

MEDIA ALERT

FOR IMMEDIATE RELEASE

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University of California joins the California Department of Public Health in the H1N1 Vaccination Campaign

While many Californians have received the H1N1 vaccine, there is still a dramatic need to outreach and vaccinate the Latino population – especially in California, which is home to the largest Latino population in the nation. This population would clearly benefit from knowing more about the availability and safety of the vaccine. The threat the epidemic poses for underserved groups calls for programs such as the Health Initiative of the Americas (HIA) and the California Program on Access to Care (CPAC) from the School of Public Health, University of California Berkeley, to link underserved hard-to-reach communities with public agencies in responding to public health emergencies.

According to the California Department of Public Health (CDPH) Latinos have been twice as likely as whites to die of H1N1 Influenza since the pandemic began last spring. Latino children younger than 18 years of age account for 27% of reported H1N1 influenza-associated deaths in the United States.

In California 36% of the population are Latinos (13 million); 50% of them do not speak English well or at all; and 34% are uninsured. This is a large population that requires a very particular approach when it comes to health outreach and interventions.

The training event entitled “H1N1: Lessons Learned and Strategies for Hard-to-Reach Latino populations in California” will take place in Oakland, California on February 18th from 12PM – 4PM. A second informational H1N1 session will also be embedded in the annual Binational Health Week planning event the following day.

The training session will provide participants with strategies for H1N1 vaccination campaigns and other future epidemics and emergency preparedness, including culturally and linguistically appropriate materials. Over 100 participants are expected, counting representatives from the California Department of Public Health, County Health Departments, community based organizations, representatives from the Latin-American consulates in California, representatives of the Mexican Ministry of Health, Binational Health Week Coordinators, and community outreach workers.

Details for the planning meeting:

Thursday, **February 18, 2010, 12:00PM – 4:00PM**
The California Endowment Oakland Conference Center
1111 Broadway St., 7th Floor, Oakland, CA 94607

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