



# County of Los Angeles CHIEF EXECUTIVE OFFICE

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WILLIAM T FUJIOKA  
Chief Executive Officer

December 31, 2009

To: Supervisor Gloria Molina, Chair  
Supervisor Mark Ridley-Thomas  
Supervisor Zev Yaroslavsky  
Supervisor Don Knabe  
Supervisor Michael D. Antonovich

From: *William T Fujioka*  
for William T Fujioka

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## ENHANCED H1N1 OUTREACH

On December 15, 2009, on a motion by Supervisor Ridley-Thomas, your Board instructed the Chief Executive Office (CEO) and the Department of Public Health (DPH) to provide a report back to the Board with a plan to improve H1N1 outreach to African American residents within the County of Los Angeles with the goal of increasing rates of vaccination. The motion also indicated that the plan should include: an enhanced strategy to work with other public and private health partners, such as community leaders, faith organizations, and schools; a proposed budget and timeline; and a foundation for longer term and deeper community engagement that improves preparedness, prevention, and community resilience to threats and emergencies.

Over the past two weeks, DPH has developed the attached plan which provides an overall strategy, a summary of current activities, and proposed new investments to increase H1N1 vaccination coverage among African Americans in the County. The proposed new investments funded by federal funds allocated to DPH for H1N1 vaccination include:

- \$150,000 in funding to community-based organizations to perform targeted outreach activities. This funding will augment DPH staff performing outreach. These funds will provide support to agencies that have well established linkages to the African American community to conduct educational outreach on the safety of H1N1 vaccine and the importance of getting vaccinated, referral to access points for vaccinations, and broad community engagement activities, specifically directed to increasing the prevention of influenza and vaccination rates for H1N1 in the African American community.

*"To Enrich Lives Through Effective And Caring Service"*

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- \$250,000 in funding for three additional community health clinics to provide expanded H1N1 vaccination service. This is in addition to H1N1 vaccination service by more than 20 community health clinics (totaling roughly \$1 million) under contract to DPH. This funding will provide support for three additional community health centers to expand their outreach activities to promote H1N1 vaccination in the African American community. Funds will also support the utilization of mobile vaccination clinics to provide additional access to vaccinations in the African American community.
- \$200,000 for school-based H1N1 activities. These activities would be supported by approximately \$1 million in funding already set aside for school-based H1N1 activities. In collaboration with several school districts, certain specific schools that serve high numbers of African American and low income students will hold on-site vaccination clinics to improve vaccination rates.

DPH has delegated authority from the Board to initiate H1N1-related contracting, and will proceed with implementing the approach outlined unless we hear from your offices by January 14, 2010.

If you have any questions, please contact me or your staff may contact Richard F. Martinez at (213) 974-1758 or at [rmartinez@ceo.lacounty.gov](mailto:rmartinez@ceo.lacounty.gov).

WTF:SAS  
MLM:RM:gl

Attachment

c: Executive Officer, Board of Supervisors  
Acting County Counsel  
Director, Department of Public Health

123109\_HMHS\_MBS\_DPH Enhanced H1N1 Outreach

ATTACHMENT

2009-2010

**Increasing H1N1 Vaccination Rates in African American Communities: A Model for Improving Prevention of Communicable Disease and Disaster Readiness among Los Angeles County Residents**



Los Angeles County Department of  
Public Health

<http://www.publichealth.lacounty.gov>

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## **I. BACKGROUND**

### **A. H1N1 Response Strategy & Activity Overview**

A two-prong response strategy was employed for the mass vaccination campaign conducted by the Los Angeles County Department of Public Health (DPH) over the last several months to rapidly and efficiently protect residents most at risk of infection or serious consequences from H1N1 influenza.

The primary approach was to maximize distribution of H1N1 flu vaccine to the Centers for Disease Control and Prevention's (CDC) Advisory Committee on Immunization Practices (ACIP) risk groups through partnerships with health plans, individual medical providers, community clinics, occupational health agencies, retail pharmacies, schools and universities). As of December 18, 2009, three thousand (3,000) unique providers had requested H1N1 vaccine, and almost 2,200,000 doses have been received by the private sector in Los Angeles County through the CDC's vaccine distribution system according to the California Department of Public Health's pandemic influenza website.

The second approach was direct delivery of vaccine to the underserved and uninsured residents of Los Angeles County. Public mass vaccination clinics (also known as H1N1 PODs) were planned and executed by DPH and were based on demographic analysis of the County in an effort to ensure proper and equitable geographic placement of publicly-sponsored events in areas with high poverty levels. The public clinics were intended for residents that fell into one of the federally-established priority groups for H1N1 vaccine and did not have a usual source of care. From October 23 through December 8, 2009, DPH held 109 individual mass vaccination clinics throughout the County. Over 195,000 doses of H1N1 vaccine were administered those clinics. Race and ethnicity data was captured at the public mass vaccination clinics.

### **B. DPH H1N1 Vaccination Data for African Americans in Los Angeles County**

The following data for doses administered to African Americans in Los Angeles County only pertains to vaccine administered by DPH at the public mass vaccination clinics. This is due to the CDC only requiring reporting of doses administered by age group. There was no requirement to capture race/ethnicity.

From October 23, 2009 through December 8, 2009, DPH provided over 195,000 individuals with H1N1 influenza vaccine. Of these, 155,364 exhibited initial records with County addresses, 484 were Native Americans (.31%), 43,208 were Asians (27.81%), 4,463 were Black/African American (2.87%), 70,751 were Hispanic/Latino (45.54%), 1,030 were Pacific Islander (.66%), 30,194 were White (19.43%), and 5,234 (3.37%) did not disclose their race/ethnicity.

According to the July 1, 2008, Population and Poverty Estimates from Walter R. McDonald & Associates, Inc. for Urban Research, Black/African American Angelenos number 946,994

individuals. The Public Health Services Planning Areas (SPAs) that contain the largest numbers of Black/African Americans are SPA 6 at 338,574 (in the cities of Compton; Lynwood; Paramount; Los Angeles communities of: Adams, Crenshaw District, Exposition Park, Hyde Park, Jefferson Park, Leimert Park, South Vermont, Watts; and County unincorporated communities of: Baldwin Hills, Florence, View Park, Willowbrook and Windsor Hills), and SPA 8 at 246,160 (in the cities of Carson; El Segundo; Gardena; Hawthorne; Hermosa Beach; Inglewood; Lawndale; Lomita; Long Beach; Manhattan Beach; Palos Verdes Estates; Rancho Palos Verdes; Redondo Beach; Rolling Hills; Rolling Hills Estates; Torrance; Los Angeles communities of: Harbor City, Harbor Gateway, San Pedro, Terminal Island and Wilmington; and County unincorporated areas of: Athens, Del Aire, El Camino Village, Lennox, and Rancho Dominguez). Collectively, 62% of the overall Black/African American population within Los Angeles County resides in these two SPAs.

Of the total H1N1 influenza vaccinations in SPA 6 and SPA 8, 8.82% and 4.58% were provided to Black/African Americans, respectively. Promoting H1N1 influenza vaccination through community engagement, outreach/education, and referral services in SPA 6 and SPA 8 would serve to focus resources on the areas of greatest opportunity.

## **II. EFFORTS TO IMPROVE VACCINATION RATES IN AFRICAN AMERICAN COMMUNITIES**

DPH has employed a multifaceted approach to improve H1N1 flu vaccination rates in Los Angeles County's African American communities. The following summary describes the Department's outreach activities targeting African American communities during the period of October through December 2009. DPH will build on these efforts in the following enhancement plan and apply lessons learned from the current outreach activities.

### **A. RELATIONSHIP BUILDING AND RESOURCE PROVISION**

Focus groups in the African American community conducted by DPH's Immunization Program show the importance of distributing immunization-related information at highly accessible and community-appropriate venues such as schools, churches, Head Start programs, and WIC sites. As a result, building relationships with such organizations has been a top priority for the Department. Service Planning Areas 6 and 8, the Office of External Relations and Communications, and several other DPH programs have efficiently mobilized existing networks to outreach to African American residents.

The following tables list both partnering community based organizations and examples of activities conducted collaboratively to improve H1N1 vaccination rates in African Americans. DPH will continue these partnerships and provide them additional educational and outreach materials specifically targeted to the African American community. Revised messages will emphasize that H1N1 vaccine is now available to persons beyond the original priority groups and is safe and effective. DPH will provide information on H1N1 vaccine access points that

should be most accessible to the community from January through April including community clinics, DPH clinics, schools and mobile vans.

#### Schools

Organizations	Examples of Activities
<ul style="list-style-type: none"> <li>Los Angeles Unified School District (LAUSD)</li> <li>Los Angeles County Office of Education (LACOE)</li> <li>Inglewood School District</li> <li>Lennox School District</li> <li>Hawthorne School District</li> <li>Centinela High School</li> <li>Inglewood Head Start</li> <li>El Camino College</li> </ul>	<ul style="list-style-type: none"> <li>Presented on H1N1 and distributed information, guidance and disease prevention resources in multiple languages to school district superintendents, staff, and nurses</li> <li>Shared online resources for public health emergency planning for schools</li> <li>Organized a DPH/LACOE conference call with school superintendents to provide a back-to-school update on H1N1 in early September.</li> <li>Publicized H1N1 vaccination clinics through follow-up calls, emails, flyers, and web postings on school sites</li> </ul>

#### Childcare/Preschool

Organizations	Examples of Activities
<ul style="list-style-type: none"> <li>Childcare Alliance of LA</li> <li>LACOE Head Start</li> <li>First 5</li> <li>LAUP</li> <li>CEO Office of Childcare</li> <li>YMCA</li> </ul>	<ul style="list-style-type: none"> <li>Disseminated Public Health guidance and updates</li> <li>Presented on H1N1 and worked with organizations to distribute hardcopy and electronic versions of H1N1 vaccination clinics schedules and the Pandemic Flu Toolkit for Child Care providers</li> </ul>

#### Community Based and Faith Based Organizations

Organizations	Examples of Activities
<ul style="list-style-type: none"> <li>Woman, Infant and Children Centers in SPA 6</li> <li>Healthy African Families</li> <li>L.A. Care Resource Center</li> <li>South Bay Homeless Coalition</li> <li>Inglewood YMCA</li> <li>West Angeles Church</li> <li>Faithful Central</li> <li>Bible Enrichment International church</li> <li>First AME Church</li> <li>First Presbyterian Church of Inglewood</li> <li>First Lutheran Church of Inglewood, CA</li> <li>First Church of God</li> </ul>	<ul style="list-style-type: none"> <li>Sent outreach materials (e.g. vaccination schedules, fact sheets)</li> <li>Made announcements regarding vaccination schedules and 2-1-1</li> <li>Worked with staff to host H1N1 events at agency sites</li> <li>Conducted H1N1 presentations for staff or clients</li> </ul>

Organizations	Examples of Activities
<ul style="list-style-type: none"> <li>• Lennox United Methodist Church</li> <li>• Church of Scientology-Inglewood</li> <li>• Inglewood Friends Church</li> <li>• Greater Deliverance Church of God</li> <li>• Inglewood Southside Christian Church</li> <li>• Crenshaw Baptist Church</li> <li>• County Commission on Disabilities</li> <li>• Los Angeles City Council, State Assembly and Senate Offices</li> </ul>	

## B. DIRECT OUTREACH

### H1N1 Speaker's Bureau Presentations

The Department created an H1N1 curriculum in May of 2009. Anyone within Los Angeles County can request a H1N1 presentation at:

<http://www.publichealth.lacounty.gov/phcommon/public/hea/spbureau/>.

One hundred and twenty-three H1N1 Speakers' Bureau presentations were conducted from May 3 through November 3, 2009. Of these, 40% of all presentations conducted have been to staff and clientele of community based organizations such as Black Women for Wellness and Watts Labor Community Action Committee. Finally, one out of three presentations had been in SPA 6 or SPA 8, which constitutes the largest proportion of African American populations. DPH will continue to use this as an outreach strategy and work with our community partners to plan and provide accurate and informative presentations to African American groups and organizations.

### Dissemination of H1N1 Materials at Community Events

The Department will continue to participate and expand DPH outreach efforts at large community events such as health fairs, parades, and other special events in the community as venues to disseminate H1N1-related information to African American residents.

Voices, Inc. (Voices) was contracted to assist DPH with outreach specific to the African-American population and to coordinate appropriate interviews and public affairs opportunities. Voices worked to: secure high quality placement in local newspapers; secure community outreach events to distribute materials and educate residents at the events of prevention measures for H1N1; target and obtain local community partnerships to distribute materials; and acquire speaking opportunities at locations like FAME Church, KJLH, KIPP Academy, and Frederick Douglas High School. Voices distributed materials at the Taste of Soul, West Angeles Church of God and Christ, and the Community Health Fitness & Career Fair featuring Dr. Ian Smith. Voices presented to the ministers at the Rainbow Push Luncheon and distributed



materials. They also coordinated an extensive email distribution of mass vaccination clinic schedules to community partners and churches. Voices will continue community outreach activities to increase H1N1 prevention and vaccination and push out messages that H1N1 vaccine is now available to all through low or no cost access points.

The outreach to churches include but are not limited to the following faith-based centers: Apostolic Faith Home Assembly, Arise Christian Center, Bible Enrichment Fellowship, Bilal Islamic Center, Brookins Community AME, Christ the Good Shepherd, Church of Jesus Christ Apostolic, Citizens of Zion, Community Baptist Church, Crenshaw Christian Center, Double Rock Baptist, Faithful Central Bible Church, First AME Church, Glory Christian Fellowship, Greater Bethany Community Church, Greater Ebenezer Baptist, Guidance Church of Religious Science, Harvest Christian Center, Holly Chapel, Holman United Methodist, Lincoln Memorial Congregational Church, Love & Unit COGIC, Maranatha Community Church, McCoy Memorial, Mt. Tabor, Mt. Moriah Baptist Church, New Bethel Apostolic, New Vision Church of God & Christ, Paradise Baptist Church, Praise Center of East Compton COGIC, Praises of Zion Baptist Church, Redeemer Baptist Church, Second Baptist, Strait Way Church, Tower of Faith COGIC, West Angeles Church, and Zoe Christian Fellowship.

### C. MESSAGING

Focus groups conducted by DPH's Immunization Program and ongoing consultation with community leaders, such as Dr. Oliver Brooks the Coalition Chair of Immunize L.A. Kids and Director of Pediatrics at the Watts Healthcare Corporation, indicate the importance of tailoring messages to address issues of distrust, misinformation and fears about vaccine safety. As a result of these focus groups, communications in different modalities have been developed or modified to better address the aforementioned needs. DPH has developed tailored messages for African Americans in multiple formats and will work with the media and an expanded group of key community partner organizations to improve the reach and effectiveness of messaging in the community.

#### Radio

1. Worked with radio stations targeting African American listeners to discuss opportunities for on-air messaging.
  - Collaborated with KJLH and Jackson Limo to disseminate H1N1 information at Turkey giveaway event.
  - Worked with KJLH radio to promote the H1N1 PODs at Baldwin Hills Recreation Center and Bradley-Milken Youth Center and MLK Ambulatory Care Facility.
2. Purchased 62 spots on KJLH.
3. Developed Public Service Announcements (PSAs) with Dr. Oliver Brooks from the Watts Healthcare Corporation covering vaccine safety, vaccine priority groups, and tips for staying healthy. PSAs will continue to be played on stations that have large African American audiences like HOT FM.

4. Developed and is currently running PSAs with HOT 92.3 FM DJ and Dr. Brooks with the H1N1 get vaccinated message.

#### Television/Film

1. Customized H1N1 rap PSA from Boston Public Health for LA County.
2. Media purchase of 200 spots on Black Entertainment Television; 159 spots on Lifetime; 159 spots on VH-1; 159 spots on NICK.
3. Targeted media purchase of cinematic Billboard at Magic Johnson Theaters: 15 screens (estimated 1600 showings).
4. Customized the full-length H1N1 rap video developed by Boston Public Health for placement in targeted hair salons and barbershops.
5. In collaboration with LA City Channel 35, developed Health News video vignettes for H1N1 vaccine and flu prevention for Transit TV, local access stations and the You Tube Channel.

#### Print

1. Developed tailored print for the 'H1N1 get vaccinated' message to promote vaccination availability, addressing vaccine safety, and provide tips for staying healthy. These materials will be updated to promote vaccination for the broader population and not just the original priority groups. Handouts will continue to be disseminated by community based partners including Immunize LA Families Coalition/South Los Angeles Health Projects.
2. DPH will focus on community newspapers for print messaging. To date, DPH has had the following placements: The Wave - 3 insertions; L A Watts Times – 3 insertions; Los Angeles Sentinel – 3 insertions; Our Weekly – 2 insertions; California Crusader – 2 insertions; The Bulletin (serving Compton, Carson, LA, Lynwood Journal, Inglewood Tribune, Wilmington Beacon, Long Beach California) – 3 insertions; and LA Focus on the Word – 1 insertion . DPH will add an additional \$125,00 for H1N1 messages in community newspapers from January to April.
3. Incorporated H1N1 information in the fall 2009 Edition of the SPA 5 and 6 newsletters, *The Chronicle*. Disseminated *The Chronicle* to newsletter e-mail database comprised of agencies such as Community Health Councils, Inc., Los Angeles Unified School District Local District 7, and Community Coalition.

#### Electronic

1. Developed a database of contacts at faith based organizations. We will use this database to disseminate the location and schedules of community vaccination access points and new fact sheets that encourage H1N1 vaccination for most all persons.
2. A webpage specific for H1N1 has been maintained with timely and accurate information.
3. A Twitter account for the Department sends tweets on press releases and health related updates. We have also utilized YouTube by posting press conferences and personalized messages on prevention by Department leaders.
4. DPH will work with our community partners to extend our use of social media to get our H1N1 messages better connected to the African American community.

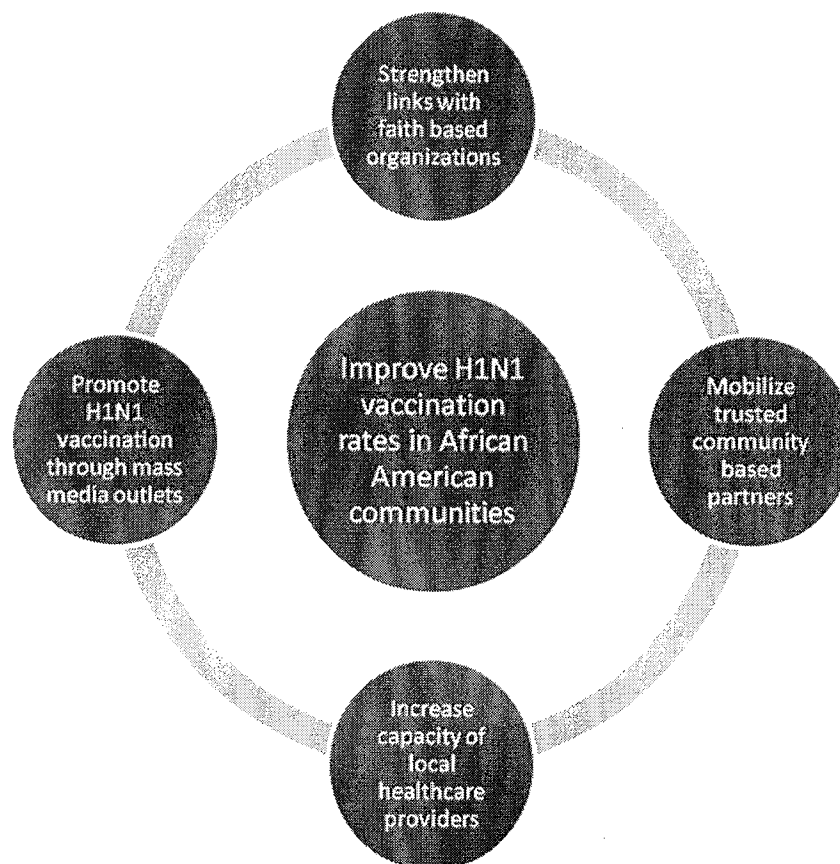
Attachment 1 is a catalogue of H1N1 materials tailored for African American communities.

### III. IMPROVEMENT PLAN FOR ENHANCED OUTREACH TO AFRICAN AMERICANS IN LOS ANGELES COUNTY

Important components for tailored outreach to the African American community were developed during DPH's H1N1 response. This infrastructure will facilitate improving H1N1 vaccination rates in African American communities in the future. For example, tailored messages and materials have been developed to engage this community. Furthermore, DPH's H1N1 response strengthened partnerships and taught many lessons that will improve our relationships with key partners and to more effectively reach community residents; these lessons learned will be critical to future preparedness efforts. The partnerships developed over time, and strengthened during the H1N1 response, will continue to be a part of our strategy to improve resilience and response to public health threats and emergencies.

The plan to improve vaccination rates in African American communities is based on the following model:

#### Model to Improve Vaccination Rates in African American Communities



To monitor and measure the community impact of the proposed improvement plan, the following quantifiable goals have been established:

- utilize trusted community partners to conduct enhanced outreach and promote H1N1 vaccination to 30,000 client and community contacts;
- expand vaccination capacity at local clinical partner organizations to provide 10,000 H1N1 vaccinations;
- provide 10,000 H1N1 vaccinations in school-based settings; and,
- secure inclusion of H1N1 vaccination messages in a minimum of 8 community events targeted to reach the African American community, in addition secure PSAs for radio, television and other key venues.

The following is a description of each component of the model and examples of necessary actions:

**A. Strengthen links with faith based organizations**

Each SPA has identified key faith-based leaders from African American churches. All SPAs will engage with these individuals to strengthen, or enhance, the linkage between the Department and respected leaders in the African American churches. Additionally, existing community partners already working in concert with DPH, will assist with outreach to the faith based leadership and community to provide added support for DPH messages and footholds for partnership. The end goal of these enhanced relationships is to provide accurate information to the leaders who can become champions for DPH prevention and vaccination activities, and who can then engage church members and wider social networks about these efforts.

Church leaders are crucial partners for several reasons: a) they have established relationships within the community; b) people seek out these leaders' advice and guidance; c) they have regular exposure to the target group; and, d) they have an intimate understanding of the methods of outreach that would be most successful for people in their circle of influence. To truly enhance DPH targeted outreach efforts, an improved relationship with these local leaders is necessary, with particular attention paid to the leader's ideas and suggestions for reaching their regular audiences as well as the larger community.

**B. Mobilize trusted community based partners**

DPH will contract with six community-based organizations that have established effective activities in health promotion and can apply their skills and connections to improving H1N1 vaccination rates in the African American communities in Los Angeles County. Most of these organizations are working exclusively, or primarily, with African American networks, groups and individuals. The Department will expand and enhance these partnerships for increased information dissemination, specific community level education activities, promoting the

safety and importance of vaccination for individual wellbeing, and general engagement with the African American community to build common understanding and trust.

Additionally, the Department will develop an African American Immunization Toolkit for use by all partner (current and proposed) community based organizations to address H1N1 vaccination related issues. Toolkit objectives and community involvement activities were determined by Health Education Administration and the Immunization Program in late November 2009. Five new evidence-based (e.g. literature reviews, focus group data, and key informant interviews) publications have been drafted to directly address how to reduce barriers in uptake of H1N1 vaccination in African American populations.

The following information outlines each community based organization, or service provider group, that the Department intends to mobilize for further outreach to African Americans. Each partner will provide different avenues and elements of outreach as trusted sources in the community. These partners will be providing information on vaccine safety, health education on influenza, community and client meetings to build awareness of the importance of prevention, and provide linkages and referrals to H1N1 vaccination access points.

*i. Immunize LA*

Immunize LA is a coalition comprised of over 25 member agencies. Together, these organizations aim to reduce immunization disparities in South Los Angeles. They implement culturally relevant interventions that are evidence-based and address local barriers to immunization.

Immunize LA will bolster its existing outreach efforts to African Americans on behalf of DPH, especially as it relates to H1N1 information. Additionally, Immunize LA will conduct health education to its clients, staff and community contacts and will widely disseminate information to all formal and informal networks. The enhanced outreach by Immunize LA will assist in providing a linkage to H1N1 vaccination access points, as well as validate DPH information and messages. Leaders in this organization will continue to serve as community spokespersons for the Department. As this organization has close community ties with several groups, DPH will engage Immunize LA to help determine barriers to vaccination for African Americans and make recommendations for improvements the Department can make over time to increase vaccination rates in this population.

Organization	Service Planning Area	Outreach Contacts	Description of Services
Immunize LA 1124 West Carson St Torrance, CA 90502 (323) 905-1260	4, 6, 7	TBD	Link public and private agencies, providers, and the community to collectively develop, implement, and support strategies to improve immunization up-to-date rates among Latino and African American children. Conduct community outreach and education, provider education, collaboration and lasting partnerships. Participate in health fairs, distribute culturally appropriate immunization materials, and conduct media activities.

ii. *Community Health Councils*

Community Health Councils is a nonprofit health policy and education organization in South Los Angeles. The Community Health Councils will be utilized as a platform for information education, outreach and referrals to H1N1 vaccination access points. The Councils will be most effective providing health messages and referrals during counseling and direct assistance sessions with clients as they are enrolled in programs for health access.

Organization	Service Planning Area	Outreach Contacts	Description of Services
Community Health Councils 3731 Stocker Street, Suite 201 Los Angeles CA 90008 323-295-9372	6, 8	6,971	Provide (1) community-based outreach and education to uninsured families in SPAs 6 and 8 and (2) direct client contact for one-on-one health application assistance. Follow-up and contact with client at various intervals over the course of 1 year

iii. *Healthy African American Families (HAAF)*

HAAF is a non-profit, community serving agency. Their mission is to improve the health outcomes of the African American and Latino communities in Los Angeles County. HAAF is committed to enhancing the quality of care and advancing social progress through education, training, and collaborative partnering with community, academia, researchers, and government.

HAAF will convene community meetings, disseminate H1N1 information and materials from the African American Immunization Toolkit, plan mobile vaccine clinic outreach events and other neighborhood level strategies, and strategize with the Department to engage trusted community leaders and improved methods to overcome barriers the African American population has to seeking and obtaining vaccinations.

Organization	Service Planning Area	Outreach Contacts	Description of Services
Healthy African American Families 3756 Santa Rosalia Drive, Suite 320 Los Angeles, CA 90008 Tel: 323.292.2002 Fax: 323.292.6121 info@haaf2.org	6	TBD	HAAF began in 1992 as a three year ethnographic research project in Los Angeles, funded by the Centers for Disease Control. The study was designed to produce an alternative to research methods of poor health outcomes for black infants. In June 2002, the agency became an independent organization and obtained its non-profit status. Key activities include networking and identifying community members, organizations, and businesses that play a strategic role in the development of public health intervention and prevention strategies; Hosting meetings for health and social services programs within minority communities; and Participating in health fairs and other events visited by a critical mass of the service population

iv. *INMED (formerly MotherNet L.A.)*

INMED is the lead agency in a collaborative currently funded by the State to provide follow-up and educational activities to African-American families and children in the South Central Los Angeles County Area. This agency will be empowered to promote H1N1 vaccination in the African-American community.

INMED directly funds designated staff at the Watts Health Clinic to follow-up on clients, served by the clinic, who are behind on their immunizations. The follow-up activity, which normally occurs by phone, will be enhanced to include messages promoting H1N1 vaccination of clinic clients.

Organization	Service Planning Area	Outreach Contacts	Description of Services
INMED (MotherNet L.A.) 409 East Palmer Street Compton, California 90221 USA 310-764-0955 Fax: 310-537-8511 bblanco@inmed.org	6	160	Established in Compton, California in 1994, is a community-based home visiting program and family resource center that addresses the specific needs of pregnant women and teens, new mothers and families throughout South Central Los Angeles. They train home visitors and outreach workers—women and men who come from the same communities as the families they serve—to provide culturally and linguistically appropriate support and education, as well as links to medical and social services.

v. *Shields for Families*

Shields for Families is a community based agency that has provided comprehensive services to pregnant and post partum substance abusing women in Willowbrook and the surrounding areas for many years. This agency, too, receives funding through INMED to implement community presentations at PTA Meetings and other community venues addressing concerns about immunization safety and promoting the recommended childhood immunizations.

Their current activities will be enhanced to include information about the safety and importance of H1N1 vaccination and where to get free vaccinations.

Organization	Service Planning Area	Outreach Contacts	Description of Services
Shields for Families PO Box 59129 Los Angeles, CA 90059 (323) 242-5000 Fax: (323) 242-5011	6	240	SHIELDS for Families, Inc. (SHIELDS) is a non-profit community based organization dedicated to developing, delivering and evaluating culturally sensitive, comprehensive service models that empower and advocate for families affected by substance abuse and child abuse.



vi. *Black Infant Health Providers*

This collection of five specialized providers generally serve pregnant women and parenting families and have an extensive reach into the community, especially related to young families. Details on each of the providers are listed below.

This group of specialized providers will be utilized to distribute information in group settings, one-on-one sessions, home visits, and to their wider Community Advisory Board networks. The providers will serve as a platform for outreach, education, information dissemination, referrals, and may plan or participate in mobile van outreach activities.

Organization	Service Planning Area	Outreach Contacts	Description of Services
The Children's Collective, Inc 8021 South Vermont Avenue, Suite 2 Los Angeles, CA 90044	6, 8	1,700	TCCI has been in existence since 1972. Cornerstone Programs: Child Development Programs (general child care for infants/toddlers; child care and State pre-school programs for children 3 -5 years old; after school programs for children to age 13.) Other Community Programs: Community Coalition for Adolescent Pregnancy Prevention; Family Development Network; First Five; Workforce Investment Act
Great Beginnings for Black Babies, Inc 3311 West Manchester Blvd., Suite 301 Inglewood, CA 90305	4, 6, 8	1,754	GBBB was established in 1990. Cornerstone Programs: community-based interventions that focus on eliminating poor birth outcomes for women/adolescent girls. Other Community Programs: School-based After School Program (character education/development; sports; pregnant minor curriculum); Brother-to-Brother (male involvement/empowerment)
Mission City Community Network, Inc 10200 Sepulveda Blvd., Suite 300 Mission Hills, CA 91345	2	1,164	MCCN has been in business since 1989. Cornerstone Programs: community health clinic providing medical and mental health services. Other Community Programs: CHDP; CPSP; Family PACT; TeenSmart; Tobacco Control
Prototypes 831 E Arrow Hwy #17 Pomona, CA 91767	3	245	Founded in 1986. Cornerstone Programs: help women and their families dealing with substance abuse, HIV/AIDS, domestic

Organization	Service Planning Area	Outreach Contacts	Description of Services
			violence. Other Community Programs: Homeless Health Care Collaborative, Transitional Housing programs for women with co-occurring disorders; Adolescent/Transitional Age Youth Programs (substance abuse treatment; youth offenders project YOUTH EMBRACE)
Partners In Care Foundation Black Infant Health Program 815 W Lancaster Blvd Lancaster, CA 93534	1	251	PICF became a non-profit entity in 1997. Cornerstone Programs: geriatric care management, health promotion, chronic disease management, and end of life care. Other Community Programs: Family Care Network (safety net for persons facing healthcare financial burdens); Disease Prevention & Health Promotion (health screenings, referrals, education; Care-A-Van (mobile health clinic)
<b>Total Number of Possible Outreach Contacts</b>		<b>5,114</b>	

C. Increase capacity of local safety net healthcare providers

DPH will continue to provide H1N1 vaccine at our own Health Centers and will also continue to allocate H1N1 vaccine and advocate for private providers to administer vaccine in Los Angeles County. Furthermore, DPH currently has a set of contracts in place with 12 community clinics serving low income communities to provide H1N1 vaccination to their clients and community residents (see below). The Department will add clinics to this contract to provide additional access points for the African American and other underserved populations. Clinical partners will be funded to: increase their vaccination capacity; and conduct outreach activities to promote H1N1 vaccinations among African Americans who are not part of their existing patient populations.

i. DPH Health Centers

At the conclusion of the public mass vaccination clinics on December 8, 2009, H1N1 vaccine became available at 11 of the 14 DPH Health Centers. In the transition to the Health Centers, block scheduling was established for specific clinic sessions to be held for H1N1 vaccination. Residents seeking vaccine at a DPH Health Center are encouraged to call the site to determine the hours that vaccine will be available and if appointments are required. At most sites, callers are asked to make an appointment. Currently, two sites (Antelope Valley and South Health

Centers) accommodate walk-ins during the H1N1 vaccination clinic sessions. To find a health center, click on the following link or call 2-1-1:

<http://www.publichealth.lacounty.gov/docs/H1N1sched.pdf>

Recently, the Department relaxed the priority groups' criteria, allowing anyone over six months of age with no medical contraindications to receive the vaccine at our health centers at no cost. As the public demand lessens, it is expected that these specialized clinics will cease and vaccine will be readily available as part of the Department's routine immunization services.

*ii. Community Clinics & Federally Qualified Health Centers*

DPH has executed service agreements with community clinics that enhance H1N1 mass vaccination capabilities by vaccinating vulnerable and medically underserved populations. These contracted providers are conducting special H1N1 vaccination clinics that serve clients coming in for various care needs, as well as special recruitment and engagement with African Americans specifically encouraging H1N1 vaccination. Current contractors include:

1. AltaMed
2. Arroyo Vista Family Health Center
3. East Valley Community Health Center
4. Eisner Pediatric and Family Health Center
5. El Proyecto del Barrio
6. Korean Health Education Information and Research Center
7. Northeast Valley Health Corporation
8. QueensCare Family Clinics
9. St. John's Well Child and Family Center
10. Saban Free Clinic
11. Universal Health Foundation
12. Venice Family Clinic

Additional community clinics have been identified that are currently providing H1N1 vaccinations without being a County contracted agency. Additional funding will improve their capacity to provide more vaccinations to vulnerable populations and to perform outreach activities to African American patient populations. Community clinics that will receive additional H1N1 funding and improve our vaccination rates are:

1. UMA
2. T.H.E. Clinic
3. South Central Family Health Center

*iii. Schools*

For the period of late winter 2009 to early spring of 2010, Phase II of the school plan will be implemented. The LAC Immunization Program (LACIP) has developed an analytic strategy as a

means to select schools to be targeted for H1N1 immunization efforts. LACIP will work with identified schools in collaboration with health services staff in each school district and DPH's Community Health Services (CHS) staff to plan and conduct the school located clinics. A School Flu Tool Kit containing customizable resources for schools to encourage parents to get children immunized for both seasonal and H1N1 influenza, including templates for the web and newsletters to send home to parents announcing the clinics, will be utilized.

#### Description of Analysis for School Selection

An algorithm was developed to determine schools with the highest need and lowest accessibility to the H1N1 vaccine thus far. Three data sources were utilized to identify pockets of need for increased H1N1 access. Using indicators to show where vaccine was already distributed through DPH mass vaccination sites, private provider offices in the immediate area, and data on school free lunch programs (used as a proxy for SES), schools were identified that fall within the areas that have had the most limited access. Outreach efforts will be made to provide assistance in organizing a school-located vaccination clinic at as many of the identified schools as possible, in collaboration with the school districts and CHS. DPH will most likely utilize the services of a mass vaccinator company to assist with administering immunizations and possibly mobile van units as means by which to reach school-aged populations in the target areas.

Our analyses show that within the five Supervisorial Districts, the aggregate African American population of students for all targeted schools is as follows:

- District 1 – 2.9%
- District 2 – 12.9%
- District 3 – 19.3%
- District 4 – 8.0%
- District 5 – 14.6%

LAUSD and DPH in partnership are expected to conduct approximately 8-10 more school clinics by the end of February in LAUSD. The realistic total amount of school based clinics that may happen are 20 clinics, which includes schools not in the LAUSD jurisdiction. The multiple school model indicates that each clinic could serve approximately 500 clients. The ideal result of this intervention would be for approximately 10,000 vaccinations to be administered through 20 targeted school clinics.

#### *iv. Providers with Mobile Clinic Units*

Mobile vans and clinics can be successful for engaging hard-to-reach populations if a desired service is being offered, and the location is appropriate. The Department will be reaching out to providers in the community, especially those with mobile clinics or vans that provide health services directly to minority populations and have a historical track record of being involved in the local health of residents for possible outreach events. Providers under consideration

include, but are not limited to: South Central Health Center; UMA; T.H.E. Clinic; Crenshaw Community Clinic; Watts Community Health Center; and LA City Community Health Center.

These agencies will provide mobile van services as planned and developed by community partners. Additionally, the six community partners described above will be encouraged to 'sponsor' a Public Health mobile unit in the community. Sponsoring the mobile unit would commit these partners to promoting the outreach event and being present during outreach events for direct educational engagement with people that attend or pass-by.

v. *Private Providers*

DPH will continue to approve orders for available H1N1 vaccine to private providers serving Los Angeles County residents. DPH will send additional messages to providers to promote vaccination in general and specifically tailored materials to inform and educate their African American patients.

vi. *Retail Pharmacies*

DPH will begin approving orders for available H1N1 vaccine to retail pharmacies in the next vaccine allocation from the Federal government. As the vaccine is delivered to these retailers, additional access points will be available for all residents in Los Angeles County.

D. Promote H1N1 vaccination through mass media outlets

DPH will continue working with *Voices*, a contracted vendor, to identify and foster relationships with community based organizations that target African American communities. Voices will be utilized to do the following:

- a. Expand our outreach within the African American community by generating press for the H1N1 vaccination efforts and partnering with community based organizations and faith based organizations.
- b. Work on additional outreach for media coverage and community outreach. Outreach to include but is not limited to: working with a local community clinic for a press event and photo opt for priority groups to be vaccinated with the H1N1 vaccine.
- c. Collaborate with the Southern Christian Leadership Conference to highlight the importance of the H1N1 vaccine for the community with interfaith leaders in the African American community.
- d. Participate in outreach leading up and into the MLK Kingdom Day Parade. Collaborate with a local healthcare provider to provide H1N1 vaccine at the event after the parade.
- e. Develop a community engagement platform for H1N1 outreach by enhancing our work with community leaders and community-based organizations to develop outreach H1N1 health educational outreach events during black history month.

- f. Participate in existing community events during black history month for outreach.
- g. Enhance our H1N1 outreach to hair salons and barber shops.

## **Budget**

All activities described in Sections I and II are included in our current CDC Public Health Emergency Response budget for H1N1. The budget presented below represents additional funds directed to the enhanced community partnerships described in Section III. The budget presents overall amounts for each category of activity, but not the specific allocation to a particular partner as discussions are currently in process.

### **Strengthen Links with Faith-Based Organizations**

Total funding: Currently budgeted

### **Mobilize Trusted Community-Based Partners**

Total funding: approximately \$150,000

#### Potential partners are:

Immunize LA Coalition

Community Health Councils

Healthy African American Families

INMED

Shields for Families

Black Infant Health Providers

- The Children's Collective, Inc
- Great Beginnings for Black Babies, Inc
- Mission City Community Network, Inc
- Prototypes
- Black Infant Health Program

### **Increase Capacity of Local Safety Net Health Care Providers**

Total funding: approximately \$250,000

#### Potential clinical partners are:

UMA

T.H.E Clinic

South Central Family Health Center

Crenshaw Community Clinic

Watts Community Health Center

LA City Community Health Center

#### Schools:

Total funding: approximately \$200,000

**Promote H1N1 Vaccination through Mass Media Outlets**

Total funding: approximately \$35,000

Potential contractor is:

Voices

Timeline

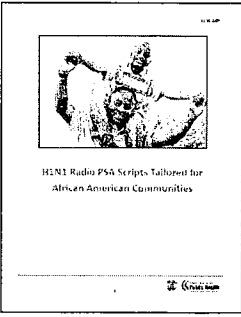
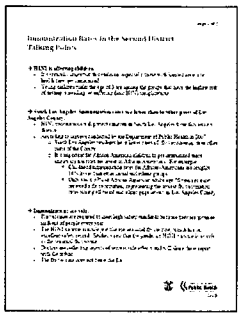
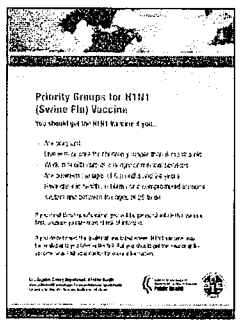
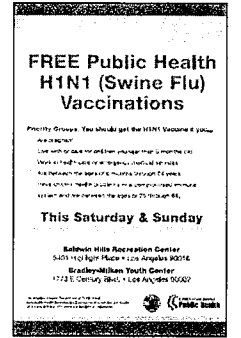
All activities will be implemented from January through May 2010

#### IV. ATTACHMENTS

## 1: H1N1 Resources Tailored for African American Communities

[illegible]



Resource	Description
 <p>H1N1 Radio PSA Scripts Tailored for African American Communities</p>	<p><b>Radio Public Service Announcements Script &amp; Recordings</b></p> <p>These 7 public service announcements (PSAs) were revised from generic PSAs. Recommendations by Dr. Brooks (from Watts Healthcare Corporation) are incorporated. Dr. Brooks also recorded the PSAs. They range in length from 30 seconds to 60 seconds.</p>
 <p>Immunization Rates in the Second District Talking Points</p>	<p><b>Immunization Rates in the Second District: Talking Points (216G) Speaking Points</b></p> <p>These talking points address the low immunization rates in the second district.</p>
 <p>Priority Groups for H1N1 (Swine Flu) Vaccine</p>	<p><b>Priority Groups for H1N1 (Swine Flu) Vaccine Flyer</b></p> <p>This 2-page flyer highlights the H1N1 priority groups, and lists upcoming vaccination clinics.</p>
 <p>FREE Public Health H1N1 (Swine Flu) Vaccinations</p>	<p><b>FREE Public Health H1N1 (Swine Flu) Vaccinations Poster</b></p> <p>This poster highlights the H1N1 priority groups and lists two upcoming vaccination clinics.</p>



