

# MEDIA ALERT

## FOR IMMEDIATE RELEASE

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### **H1N1: Campaign Out to Serve the Vulnerable Population**

As a part of National Emergency Preparedness month, the Health Initiative of the Americas (HIA), the University of California Berkeley and the California Department of Public Health (CDPH) are teaming up in an innovative campaign that aims to educate and immunize California's 'hard to reach' population against the H1N1 influenza.

Latinos have been the group that has suffered the highest incidences of death due to the H1N1 flu since the pandemic began last spring. "Latinos are the likeliest to be un-insured and live in isolated places; and they usually do not have the appropriate medical information pertinent to pandemics. But, they comprise a vast part of our state industries such as agriculture, manufacturing, and services. The 'Golden State' is brightest when everyone is healthy," stated Xochitl Castañeda, Director of HIA.

The campaign seeks to provide culturally and linguistically appropriate information on H1N1 to underserved populations. HIA is partnering with local task forces, county health departments, and Promotores de Salud (Community Health Outreach Workers) to pass on the message.

Although many people in California have already received the H1N1 vaccine, there is still a large proportion of the California population that has not yet been vaccinated including a large part of the Latino community. With targeted H1N1 education and vaccine promotion, California's Latino population will have better access to resources for protecting their health. "We must remember that a healthy state is a productive state and that our future lies in keeping H1N1 from impeding our daily livelihood", stated Castañeda.

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