New Mexico Coalition to Enhance Vaccine Equity Among Hispanic/Latinx

DR. ELBA L. SAAVEDRA FERRER & MEMBERS FROM THE NM COALITION TO ENHANCE VACCINE EQUITY AMONG HISPANIC/LATINX
Presenters

► Dr. Elba L. Saavedra Ferrer, UNM College of Education of Human Sciences, (COEHS), Comadre a Comadre
► Adriana Garcia, CHW, East Central Ministries
► Yadira Aguero, CHW, Program Specialist, UNM Comprehensive Cancer Center
► Patricia Corona de Ortega, Peer Patient Navigator, UNM Comadre a Comadre
► Ana Maria Mendez Pina, Consul, Consulado de Mexico
Acknowledgments

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Today’s Outline

- We will share:
  - The Coalition’s Goal and Progress
  - Individual vaccine efforts by Coalition member organizations
  - Barriers to Vaccination Among Hispanic/Latinx
  - Considerations when Planning Vaccine Events & Marketing to Hispanic/Latinx
  - Different types of Trusted Messengers & Influencers
  - Recommendations
The Need for the Coalition for Vaccine Equity

- Both in NM and nationally, Hispanic/Latinx, have been disproportionately impacted by COVID-19 and have lower vaccination rates.

- A forum was needed to bring together those with a focus, expertise, efforts and resources to enhance vaccine equity among the Hispanic/Latinx.

- This Coalition would be inclusive of a multi-sector representation by government, public institutions, community-based organizations, businesses, faith-based organizations and others.

- The Coalition would leverage resources, and coordinate COVID-19 vaccine promotion among the Hispanic/Latinx community in a coordinated and collaborative manner.
The Goal of the Coalition for Vaccine Equity

► Overall Goal of the NM Coalition to Enhance Vaccine Equity Among Hispanic/Latinx is to support the state-wide COVID-19 vaccine roll-out and vaccine promotion efforts among in Hispanic/Latinx community.

► The NM Coalition to Enhance Vaccine Equity Among Hispanic/Latinx will aid in providing additional insight into vaccine hesitancy from the lens of CHWs, navigators, community members, community-based organizations, advocates, outreach workers, health advocates, and others.

► These voices are representative of the “boots on the ground”, who serve as the trusted and accepted transmitters of knowledge and information in the community.
Individual Member Organization Efforts
Event date: August 20, 2021
Target Community: Hispanic Community
Number of people vaccinated: 83
Event Type: Walk-in COVID-19 Vaccination
Type of vaccine distributed: Pfizer
There were 22 information tables: Some of them were:
Emergency Rental Assistance Program (ERAP) (60), Consulate of Mexico (57), Casa Fortaleza (41), Community Link (50), CNM (35), Centro Savila (40), Blood pressure and glucose screening ( 42), UNM Comprehensive Cancer Center (48) registered for the colorectal cancer class.
April 7, 2021

Targeted community: Mexican Community
Number of people vaccinated: 200
Type of event: Drive through vaccine
Type of vaccine distributed: Johnson & Johnson

April 23, 2021

Targeted community: Mexican Community
Number of people vaccinated: 273
Type of event: Drive through vaccine
Type of vaccine distributed: Moderna

May 21, 2021

Targeted community: Mexican Community
Number of people vaccinated: 273
Type of event: Drive through vaccine
Type of vaccine distributed: Moderna (2nd dose)
Individual Member Organization Efforts: La Familia Medical Center, Santa Fe

- COVID-19 Vaccine Events (Dec. 20, 2020 – present)
  - Provided at Alto, Southside, and Healthcare for the Homeless clinics
  - Temporary large events at Nancy Rodriguez Community Center (ended June)
  - Future: pop-ups in housing complexes and street medicine
  - Assisted NMDOH events in community
- COVID-19 Care Coordinators – 2 new CHW positions to promote vaccine equity among Latinx community members (Jan. – present)
- Types of vaccines: Moderna & J&J (onboarding Pfizer Sept. 13)
- Number of people vaccinated
  - LFMC patients: ~14,000
  - Community members: ~1,100
VACUNA DEL COVID-19
ARÉA DE ALBUQUERQUE

Mondays - Fridays: 12:00pm - 6:00pm
Saturdays: 9:00am - 1:00pm

Mayo 17-22
Westside Community Center
3250 I-25 Exit 1 SW, Abq, NM 87105

Mayo 24-29
Cesar Chavez Community Center
7505 Kathryn Ave. SW, Abq, NM 87108

Mayo 31-Junio 5
Empty City Lot
5401 Eastern Ave SE, Abq, NM 87108

Junio 7-12
John Marshall
1500 Walter St SE, Abq, NM 87102

También centrosas con la presencia de diferentes organizaciones que brindan información sobre la vacuna.
Barriers to Vaccination

- Lack of correct information on COVID-19 Vaccine
- Language
- Health literacy
- not feeling comfortable with having all of their information in a government database (immigrant)
- Not wanting to share their personal information shared with government sources
- Financial challenges compete with getting vaccinated
- Lack of Transportation (limited use of cars per HH or loved ones at work)
- Religious Beliefs
- Employers not allowing time off to get vaccinated (service workers)
- Employees concerned about vaccine side effects & losing work/unpaid leave
- Other “real life” situations competing for their time (family life, work schedules, taking children to school, etc.)
- Lack of child-care for vaccine side effects.
Considerations for Vaccine Events among Hispanic/Latinx

- Choose weekends and evenings to accommodate working families.
- Ensure that once organizations commit that they show up.
- Keep the NEEDS of the community in mind when planning the event not just the organization of it.
- Consider that each community may have different needs (what works for a neighborhood, for example the Vista del Sol was held in a trailer park community).
- Provide transportation to the event or specifically to get vaccinated.
- Consider the use of the mobile vaccine van. Bring the vaccine to the community!
Considerations for Vaccine Events among Hispanic/Latinx

- Include complimentary social services resources (immigration services, legal assistance, rental assistance, etc.)
- Include other clinical or medical services (flu shots, BP checks, diabetes, school shots, etc.)
- Provide education and information about health and the COVID vaccine.
- Hold family-centered events: provide children's activities, food, etc.
Considerations for Marketing among Hispanic/Latinx

- When promoting the event, list the types of services offered at the event (in addition to the vaccines being offered).
- Distribute flyers in churches, businesses, restaurants, etc. where the community regularly visits.
- Use the media: TV (Telemundo), radio (UNIVISION) ---- this is an important source how Hispanics/Latinx obtain information and learn about vaccination events.
- Use social media platforms like TikTok, Facebook, Twitter, and Instagram to promote the event through digital brochures.
- Use local and familiar networks known to the community such as the CBO’s and CHW/navigators who belong to the community and are credible sources and accepted as transmitters of knowledge and information.
Types of Messengers and Sources of Influence among Hispanic/Latinx

- **The media:** radio and television continue to be strong influencers for H/Lx and are seen as trustworthy sources (Community level)
- **Community health workers:** promotoras / promotores who are from the community itself (interpersonal level)
- **Community navigators** in cancer care and other health conditions and those navigating access to health (influence at the interpersonal level)
- **Family members** (influence at the interpersonal level)
- **Friends** (influence at the interpersonal level)
- **Comadres/Compadres, godmothers, godparents** (extended family members) (influence at the interpersonal level)
- **Community leaders** (who have been vaccinated - community level)
- **Doctors and community health clinics** (community level)
Recommendations

- Debunk misinformation surrounding the vaccine: rely on culturally-competent educational strategies to include:
  - Personable approaches one-on-one, and group settings (such as the “platica” or “charla” or “comadriar”)
  - Allow “space” in educational platicas so that people can decompress and vent out the stress on their families due to those FM vaccinated versus those FM who are not.
  - Educate and promote healthy coping strategies to address this stress
- Consider historical trauma from healthcare mistreatment; distrust & racial discrimination and its impact on vaccine acceptance
- Consider religious beliefs and their impact on vaccine acceptance
Recommendations Continued.

Apply Ecological-based, community-engaged approach to vaccine promotion and education that impacts at various levels.

**Individual:**
- Patient knowledge/attitudes/beliefs (debunking misinformation about vaccination)

**Interpersonal:**
- Peer, navigators, CHWs, other outreach workers representative of the community and cultural perspective, accepted and trusted messengers

**Community:**
- Coalitions, community partnerships and community-based organizations, trusted media,

**Institutional:**
- Healthcare systems & institutions (providers encouraging vaccination/community clinics)

• Comadre a Comadre. https://comadre.unm.edu/index.html


• https://salud-america.org/study-most-black-and-latino-adults-hesitant-to-take-a-covid-19-vaccine/


• https://www.npr.org/2021/02/01/962902332/many-latinos-are-hesitant-to-get-a-covid-19-vaccine


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Questions?

Mil Gracias!