don't advertise it, you will not reach your intended target population and the campaign will not have the desired impact.
- Take the specific characteristics of the intervention and the target audience in deciding the best way to advertise it.
- If you want to reach a large and broad population you might want to consider the use of Spanish language mass media (TV, radio and/or newspapers).
 - › *Make sure that you select the media that really reaches your population (young Latinos don't watch the same programs or listen to the same radio stations that their parents do).*
- Simple, clear, colorful flyers are usually enough to advertise an activity when they are placed and distributed in appropriate places.
- Word-of-mouth can be very effective in Latino communities. Make sure to identify key people that should receive the information first, such as Promotores, community leaders, religious leaders, task force partners, etc.



Outreaching the “At-Risk” Latino Population for Pandemic Influenza and Public Health Emergencies.

Guide for Coordination and Implementation of Strategies at the Local Level

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Illustration: Melissa Oehler

Introduction

Latinos comprise 37% of California's population. Forty percent of them have limited English proficiency and about 33% lack health insurance. These and other conditions such as poverty, lack of transportation and cultural isolation situates a large percentage of Latinos in California as an "at-risk" population when addressing Public Health Emergencies, including Pandemic Influenza.

Objective

To develop and implement community based strategies to increase awareness of the importance of the influenza vaccination among the hard-to-reach Latino population in California and to increase vaccine coverage in Latino communities.

The term "hard-to reach Latino population" includes people that are born in Mexico or Latin America and have at least one of these characteristics: recent immigrant, migrant worker, Hispanic indigenous, limited English proficiency.

The Plan

HIA proposes to use the Binational Health Week (BHW) structure that has been developed over the past ten years to leverage a community outreach network. The steps involved are described here:

1 Task Force:

- Identify key players from existing BHW task forces in each county that can be involved in the network.
- Ensure the participation of representatives from the County Public Health Departments, immunizations programs and/or coalitions, and community clinics, among others.
- Determine whether there is already a group in your county working to outreach to Latinos on the topic of Influenza or public health emergency preparedness, and if so, join efforts with them.
- Identify a coordinator for this network and define his/her role.
- Create subgroups if needed (e.g., medical, education, media, etc.)
- Decide how the task force will operate (meeting dates, locations, work plan, etc.)

2 Target Population:

- Identify the target population you want to reach with the intervention: where they live, occupation, age, literacy level, use of other languages other than Spanish or English and gender.
- Find out where they usually gather: church, swap meets, market, parks, consulate, clubs, community centers, schools, etc.
- Collect as much information as possible about the barriers your target population has to access care and in particular, obtaining the flu vaccine, for example, lack of transportation, lack of insurance, lack of money, lack of time, lack of papers, lack of information or misinformation about the disease and the vaccine, lack of interest, etc.

3 Outreach Strategies:

- Based on the information you have about your target community, the needs and the resources available, develop one or more strategies to reach out them.

What?

Be as descriptive as possible on the strategy, keeping in mind all the steps before, during and after the intervention. Is it a strategy to educate about influenza or to vaccinate, or both? Whenever possible, build upon some existing actions. For example, there are Mass Vaccination Clinics and schedules already organized by the counties; inform your target population about them. Another example is to join an already planned event, like "Día del Niño" or "Cinco de Mayo" and plan to have a booth there to provide education on the public health topic.

When?

Decide upon specific dates and times when your outreach work will be implemented, based on what is most convenient for the target audience.

Where?

The selected locations have to be accessible for the target audience. It is best when the location is a natural place for those you are trying to reach, e.g., work place, home, market or shopping mall where the usually go, school (for children or adults), church, parks, consulate, etc. Determine a location with enough space. Is it indoors or outdoors? Do you need a special permit to educate or vaccinate? Do you need to reserve a space in advance?

Who?

Identify the people that need to be part of the planning and the implementation of the strategy. Per each task related to the strategy, identify (with name and contact information) who will be in charge of it. If your goal is to vaccinate, it is necessary that you partner with public or private health organizations that have the vaccine and the designated personnel to vaccinate.

4 Resources:

Information

Identify reliable sources of information that you can access. Make sure that the information is updated and also relevant to your target population.

Materials

Check with the Local Public Health Department to find out if they have some other materials for you to use. HIA has available a comprehensive manual on Influenza that facilitates trainings for outreach workers and general audience.

Professional personnel

Make sure you have professional medical/public health personnel in your task force, or that you can have access to, especially if you are planning on vaccinating. Such personnel can also make sure that the information provided for health education is accurate.

Support personnel

Promotores de Salud (Community Health Outreach Workers) are great resources to identify, reach and educate the Latino population. Make sure that Promotores are represented on your task force and that you can provide them with the necessary tools to participate (training, materials, information, etc.); keep them informed and updated with the latest information so they can provide the correct information to their communities; if you have funds available you should consider a way to compensate them for their time and expenses related to the work they are expected to do.

You might need to include other types of support personnel depending on your strategy. For example, if your target population is made up of indigenous groups that speak indigenous languages, you may prefer oral presentations and will need to identify an interpreter that speaks Spanish and/or English and the indigenous language in question.